

Sprint 3 Report

Prepared by: Josue Nunez, Alex Woods, Linhao Yuan

Intended Progress:

Team DIG's goal for the third sprint was to continue working on creating reports on the backend and designing the front end for the dashboard.

Alex's goal for this sprint was to create reports from the data pulled from the API's, as well as working on the backend to allow more API's to be added in the future.

Josue's goal for this sprint was to incorporate the Flask framework for web applications into his MailChimp_API code for more functionality and debugging as well as use MailChimp_API library to help make a lot easier api_calls to Mail Chimp.

Linhao's goal for this sprint was to decided on the front end design

Progress Reflection:

While some progress has been made, Alex believes that more work is needed to complete working on the backend. As of now, there aren't enough reports being made to get an understanding of how users interact with the website. Originally we'd also planned on adding the Facebook API to get an understanding of users coming from that website, but we found that the Google API tracks those users. We've decided against adding that API. Josue believes that good progress was made in finalizing the mail_chimp API incorporating flask framework as well as doing some research in Caching some of the data. Josue believes that after the team gets over some of the unforeseen road bumps in the development process for certain analytical websites api's that there will be a better vision on what to focus on completing in the next couple weeks. With new leadership, our sponsor Chris has given us a better understanding of more specific goals to tackle on and what the end goal looks like instead of leaving it so open. This will help the team members get a better idea of what to research going forward.

Linhao had some progress made, but since we had a new person with us from digs, they gave us a different, more specific requirement for how they want the page to look like, so Linhao had to scratch what he had made and start over, but the previous work was still valuable since he gained experience with the front end framework

Problems Encountered:

During the last sprint we had added Chris on our team as our new sponsor, as Joe no longer works for DIG. This added a delay for our team as we had to get Chris up to speed on everything our team planned on doing. We also planned on using the reports that DIG creates as a framework for creating the cashboard, but that was delayed as well.

Creating usable reports without an example of what will be useful to DIG was more challenging than expected. A lot of the data that can be pulled from Google Analytics conflicts with one another and will not work as intended. The next sprint will be working on solving this issue.

One of the main goal for this project is to achieve a data visualization in the end, so we had to find a way to visualize the data we have, though Linhao had experience on the front end work, he has never done data visualization before, he had to learn to implement the tool for it.

Projected Progress:

The next sprint will consist of creating reports in the backend and continuing work on the frontend.

Alex believes that we're still on track to finish the necessary work for this project. Work on the backend was delayed due to replacing our sponsor, but now that he is caught up on everything, progress in the next sprint will continue at a smoother pace. Work still needs to be done adding mail chimp to the controller and more tests done on pulling data to the front end, but those seem to both be feasible goals this sprint.

Josue believes that he will be able to finish phase 2 of his mailchimp_api during the end of this sprint including using the flask framework in python, cleaning up code, and getting something displayed to a local server.

Linhao believes that he will be able to have a basic page for the main page, if everything goes smoothly, he might be able to have the data visualization set up for the data from the back end to test.

Teamwork Reflections:

This past sprint was difficult due to not having a sponsor for part of it, and that in turn delaying the work that could've been finished. Our team did a good job at communicating during this, but a greater focus on teamwork will be necessary moving forward. This sprint will be crucial in getting cleaner data for the frontend to start messing around with and use to display a user interface.

Conclusion:

While getting a new sponsor mid project can be difficult, the transition has largely been a smooth one. While some progress has been made, we'll need to work diligently on creating effective reports and the formatting of the frontend in a way that will be useful for the user. We realized quickly that DIG marketing understood there would be many problems that arise when trying to create API calls as some websites don't have much support for this or there are areas that cost too much money to deploy. There is only so much we can do when we aren't given actual data from the company, this requires us to weed out the websites that don't have a playground for us to create dummy data or test data to use. This is part of the process and is why DIG made it clear that it is a proof of concept because they knew for some of their marketing analytics websites it wouldn't be feasible, they are hoping to not spend any money either so it limits us on creating accounts that require membership.