# Sprint 4
# DIG

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# Project Summary

A web application that tracks a brand's site analytics, marketing, and other data in near-real time from softwares such as MailChimp, Google Analytics, Facebook Ads, and Campaign Monitor. Using Dashboard-type visuals, this program will help visualize the customer experience for different brands and clients.

# Software Architecture Overview
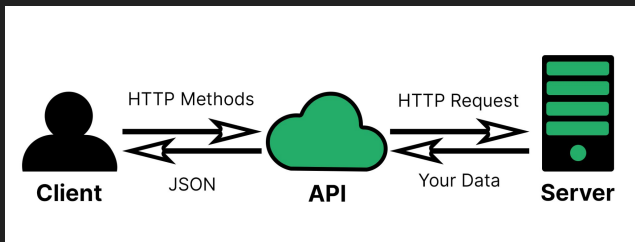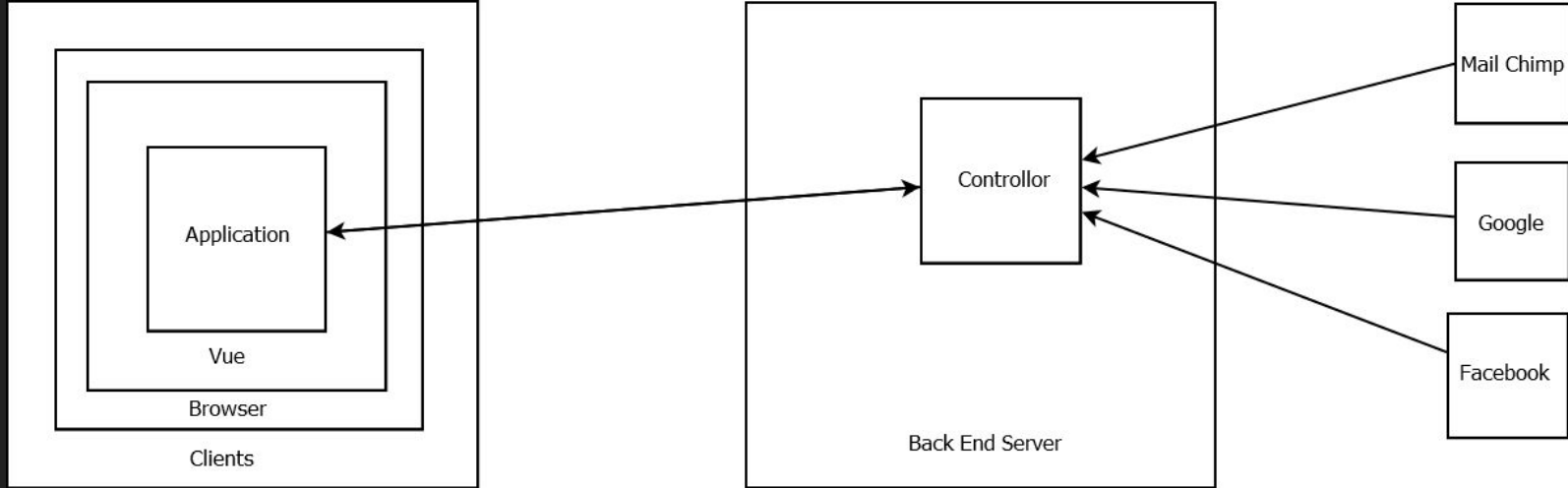
# Intended and Actual Progress - Alex

Create reports from Google Analytics data - Complete

- Overview of users on the site
- User geographic data
- User acquisition data

Learn and implement Flask - Complete

User Path - In Progress

- Full path of a user's experience on the site

Verify the following reports from Google Analytics work correctly - Incomplete

- User demographic
- User ecommerce
- Google Ads

# Intended and Actual Progress - Josue

Intended Progress:

- Reformat MailChimp json file to align with frontend
- Get rid of unnecessary data
- Explore Flask data transfer with Vue.js
- Create Definitions Page for Mailchimp

Actual Progress:

- Reformat Mailchimp messy data to organized Dictionaries(Jsonified)
- Update read-me page with run instructions and packages
- Created Definitions Page for Mailchimp mockup
- Added Cross-Origin Resource Sharing (CORS) in Flask, since our front- and back-end will be served on separate ports using the Flask-CORS Python package.

```
report = {
  "reports": [
    {
      "id": "string",
      "campaign_title": "string",
      "list_id": "string",
      "list_name": "string",
      "subject_line": "string",
      "emails_sent": 0,
      "unsubscribed": 0,
      "send_time": "2019-08-24T14:15:22Z",
      "rss_last_send": "2019-08-24T14:15:22Z",
      "bounces": {
        "hard_bounces": 0,
        "soft_bounces": 0,
      },
      "forwards": {
        "forwards_count": 0,
        "forwards_opens": 0
      },
      "opens": {
        "opens_total": 0,
        "unique_opens": 0,
        "open_rate": 0,
        "last_open": "2019-08-24T14:15:22Z"
      },
      "clicks": {
        "clicks_total": 0,
        "unique_clicks": 0,
        "unique_subscriber_clicks": 0,
        "click_rate": 0,
        "last_click": "2019-08-24T14:15:22Z"
      },
      "list_stats": {
        "sub_rate": 0,
        "unsub_rate": 0,
        "open_rate": 0,
        "click_rate": 0
      },
      "timeseries": [
        {
          "timestamp": "2019-08-24T14:15:22Z",
          "emails_sent": 0,
          "unique_opens": 0,
          "recipients_clicks": 0
        }
      ],
    }
  }
}
```

- **Open rate**
  The percentage of suc... open rate for your audi... there instead.
- **Click rate**
  The percentage of suc... click rate for your audi... there instead.
- **Opened**
  The number of recipien...
- **Clicked**
  The number of recipients who clicked any tracked link any number of times in this campaign.
- **Bounced**
  The number of recipients who registered as a hard or soft bounce.
- **Unsubscribed**
  The number of recipients who opted out of your emails using the unsubscribe link in this campaign.
- **Total opens**
  The total number of times the campaign was opened by recipients. This count includes multiple opens from individual recipients.
- **Successful deliveries**
  The number of recipients who didn't hard or soft bounce on this campaign.
- **Clicks per unique opens**
  The percentage of recipients who registered as an open who also clicked a link in your campaign.
- **Total clicks**
  The total number of times tracked links were clicked by recipients. This count includes multiple clicks from individual recipients

# Intended and Actual Progress - Linhao

Intended Progress:

- Complete the dashboard design
- Display needed charts for data visualization
- Explore ApexChart

Actual Progress

- Dashboard design is completed
- Charts for Google Analytics is displayed in the dashboard

# Incomplete

- Merging Google Analytics code with Flask.
- Create user site path report
- Caching Research
- Add MailChimp & Campaign Manager to the dashboard
- Login Page

# Completed

- Create reports from Google Analytics data
- Create reports from Mailchimp Data and finished API
- Refined Read Me Page for installation and setup
- Incorporated  Cross-Origin Resource Sharing (CORS) in Flask
- Definitions Page Phase 1
- Dashboard layout
- Feasibility of using Facebook Analytics(Ended up dropping after research and review with Sponsor)

# Burndown Chart
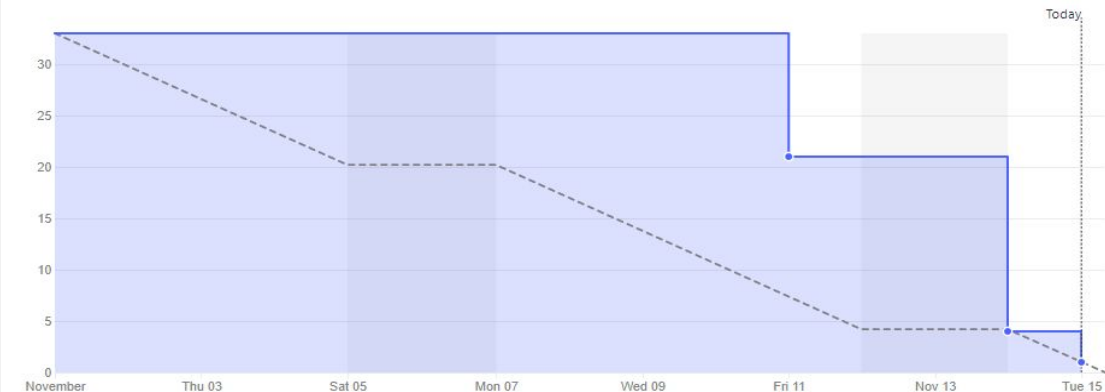
# Problems Encountered

- Changed Sponsors
- Unable to track the following data due to being unable to use the API with a demo account
    - User demographic
    - User ecommerce
    - Google Ads
- ApexChart

# Sprint 5 Projected Progress

Overall Goals:

- We would like to continue creation of different dashboard pages to show analytics for each marketing tool such as Google Analytics, MailChimp, and Campaign Manager. We would like to explore the idea of having a slicer on each dashboard page to filter data by a specific client that DIG has. Have meeting with sponsor to review our front end and give us feedback on the vision we have for the end product. API development for Campaign manager will be our biggest focus as far as backend goes for the next sprint.

Individual Goals:

Alex

- Create user path report
- Add new site

Josue

- Finish refining Definitions Page for Mailchimp
- Complete Phase 1 one of "Campaign Manager API" Development
- Potentially help Front End in design

Linhao

- Polish up the dashboard furthermore
- Connect with the back-end
- Add dashboard for Mailchimp and Campaign Manager
- Potentially look into login page if we have time

# Questions