Team DIG: Customer Experience Dashboard

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Overview

A web application that tracks a brand's site analytics, email campaigns, and other data in near-real time. Using Dashboard-type visuals, this program will help visualize the customer experience for different brands and clients.
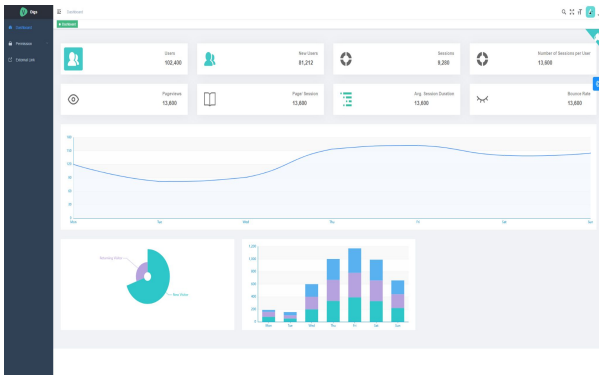

Figure 1: Dashboard

Customer Experience

Problem:
A customer's experience with a brand can be both difficult to visualize and quantify. It's the totality of feelings and emotions created from interacting with a brand's products and services. Viewing change's of how customers perceive and interact with a brand is paramount for its success.

Solution:
- Track user data on a brand's site to create an overview of how users interact with the site.
- Track successful user interaction with email campaigns
- View changes with user interaction overtime
- Identify any problems in their marketing campaigns by looking at data Kpis in real time.

Analytics

The goal of the reported data is to convey any trends with how people may perceive a brand or interact with a site.
Data reported shows:
- An overview of the users on the site
- Statistics of the pages on the site
- How users are accessing the site

Email Campaigns

-Mailchimp: is a marketing automation platform designed and developed for businesses using email to reach out to their target markets.

-Campaign Monitor: Campaign Monitor is a straightforward email marketing tool that enables marketers to send beautiful and personalized emails, creating a reliable channel to grow engagement with subscribers and promote loyal readership and conversions.

-Google Analytics: track statistics regarding the users on the website. (bounce rate, users and new users, average session duration and sources for incoming traffic)

Technical Details

-**PYTHON** for backend development
-**JAVASCRIPT** for front-end web development
-**Vue.js** JavaScript framework for building user interfaces. It builds on top of standard HTML, CSS and JavaScript, to create the front end of our application. Web application implemented using **Flask** framework and **REST API** for client/server communication and transfer of data.
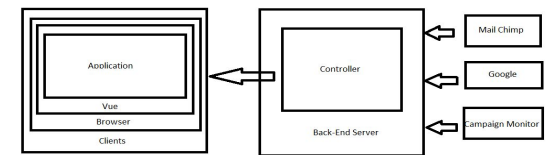

Figure 2: Architecture Overview

Definitions

Click performance: This section includes a list of the URLs that were clicked the most in the campaign.
Open rate: The percentage of successfully delivered campaigns that registered as an open. We also show the average open rate for your audience.
Click rate: The percentage of successfully delivered campaigns that registered a click.
Opened: The number of recipients who opened this campaign any number of times.
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.

Acknowledgement