

Greenery Product Analytics Dashboard

dbt Exposure, Model and DAG

dbt Exposure for Analysis of Product Analytics

dbt

Search for models...

Overview

Project Database Group

Sources

- postgres

Exposures

- Dashboard** exposure type
- Product funnel visualization using BI tool label field from exposure .yaml file

Projects

- dbt_project_evaluator
- greenery
- dbt_utils
- dbt_date
- dbt_expectations

Product funnel visualization using BI tool exposure

[Details](#) [Description](#) [Depends On](#)

Details

TAGS	PACKAGE	CONTRACT	MATURITY	OWNER	EXPOSURE NAME
bi-dashboards product-funnel	greenery	Not Enforced	medium	E D <xxxx@gmail.com>	product_funnel_dashboard

Description

Models to facilitate product analytics by using BI tool to visualize daily funnel performance at user and product granularities through BI tool

description field from exposure .yaml file

Depends On

Models

- fct_sessions_daily dbt model used to summarize daily sessions per product

dbt Model to be Invoked by BI Tool to Assemble Funnel

Overview

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Sources

- postgres

Exposures

- Dashboard
 - Product funnel visualization using BI tool

Projects

- dbt_project_evaluator
- greenery
 - macros
 - models
 - intermediate
 - marts
 - core
 - daily
 - fct_sessions_daily**
 - fct_conversion_rate
 - fct_orders
 - marketing
 - product
 - staging
 - snapshots
 - tests
 - dbt_utils
 - dbt_date
 - dbt_expectations

fct_sessions_daily table

Details Description Columns Referenced By Depends On Code

TAGS	OWNER	TYPE	PACKAGE	LANGUAGE	RELATION	ACCESS	VERSION	CONTRACT
untagged	TRANSFORMER_DEV	table	greenery	sql	dev_db [REDACTED] fct_sessions_daily	protected		Not Enforced
APPROXIMATE SIZE		LAST MODIFIED	ROW COUNT					
121 KB		2024-11-08 05:21UTC	1,845					

Description

counts of three types of events per daily session by product, with product and state names

Columns

COLUMN	TYPE	DESCRIPTION	CONSTRAINTS	DATA TESTS	MORE
session_id	TEXT	UUID of each browsing session on the platfor...		N	>
user_id	TEXT	UUID of the user that this event is associated...		N	>
state_name	TEXT	state this delivery address is based in		N +	>
product_name	TEXT	Name of the product		N	>
created_at_date	DATE	unique date per session		N +	>
num_page_views	NUMBER	number of checkouts per daily session		N +	>
num_add_to_carts	NUMBER	number of checkouts per daily session		N +	>
num_checkouts	NUMBER	number of checkouts per daily session		N +	>

fields used to summarize daily sessions per product

Referenced By

Data Tests Exposures

product_funnel_dashboard exposure name

fct_sessions_daily table

Details Description Columns Referenced By Depends On Code

```
2 SELECT user_id,
3 address_id
4 FROM {{ ref('stg_postgres_users') }}
5 ),
6 addresses AS (
7 SELECT address_id,
8 state AS state_name
9 FROM {{ ref('stg_postgres_addresses') }}
10 ),
11 products AS (
12 SELECT product_id,
13 name AS product_name
14 FROM {{ ref('stg_postgres_products') }}
15 ),
16 event_users AS (
17 SELECT DISTINCT(user_id) AS user_id
18 FROM {{ ref('stg_postgres_events') }}
19 ),
20 daily_user_sessions AS (
21 SELECT *
22 FROM {{ ref('int_sessions_aggregated_to_product_daily') }}
23 ),
24 user_addresses AS (
25 SELECT u.user_id,
26 a.state_name
27 FROM event_users AS u
28 INNER JOIN users us USING (user_id)
29 INNER JOIN addresses a USING (address_id)
30 ),
31 daily_user_sessions_named AS (
32 SELECT s.session_id,
33 s.user_id,
34 ua.state_name,
35 p.product_name,
36 s.created_at_date,
37 s.num_page_views,
38 s.num_add_to_carts,
39 s.num_checkouts
40 FROM daily_user_sessions AS s
41 INNER JOIN user_addresses ua USING (user_id)
42 INNER JOIN products p USING (product_id)
43 )
44 SELECT *
45 FROM daily_user_sessions_named
```

staging

intermediate

DAG for dbt model used in Exposure

