

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** type field from exposure .yaml file
- 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-dashboard product-funnel	greenery	Not Enforced	medium	ED <xxxx@[REDACTED]>	product_funnel_dashboard

name field from exposure .yaml file

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

Project Database Group

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dbt_utils

dbt_date

dbt_expectations

fct_sessions_daily table

Details Description Columns Referenced By Depends On Code

untagged TRANSFORMER_DEV table greenery sql dev_db.dbt fct_sessions_daily public Enforced

APPROXIMATE SIZE 120 KB LAST MODIFIED 2024-11-11 17:51UTC ROW COUNT 1,845

Description

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

Columns

session_id TEXT UUID of each browsing session on the platfo...

user_id TEXT UUID of the user that this event is associated...

state_name TEXT state this delivery address is based in

product_name TEXT Name of the product

created_at_date DATE unique date per session

num_page_views NUMBER number of checkouts per daily session

num_add_to_carts NUMBER number of checkouts per daily session

num_checkouts NUMBER number of checkouts per daily session

is_bounce_session NUMBER whether the session ended in a bounce even...

Referenced By

Data Tests Exposures

product_funnel_dashboard

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

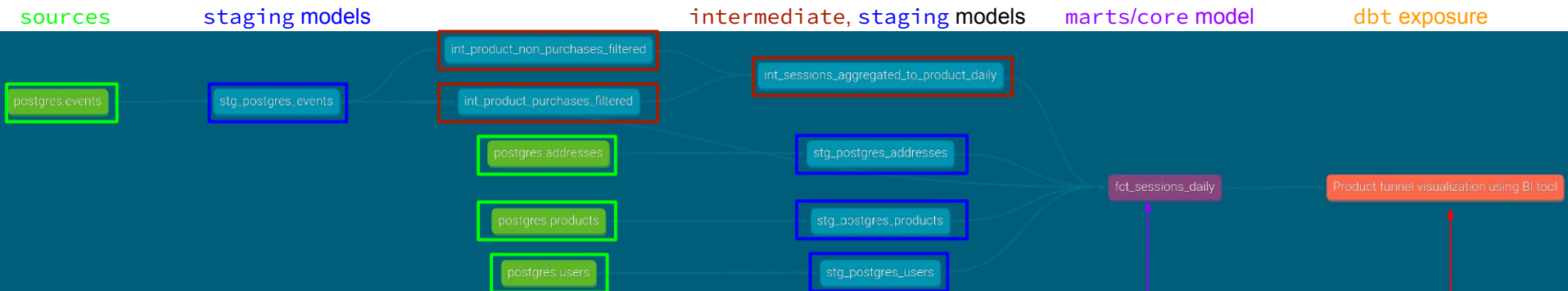
fields used to summarize daily sessions per product

name field from exposure .yml file

DAG for dbt model used in exposure



DAG for dbt model used in exposure



captures parents of fct_sessions_daily model

+fct_sessions_daily+

captures children of fct_sessions_daily model (i.e. dashboard)

dbt model used to summarize daily sessions per product

dbt exposure, showing label field from .yaml file