

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

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	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

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

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Sources

postgres

Exposures

Dashboard

Product funnel visualization using BI tool

Projects

dbt_project_evaluator

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fct_sessions_daily

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tests

dbt_utils

dbt_date

dbt_expectations

fct_sessions_dailytable

DetailsDescriptionColumnsReferenced ByDepends OnCode

untaggedTRANSFORMER_DEVtablegreenerysqldev_db[REDACTED]fct_sessions_dailyprotectedNot Enforced

APPROXIMATE SIZE121 KB

LAST MODIFIED2024-11-10 02:10UTC

ROW COUNT1,845

Description

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

Columns

fields used to summarize daily sessions per product

COLUMN	TYPE	DESCRIPTION	CONSTRAINTS	DATA TESTS	MORE
session_id	TEXT	UUID of each browsing session on the platfo...		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 +	>
is_bounce_session	NUMBER	whether the session ended in a bounce even...		N A	>

Referenced By

Data Tests

Exposures

product_funnel_dashboardexposure name

fct_sessions_dailytable

DetailsDescriptionColumnsReferenced ByDepends OnCode

```
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

