Good afternoon, everyone. I’m very delighted to have the opportunity to present my internship work here. My presentation is in four parts. Firstly, I’ll introduce the key metrics in the dashboard. Secondly, a demonstration is given. Thirdly, I’ll talk about the workflow behind the dashboard. And finally, the Q & A. Please feel free to interrupt me whenever you have any question.

Let’s start with a story. This year the goal of our insight team is to increase the number of people who make contributions on Docs and Alex is in charge of this task.

Firstly, take a look at this funnel, its data comes from last month. The absolute number makes no sense here because with more topics published, the absolute number is larger. We care more about the percentage. We can see that in July, the percentage of people who make a pull request is less than 0.01%. It’s relatively low.

So for Alex, how to increase the percentage? He decides to organize us to bring up some ideas, for example, maybe we can give the people who make contributions awards. It sounds reasonable but how to verify its feasibility. Here the dashboard will be used to help Alex judge whether an idea works or not.

I’d like to quickly introduce the key metrics in dashboard here: the publish of topics, and a publish is mainly finished by a pull request, so the pull request here and finally in GitHub concept, the contribution and contributors.

The common items of above three key metrics to represent is the per day trend or per month trend and the total number. All the items are categorized by repository name, tenant and site. Besides, a time slice is used to configure the time range.

Then aimed at publish and pull request, we’ll give a more detailed categorization. Take publish as an example, we’ll care about how many topics in a publish, the action of user (create, delete, update, or rename) and the number of changed lines. Similarly, for pull request.

So Let’s turn to the dashboard. This is the overall view. For Alex, by selecting the repo Name list, he can compare the performance of repos internally. If some certain repo’s performance is much better than others, he can conversely look into this repo to find the reason and make further hypothesis. And look at this time selector, for example, the Docs is open to public in May, so Alex can select the time interval to see the data after May.

Next, we’ll move on to details of the dashboard. If after some A-B testing, Alex finds that the per day trend and total number have an obvious increase. Then he knows that the idea works.

By categorizing the publish, Alex can know more about the people’s behaviors. For example,

The add/delete/rename actions are often taken by the author. If the proportion of the edit part is larger, then it shows more people are participated in editing the topics.

If the number of changed lines is small, it means that people just make some small adjustments such as word spelling.