Part 1: Measurement Plan

**Ans. I would like to write objectives regarding the data visualization for a new startup called SalonEverywhere.com.**

**Measurement Plan**

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| --- | --- | --- | --- |
| Objective | Action | KPI | Performance Target |
| 1. show the number of professionals that have been registered in the site. | Write query to extract the users based on the professional type and visualize it using a library. | Plot the data in a barchart or piechart | 5% monthly increase in the data that is being plotted in the graph |
| 2. visualize the accuracy of match making the professionals to the client request | Send email or sms to the client asking them to complete a survey | Callbacks from the client or surveys being filled | 10 % monthly increase in the response from clients |
| 3. show the number of users that have been ID verified (both clients and professionals) | Use the third party api to get the information about the users that have been verified | Able to make a success full request to the third party api to get the details of the request. | 5% increase in making successful api calls |

PART 2: Case Study

1.

1. What problems came up when the company tried to improve their analytics capabilities

Ans The company faced many hurdles, some of them are data cleanup issues, deployment challenges, and running into higher management who did not understood the purpose of data analytics

1. How did they solve those issue?

Ans. They solved the issues by asking themseleves, what questions they are trying to answer, what they want to find out about the vistors and kind of validations they need to make better choices in their area of their business. This led to the alignment of their thoughts, so now everybody understands what the company mission is and what they do.

1. What are their recommendations for companies trying to start using data analytics?

Ans.

* Have some kind of virtual pressure on the goals that you are trying to achieve. This would keep the things going.
* Try to educate the stakeholders on how to read the data. This would help them to understand what you are trying to solve and also ask questions if they have any
* Use the analytics tool in every single web page, and some of the questions on how the data can be used should be answered.