In this video, we will cover the key features available to the user within the Review module. The Review module is the data visualization module. This module is used to conduct exploratory data analysis through predefined charts and tables. These charts not only enable the user to spot anomalies in the data, but also help them get a preliminary read on trends, seasonality patterns, collinearity as well as relationships between the predictor variables and the dependent KPI.

The charts within the Review module are used to feed the Data Review presentation deck that is presented to the client to obtain their sign off on data quality and preliminary insights. The modelling process can begin only after successfully presenting the data review deck to the business stakeholders.

The Review Module includes 2 visual elements – Trend and Period-wise comparison

For the trend chart view, the user may select the following inputs:

1. The duration for which they wish to observe the historical trend. They may do so by using the calendar feature at the bottom of the screen to select a From and To date. By default, the trend is displayed for the entire duration of data uploaded, but the user may select any subset of that duration.
2. A Primary measure – The trend chart has 2 y-axes to enable the user to compare the trends of 2 or more drivers. The user typically selects the dependent KPI as the primary measure
3. 1 or more secondary measures – The user can select up to 50 secondary measures for comparison with each other and the primary measure

In this instance, as an example, the user might select Revenue, which is the dependent KPI as the primary measure and Major Game Update (Character Update) as the Secondary measure to view if and how they are related. Clicking on the chart legend hides the variable from displaying in the chart. Clicking on it again unhides the variable. In case of multi-dimensional datasets, the user can choose the filter option to view the trend for a subset of dimensions.

For the Time Comparison view, the user may select the following inputs:

1. 1 or more measures whose aggregate values they wish to compare across multiple time periods.
2. 2, or more periods (up to a maximum of 4) of equal duration where each period is a subset of the total period for which data is loaded into the platform

By viewing this chart and the underlying table, the user can assess whether there has been an upward, downward, or flat trend for those measures across the selected comparison periods.

In this instance, as an example, the user might select Moloco, Snapchat and Twitter as the measures of interest and compare their values across April and July 2020

All the tables within the Review module can be downloaded in Excel. If the user wishes to run their own custom data analyses in third-party data visualization software such as Tableau or PowerBI, they can use these Excel files to drive such analyses.

With this, we conclude the Review module training video. In the next video, we will focus on the Modelling module where we will demonstrate how to build MM models.