Sliide Challenge - Part 2

1. Better ways to ingest BigQuery data into Tableau
1. Performance recorders to pinpoint the slow queries and fixing it by revisiting the data model
2. Applying Context Filter to speed up the filtering process
3. By aggregating the measure one can reduce the number of rows for view which speeds up the process
4. Creating a set than a filter speeds up the filtering
5. By turning off the automatic update of queries
6. Look out for performance warnings when loading a data

2. Automate BigQuery extraction
1. Using a service called Dataflow

3. KPIs
1. Lifetime value - Customer Lifetime value can be calculated to assess how much (time or money) a customer is spending on the app. We can help tailor the content for higher paying customer as they're more likely to be engaged in the app.
2. User Tenure - This can be calculated by the user's first login and current status at that time to determine the duration a user has used the app for.
3. Correlation Analysis (User engagement and User Tenure) - This can be derived by using the User Tenure and checking the frequency of their activity as it'll help determine the active users.

4. User Segmentation
1. Do user click push notification and go into app to spend more time - Being able to segment user on this criteria, we can assess what notifications are most likely to be read by a user. Also, it'll help us determine which notifications does a user care about and follow up on that data to send relevant notifications.
2. Are users on higher end devices worth more - This can help us determine which users might be more inclined to use the app. High end devices has better resolution, interactivity and refresh rate which helps a user grab attention. This will result in more time spent by the user.
3. A/B Test Group - Running A/B tests has helped us determined 50% of the users use Weather feature and the remaining 50% horoscope. This will allow us to tailor the contents or adverts to the users in a particular category.

5. Mock Up Dashboard

The mockup dashboard below can be used for each version of the News app to determine the performance statistics. Some of the other metrics that can be used are -
1. Count of application instances
2. Application and Server CPU
3. Application Availability
4. Garbage Collection