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Purpose: The business review Tableau dashboard is used to monitor key metrics for Wayfinder Personalization products such as Your CNN, Watch Next Videos, and Related Articles.

Metrics and SQL definitions: Paperdoc Link

All metrics are pulled from Snowflake Zion data using enriched tables to easily access certain parameters for mobile app. The 4 main tables used are:

> Pageview → Any pageview that fires will log a pageview, even a settings page. Articles will also fire pageviews. Opening up the app will have a page view.
>
> Component On → This table logs all what the user sees on their mobile app screen. You can think of this table as impressions. If a user is on Your CNN tab, and scrolls through different article cards, it will be logged. If a user clicks on an article, component on will log what paragraph a user is on, how far a user scrolled, etc.
>
> Generic_Taps → This table logs what a user taps on or clicks on.
>
> Video_Content_Started → This table logs when a video has started, but does not log how long a video played for.
>
> Video_Content_Playing → This table logs how long a user played a video for

Production Tables: There are two tables where this data resides.

The first is going to an analytics database and the personalization schema. The second is a view in the Analytics_tools db and DI_Tableau_prod schema. The data has to be in the DI_Tableau_Prod schema so Tableau can connect to it. It is the only database/schema Tableau can connect to.

Main: "ANALYTICS"."PERSONALIZATION"."WEEKLY_BUSINESS_REVIEW"

View: "ANALYTIC_TOOLS"."DI_TABLEAU_PROD"."WEEKLY_BUSINESS_REVIEW"

Tableau: There are 4 dashboards in total. The Overview dashboard provides high level metrics of personalization metrics. Your CNN, Watch Next, and Related Articles have their own detailed dashboards.

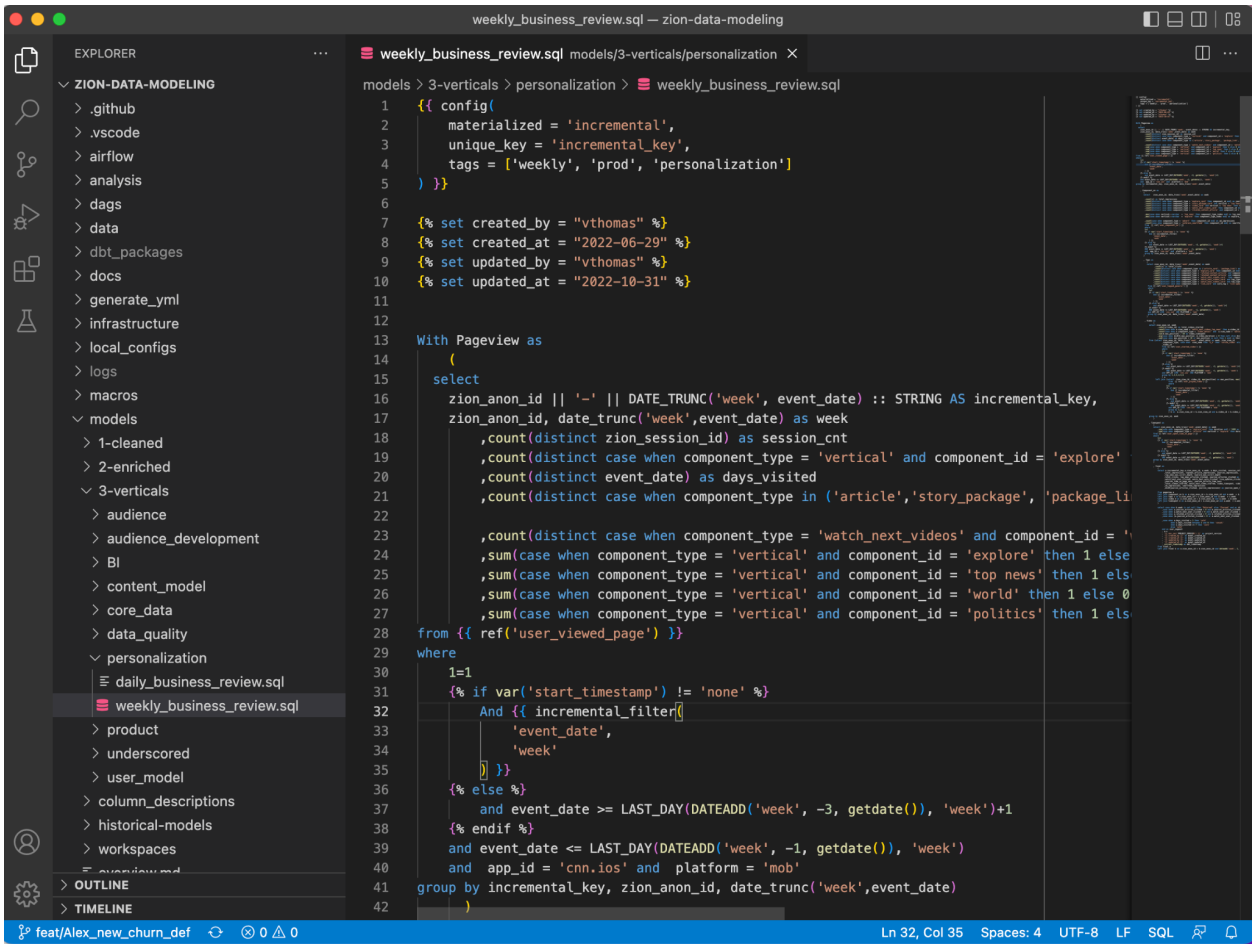
Overview Dashboard: Link

Your CNN Dashboard: Link

Watch Next Dashboard: Link

Related Articles Dashboard: Link

How to Update SQL: All updates are done by Git. I personally use VS Studio. Screenshot:



1. Clone the repo: https://github.com/turnercode/zion-data-modeling

2. Go to models → 3-Verticals → Personalization → weekly_business_review.sql
3. Create your own branch. Branch Naming Conventions:
    a. FEAT for features. /feat/Alex_Churn_filter
    b. FIX for fixes. /fix/Alex_churn_update
    c. Release is the main production branch
4. Commit, give a brief message of the changes
5. Publish Branch.

Tableau:

1. Always download the latest workbook from Tableau Server and make changes from there.
2. Give the updated workbook to Kevin M. to publish to the server.