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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.

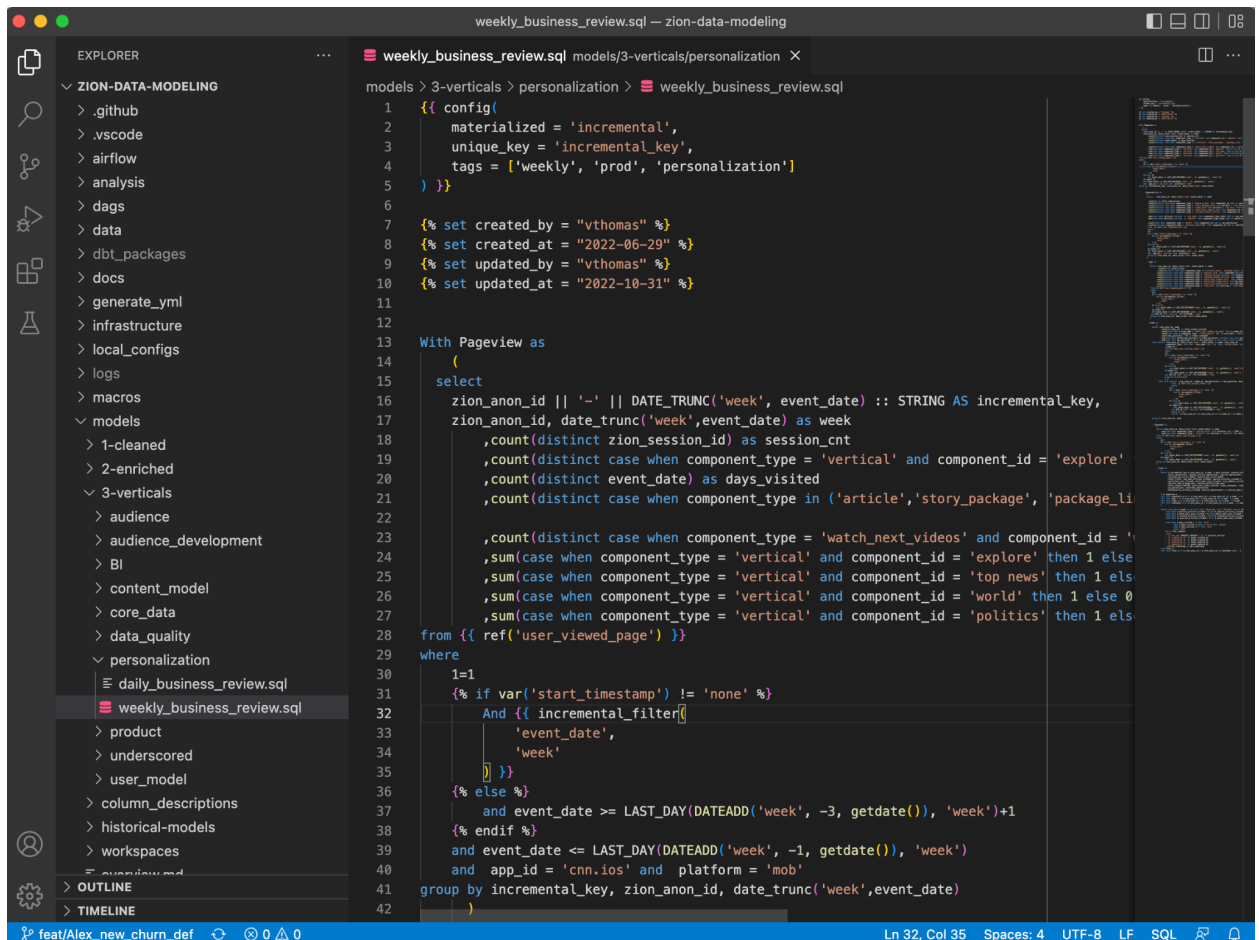
Overview Dashboard: [Link](#)

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:



The screenshot shows the Visual Studio Code editor with the file explorer on the left displaying the project structure for 'ZION-DATA-MODELING'. The main editor window shows the 'weekly_business_review.sql' file with a SQL query. The query is a complex SELECT statement with multiple joins and conditional logic. The status bar at the bottom indicates the file is at line 32, column 35, with 4 spaces, UTF-8 encoding, and LF line endings.

```
1  {{ config(
2    materialized = 'incremental',
3    unique_key = 'incremental_key',
4    tags = ['weekly', 'prod', 'personalization']
5  ) }}
6
7  {% set created_by = "vthomas" %}
8  {% set created_at = "2022-06-29" %}
9  {% set updated_by = "vthomas" %}
10 {% set updated_at = "2022-10-31" %}
11
12 With Pageview as
13 (
14   select
15     zion_anon_id || '-' || DATE_TRUNC('week', event_date) :: STRING AS incremental_key,
16     zion_anon_id, date_trunc('week', event_date) as week
17     ,count(distinct zion_session_id) as session_cnt
18     ,count(distinct case when component_type = 'vertical' and component_id = 'explore'
19     ,count(distinct event_date) as days_visited
20     ,count(distinct case when component_type in ('article','story_package', 'package_li
21
22     ,count(distinct case when component_type = 'watch_next_videos' and component_id = '
23     ,sum(case when component_type = 'vertical' and component_id = 'explore' then 1 else
24     ,sum(case when component_type = 'vertical' and component_id = 'top news' then 1 els
25     ,sum(case when component_type = 'vertical' and component_id = 'world' then 1 else 0
26     ,sum(case when component_type = 'vertical' and component_id = 'politics' then 1 els
27
28 from {{ ref('user_viewed_page') }}
29 where
30   1=1
31   {% if var('start_timestamp') != 'none' %}
32     And {{ incremental_filter(
33       'event_date',
34       'week'
35     ) }}
36   {% else %}
37     and event_date >= LAST_DAY(DATEADD('week', -3, getdate()), 'week')+1
38   {% endif %}
39   and event_date <= LAST_DAY(DATEADD('week', -1, getdate()), 'week')
40   and app_id = 'cnn.ios' and platform = 'mob'
41 group by incremental_key, zion_anon_id, date_trunc('week', event_date)
42 )
```

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.