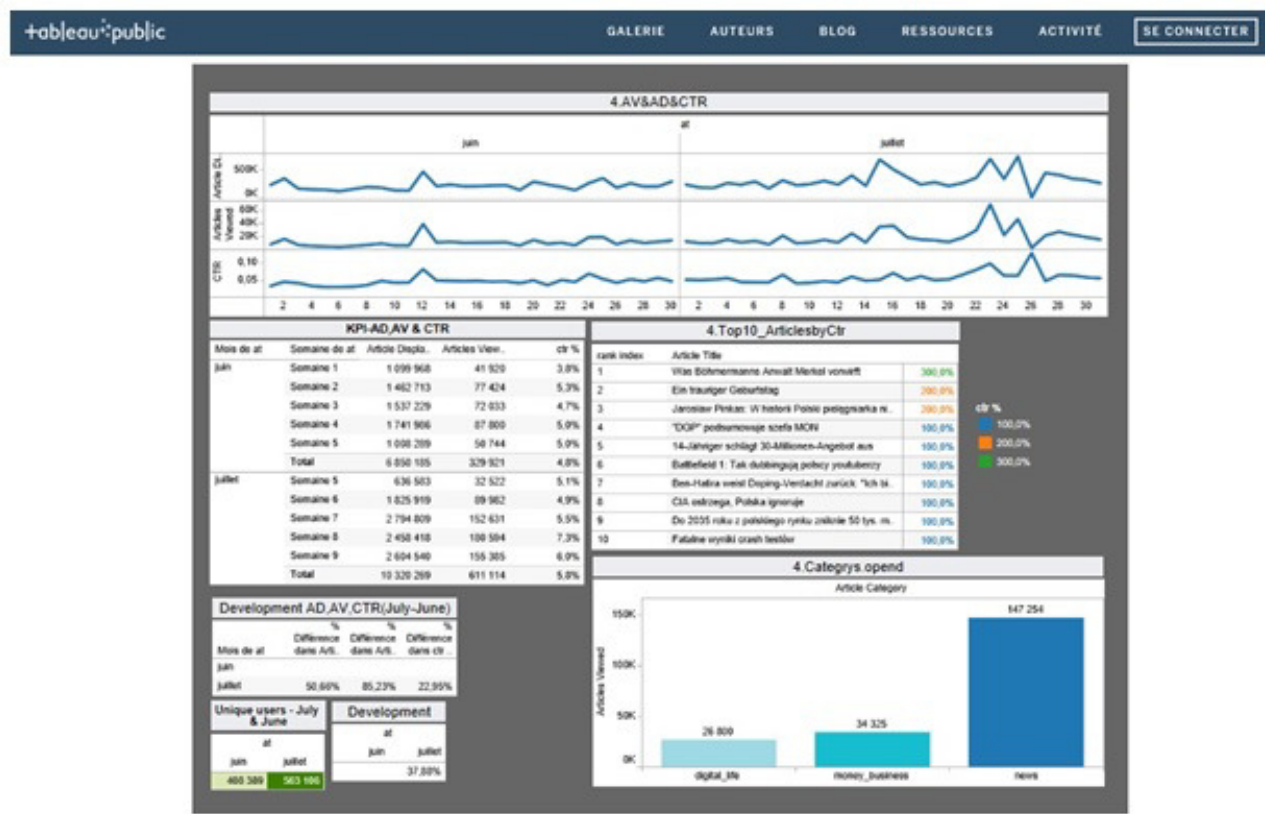*Name : Sravan kumar VASAM*

Tableau Visualization report:

Description: The following visualization reports represents the deep analysis of user behavior according to the enterprise needs to enhance the process and to take up business decisions. Data collection, Integration, Cleaning and some missed values were successfully predicted.

Unique Users, Active Users, Article Displayed, Article Viewed, CTR (Article Viewed / Article Displayed Filter-Article Source, Time period-Current (=July) vs Previous (June), Layout/Visualization

1) **Performance Report:** KPI, CTR (Click through ratio), Article Displayed(AD),Article Viewed(AV), TOP10 Articles by CTR, Categories comparisons, Development.
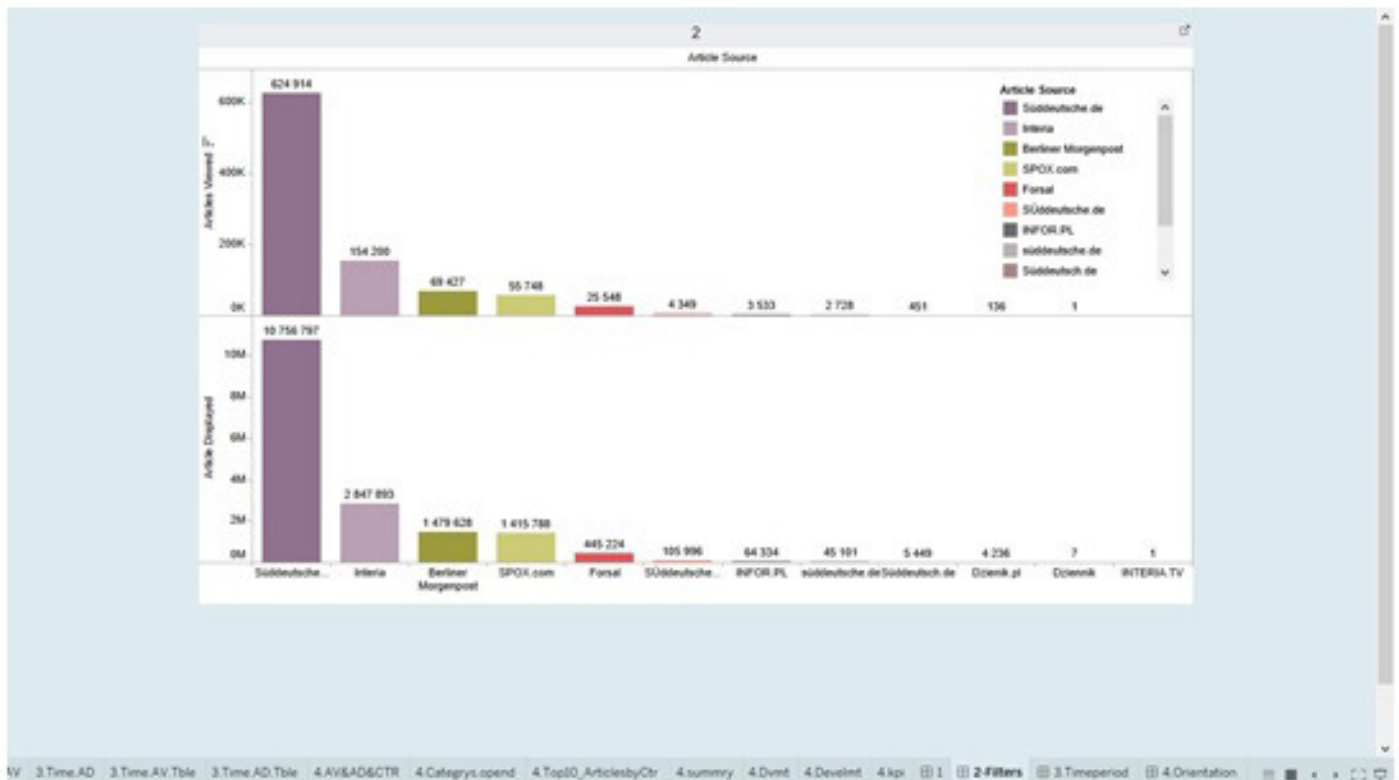

2) Dashboard building with the following metrics:

- Unique Users (device_uuid)
- Article Displayed (name = 'Top News Viewed' and 'My News Viewed')
- Article Viewed (name = 'Article Viewed')
- CTR (Article Viewed / Article Displayed

Unique Users: 688 672

Article Displayed (Name): My News View 8 225 787 | Top News View 8 944 667 | Grand Total 17 170 454

Article Viewed (af): 329 921 | 611 114 | 941 035

1.CTR: juin | juillet

3) Filter
→ Article Source

2 — Article Source

Articles Viewed: 624 914 | 154 200 | 69 427 | 95 748 | 25 548 | 4 349 | 3 533 | 2 728 | 451 | 136 | 1

Article Source (legend): Süddeutsche.de | Interia | Berliner Morgenpost | SPOX.com | Forsal | Süddeutsche.de | INFOR.PL | süddeutsche.de | Süddeutsch.de

Article Displayed: 10 756 797 | 2 647 893 | 1 479 628 | 1 415 788 | 445 224 | 105 996 | 64 334 | 45 101 | 5 449 | 4 236 | 7 | 1

Süddeutsche... | Interia | Berliner Morgenpost | SPOX.com | Forsal | Süddeutsche... | INFOR.PL | süddeutsche.de | Süddeutsch.de | Dziennik.pl | Dziennik | INTERIA.TV

4) Time period :

→ Current (=July) vs Previous (June)