Ad Auction Dashboard User Guide

The purpose of this user guide is to give you (the user) enough information to allow you to be able to use and explore the dashboard. This user guide will provide you with the necessary information to allow you to load an advertising campaign's data into the dashboard and then view and analyse this data using the dashboard.

1 - Loading a Campaign's Data

When you first launch the dashboard, you will be greeted by the window shown in figure 1. This window includes 'Fullscreen', 'Help' and 'About' buttons in the top right (highlighted in red) along with the 'Overview', 'Analysis', 'Campaigns' and 'Settings' menu buttons on the left (highlighted in blue).
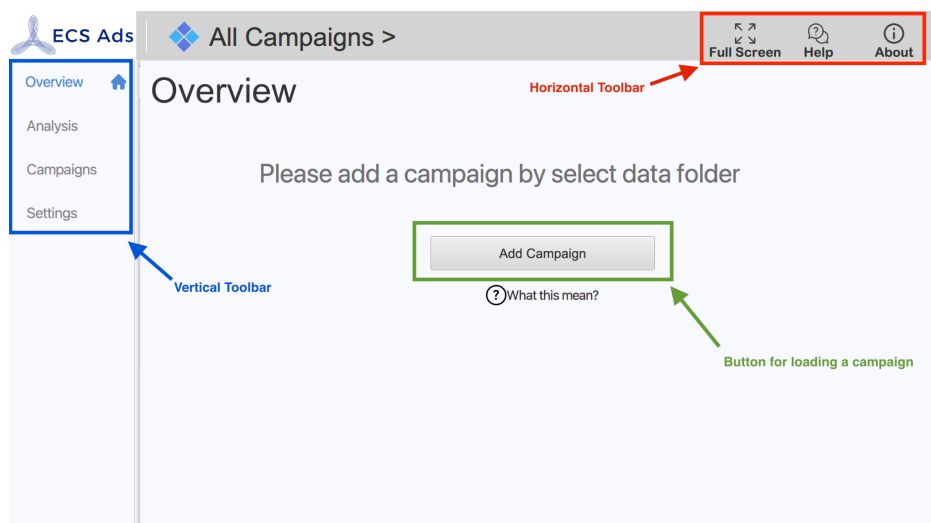

Figure 1 - First Window

In order to load a campaign's data into the dashboard, click on the 'Add Campaign' button which is highlighted in green in figure 1. Clicking this button will open a new window which is shown in figures 2 and 3. Figure 2 represents the window which is displayed when the 'Open Folder' option is selected on the left of the window and figure 3 represents the 'Open Files' option.
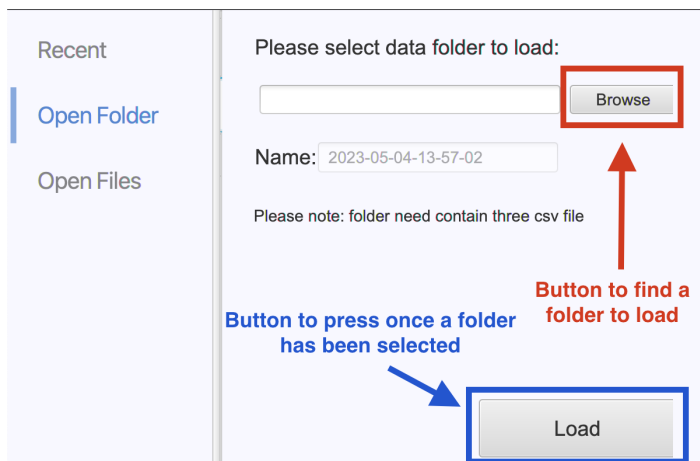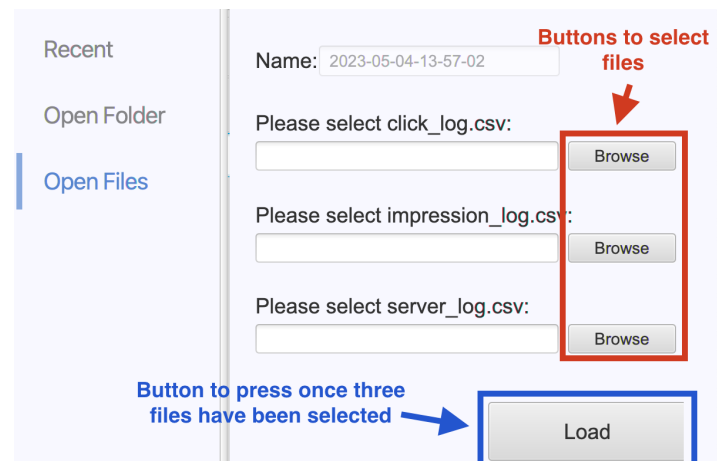

Figure 2 - Open Folder Menu

Figure 3 - Open Files Menu

Highlighted in red are the buttons which can be pressed in order to open the file browser where you can select either a folder containing your campaign data or the three individual csv files for your campaign data. Once you have chosen a folder or set of files, click the load button highlighted in blue to load the campaign data into the dashboard.

2 - Overview Window

Once a campaign has been loaded into the dashboard, you will be met with the overview window. An example of this window is shown in figure 4. This overview menu includes the following features:

- The date range of the currently loaded campaign, shown towards the top of the window.
- The general metrics which have been taken from the csv files for the current campaign.
- A line graph at the bottom of the screen.
  - The data shown on the line graph can be changed by clicking on the dropdown box (highlighted in red in figure 4) and clicking on the desired metric.
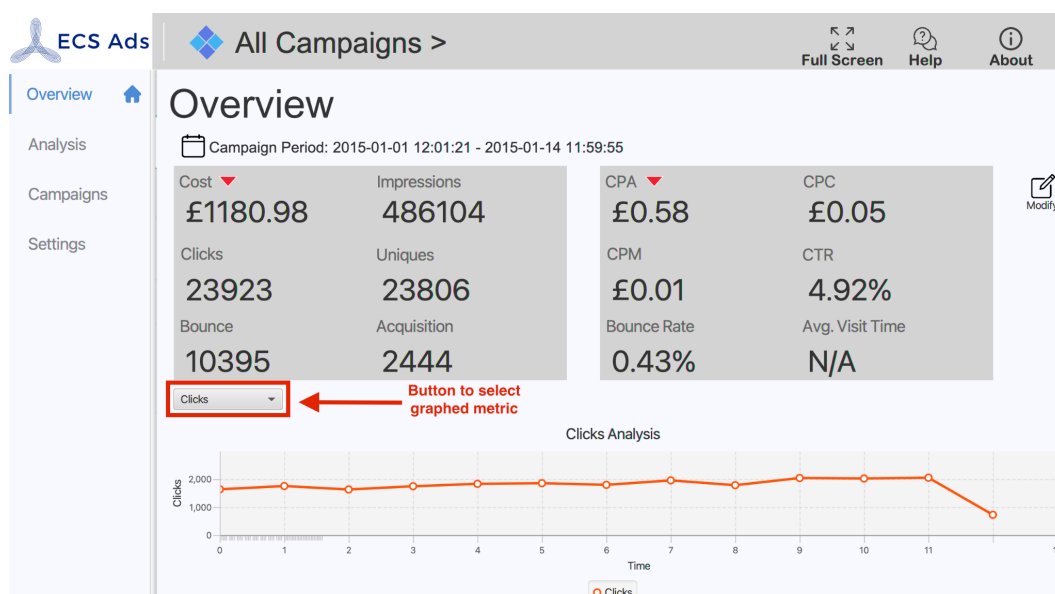

Figure 4 - Overview Menu Example

3 - Other Menus

The other menus included in the dashboard can be accessed by clicking on their names which are found on the left hand side of the window (these are highlighted in blue in figure 1). The main features which can be found in these windows are as follows:

- The analysis window contains detailed information and graphs about the currently loaded campaign. In the analysis window you can also filter the data using a number of different options such as age and gender.

- The campaigns menu allows you to load multiple campaigns at the same time and select which one you would like to currently view.
- The settings menu allows you to change the background colour and also send any feedback which you have concerning the dashboard.

Finally, it is important to note that clicking on the help button in the top right hand corner of the screen will give you access to a more in depth description of how to use each of the menu's above should you require it.

4 - Frequently Asked Questions

What is the main purpose of this software?

This is an Ad Auction Dashboard which allows the user to evaluate the overall performance of their advertising campaign using multiple different performance metrics.

What kind of data can I upload to the application?

The application requires three csv files containing data about an advertising campaign. The format of these csv files is automatically checked by the application to make sure that no invalid data is loaded.

How long does it take to upload and analyse data?

Currently, loading times vary somewhat between different machines. There is an initial short wait when data is first loaded for a campaign and then there is a secondary wait time when the analysis menu is opened. When loading campaign data, there is an included progress bar to help you visualise the progress of the loading process.

What kind of analysis can I perform on my campaign data?

The dashboard allows you to see key metrics from your data. These metrics include but are not limited to the total cost of the campaign, the total number of clicks that the campaign attracted and the number of unique visitors which the campaign received. The dashboard also provides statistics such as the cost per click for the advertising campaign along with graphs to help you visualise these statistics.

Do I need any prior knowledge of a programming language to use this application?

No, you do not need any prior knowledge of java or any other programming language in order to use this application.

5 - System Requirements

This application has been tested on a number of different machines and has been able to run on all of those which have been tested. As such, the system requirements are very low however a poor system may lead to much slower loading times when first loading a campaign and when opening the analysis menu for the first time.