DATAVIZ 300 – Capstone Project

Dashboard Design Requirements

Name:

Date:

## Project description

|  |  |
| --- | --- |
|  | Provide a brief explanation of your intention – the project’s goals and objectives. |

## Key Deliverables

|  |  |
| --- | --- |
|  | Provide a brief explanation of your target - the project’s deliverables and resulting capabilities. |

## Critical Success Factors

|  |  |
| --- | --- |
|  | Describe the indicators the prove(s) the success criteria is being met. |

## Risks and Concerns

|  |  |
| --- | --- |
|  | Describe the indicators the prove(s) the success criteria is NOT being met. Provide a brief explanation of the project’s risks and outstanding concerns. |

**Reporting to Leadership**

What questions are being asked at the summary level?

|  |  |
| --- | --- |
|  | Year to date and projected year end results, with goals   * Lift by Audience Segment and Tactic * Year over year results, dating to Jan 2015 |

**Campaign Reporting**

What insights are you seeking?

Think of the decision levers you’re trying to establish.

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| --- | --- |
|  | * **All Tactics** * Which segments are providing the highest (or lowest) lift? * Beyond gross/incremental sales, what’s the take rate for:   + Redeeming a promoted offer or device   + Response curve by touch, as well as aggregated averages * Tailored views for Heavy-up campaigns * Performance by Audience Segment * Impacts of multiple touches, across channels * Performance surrounding device launches, other market announcements * **DM Tactic**   + ‘Hero’ performance over time * **EM Tactic** * Subject line testing * Cadence testing   + What’s the optimal touch pattern?   + Does this change when we overlay touches from other tactics? * **LDD Tactic**   + Only use records matching to Live Ramp for performance     - Can we learn anything about non-matchers?   + Learnings of match rates by audience/profile/campaign/etc.   + Performance of DNS segments   + View of frequency testing |
|  |

**Dimensions and Measures**

What are the key metrics you plan to analyze?

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| --- | --- |
|  | * **All Tactics**   + PTB   + FSI   + MPO   + Value Segment   + Lift Model |

What are the key dimensions you plan to analyze?

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| --- | --- |
|  | * **All Tactics**   + Age   + Income   + Gender   + Ethnicity |

What other dimensions may you want to analyze?

|  |  |
| --- | --- |
|  | * Channel * Offer * Equipment * Geography * Format * Tenure |

What measures might you need to calculate?

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| --- | --- |
|  | * Total touches * Unique touches * Gross/incremental adds, and associated yields * Cost per incremental * BPS |

What Data Sources do you plan on using?

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| --- | --- |
|  | * Campaign Data * Salesforce Data |

Comments

Include any other relevant project details which aren’t listed above.

|  |  |
| --- | --- |
|  | Also interested in non-campaign reporting:   * Figuring out ways to capture buyers remorse * Create multiple cost dimensions   + Campaign cost in a silo, as well as additive cost resulting from double touching. Need to create business rules around this. * Can we see a funnel from prospect acquisition to AAL performance? |
|  | **Tabled for v2**   * Engagement metrics * Analysis of non-openers * Directed sales via Enterprise Spectrum * Incorporating platform metrics * Device metrics for digital * Are we able to layer in CLM campaign data/touches? * Comparison against the mixed media model * Adding deactivation, plan, and feature data |