

# Hi Michael,

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Your company repo, Looker instance with GA4 dashboards, and a synthetic vendors dashboard are complete and stable, so please feel free to explore and test everything.

## Your New Repo:

**wrenchchat/MediaConfidant (<https://github.com/wrenchchat/MediaConfidant/>)**

This repo contains: - **BigQuery SQL** and **Dataform SQLX** files - **LookML Blocks** for vendors - **Containers** for the Analytics Pipeline - Documentation to support the entire setup

With the exception of SQLX, this is mostly static data. The live LookML supporting your Looker instance is split into three smaller repos, one per vendor:

- **wrenchchat/ga4 lookml (<https://github.com/wrenchchat/ga4 lookml/>)**
- **wrenchchat/google ads block (<https://github.com/wrenchchat/google ads block/>)**
- **wrenchchat/synthetic (<https://github.com/wrenchchat/synthetic/>)**

This structure allows for scaling the project to multiple customers, each with their own vendors. For each new vendor, you'll need to plug in the block from the corresponding repo into your Looker instance.

## Your Looker:

**<https://analytics.mediaconfidant.com/folders/home>**

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This link will take you directly to the Shared Folders, which include:

- **BQML:** Three dashboards displaying BigQuery ML metrics
- **GA Four:** Nine dashboards displaying GA4 metrics
- **Google Ads:** Three dashboards displaying Google Ads metrics
- *Note:* These dashboards are not currently functioning because the Google\_Ads dataset in the youfit-gyms database connection was removed. If you can have that dataset reenabled, all Google Ads dashboards will work.

- **Synthetic:** One dashboard with demo data created according to your specifications.

**Visualization Plug-ins Installed on Looker:** - Aster Plot Visualization - Calendar Heatmap Visualization - Liquid Fill Gauge Visualization - Image Carousel Visualization - Histogram Visualization - Bar Gauge Visualization - Report Table - Sunburst Visualization

**Apps Installed on Looker:** - LookML Diagram - Data Dictionary - Machine Learning Accelerator - API Explorer

## Your Wiki:

<https://wiki.mutable.ai/wrenchchat/mediaconfidant>  
(<https://wiki.mutable.ai/wrenchchat/mediaconfidant>)

## Additional Information:

There is no full automation for onboarding new customers due to the complexity and multiple entry points. Automating everything is a non-trivial exercise. However, I've outlined the entire process into digestible parts with code snippets that you can build on (e.g., the TikTok API). I'll be adding this documentation to your main repo.

I still need to containerize everything as a good practice, but this doesn't affect any of your deliverables.

You'll also receive a completed Handover document at our next knowledge transfer session. I recommend setting up a GitHub account if you haven't already, as it will make the transfer process smoother. It's free, and having a GitHub handle is convenient.

## Happy Labor Day!

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