Hi Michael,

Here are the tasks for the next two weeks:

Priorities

```
1.    Regenerate synthetic data for demo (standard reports dashboard, combined
metrics dashboard, BigQuery ML models) by August 5, 2024.

2.    Finish, test, and migrate remaining infrastructure to production by
August 12, 2024.
```

Milestones

A. "I've requested that Gilded Ritual update the GA4 setup. I can leverage different accounts instead or wait to see if they provide it."

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Irrespective of creating a demo with synthetic data or with empirical data, we
need to get Gilded Ritual to grant those permissions to the service account to
make use of their data.
```

B. "Can you please outline what you're working on, the milestones, what you need from me, and the goal end date?"

```
I was working on modeling Gilded Ritual's GA4 data but am blocked until Gilded
Ritual adds the needed permissions to the service account. In the meantime I am
configuring Cloud Logging, Billing Reports, and other required infrastructure.
```

C. "The front-facing piece that I've seen is largely the readme files and the sample data sets that were delivered didn't function when we did some live tests on them."

```
I modeled the synthetic data on the vendor APIs so that I could use them as
templates. This didn't work. I can either create synthetic data and manipulate
it to make a demo or use real data and the APIs to create production data
```

```
model. Since we don't have access to real data, I need to regenerate the
synesthetic data specifically to create a demo.
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D. "I haven't seen the AI piece live in action yet, I don't want to spend any more time on the Wiki piece."

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I've been done with the wiki since the first time I showed you that component
and have no plans to more work at this time. The AI component has to be
attached to the next phase of the project as it involves a significant word
product and has always been outside the scope of the SoW.
```

E. "What we had originally discussed was the core being a demo environment that could be easily replicated to new accounts."

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In our approach to developing the dashboard demo, we need to use synthetic data
due to the absence of empirical data. However, this approach does limit our
ability to create extensible templates at this stage. Here are the key
strengths and weaknesses of this strategy:
**Strengths:**
+ Full control over data characteristics and scenarios
+ Avoidance of data privacy issues
+ Flexibility to demonstrate specific behaviors
**Weaknesses:**
+ Limited representation of real-world complexities
+ Potential for oversimplification of data relationships
+ Reduced ability to create extensible templates
```

F. "**Ease of deployment.** This needs to be something that I can take to agencies that have multiple clients and tell them that I can get all of them set up easily. This includes connecting the API's from the data sources into BQ"

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What you will have is a demo to showcase the analytics pipeline: Data Sources,
Data Form, BigQuery ML, and Looker. The work involved in setting up APIs for
your customers will get easier with each iteration but the initial setup can
only occur with real data that utilizes the APIs.
```

```
An AI Agentic system can greatly help with process of writing the APIs in
python the Dataform  SQLX, BQ SQL, LookML, and the automation already in your
GitHub repo will keep it all in sync.
```

G. "**Core channels e.g. GA, GAds, Bing Meta, TikTok, SEO (Search Console).** I'm focusing on marketers and marketing agencies"

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The BigQuery datasets and Dataform models are already built and are part of the
infrastructure. Think of BigQuery datasets and Dataform models as containers
for data and SQLX, respectively.
```

H. "**Bells and Whistles.** Some that we agreed to are forecasting, propensity to buy, alerts, churn, data source comparisons, light MMM etc"

```
Unset
These models, the SQL and python, are loaded into BigQuery but not employed.
They have been tested on data just for operational verification.
```

I. "**Templates.** Both on the back end with big query and GCP and the front end visualized in Looker but using the pre-made blocks as the basis"

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All the target LookML blocks and visualization plug-ins are loaded into your
Looker instance. The blocks can only be connected to real empirical data, not
synthetic data. The plugins can be connected to either.
```

J. "**AI.** I love what you've described is possible with the integrations that you setup, but I haven't had access to see that in action yet."

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An AI Agentic Sytem is just in my dev environment as proof of concept. My time
has not been allocated by DoiT to work on it in an official capacity.
```