

DASHBOARD

for analyzing user interaction
with **Yandex.Dzen cards**

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Description:

This dashboard is intended for content analysis managers who want to study user interaction with Yandex.Dzen cards. The dashboard provides a visualization of events by card topics, a breakdown of events by source topics, and a table of correspondence between source topics and card topics. Grouping data on the dashboard is available by date and time, card theme and age group.

The composition of the presentation - 8 slides.

Link:

https://public.tableau.com/app/profile/yulia.mazur3149/viz/DashboardYandex_16907052667210/Dashboard1?publish=yes

Dashboard Yandex.Dzen

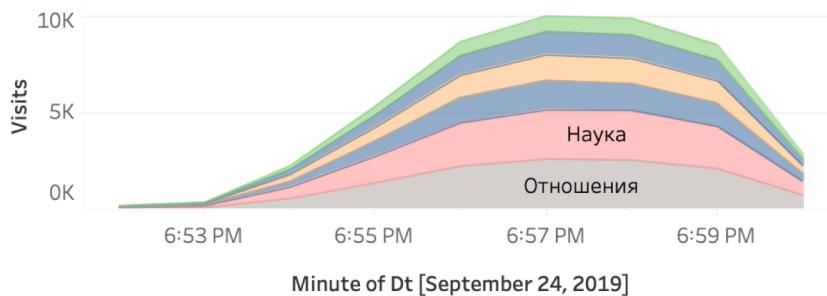
Dashboard for analyzing user interaction with Yandex.Dzen cards. Data grouping is available by time, card subject and age group.

Time: 6:35:08 PM - 7:00:00 PM

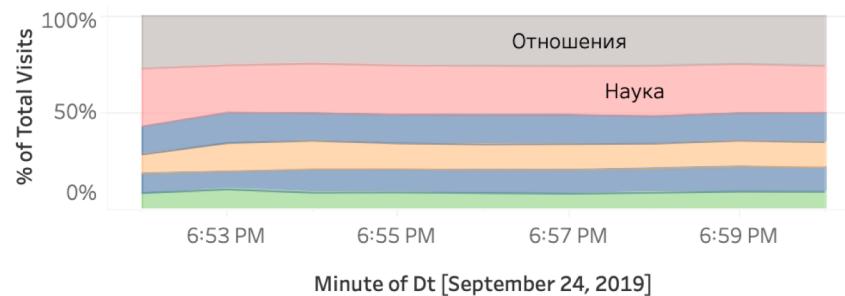
Card themes (Multiple values)

Age (Multiple values)

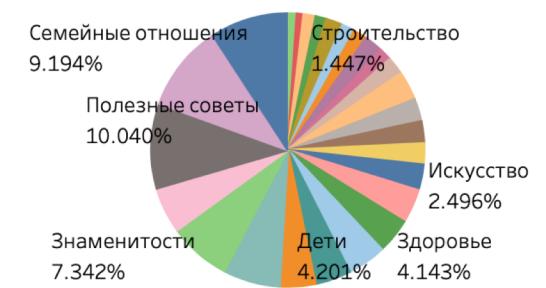
Events by card theme



% events by card theme



Events by source topics



Source Themes - Card Themes

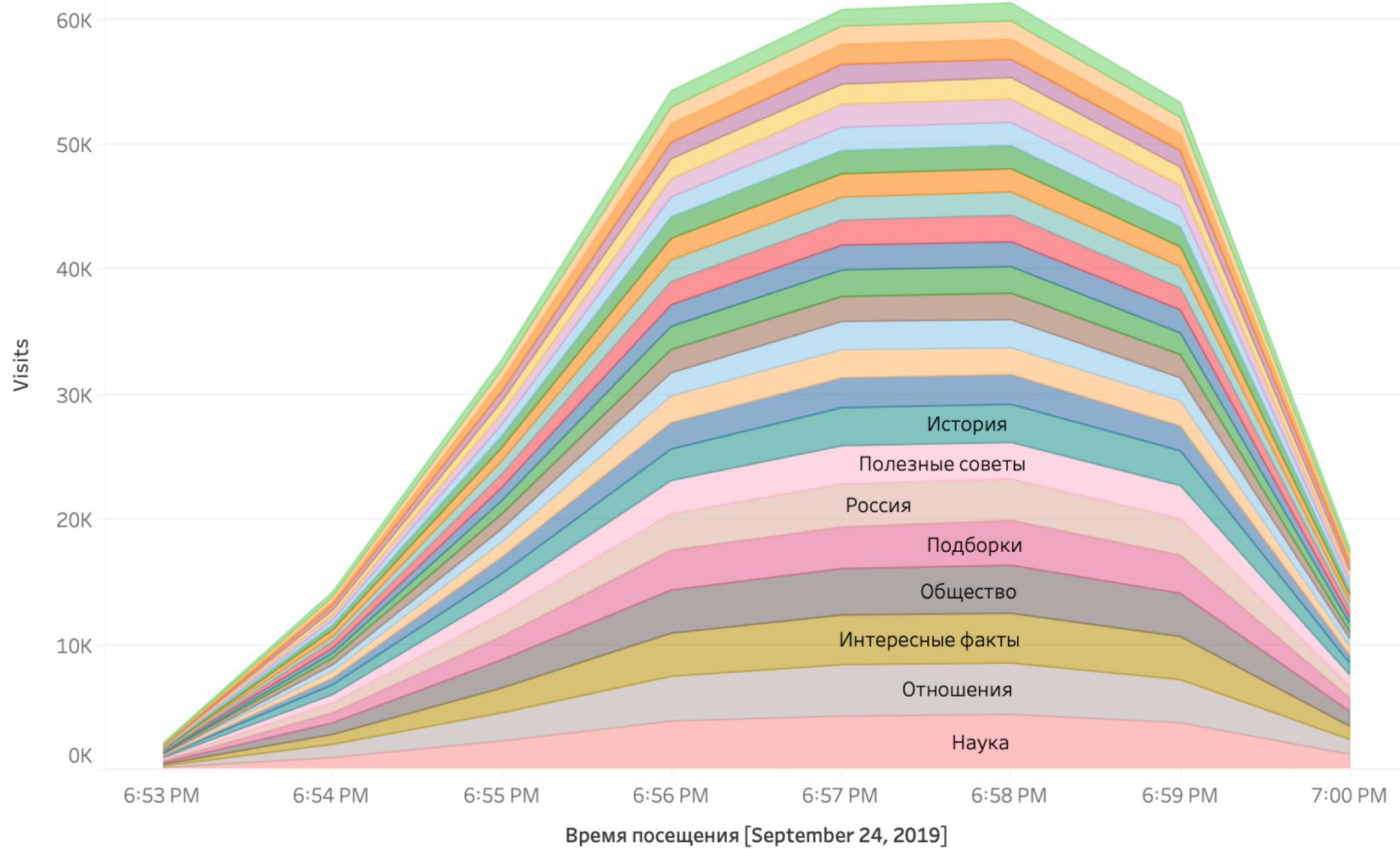
Item Topic	Авто	Деньги	Дети	Еда	Здоровье	Знаменито..	Интерьеры	Искусство	История	Кино	Музыка	Одежда	Полезные ..	Политика	Психология	Путешес..	Ремон..
Наука	930	104	592	57	366	843	104	264	647	1,781	216	205	1,027	138	168	1,107	2
Отношения	244	155	138	381	734	1,260	540	196	399	330	77	863	1,701	495	125	718	3
Деньги	174	126	487	128	42	337	34	98	156	545	17	47	624	570	169	352	1
Семья	26	264	214	836	160	359	188	179	152	268	20	294	777	43	89	196	2
Знаменитости	14	27	91	26	87	211	6	216	358	144	29	248	98	23	56	147	
Женщины	76	75	499	213	604	522	94	248	324	169	23	286	603	28	127	103	

Events by card theme

The graph shows the number of user interactions during the day with cards, broken down by topic.

The maximum number of interactions from 6:57 to 6:58 is just over 60,000 across all topics.

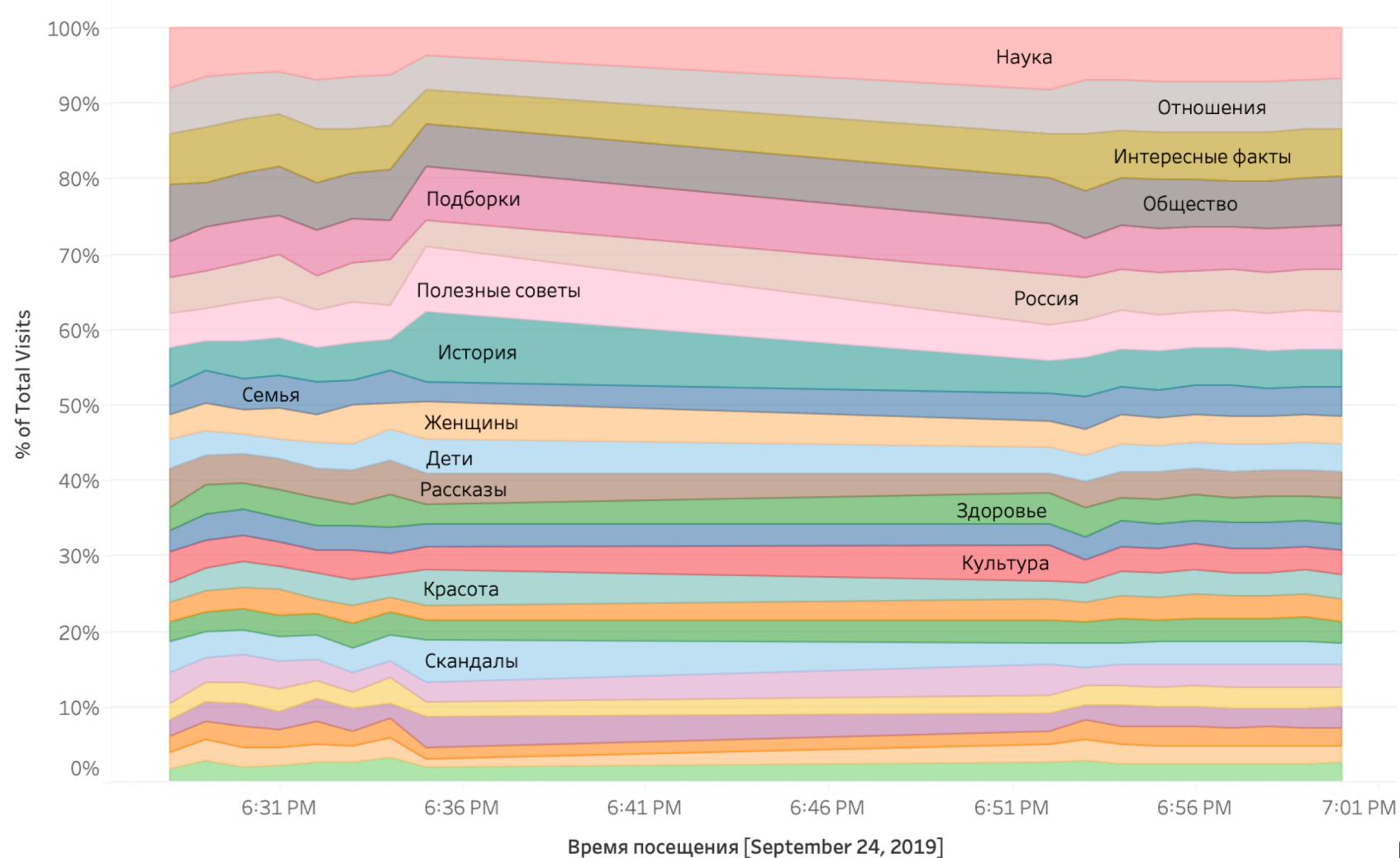
Topic leaders by number:
science, relationships,
interesting facts, society,
collections, Russia.
Further descending.



% of events by card topics

The graph shows the number of user interactions during the day with cards broken down by topic as a percentage.

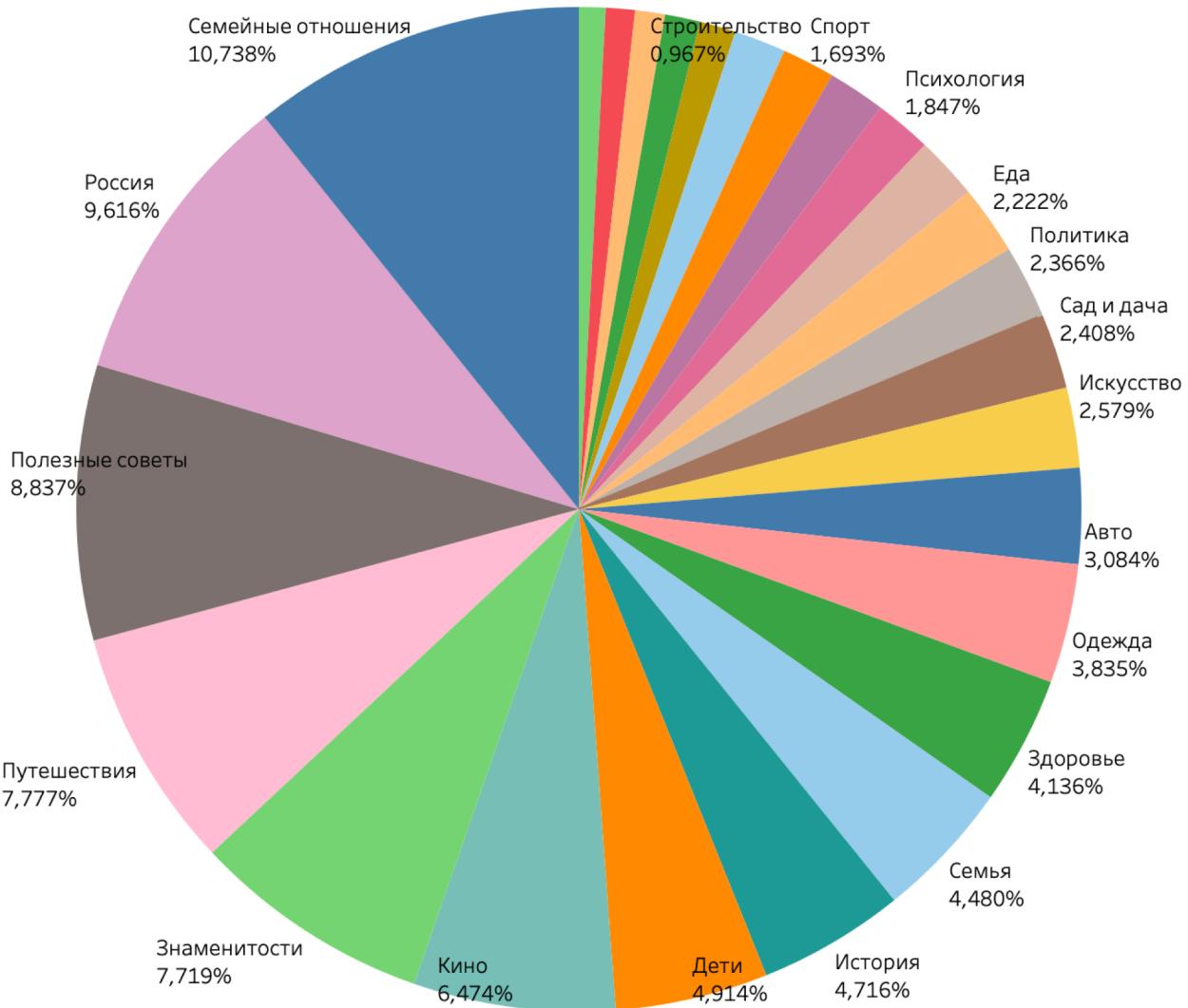
Topic leaders by number:
science, relationships,
interesting facts, society,
collections, Russia.
Further descending.



Events by source topics

A graph of the breakdown of events by topics of sources in percentage terms.

Topic leaders of sources that generate cards with topics: family relationships, Russia, useful tips, travel, celebrities, movies. Further descending. The smallest segment is finance (0.8%).



Source Themes - Card Themes

Item Topic	Source Topic										
	Кино	Музыка	Одежда	Полезные ..	Политика	Психология	Путешес..	Ремонт	Россия	Сад	
Рассказы	357	36	30	358	63	233	4 587	123	421		
История	1 091	164	310	859	695	227	2 643	168	1 491		
Полезные советы	143	127	891	1 413	51	438	2 088	485	403		
Наука	3 279	403	393	1 865	244	291	1 823	415	1 782		
Подборки	1 403	190	1 612	2 795	43	396	1 491	479	877		
Интересные факты	1 033	325	837	2 023	340	449	1 448	175	2 567		
Отношения	672	139	1 428	2 716	830	197	1 269	510	2 278		
Россия	919	324	276	730	232	38	1 079	345	2 847		
Общество	578	79	355	1 313	1 209	919	891	181	3 471		
Красота	472	38	428	1 227	282	171	781	172	269		
Искусство	1 254	223	209	331	121	98	664	172	632		
Путешествия	289	33	382	888	60	126	641	451	588		
Юмор	502	67	384	1 150	17	140	636	201	621		
Деньги	1 042	42	98	1 087	949	305	536	362	1 132		
Туризм	252	77	248	721	307	133	483	403	867		
Дети	474	9	320	1 541	135	128	431	174	547		
Культура	1 543	178	295	231	308	81	430	154	1 474		
	166	86	755	2 006	191	161	2 006	161	1 867		

A breakdown graph of the number of user interactions by topics and sources.

Interaction leaders: travel / stories (4587), Russia / society (3471), cinema / science (3729). There are topics that do not have intersections with sources.

Conclusion:

- 1** The maximum number of user interactions with cards is 7 p.m. – just over 60,000 across all topics.
- 2** Topic leaders by the number of interactions: science, relationships, interesting facts, society, podbroki, Russia. Further descending.
- 3** Topic leaders in terms of the number of interactions in percentage terms: science, relationships, interesting facts, society, collections, Russia. Further descending.
- 4** Topic leaders of sources that generate cards with topics: family relationships, Russia, useful tips, travel, celebrities, movies. Further descending. The smallest segment is finance (0.8%).
- 5** Interaction leaders by number of user interactions by topic and source: travel/stories (4587), Russia/society (3471), cinema/science (3729). There are topics that do not have intersections with sources.