# Team Members

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# Project Description

Our goal is to create a highly customized Marketing KPI Dashboard for a US-based start-up ‘LetHub’. A common issue faced by all marketing departments is data collection from various marketing channels and getting it consolidated into one place. Hence, it wastes a lot of team’s time in data compilation and hinders strategic goal development.

With limited marketing budgets, it becomes even harder for small companies to invest in expensive marketing tools namely Hubspot, Salesforce, Marketo etc. with a starting price of $800.

In this project we aim to build a web-app that displays dynamic data compiled from various sources such as Google Analytics, Autopilot, Ahrefs while displaying the major marketing KPIs such as Return on investment, CLTV, and conversion rates, etc. The KPIs will help the company to analyse trends and create long term goals.

## Roadmap

1. Automating data collection from sources into one Google Sheets workbook.
2. Integrating the workbook with Flask through Google Sheets API
3. Cleaning the data, data filtering, and conditional formulas.
4. Appending the clean data into a separate sheet in the workbook.
5. Creating data visualizations using plotly on flask
6. Creating HTML templates for the dashboard and connecting it with flask.

# Dataset/Web APIs

LetHub has incoming data from following sources:

1. Ahrefs (SEO Keywords tool)
2. Google Analytics and Console (Organic Search)
3. GetSiteControl (Website demo, blog forms)

The data from these sources will automatically get compiled inside Google sheets. We will use **Google Drive and Google Sheets API** to connect data with Flask.

# Python Libraries

* Numpy
* Pandas
* Plotly
* Dash

# Features

The dashboard will display following trend analyses:

1. Top 5 keywords and their growth week-over-week
2. % of website traffic source analysis
3. Details of potential customers: blog subscribers, demo form submissions
4. List of top 5 blogs that got the most click-throughs, potential customers

The dashboard will also display following KPIs:

1. Marketing ROI
2. Number of potential customers converted
3. Customer Lifetime Value