DASHBOARDS

Analytics for the People

Andrew Mallis
CEO & co-founder
mallis@kalamuna.com

Let me share a story about sharing

Emails = Lag Metrics

Andrew Mallis Sent - andrewmallis.com October 23, 2008 at 11:44 AM
analytics reports
To: Sanaz Mazinani

Here are the reports from Sept.

Andrew Mallis
http://andrewmallis.com
skype: andrew_mallis | gTalk: andrew.mallis

462 Delaware Avenue
Toronto | Ontario | M6H 2T9
416-533-2132

Begin forwarded message:

From: andrew.mallis@gmail.com
Date: October 1, 2008 11:44:39 AM GMT-04:00
To: [redacted]
Subject: Analytics [redacted]200809 (top 100 keywords)

top search engine 100 keywords

This is a monthly email from Google Analytics. You received this email because someone requested the report to be sent to you. You will receive the next report during the first days of next month. If you would like to opt-out of future email delivery from Google Analytics, please visit https://www.google.com/analytics/reporting/optout?token=spoh3RwBAAA.VxSDB5ZxI4Yghp6zDGzBu0bnMbzRG2X6VwNwJta7GQuHWRAMFhIc22xCkqjapYh3676kypw9f--qCcQw-o1hew.9koH14MJAfdcy6tWLmPnyA&email=webmaster%40westqueenwest.ca&hl=en_US

PDF
Analytics_[redacted]..ds).pdf

Dashboard

Sep 1, 2008 - Sep 30, 2008
Comparing to: Aug 1, 2008 - Aug 31, 2008

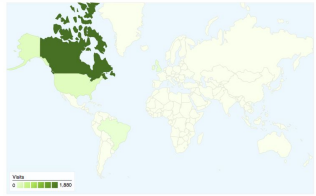
Site Usage

2,082 Visits Previous: 817 (154.83%)	**37.85%** Bounce Rate Previous: 43.70% (-13.38%)
8,411 Pageviews Previous: 3,345 (151.45%)	**00:02:29** Avg. Time on Site Previous: 00:02:06 (18.24%)
4.04 Pages/Visit Previous: 4.09 (-1.33%)	**87.94%** % New Visits Previous: 85.68% (2.64%)

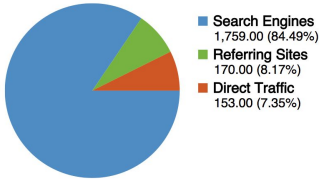
Visitors Overview

Visitors
1,874

Map Overlay world



Traffic Sources Overview



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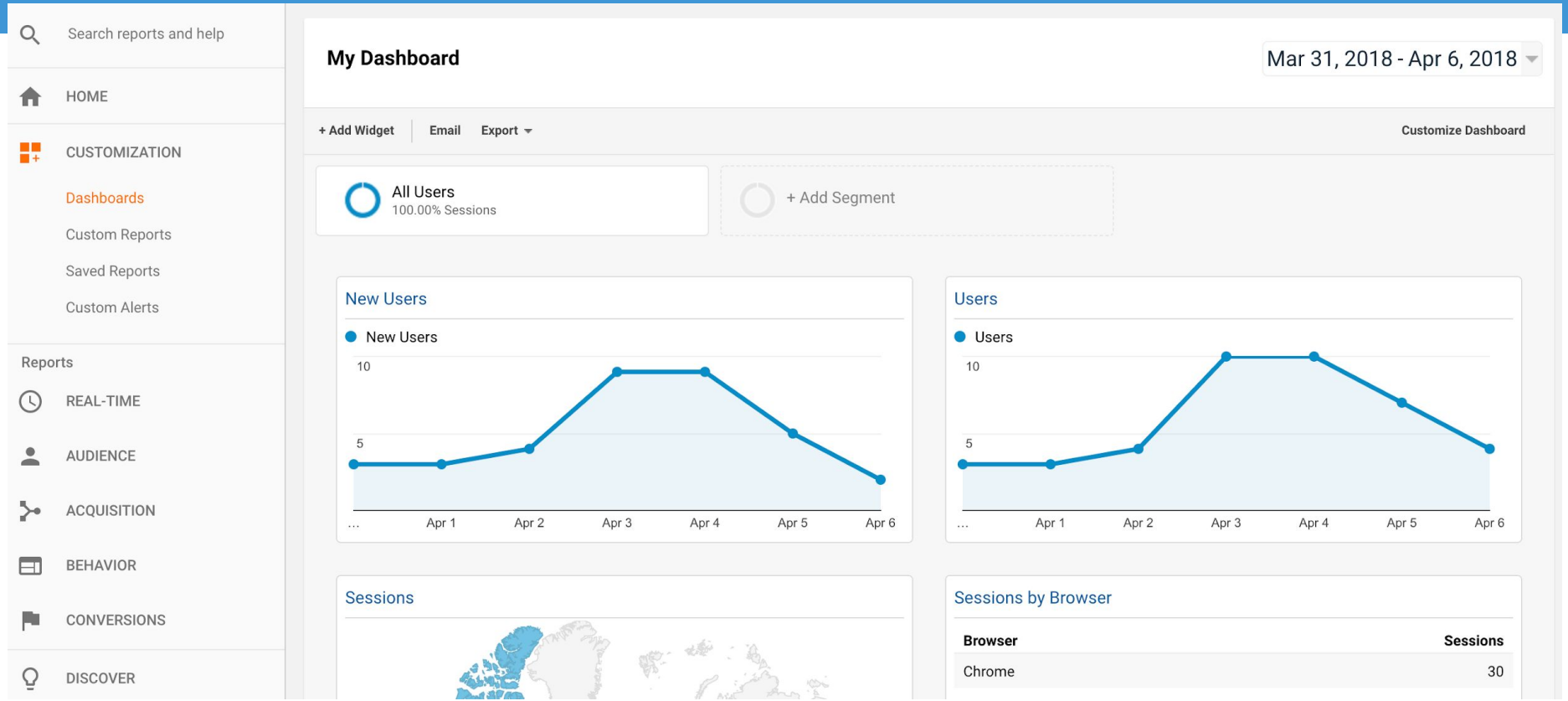
Analytics UI is daunting

Constant flux

Google
Data Studio

Analytics meets Powerpoint

Analytics Dashboard



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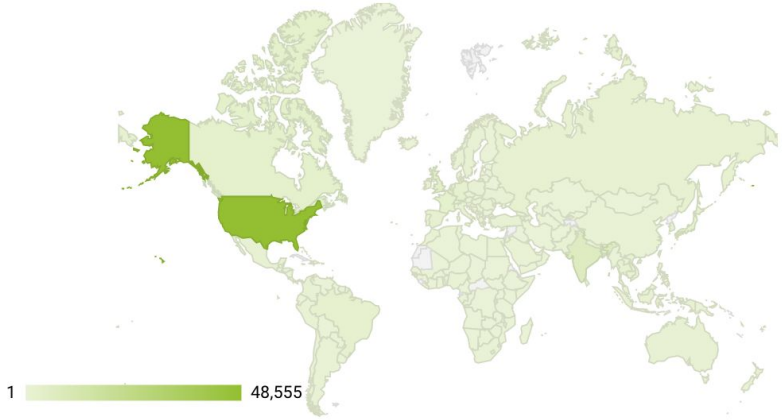
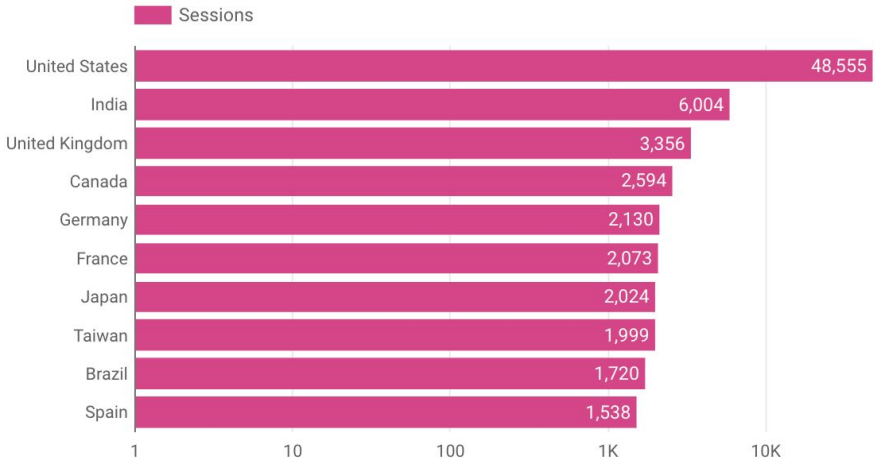
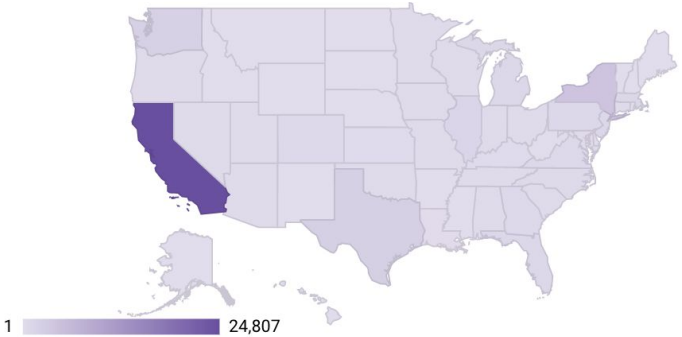
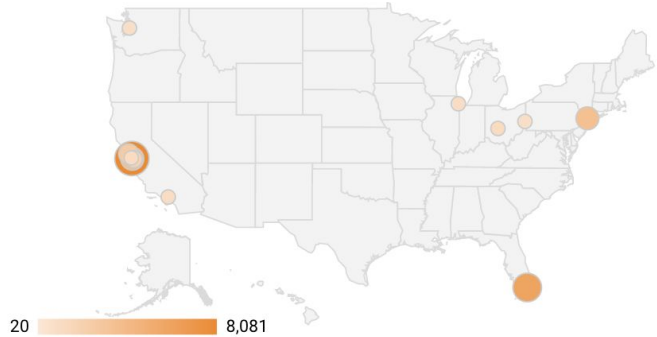
VS

yoursite.edu – Geography









Mar 8, 2018 - Apr 6, 2018

Something free

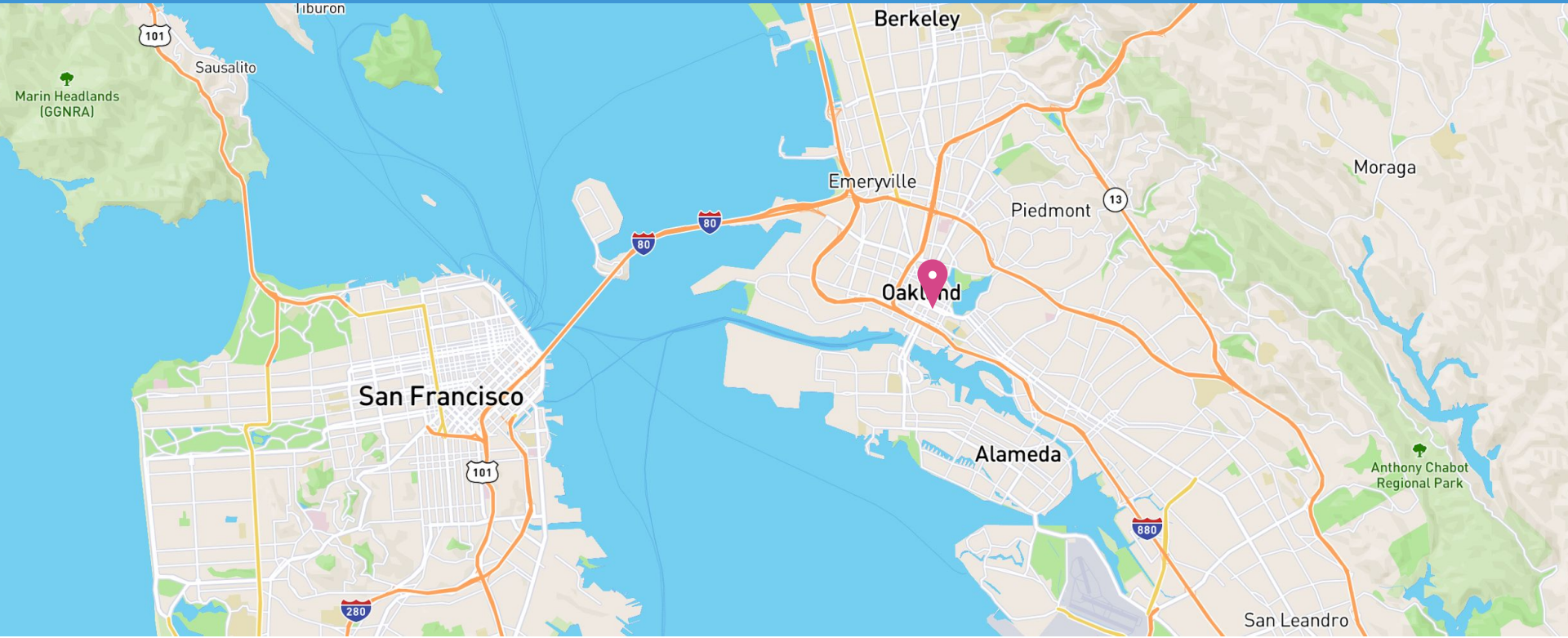
Hello.

KALAMUNA

Kalamuna partners with socially impactful institutions, associations, agencies, and governments to help them solve today's most pressing problems.

We do this by empowering them with the research, strategy, design, and technology that will transform their organizations so they can better serve the needs of their audiences and communities.

Oakland (mostly)



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DEFINING THE PROBLEM

How much good are we doing?

How can we deliver better outcomes?

Measure the right things!

Visualize the outcomes!

THE WALL STREET JOURNAL.
WSJ.com

NY POLITICS | Updated March 17, 2012, 12:35 p.m. ET

Occupy 2.0: Protesters Go High-Tech

By JESSICA FIRGER

Occupy Wall Street's open-air encampments and spontaneous demonstrations through New York City have been largely organized through Facebook, Twitter and other social media. Now, protesters said, those tools are no longer enough.

SEAN CAPTAIN SECURITY 12.27.11 7:42 PM

OCCUPY GEEKS ARE BUILDING A FACEBOOK FOR THE 99%

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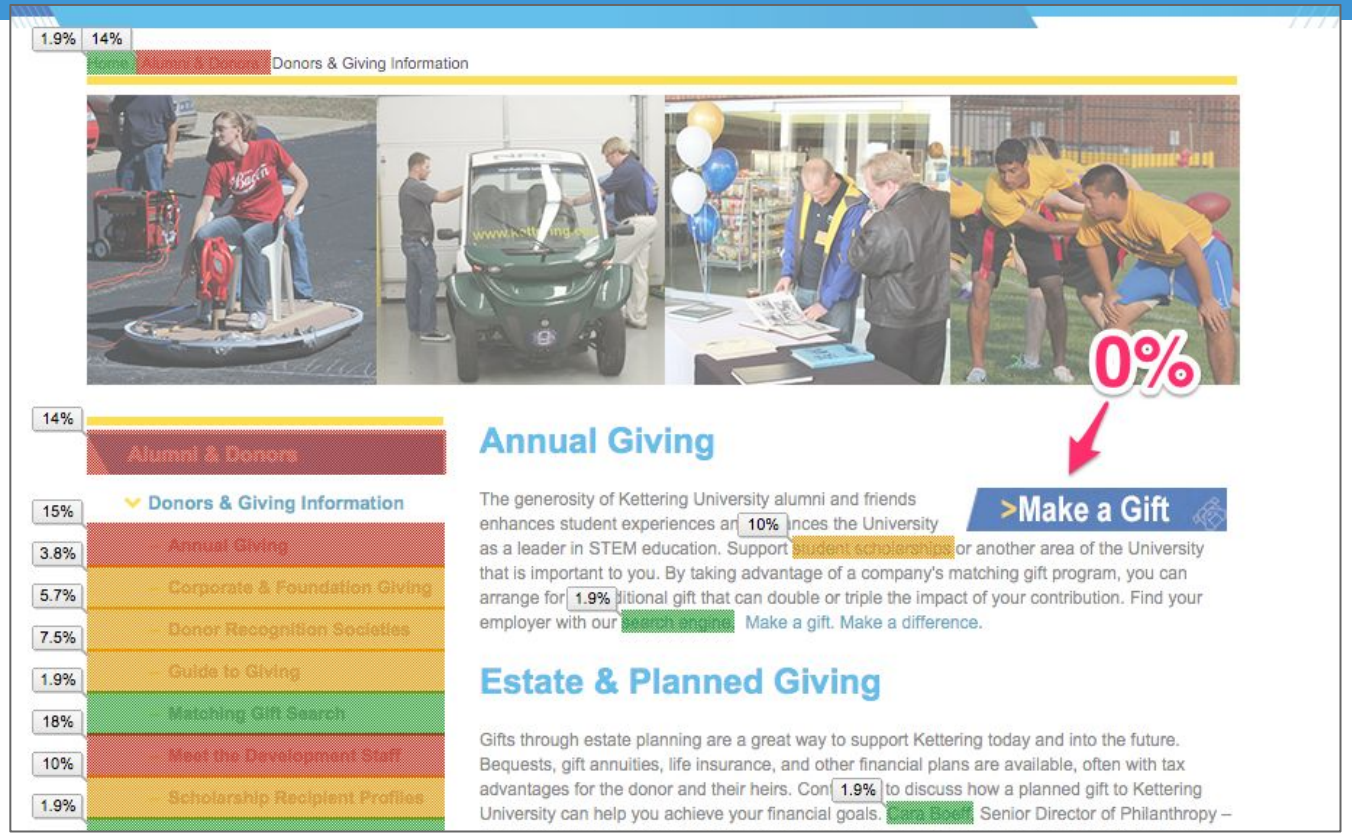
ANALYTICS

What is Digital Analytics ?

Digital analytics encompasses the collection, measurement, analysis, visualisation and interpretation of digital data illustrating user behaviour on websites, mobile sites and mobile applications.

Examples

Navigation and CTA performance analysis



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Desktop: Clicks, Movement, and Scrolling

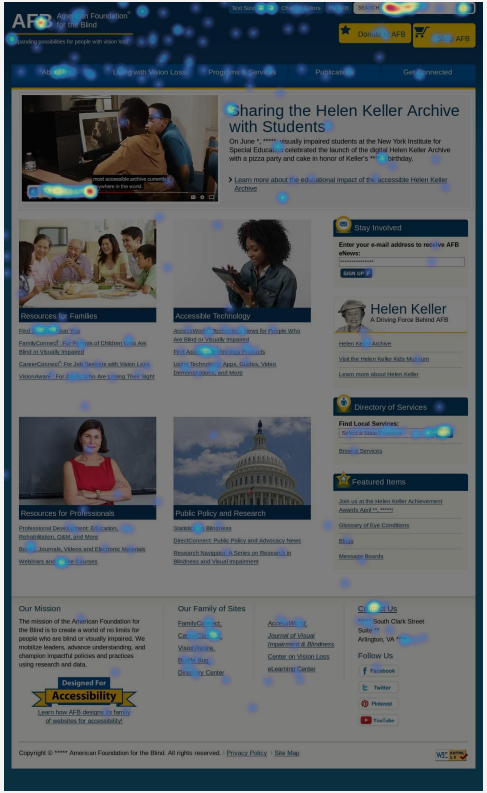
We tracked 746 Page Views and 597 Clicks

Top interactions included **Search**, **Directory of Services**, the **News Carousel**, and **Contact Us** link

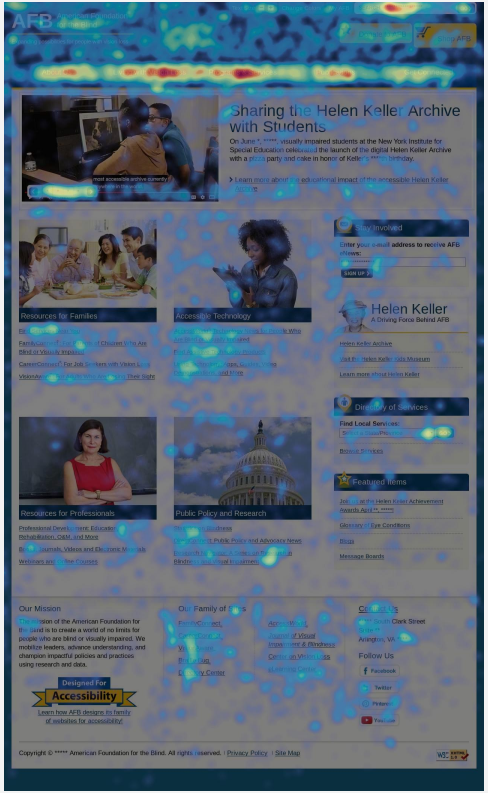
Not everyone scrolls down to the bottom, but those who did were quite active

Social links and newsletter signup were largely ignored

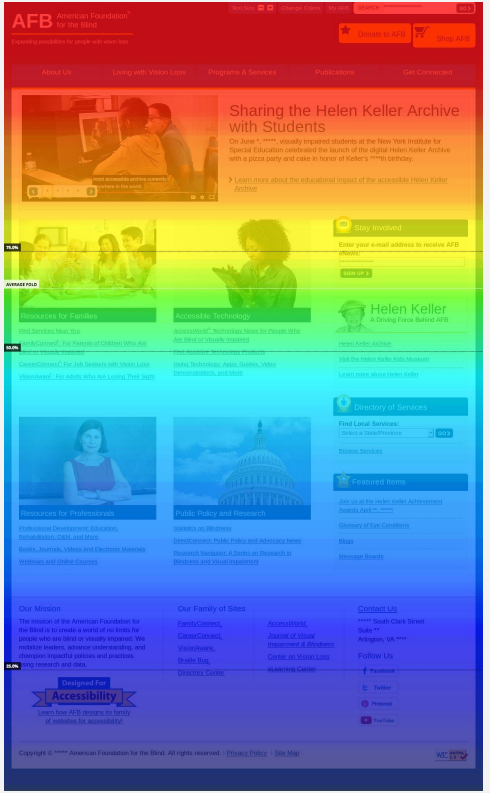
Clicks



Mouse tracking



Scrolling



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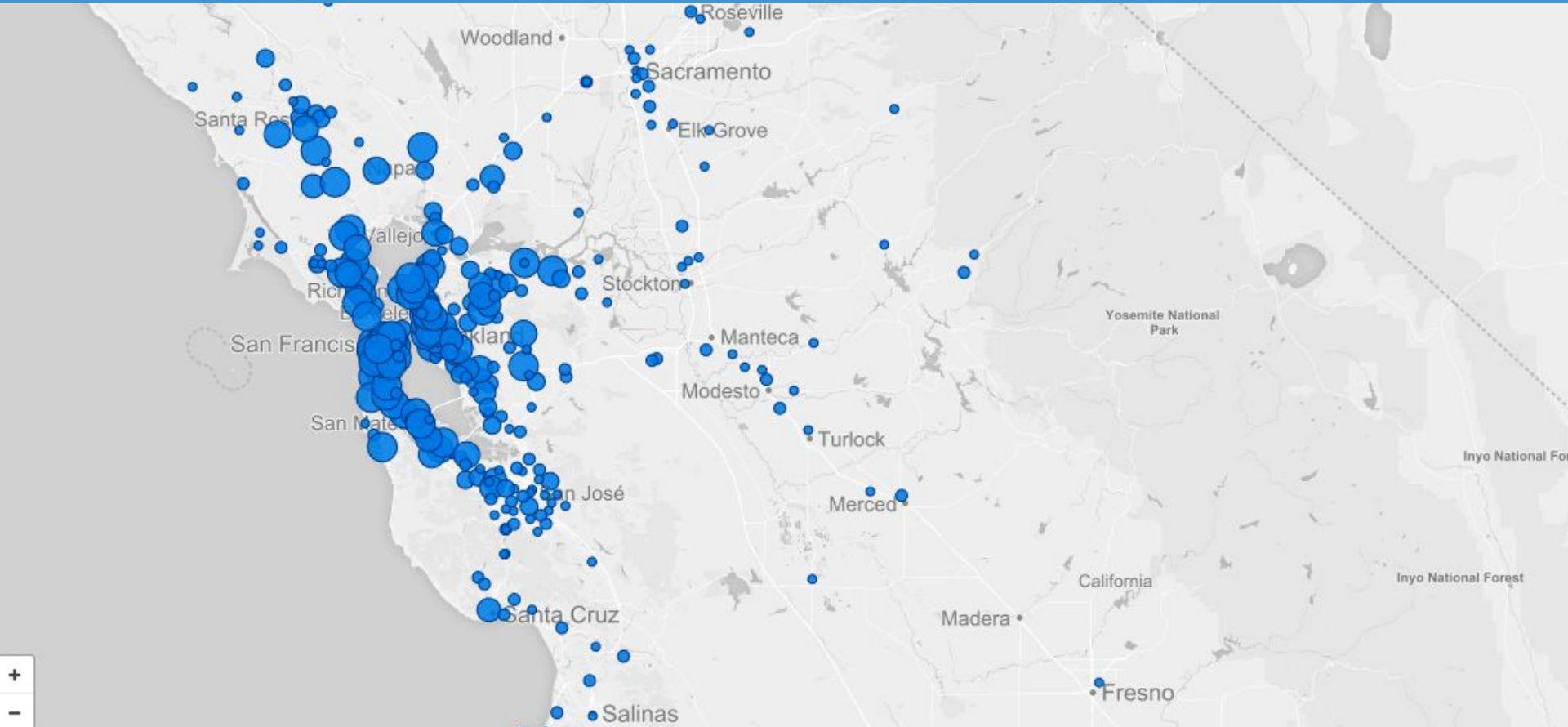
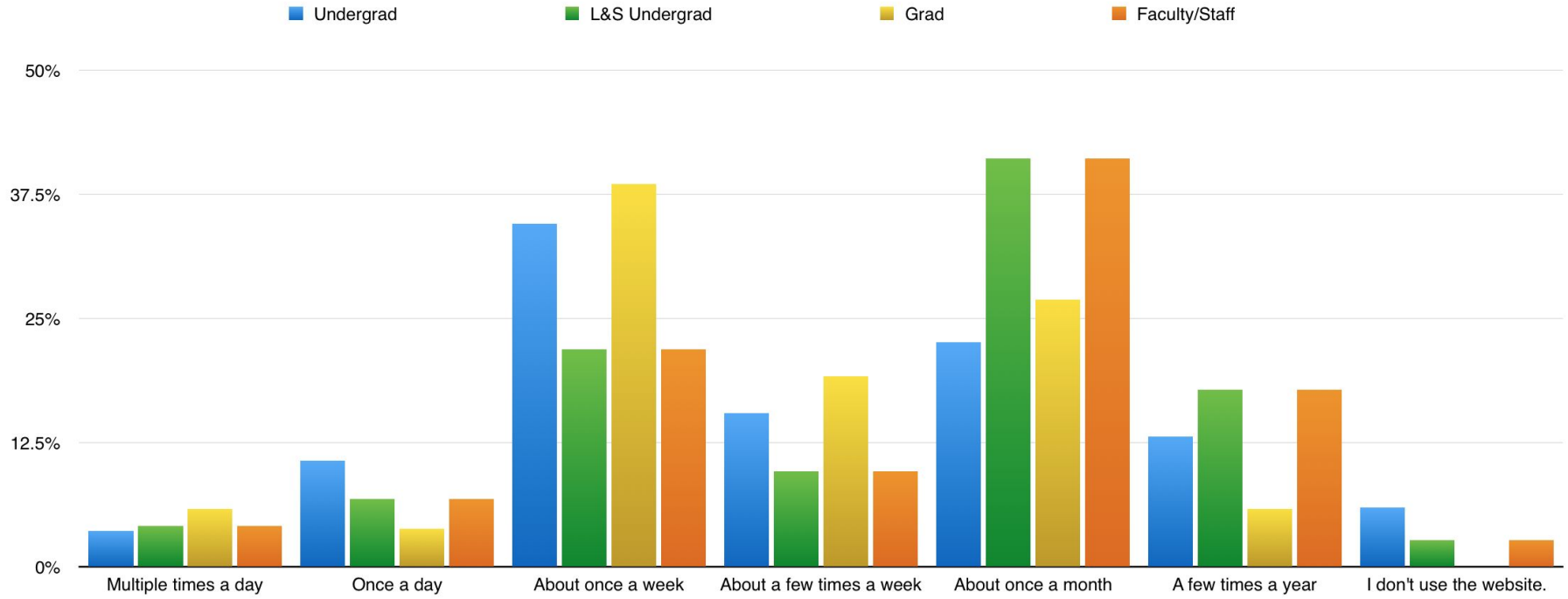
Visualizing spreadsheet data to understand audience



Creating surveys to understand user behavior

How often do you visit the website?



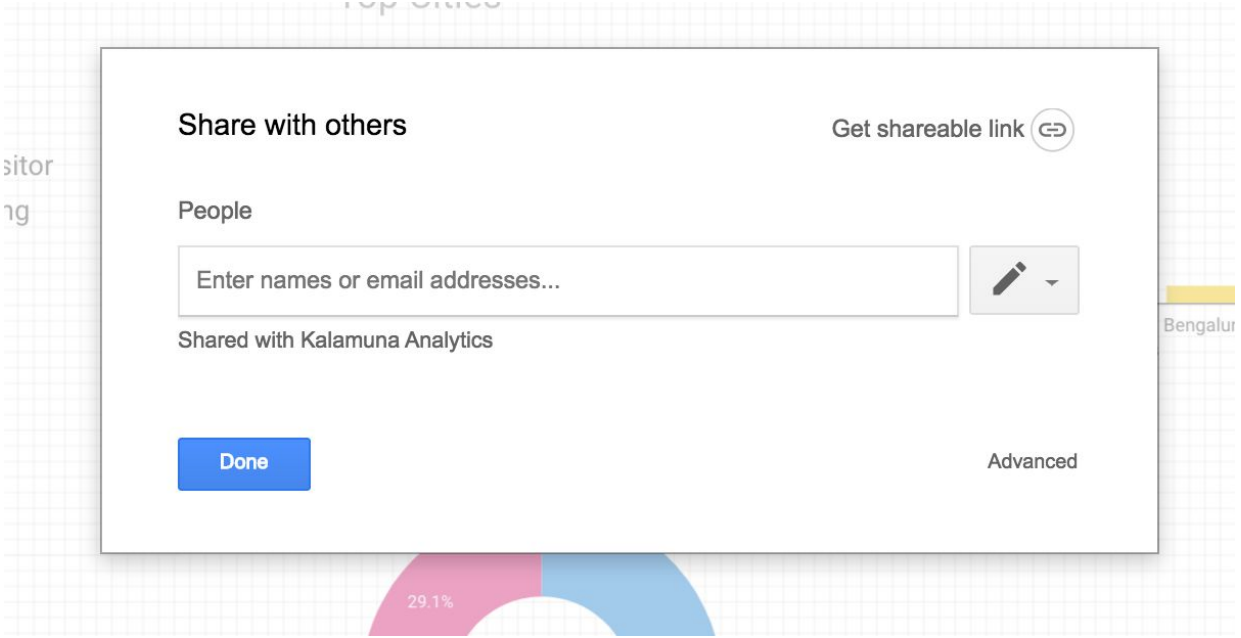
Analytics help you understand what works and what doesn't, so you can adjust your approach to your audience and have a greater impact.

DASHBOARDS

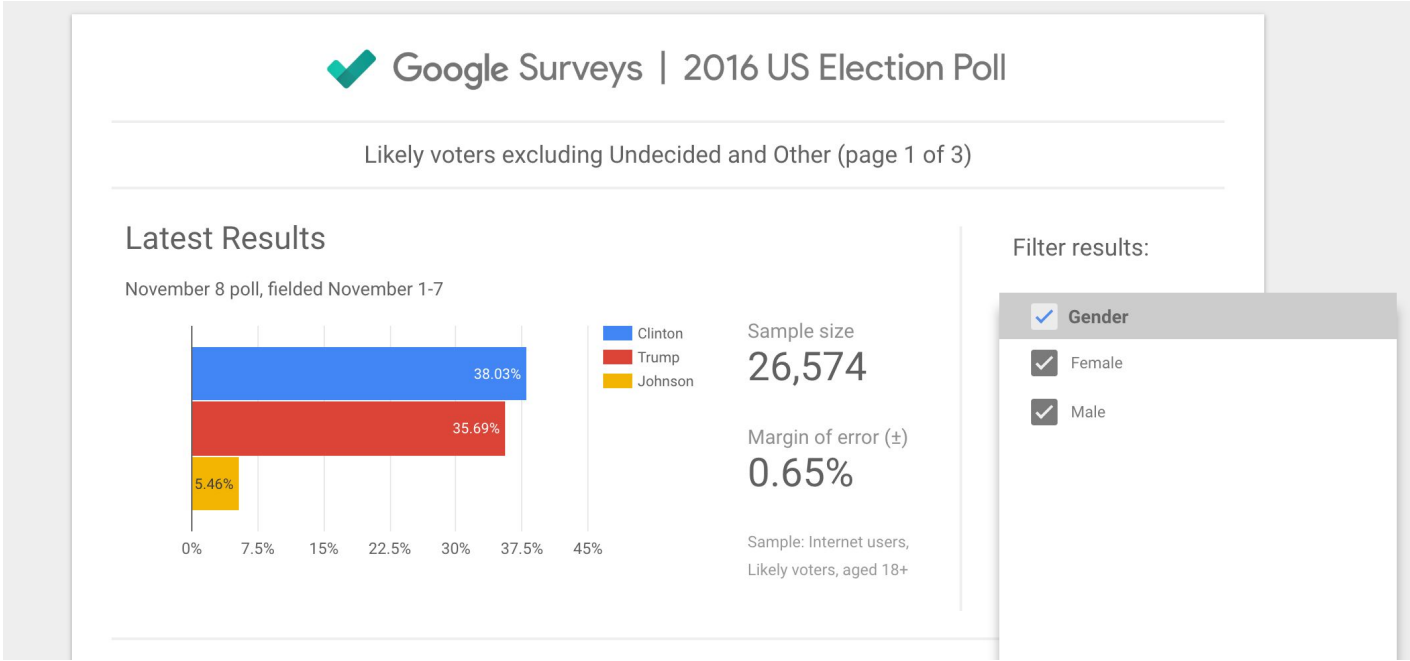
Google Data Studio

June 2, 2016 - US public beta

Sharing them like any other google doc



Interactive reports with viewer filters and date range controls



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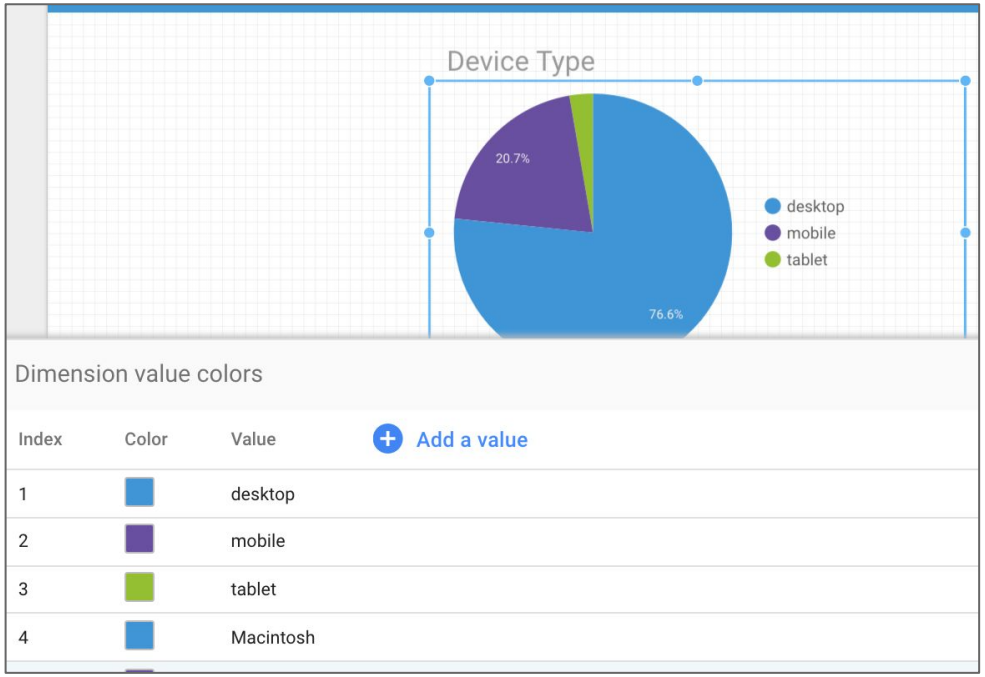
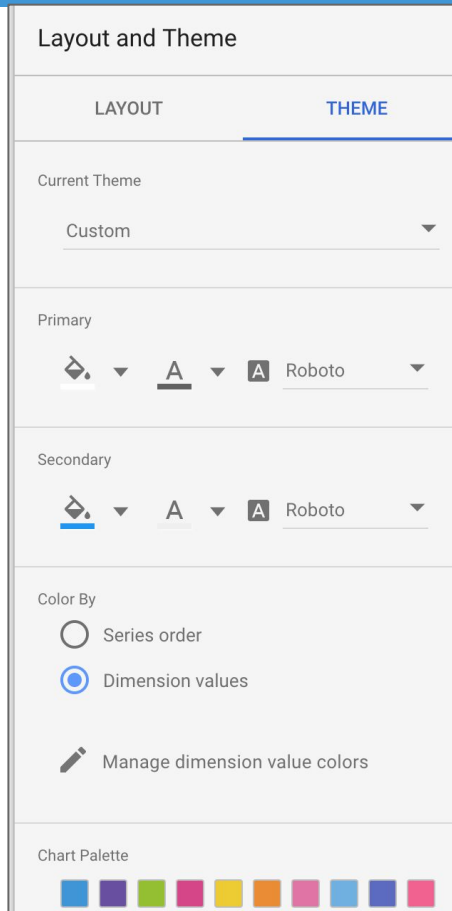
Show your data who's boss with custom styles





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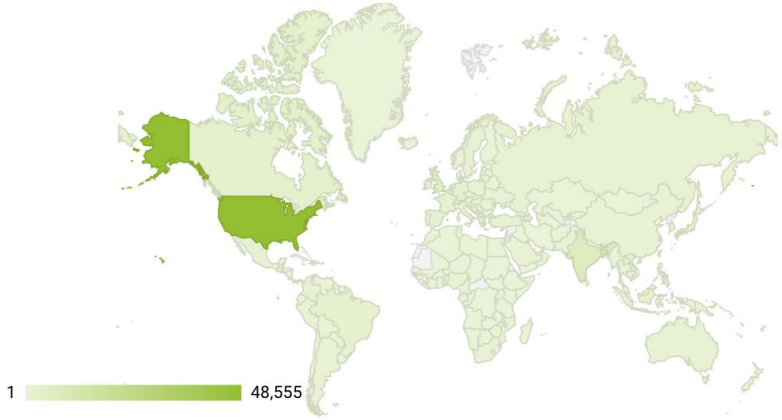
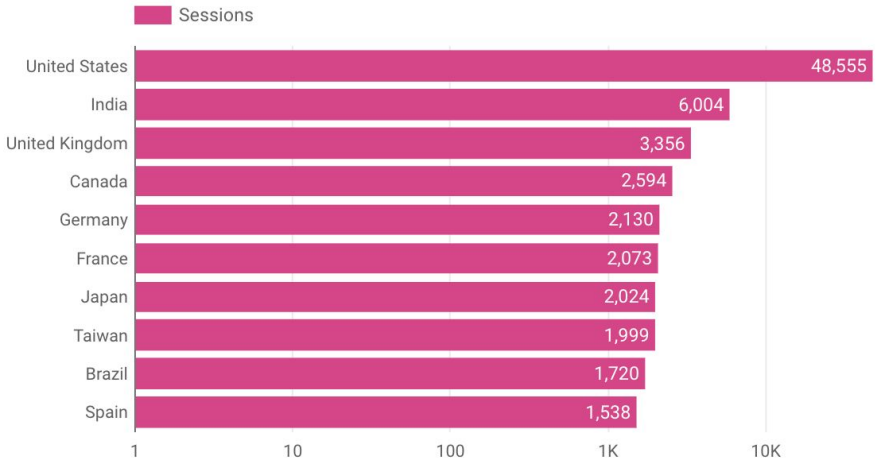
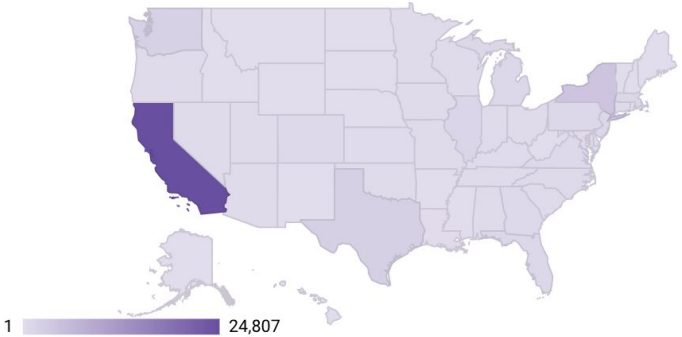
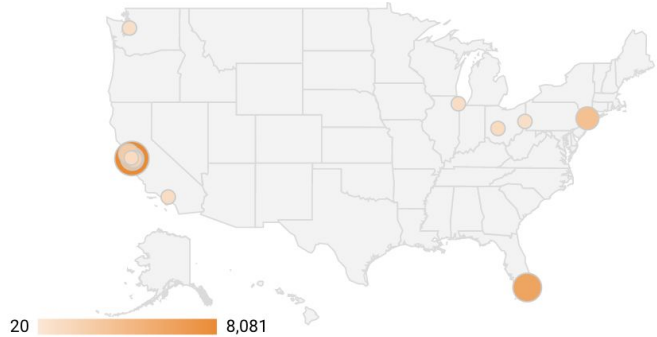
yoursite.edu – Geography









Mar 8, 2018 - Apr 6, 2018

Use Custom fields to normalize data

Field Name

local

Field ID

calc_u8yCX9Mm

Formula

```
1  CASE
2      WHEN  User Location  IN ("san francisco bay area","Stanford, CA","San Francisco",
3      "San Francisco, CA", "Sacramento", "Berkley CA" ) THEN "Local"
4      ELSE "Other"
5  END
```

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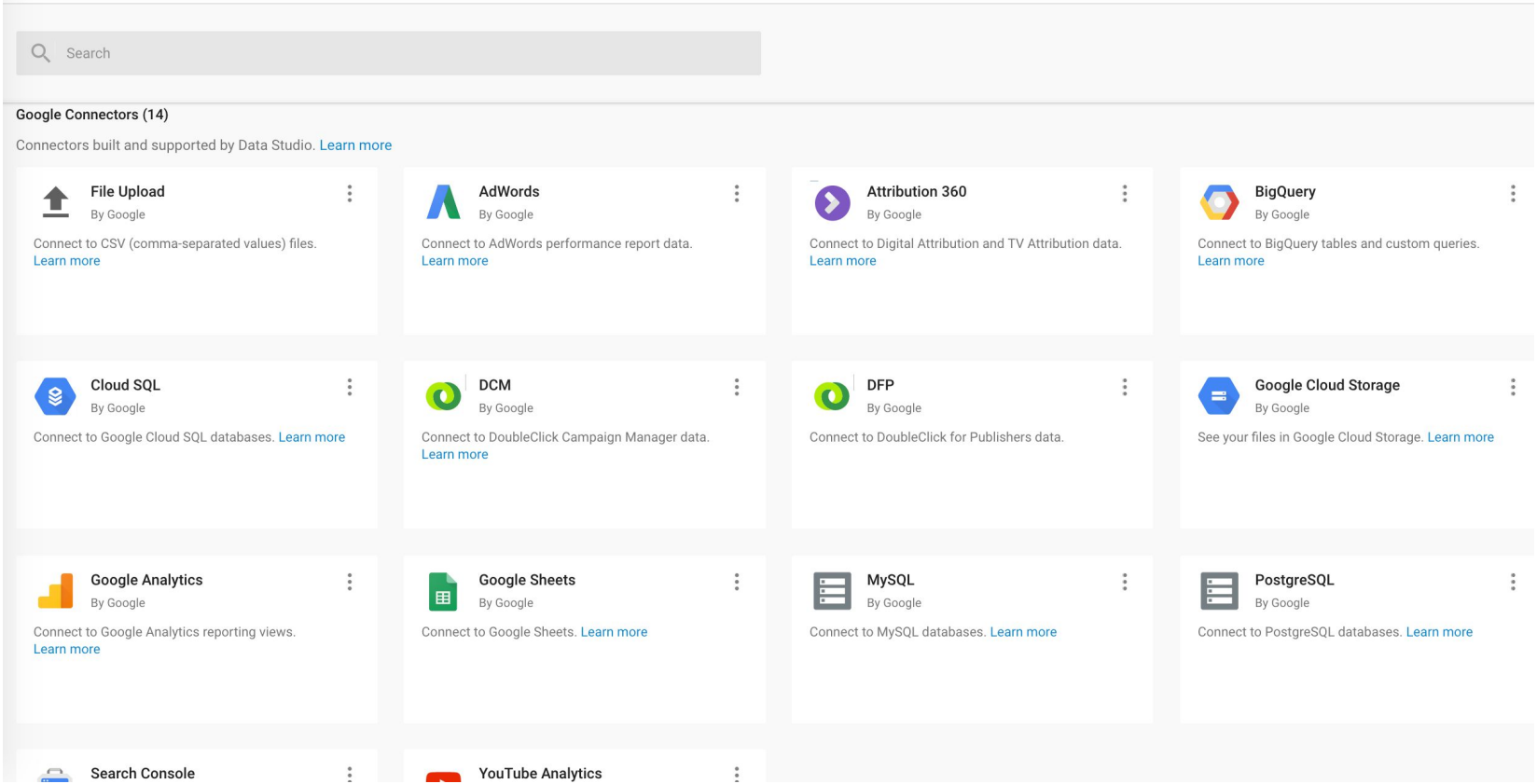
Connector gallery (launched April 5)



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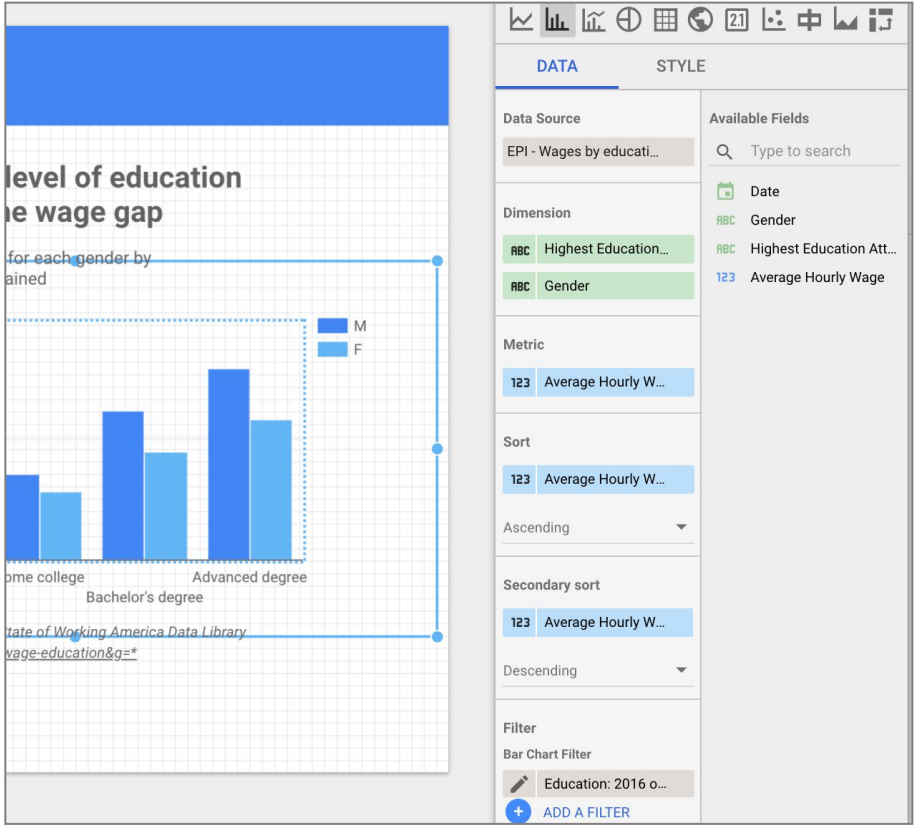
Sheets integration

Dimensions & Metrics

	A	B	C	D
1	Date	Men Median	Men Average	Women Median
2	2016	$19.33	$26.54	$16.08
3	2015	$19.18	$25.91	$15.87
4	2014	$18.64	$24.73	$15.33
5	2013	$18.61	$25.02	$15.52
6	2012	$18.83	$25.04	$15.64
7	2011	$18.83	$24.61	$15.94
8	2010	$19.33	$25.37	$16.13
9	2009	$20.00	$25.74	$16.26
10	2008	$19.30	$24.96	$16.05
11	2007	$19.45	$24.88	$15.90
12	2006	$19.15	$24.60	$15.78
13	2005	$19.19	$24.47	$15.83
14	2004	$19.42	$24.80	$15.89
15	2003	$19.60	$24.78	$15.80

Dimension

Metrics



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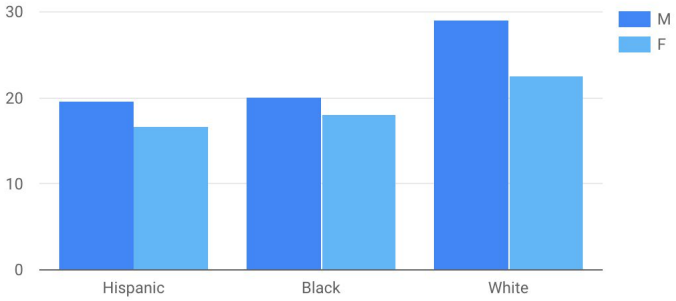
Example

Exploring the wage gap

The wage gap exists for all ethnicities

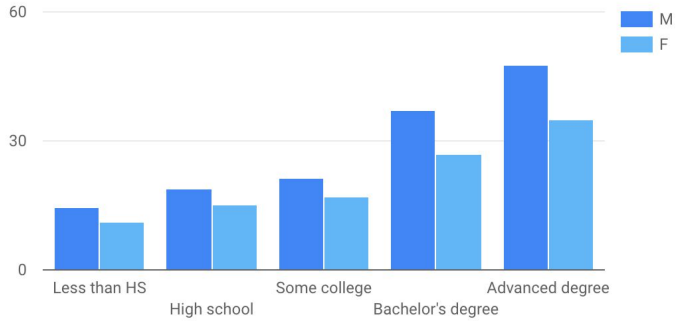
Average hourly wage in 2016 for each gender by race



Source: Economic Policy Institute's State of Working America Data Library
*http://www.epi.org/data/#?subject=wagegap-mf&r=**

Attaining higher level of education does not close the wage gap

Average hourly wage in 2016 for each gender by highest level of education attained



Source: Economic Policy Institute's State of Working America Data Library
*http://www.epi.org/data/#?subject=wage-education&g=**

Example report by Benjamin Estes
Read more about the wage gap on EPI (no affiliation)

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Kalamuna GDS report template

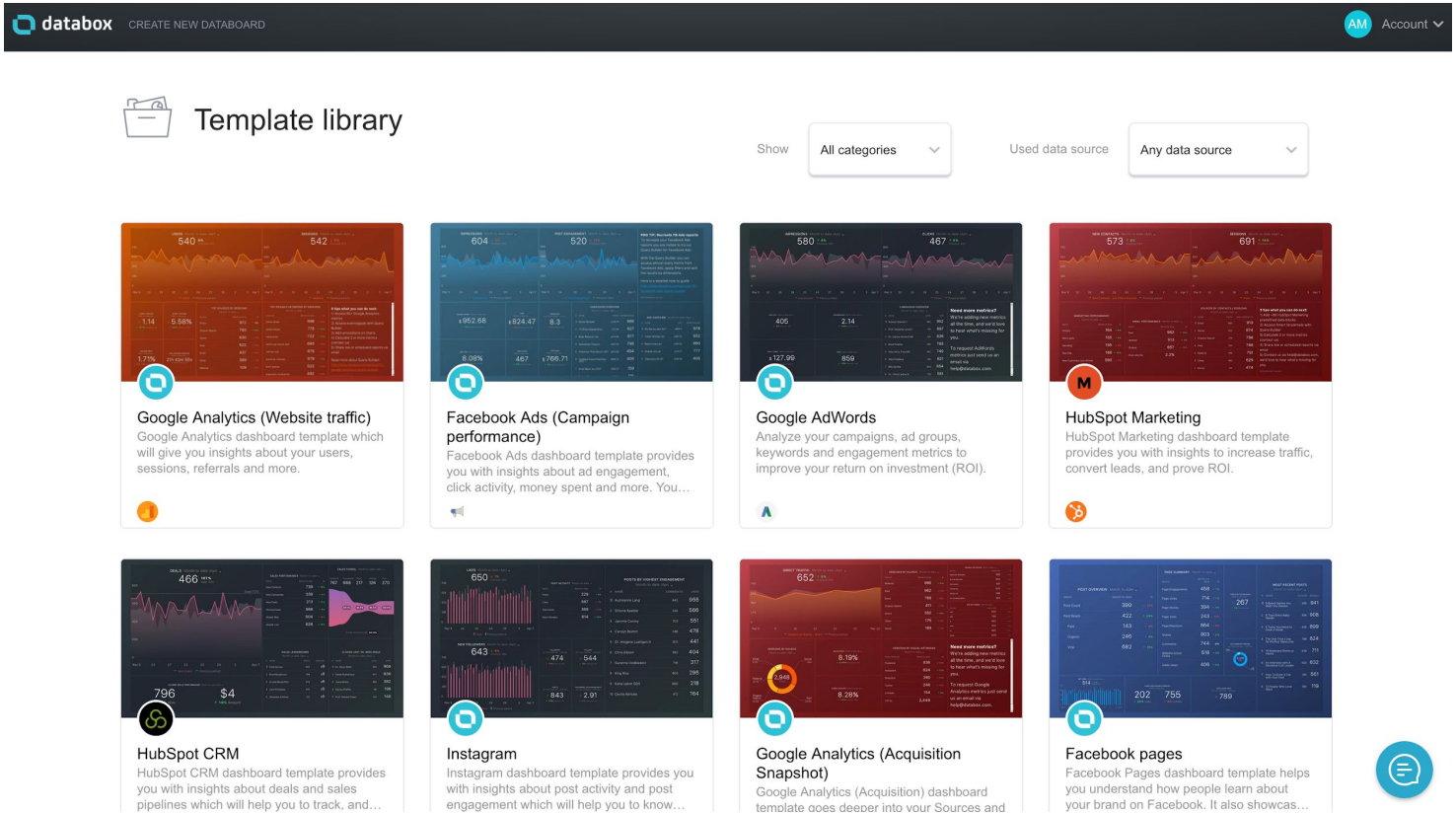
http://bit.ly/gds-dn18

Other Options

Dashboard Options round-up

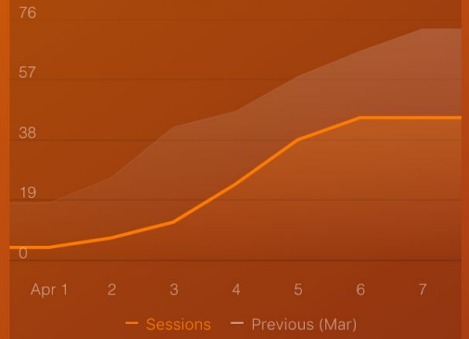
Databox

Templates

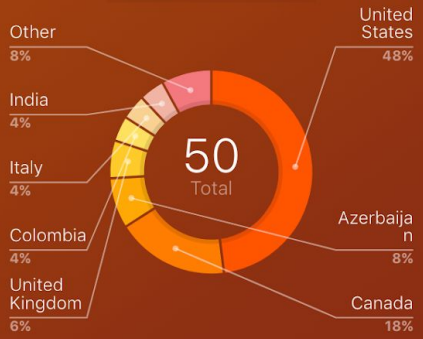

databox
CREATE NEW DATABOARD
AM
Account
Template library
Show
All categories
Used data source
Any data source
Google Analytics (Website traffic)
Google Analytics dashboard template which will give you insights about your users, sessions, referrals and more.
Facebook Ads (Campaign performance)
Facebook Ads dashboard template provides you with insights about ad engagement, click activity, money spent and more. You…
Google AdWords
Analyze your campaigns, ad groups, keywords and engagement metrics to improve your return on investment (ROI).
HubSpot Marketing
HubSpot Marketing dashboard template provides you with insights to increase traffic, convert leads, and prove ROI.
HubSpot CRM
HubSpot CRM dashboard template provides you with insights about deals and sales pipelines which will help you to track, and…
Instagram
Instagram dashboard template provides you with insights about post activity and post engagement which will help you to know…
Google Analytics (Acquisition Snapshot)
Google Analytics (Acquisition) dashboard template goes deeper into your Sources and
Facebook pages
Facebook Pages dashboard template helps you understand how people learn about your brand on Facebook. It also showcas…

SESSIONS
Month to date (Apr)

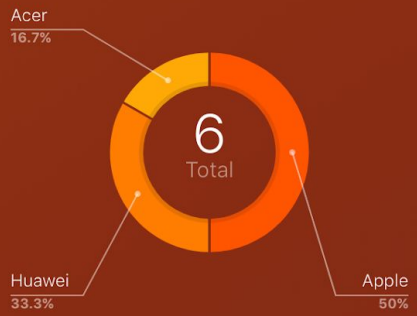
45 ↓ 38%
Previous: 73



SESSIONS BY LOCATION
Month to date (Apr)



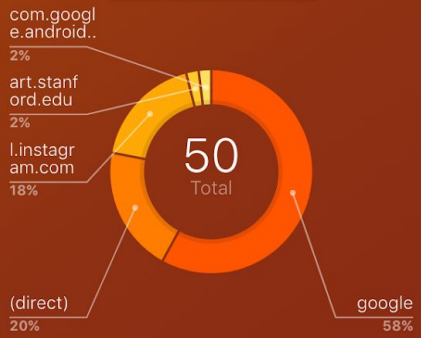
SESSIONS BY MOBILE DEVICE
Month to date (Apr)



SESSIONS BY REFERRER
Month to date

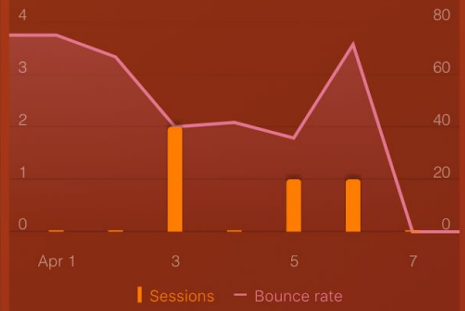
Referrer	Month to date	%
google	27	↓ 16%
(direct)	10	↓ 60%
l.instagram.com/	9	↑ 350%
art.stanford.edu/academics/graduate-programs/mfa-art-practice/mfa-art-practice-alumni	1	↓ 67%

SESSIONS BY SOURCE
Month to date (Apr)



MOBILE TRAFFIC QUALITY
Month to date (Apr)

4



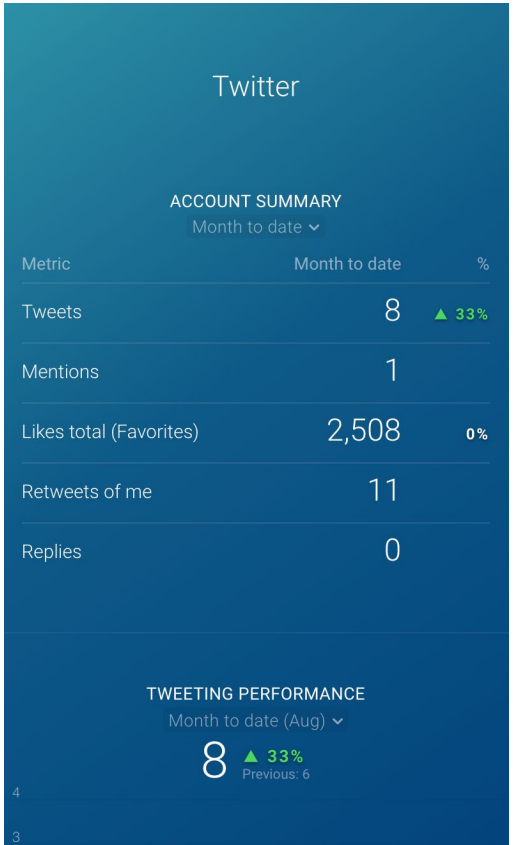
OVERALL BOUNCE RATE
Month to date (Apr)

41.30%
↑ 0.97% Previous: 40.91%

SOCIAL REFERRERS
Month to date (Apr)

#	NAME	BOUNCE RATE	SESSIONS
1	Instagram	22.22%	9

Responsive Dashboards



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Power BI

Executive Insights

How are we performing?

1 Select a measure.

- Total Profit
- Total Quantity
- Total Revenue

2 Select a perspective.

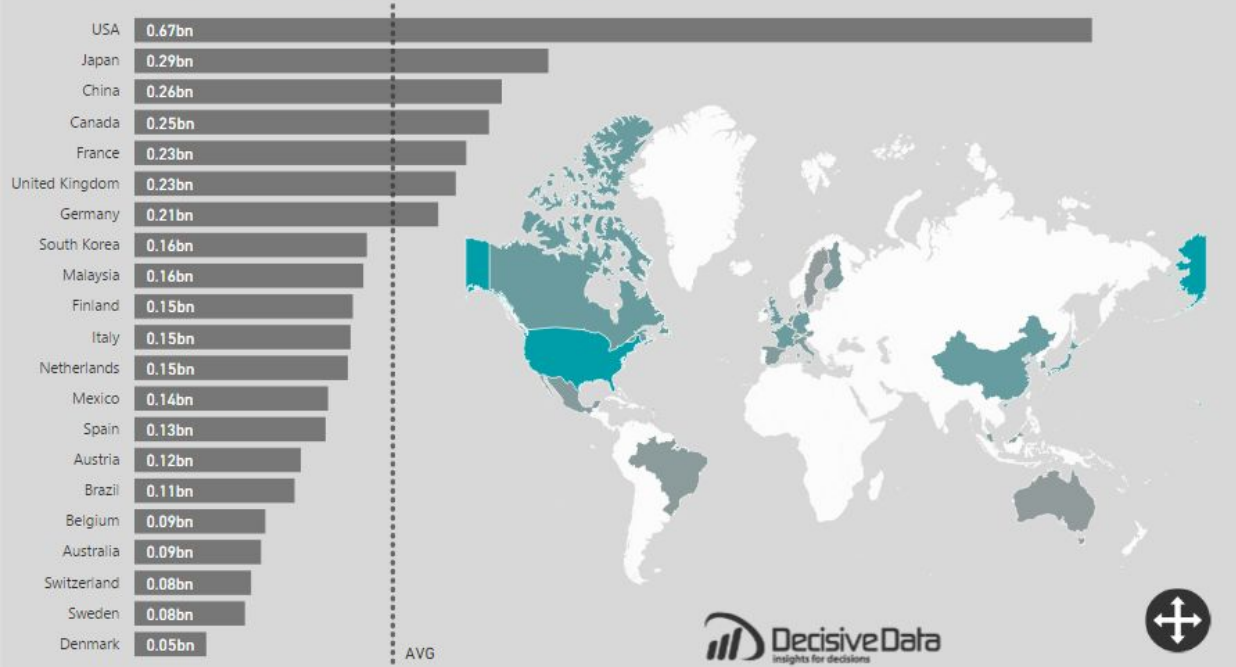
Product Category: All

Order Type: All

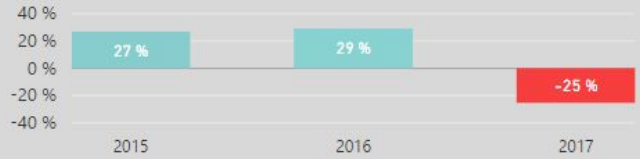
Year: 2014 – 2017

$847M	22 %	866	21M	$4bn
Total Profit	Profit Margin	Average Order Quantity	Total Quantity	Total Revenue

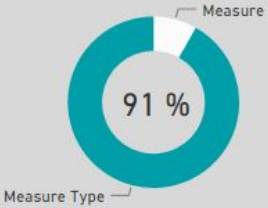
How is our Total Revenue distributed geographically?



What is our YoY% change in Total Revenue?



How close are we to our planned Total Revenue?



What is my Running Total by Total Revenue?

What are my Top 5 products by Total Revenue?

Tableau

Website Metrics

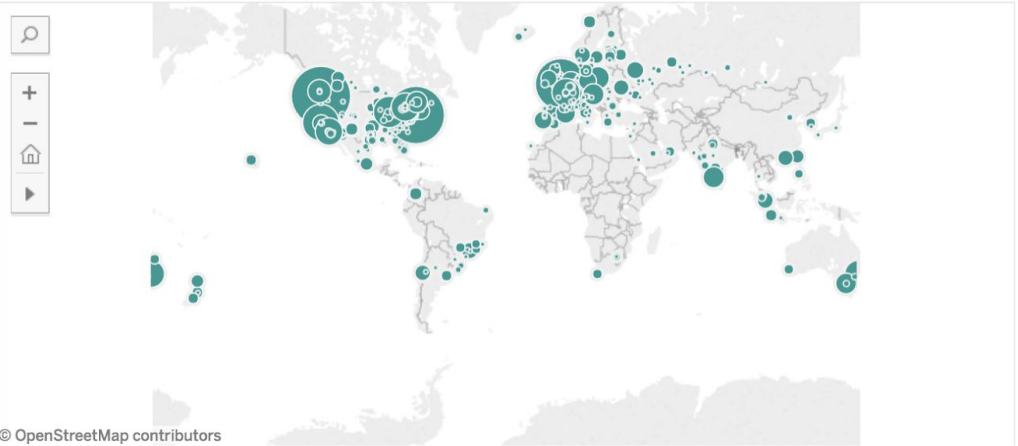
Social Source: (All)

Choose Measure: Visits

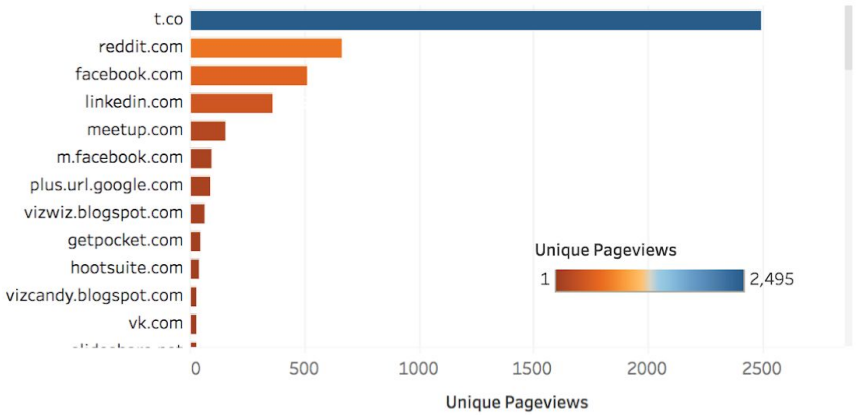
5,554
Pageviews

4,918
Unique Pageviews

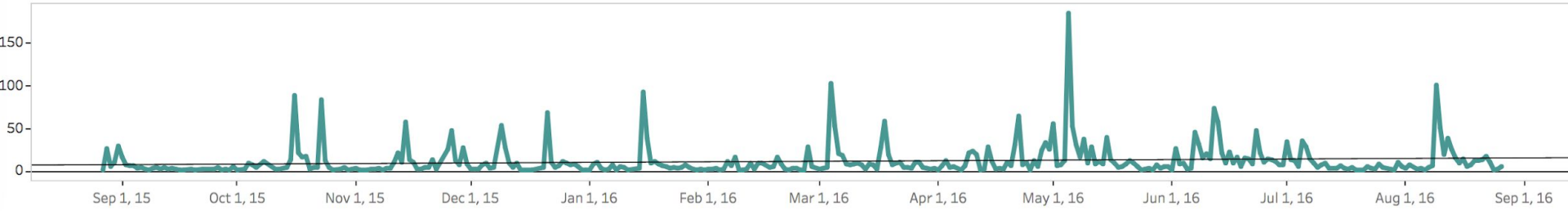
Usage by City



Social Sources



Site Usage: Visits



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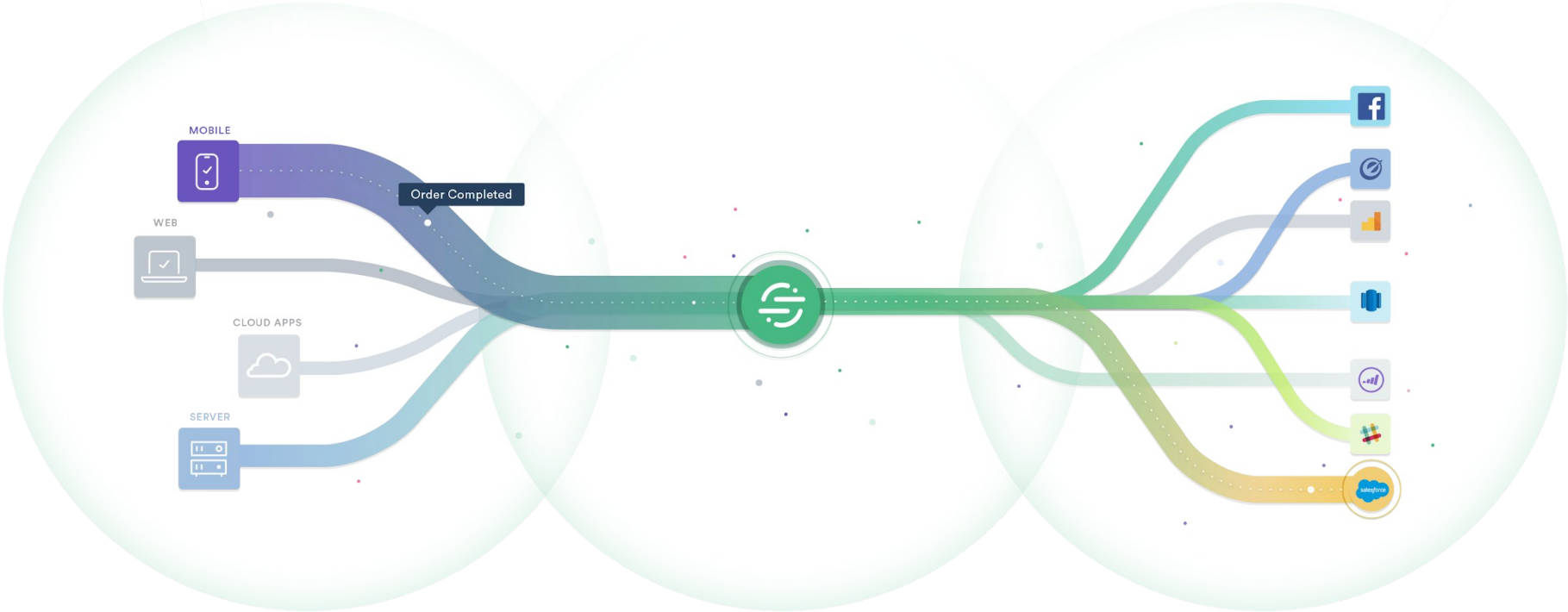
Segment

One API for all integrations + Data warehousing



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http://bit.ly/gds-dn18

http://jobs.kalamuna.com

About me

Andrew Mallis
CEO & co-founder

twitter	@andrew_mallis
d.o.	andrew_mallis
email	mallis@kalamuna.com
etc	andrewmallis

Thank You!

www.kalamuna.com
mallis@kalamuna.com