



KALAMUNA

DASHBOARDS

Analytics for the People


Andrew Mallis
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mallis@kalamuna.com



Let me share a story about sharing

Emails = Lag Metrics



Andrew Mallis 
analytics reports
To: Sanaz Mazinani

Sent - andrewmallis.com October 23, 2008 at 11:44 AM 

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: 
Subject: Analytics  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?](https://www.google.com/analytics/reporting/optout?token=spoh3RwBAAA.VxSDB5Zxi4Ygtp6zDGzBu0bnMbzRGzX6VwNwJta7GQuHWRAMFhlc22xckqajpYh3678kyw9l-gCcQw-o1hew.9kotH14MJafdcy6tWLMpNyA&email=webmaster%40westqueenwest.ca&hl=en_US)
[token=spoh3RwBAAA.VxSDB5Zxi4Ygtp6zDGzBu0bnMbzRGzX6VwNwJta7GQuHWRAMFhlc22xckqajpYh3678kyw9l-gCcQw-o1hew.9kotH14MJafdcy6tWLMpNyA&email=webmaster%40westqueenwest.ca&hl=en_US](https://www.google.com/analytics/reporting/optout?token=spoh3RwBAAA.VxSDB5Zxi4Ygtp6zDGzBu0bnMbzRGzX6VwNwJta7GQuHWRAMFhlc22xckqajpYh3678kyw9l-gCcQw-o1hew.9kotH14MJafdcy6tWLMpNyA&email=webmaster%40westqueenwest.ca&hl=en_US)



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**

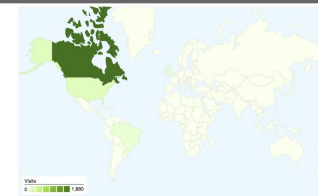
Previous: 85.66% (2.64%)

Visitors Overview

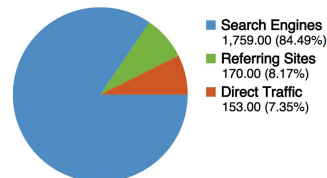


Visitors
1,874

Map Overlay world



Traffic Sources Overview



Analytics UI is daunting

Constant flux



Google
Analytics



Google
Analytics



Google
Analytics



Google Analytics



Google
Analytics



Google
Data Studio

Analytics meets Powerpoint

Analytics Dashboard

Search reports and help

HOME

CUSTOMIZATION

Dashboards

Custom Reports

Saved Reports

Custom Alerts

Reports

REAL-TIME

AUDIENCE

ACQUISITION

BEHAVIOR

CONVERSIONS

DISCOVER

My Dashboard

Mar 31, 2018 - Apr 6, 2018

+ Add Widget

Email Export

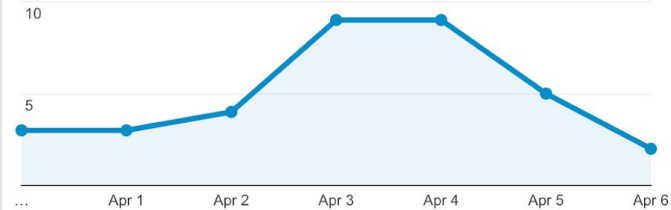
Customize Dashboard

All Users
100.00% Sessions

+ Add Segment

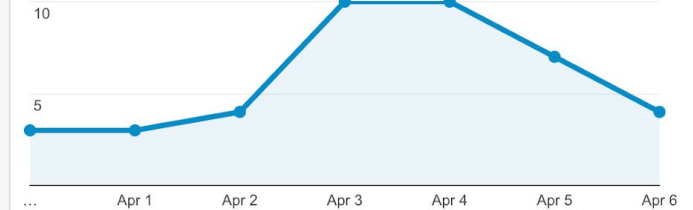
New Users

New Users



Users

Users



Sessions

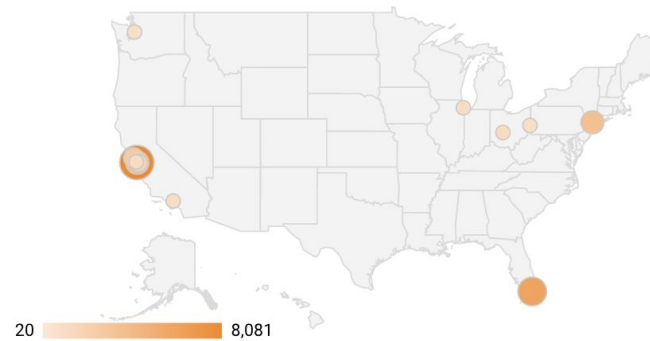
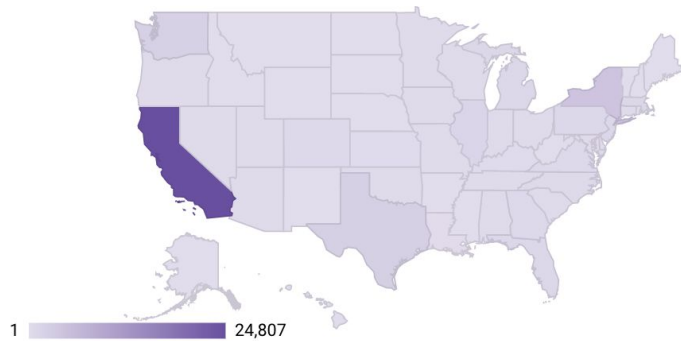
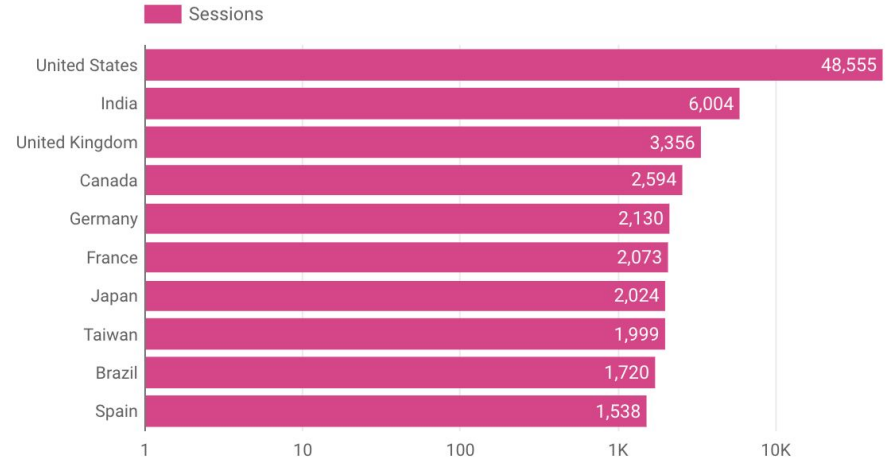
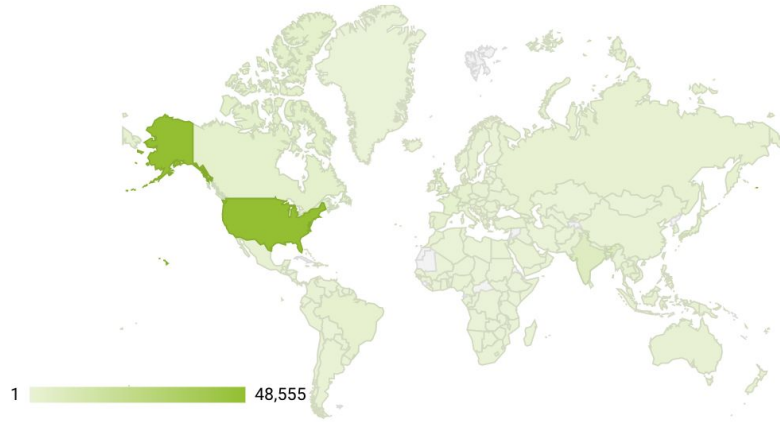


Sessions by Browser

Browser	Sessions
Chrome	30

VS

yoursite.edu – Geography



Something free

Hello.

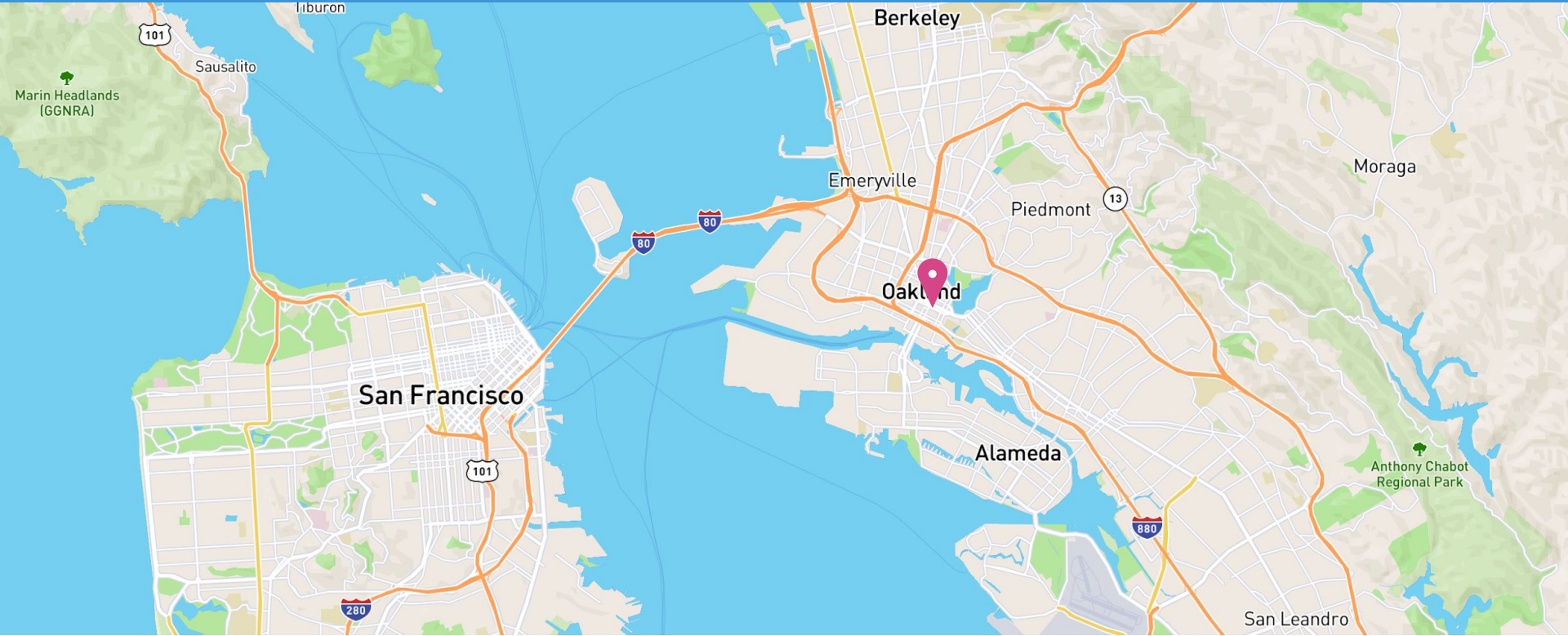


KALAMUNA

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)



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%



Occupy.Net Directory Wiki Notes Map Campaigns Classifieds InterOccupy.net

OCCUPY DIRECTORY

About Get Involved Directory Login Register

Q

Occupation website
occupytorontoinfo@gmail.com

St. James Park 69 Yonge Street PO Box 17076
Toronto, ON M5E 1Y2
Canada

647.857.9212

Founded | October 15, 2011

www.otga.ca -- NON-VIOLENTLY sending a message to the 1% worldwide! Canada too is under attack by corporate interests and the ultra-rich. We call on the 99% to show support for Occupy Wall Street! - Occupy Toronto Market Exchange

Mission: To bring awareness of fundamental inequalities and injustices endemic to our society, that can only be changed through a total restructuring of society at the systemic level.

Additional Websites
social 1 social 2



Get the Data!

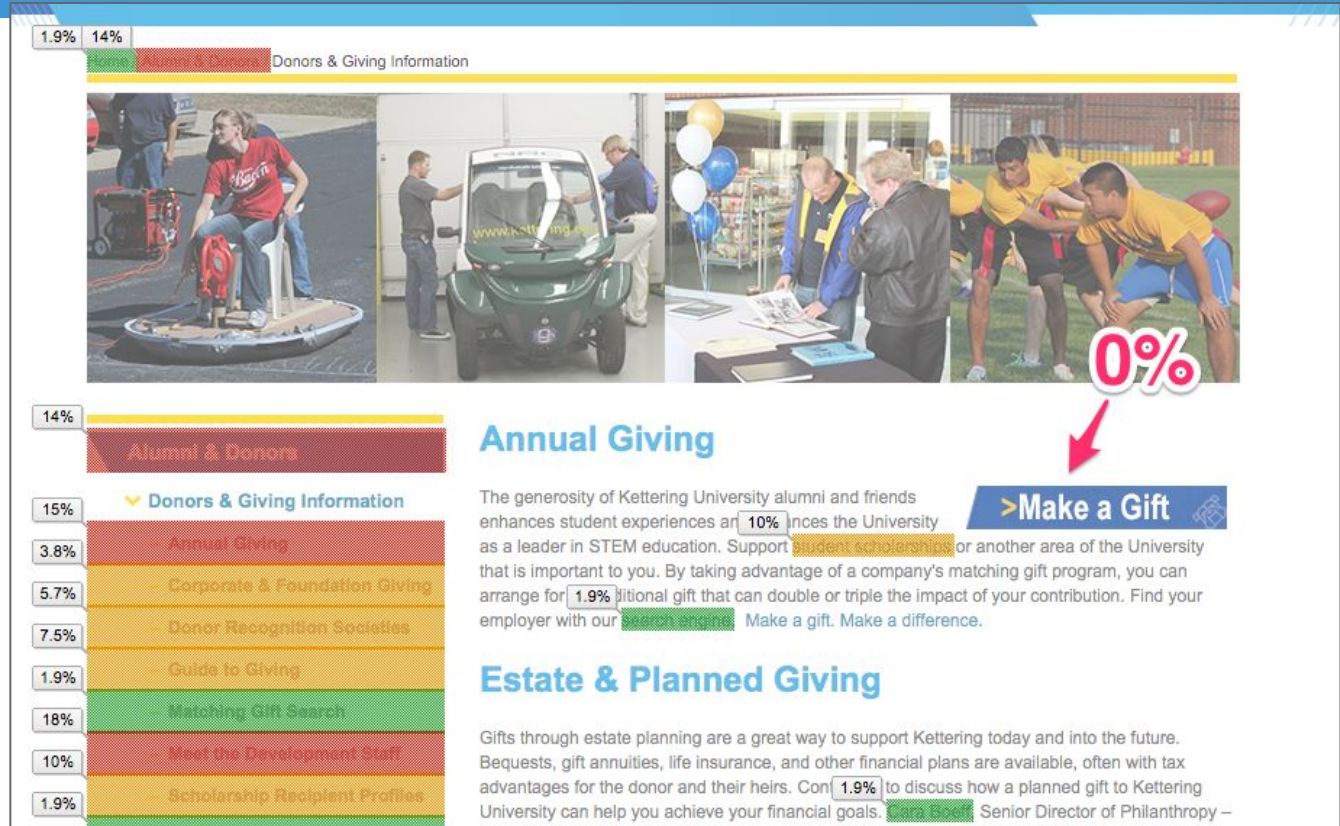
ANALYTICS

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



Desktop: Clicks, Movement, and Scrolling

Clicks

Mouse tracking

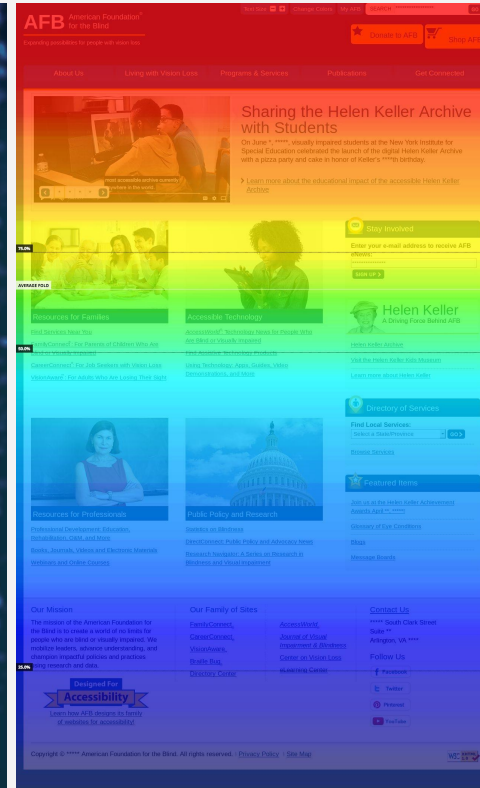
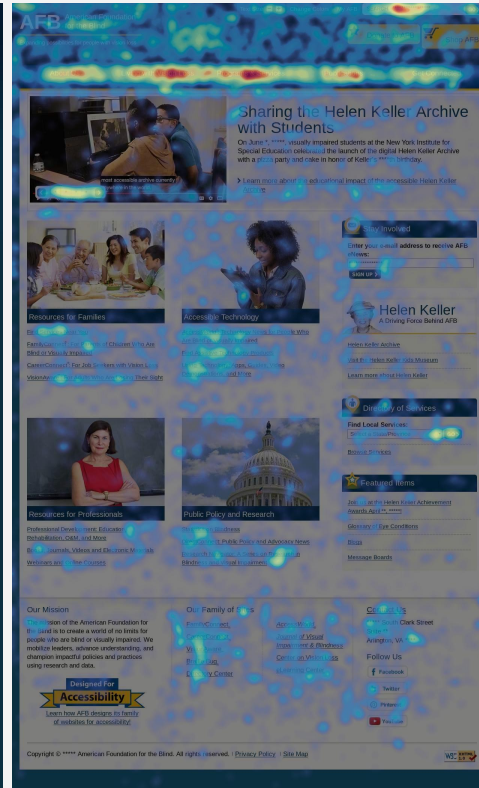
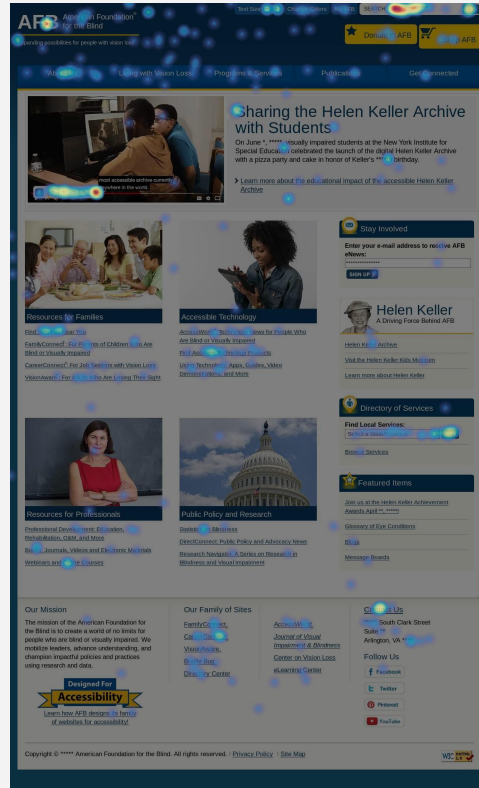
Scrolling

We tracked 746 Page Views and 597 Clicks

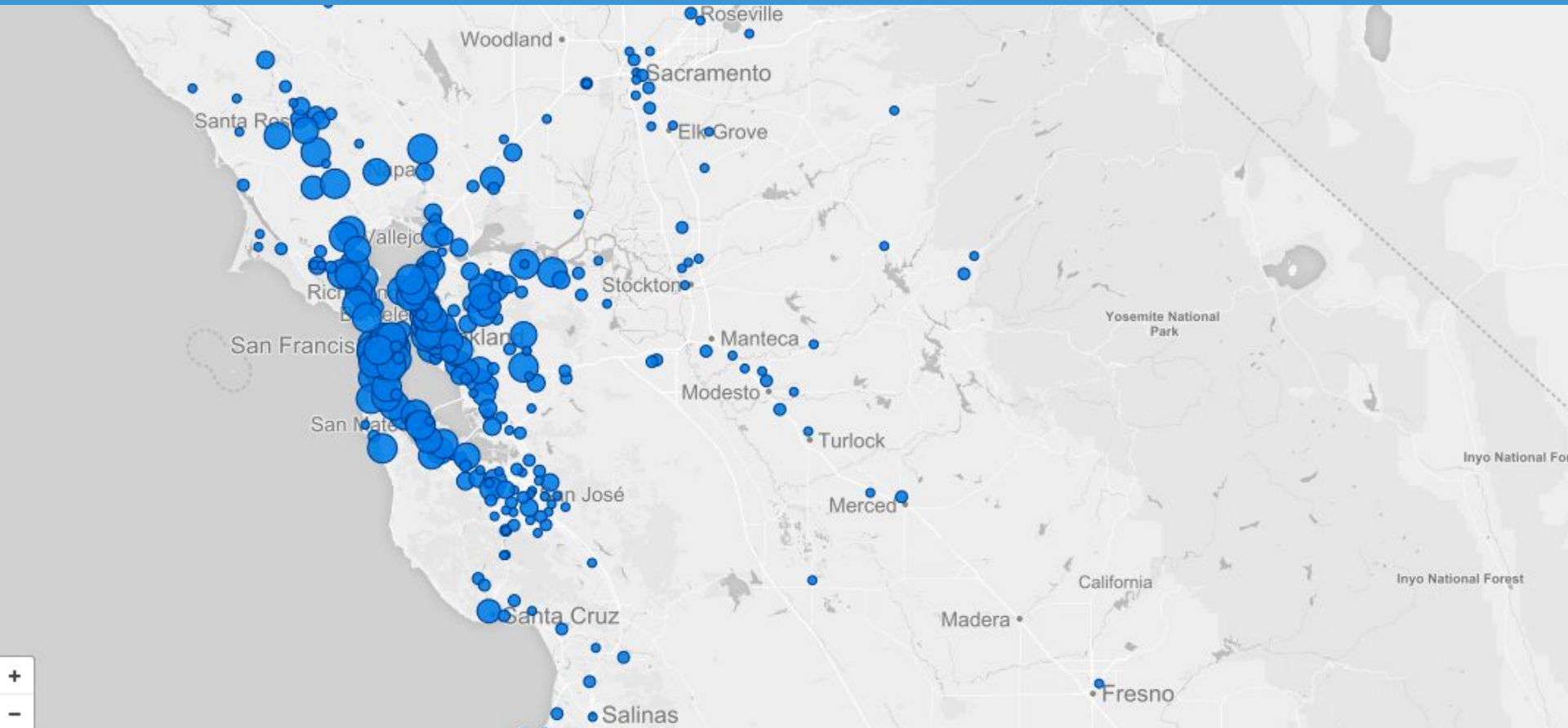
Top interactions included **Search**, **Directory of Services**, the **News Carousel**, and **Contact Us** link

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

Social links and newsletter signup were largely ignored

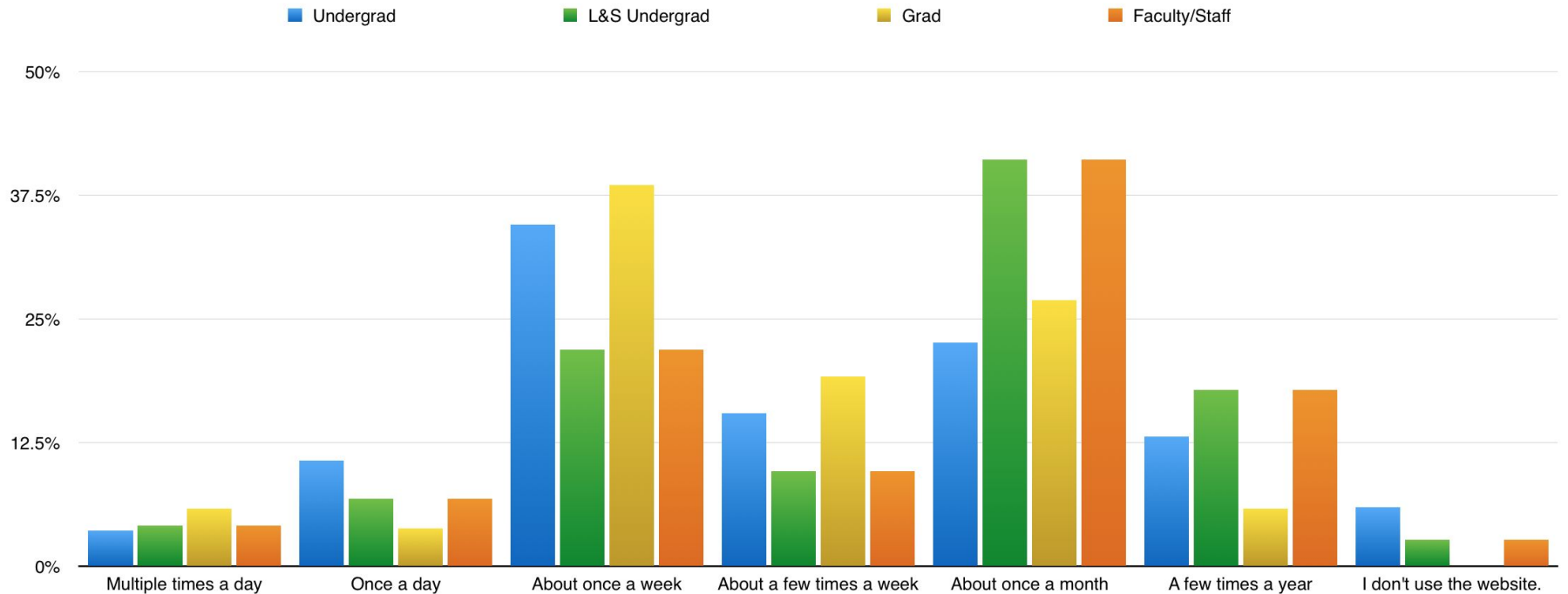


Visualizing spreadsheet data to understand audience



Creating surveys to understand user behavior

How often do you visit the website?



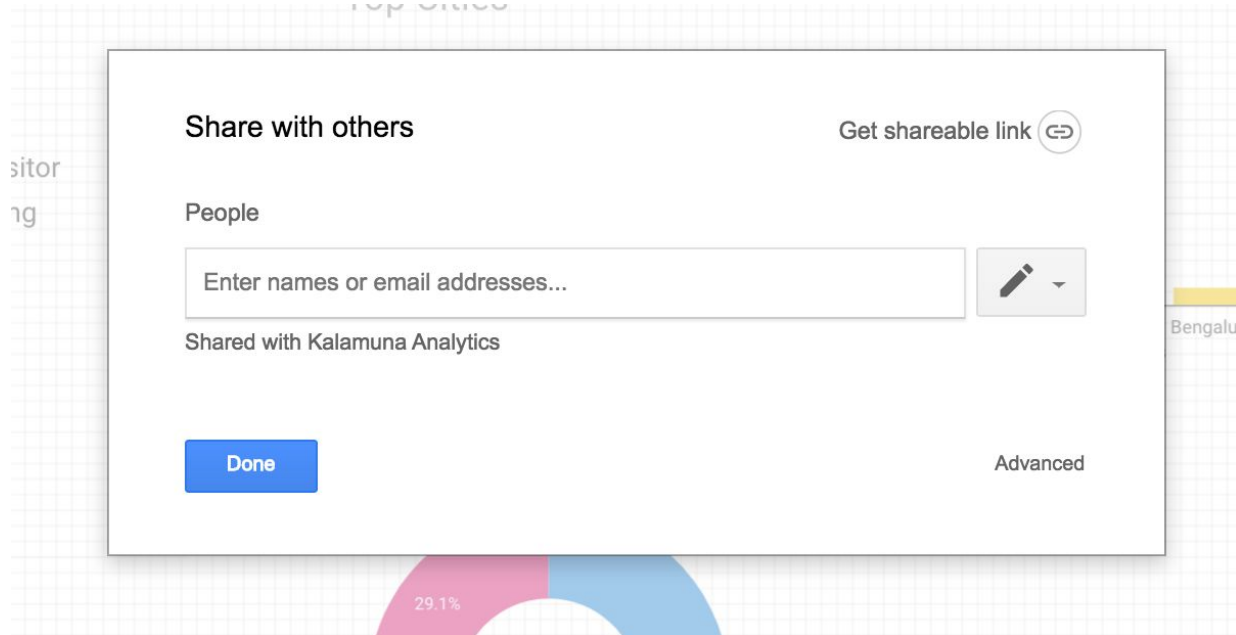
Analytics help you understand what works and what doesn't, so you can adjust your approach to your audience and have a greater impact.

DASHBOARDS

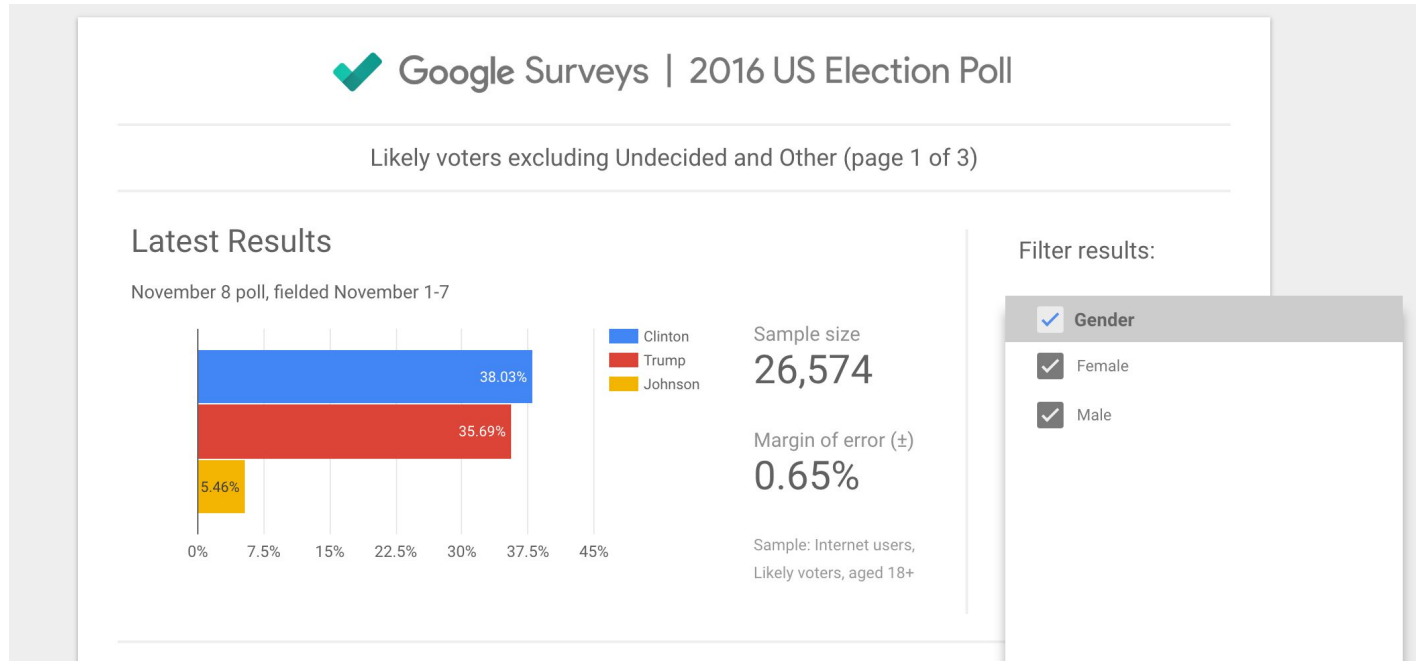
Google Data Studio

June 2, 2016 - US public beta

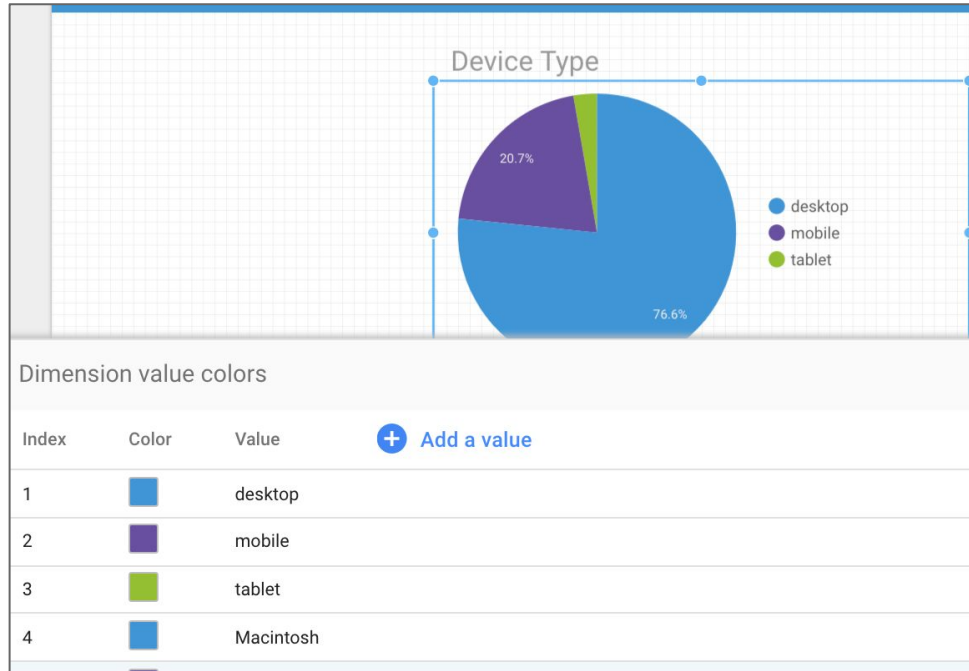
Sharing them like any other google doc



Interactive reports with viewer filters and date range controls



Show your data who's boss with custom styles



Layout and Theme

LAYOUT

THEME

Current Theme

Custom

Primary



Roboto

Secondary



Roboto

Color By



Series order



Dimension values

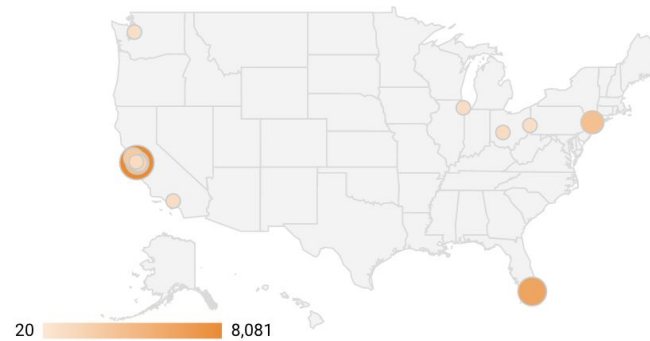
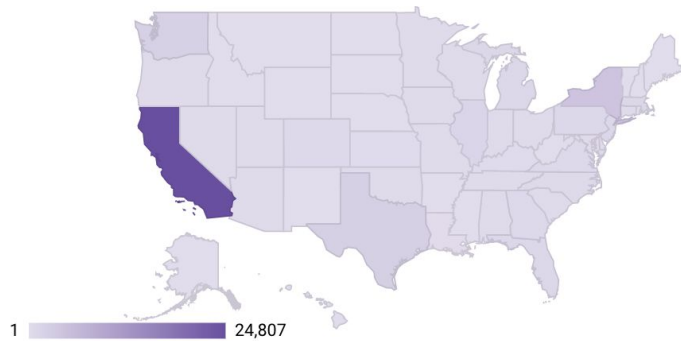
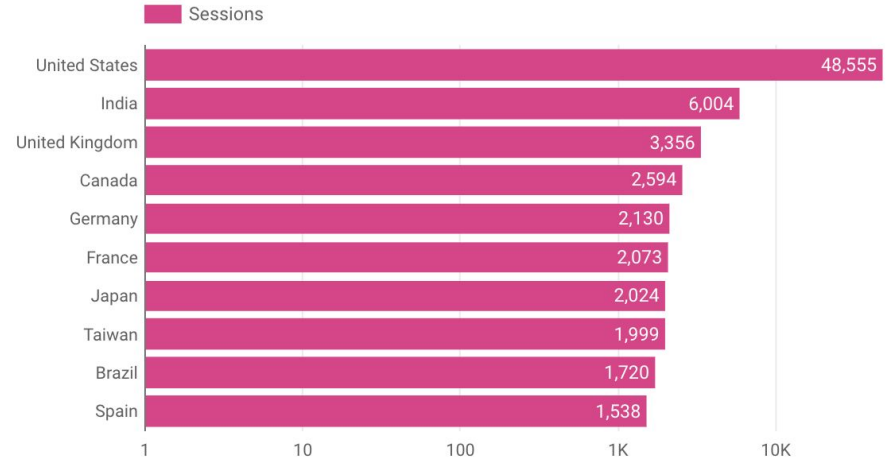
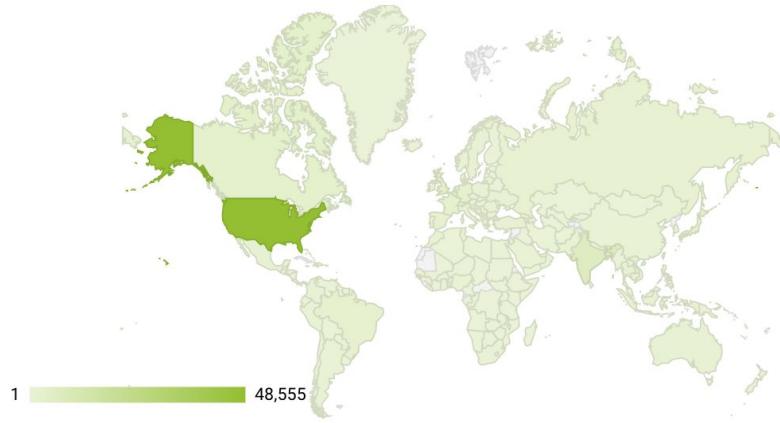


Manage dimension value colors

Chart Palette



yoursite.edu – Geography



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
```

Connector gallery (launched April 5)

Search

Google Connectors (14)

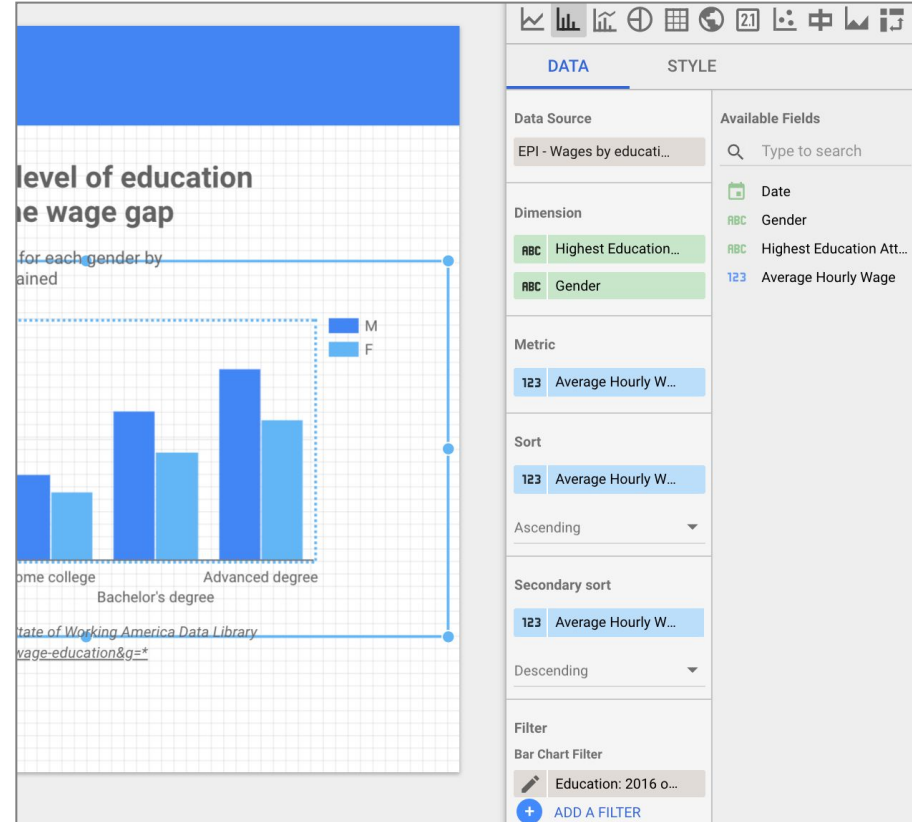
Connectors built and supported by Data Studio. [Learn more](#)

 File Upload By Google Connect to CSV (comma-separated values) files. Learn more	 AdWords By Google Connect to AdWords performance report data. Learn more	 Attribution 360 By Google Connect to Digital Attribution and TV Attribution data. Learn more	 BigQuery By Google Connect to BigQuery tables and custom queries. Learn more
 Cloud SQL By Google Connect to Google Cloud SQL databases. Learn more	 DCM By Google Connect to DoubleClick Campaign Manager data. Learn more	 DFP By Google Connect to DoubleClick for Publishers data.	 Google Cloud Storage By Google See your files in Google Cloud Storage. Learn more
 Google Analytics By Google Connect to Google Analytics reporting views. Learn more	 Google Sheets By Google Connect to Google Sheets. Learn more	 MySQL By Google Connect to MySQL databases. Learn more	 PostgreSQL By Google Connect to PostgreSQL databases. Learn more
 Search Console	 YouTube Analytics		

Sheets integration

Dimensions & Metrics

Dimension	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

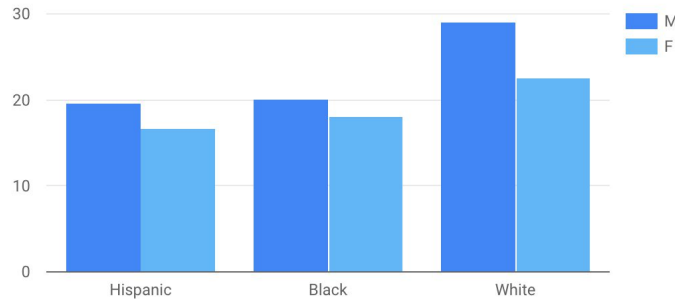


Example

Exploring the wage gap

The wage gap exists for all ethnicities

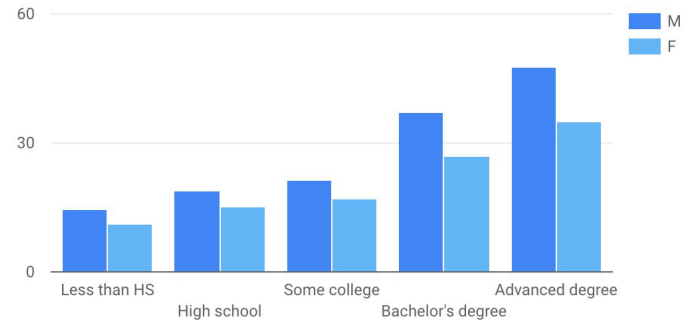
Average hourly wage in 2016 for each gender by race



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&q=*

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

Kalamuna GDS report template

<http://bit.ly/gds-dn18>

Other Options

Dashboard Options round-up



Power BI



Google
Data Studio




tableau®



databox

Databox

Templates

 **databox** CREATE NEW DATABASE

 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



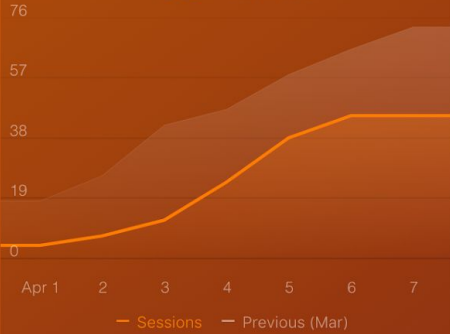
Facebook pages

Facebook Pages dashboard template helps you understand how people learn about your brand on Facebook. It also shows...

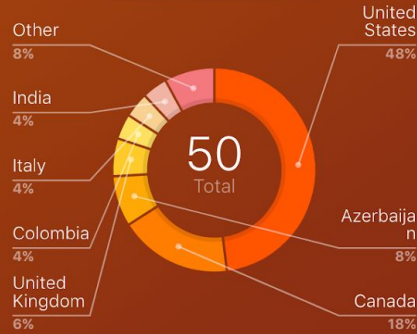


SESSIONS Month to date (Apr) ▾

45 ↓ 38%
Previous: 73



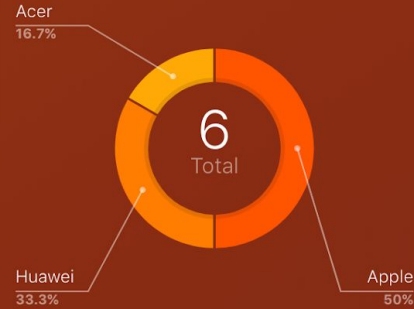
SESSIONS BY LOCATION Month to date (Apr) ▾



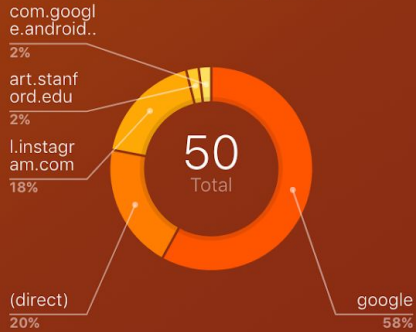
SESSIONS BY REFERRER Month to date ▾

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 MOBILE DEVICE Month to date (Apr) ▾



SESSIONS BY SOURCE Month to date (Apr) ▾



MOBILE TRAFFIC QUALITY Month to date (Apr) ▾



OVERALL BOUNCE RATE Month to date (Apr) ▾

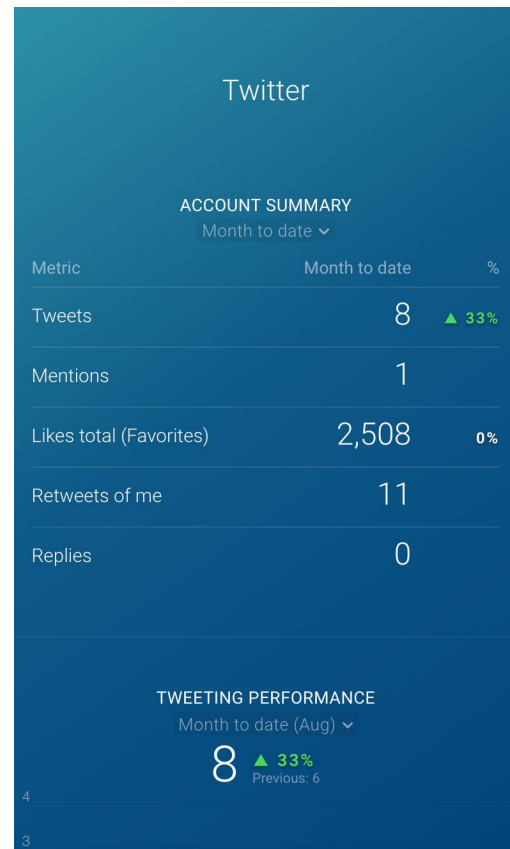
41.30%

↑ 0.97% Previous: 40.91%

SOCIAL REFERRERS Month to date (Apr) ▾

#	NAME	BOUNCE RATE	SESSIONS
1	Instagram	22.22%	9

Responsive Dashboards



Power BI

Executive Insights

1

Select a measure.

- Total Profit
- Total Quantity
- Total Revenue

2

Select a perspective.

Product Category

Order Type

Year



How are we performing?

\$847M

Total Profit

22 %

Profit Margin

866

Average Order Quantity

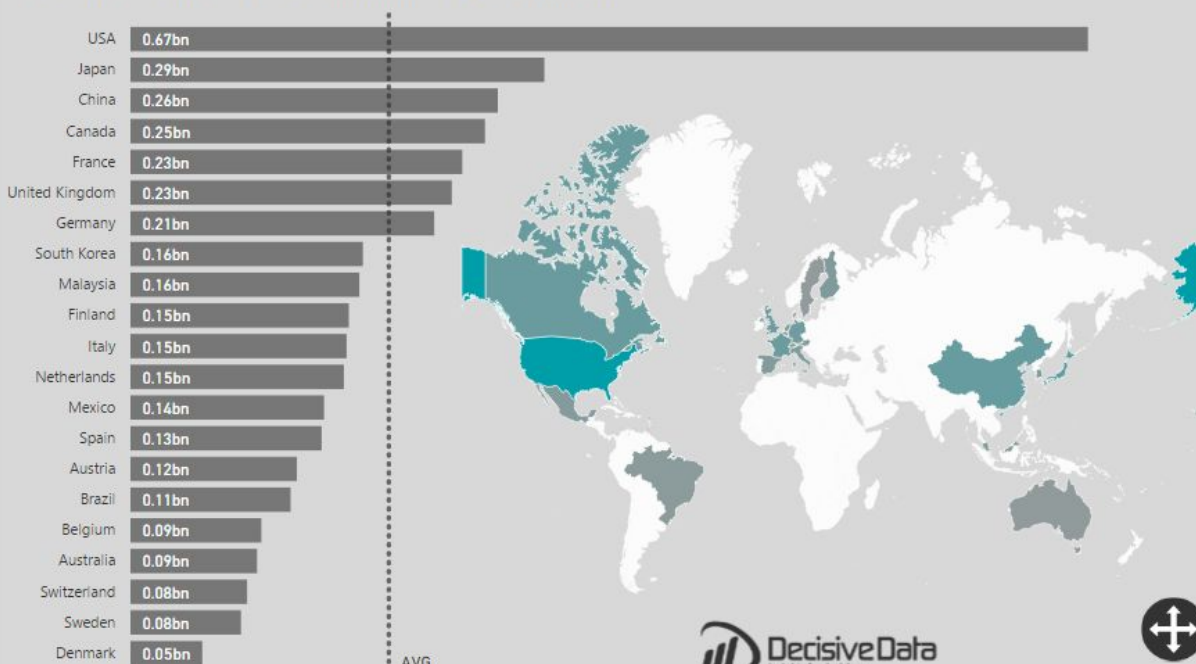
21M

Total Quantity

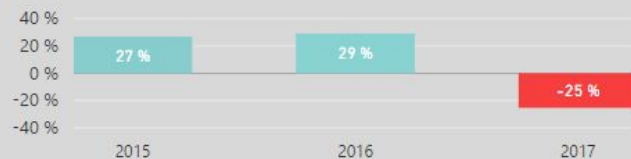
\$4bn

Total Revenue

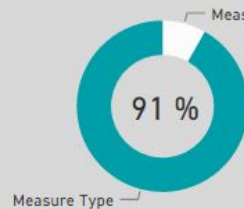
How is our Total Revenue distributed geographically?



What is our YoY% change in Total Revenue?



How close are we to our planned Total Revenue?



Measure Type

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

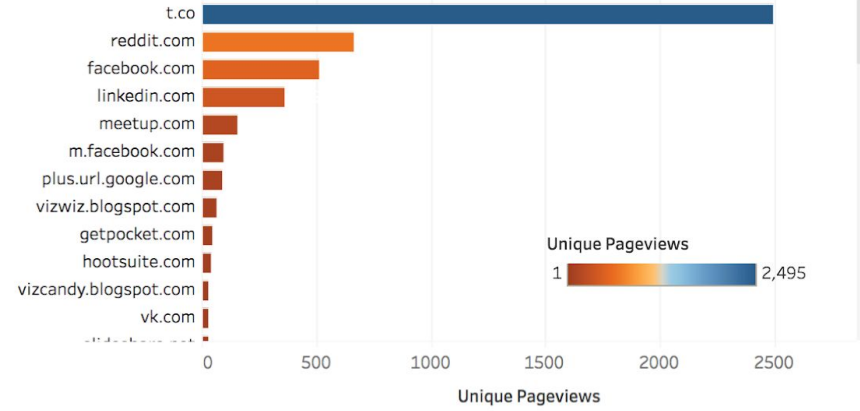
4,918
Unique Pageviews

Usage by City

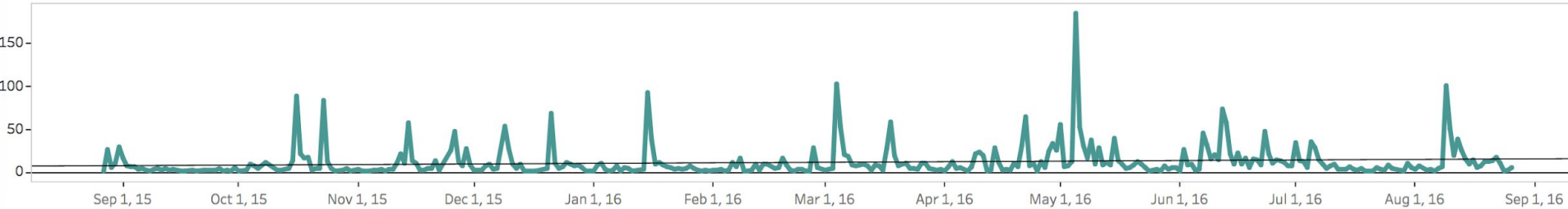


© OpenStreetMap contributors

Social Sources

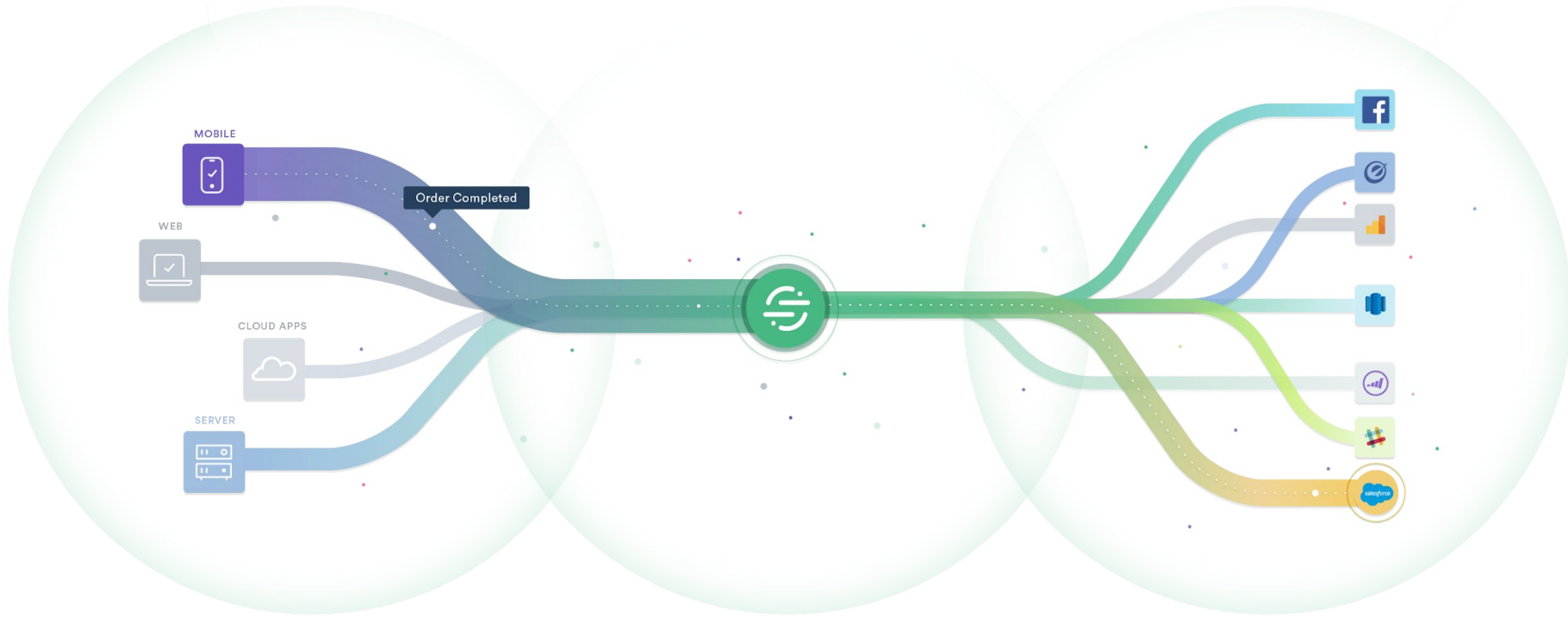


Site Usage: Visits



Segment

One API for all integrations + Data warehousing



<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!

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mallis@kalamuna.com