TuneBI: Mobile Marketing Visualization

**Problem**

1. Overwhelmed information and worksheets
2. Long Loading time in Tableau
3. Limited insights
4. Limited scalability of BI reports

**Solution**

- Customized dashboards for executives to easily navigate
- Optimized SQL query in ETL
- New insights in device, versions, campaign, and financials in Tableau
- Uniformed dashboards provide actionable insights

**Deliverable**

- $613,646
- $122,359
- 1.78%
- $224,454
- 332,086
- 785,401

**Process**

- **TuneDB (Database)**
  - Utilize star schema in data warehouse
- **SQL**
  - Write customized SQL for ETL
- **Tableau**
  - Analyze data and create dashboards
- **Customization**
  - Provide actionable information

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