

# Mobile Marketing Visualization

# Problem

# 1. Overwhelmed information and worksheets

## 2. Long Loading time in Tableau

# 3. Limited insights

## 4. Limited scalability of BI report

# Solution



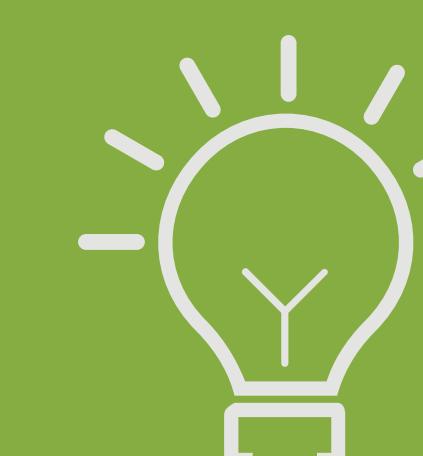
# Customized dashboards for executives to easily navigate



# Optimized SQL query in ETL

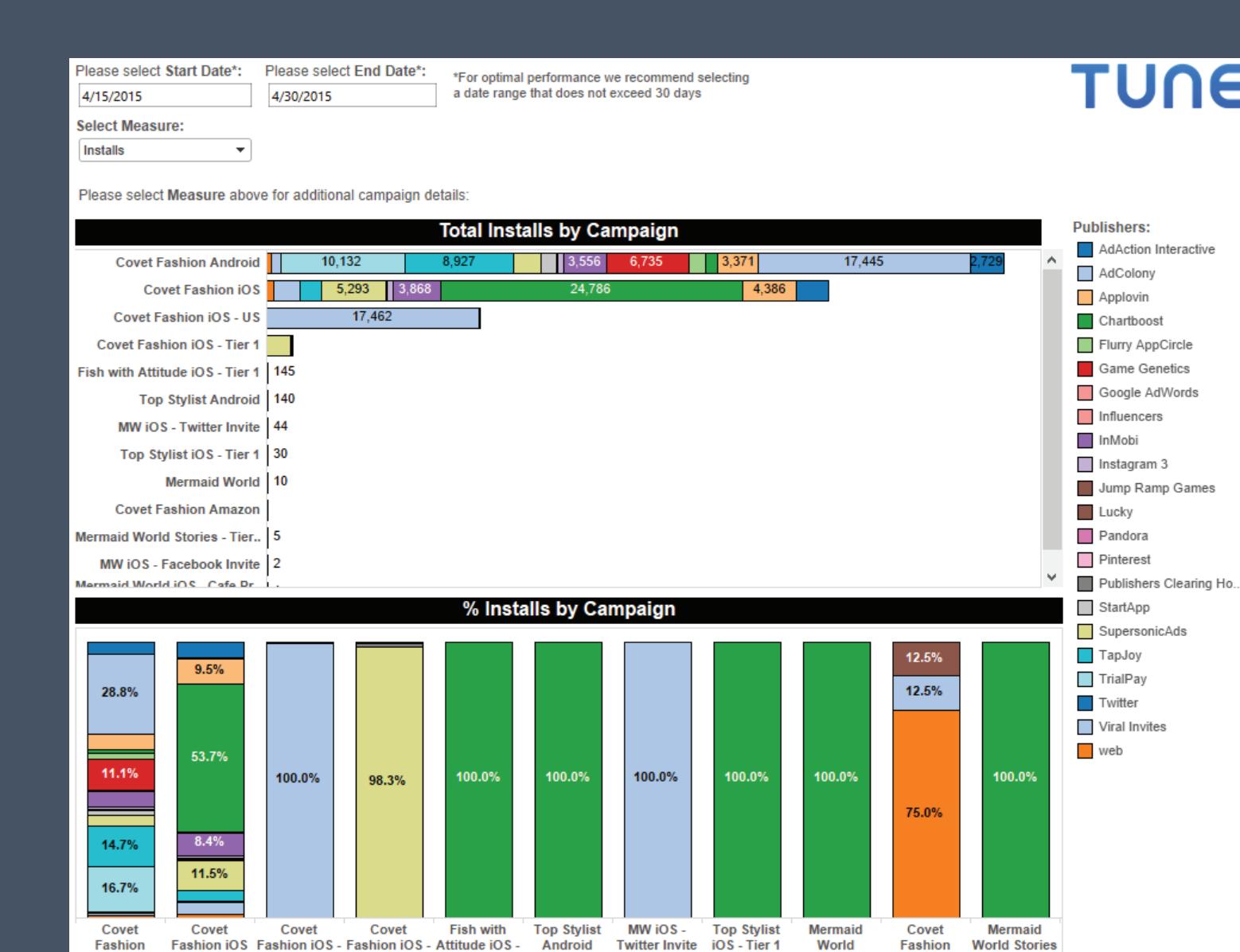
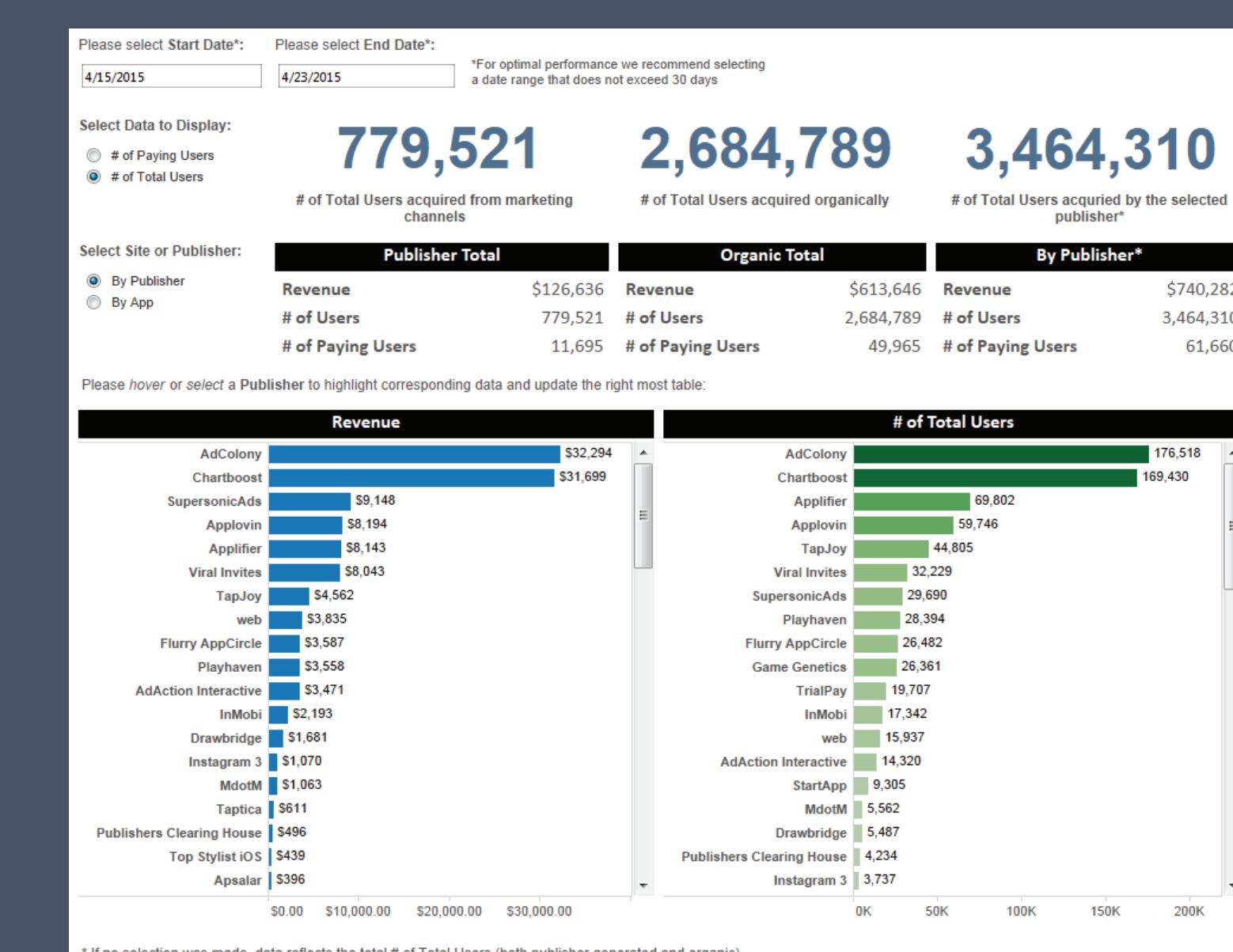
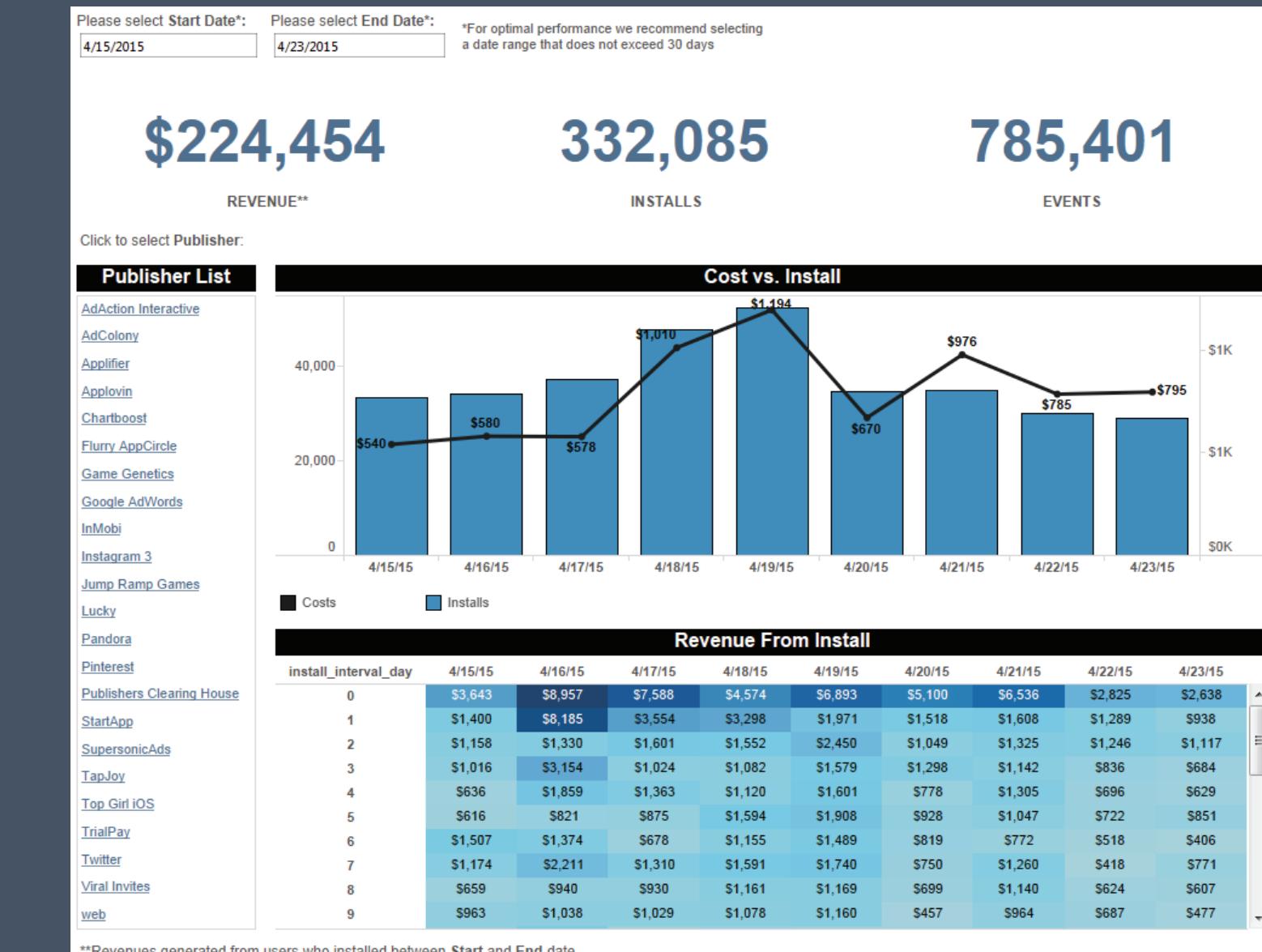
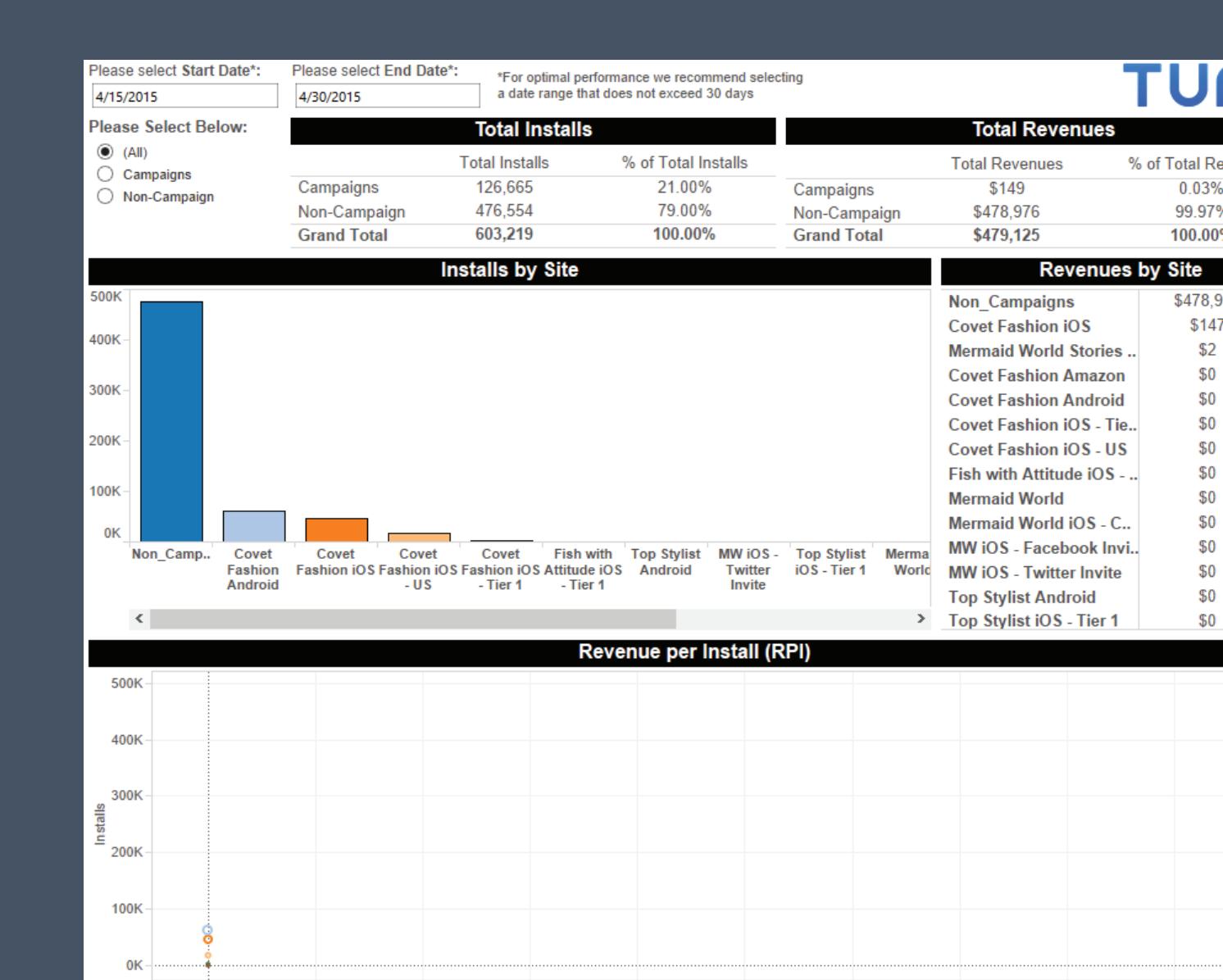
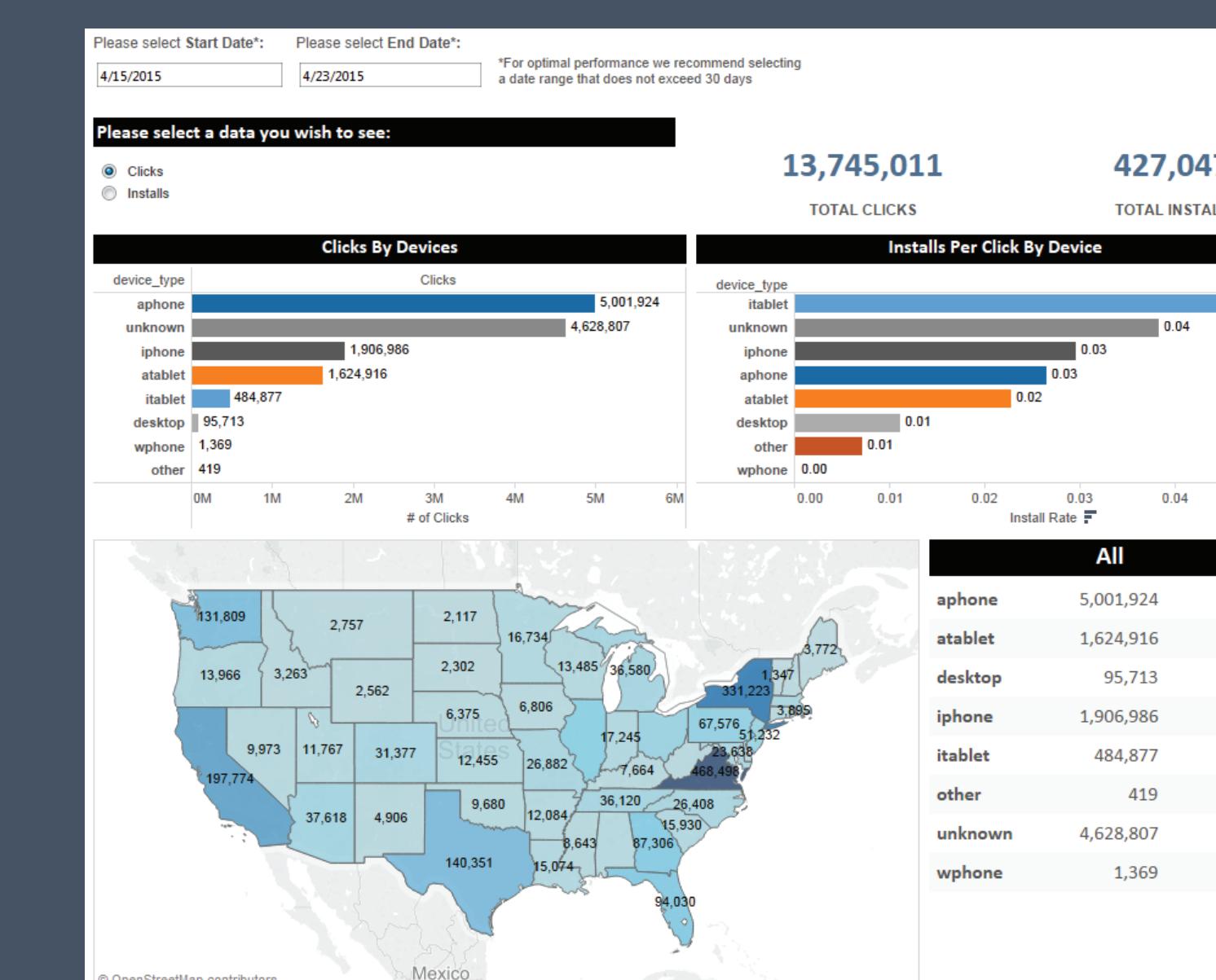
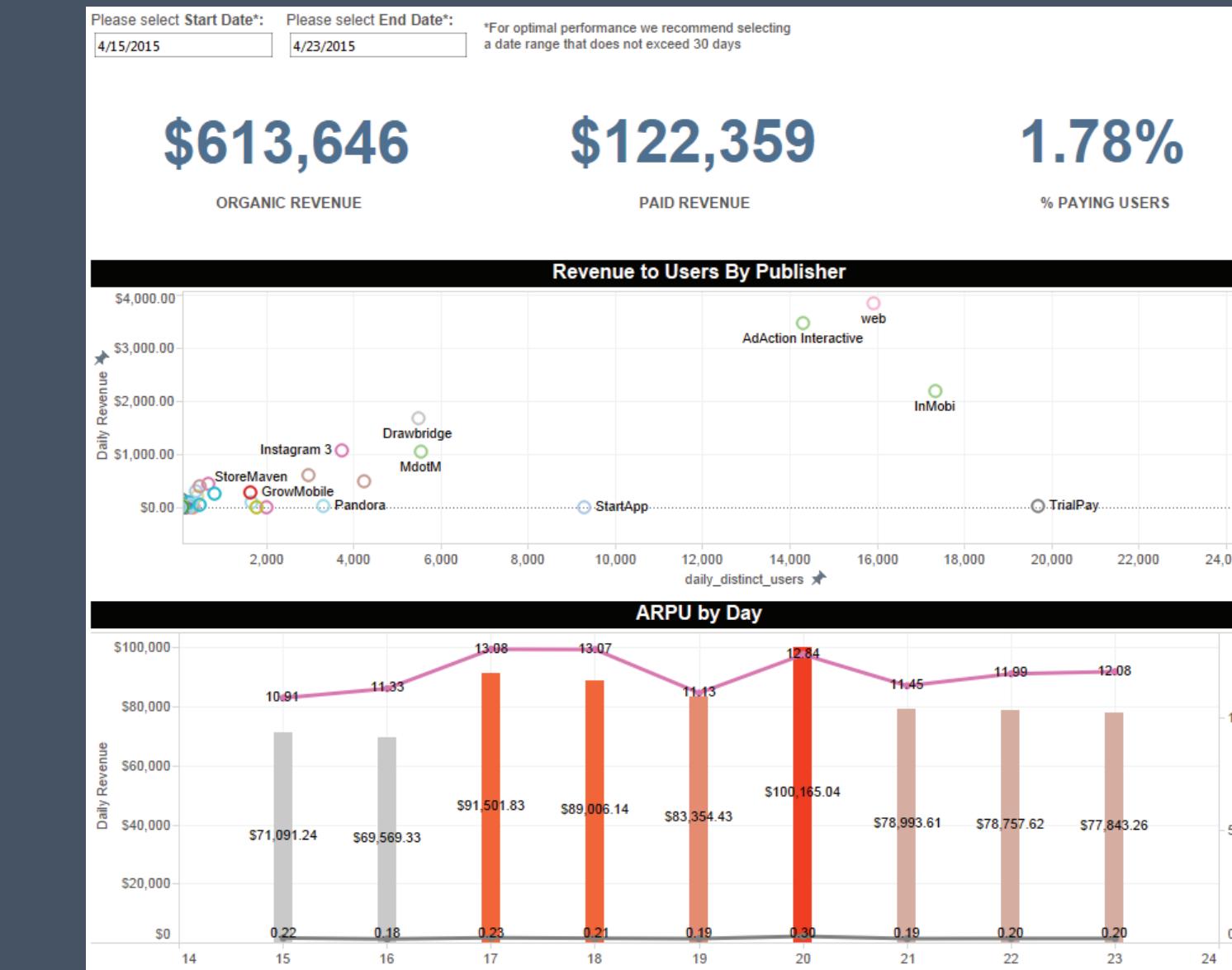


# New insights in device, versions, campaign, and financials in Tableau



# Uniformed dashboards provide actionable insights

# Deliverable



# 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