

Data Driven Decision Making with Looker Studio for Labs Platform

Customer Overview

The customer is an industry leader in cutting edge computer networking products. Leveraging advanced networking technologies, they deliver high performance, agility, availability, automation, and security through their award-winning platforms.

The Business Context

The customer offers an IaC (Infrastructure as Code), cloud-based platform called Labs Platform, that features their products as virtual sandboxed labs in isolated cloud environments. This platform enables potential clients to get familiar with product features and functionalities through hands-on interactions in the labs. With an increasing number of users, gaining insights into their behavior became crucial. So, the customer required a GDPR compliant analytics solution for this platform that would provide a unified view of information such as platform usage, most used labs, geo-locations accessed from, etc.

Type of Service Provided

Cloud Native Application Development

Technologies Used

Google Analytics 4, Cloud SQL, BigQuery, Looker Studio

The Solution

GS Lab | GAVS was entrusted with this project by the customer because of our expertise in solution development using the Google Cloud Platform for scalable and secure data management and our stellar track record of on-time delivery. The team of product engineering and cloud experts from GS Lab | GAVS created a real-time analytics dashboard powered by Google Analytics, GCP Cloud SQL, BigQuery, and Looker Studio, delivering a clean and secure way to present the labs platform data and providing rich insights into labs/platform performance, usage details, and user behavior.

- **Data Collection:** Google Analytics provides granular user behavior data from the labs platform.
- **Data Storage:** GCP Cloud SQL manages a relational database for structured storage of the data.
- **Data Processing and Analysis:** BigQuery serves as a data warehouse for ingesting, processing, and analyzing the large datasets that are created by streamlining data from both Cloud SQL and Google Analytics.
- **Data Visualization:** Looker Studio helps build interactive dashboards and reports to visualize key metrics and insights in real-time.

Challenges

- Data blind spot due to absence of real-time insights into labs platform performance and usage
- Difficulty in optimizing the platform for enhanced user experience, engagement, and conversion due to lack of visibility into user behavior
- Inability to make data-driven decisions
- No way to identify most launched lab modules to gauge market interest
- Insufficient data for the sales team to identify and target geographic locations based on user count

Solution Highlights

- Design and development in minimum time showcasing commitment to on-time delivery
- Seamless integration with existing infrastructure, minimizing disruption and ensuring smooth transition
- Rapid deployment enabling immediate access to critical user and regional insights, empowering swift data-driven decision-making and optimization initiatives
- Granular filtering and analysis of data across demographics, geography, and other segments
- Real-time visualization of key metrics and insights into no. of labs launched, no. of users launching a lab, most launched labs, geo regions with highest engagement, website traffic, user details, user actions, user flow, areas clicked, scroll percentage, devices used, new user signups, and more
- Mailing of analytics reports based on daily, weekly, and monthly usage to internal team members for insights on platform usage

Solution Impact

- Ability to identify trends, predict outcomes, and develop data-driven strategies for platform optimization, marketing campaigns, resource allocation, etc.
- Enhanced data transparency and collaboration due to centralized location and access to lab data and visualizations
- Strict adherence to compliances and regulations as required
- Robust data confidentiality and integrity through Google Cloud's security features; secure environment for collaborative analysis and decision-making

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Solution at Work

