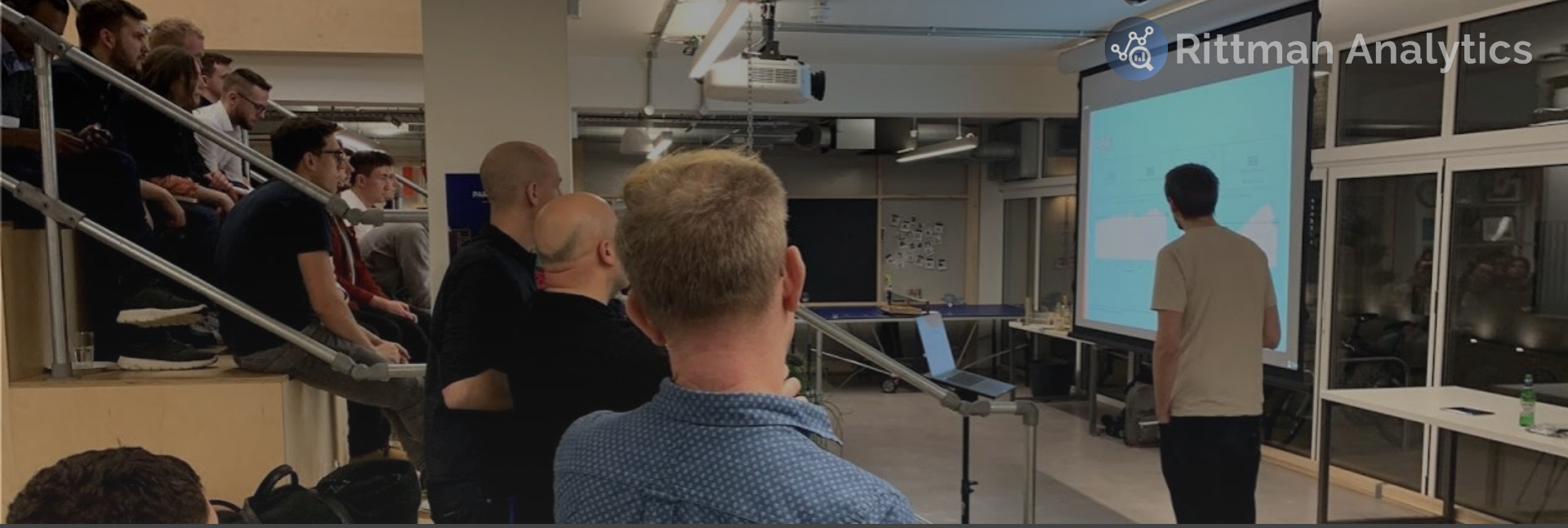


Improve your User Engagement with Looker's new System Activity Model

Mark Rittman, CEO and Founder, Rittman Analytics
Looker London Dev Meetup, February 2019

Who Am I?

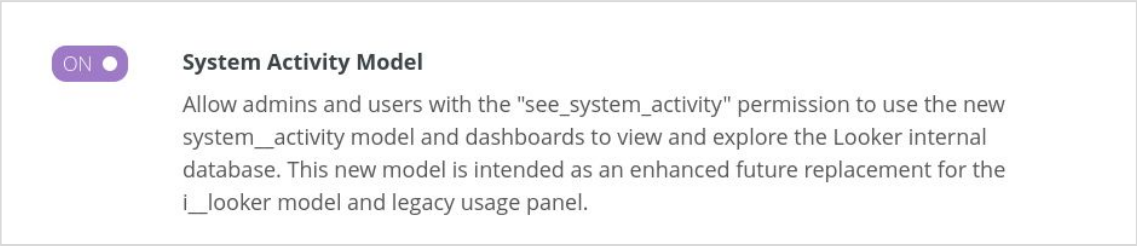
- Founder of Rittman Analytics, a Looker Consulting Partner
  -
- Previously Analytics Product Manager at Qubit
- 20 Years experience in the data & analytics industry
- Host a podcast called “Drill to Detail” - returning in Spring 2019
- Co-host of the London Looker Developer Meetup

Measuring and Increasing User Engagement

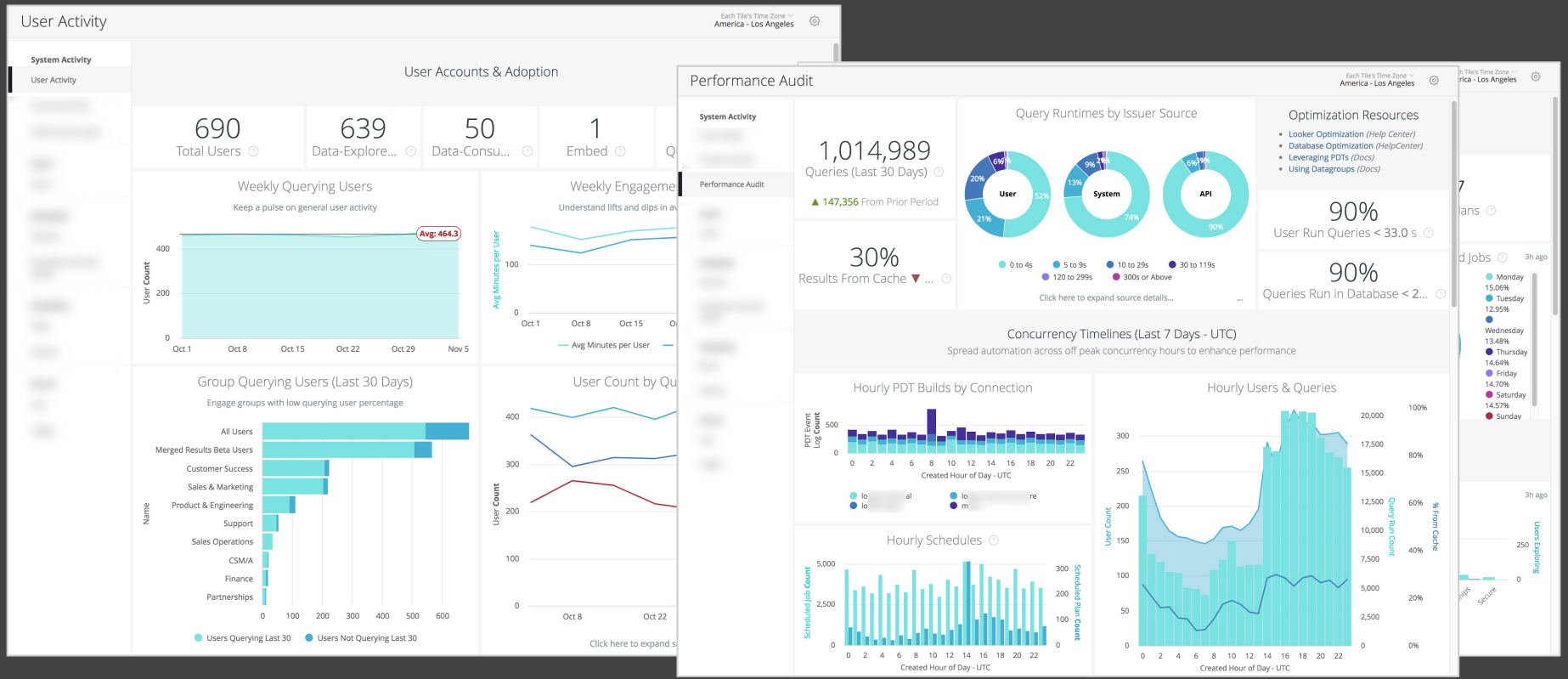
- Historically, user adoption of BI applications starts well but tails off
- The initial looks and explores you deliver may not be what users want
- Users may try Looker once, get confused and go dormant
- Some content may go viral, some may feature highly as session exits
- Standard engagement metrics can be used here - retention, DAU/MAU
- With Looker 6.2, we can now build custom user engagement dashboards

Beta System Activity Model and Dashboards

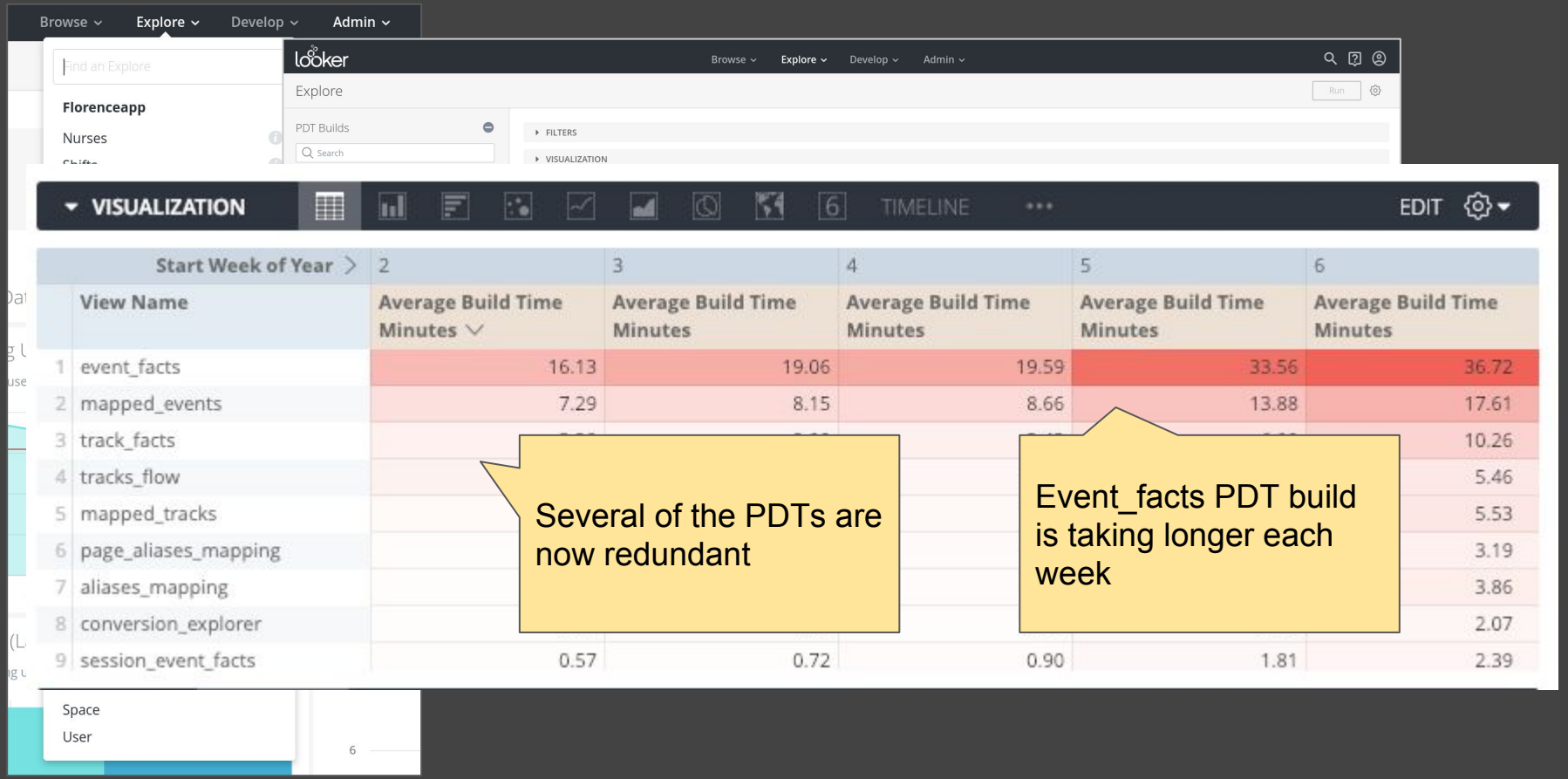
- Labs feature that enables dashboards and explores for usage analysis
- Beta (Labs) feature that needs to be enabled, then visible to admins
- Provides three standard dashboard with full drill-down to explores
  - User Activity dashboard
  - Content Activity dashboard
  - Performance Audit dashboard
- Use the explores + example content to create customer-specific usage dashboards



Standard Dashboards with Beta Release



Custom Look for Analyzing PDT Build Time Trend



Customer Example

Home Learn More Help Centre Blog I'm A Care Home Login Get Started!

Nursing Jobs

Florence is an online marketplace where independent nurses and carers can find high-paying shifts across the UK, removing the hassle of using agencies.

Get Started! Learn More

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Rittman Analytics

looker

Browse | Explore | Develop | Admin

Shared

Usage Tracking

just now | Edit

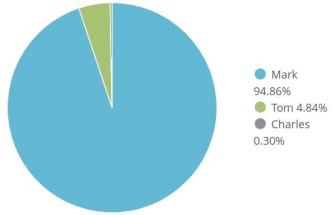
67%
% of Users Active

12
Total Users

12
Total Data Explorers

87
Total Looks

Developer Engagment



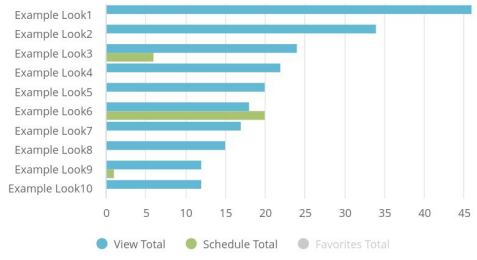
Usage in Minutes

	2018-11	2018-12	2019-01	2019-02
First Name	Minutes	Minutes	Minutes	Minutes
Bunie	1,295	1,420	945	175
Hannah	565	635	1,440	180
Charles	320	560	930	235
Tom	210	5	10	∅
Dan	180	155	240	15
Ruth	110	225	400	20
Michelle	∅	∅	15	∅
Suze	∅	15	15	∅

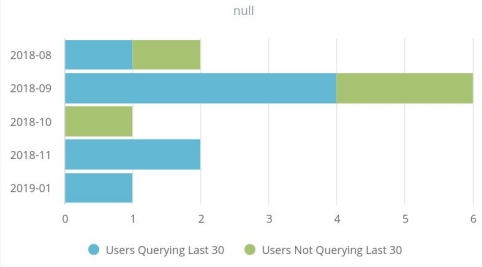
Avg Runtime In Mins (copy)

	2018-11	2018-12	2019-01	2019-02
First Name	Avg Runtime	Avg Runtime	Avg Runtime	Avg Runtime
Ruth	5.07	6.20	5.22	4.30
Bunie	5.00	4.94	5.71	6.45
Tom	1.80	1.09	0.27	∅
Hannah	1.60	3.44	0.83	0.94
Charles	1.50	0.76	2.94	4.15
Dan	1.04	0.32	0.43	0.30
Suze	∅	0.67	0.26	∅
Michelle	∅	∅	0.25	∅

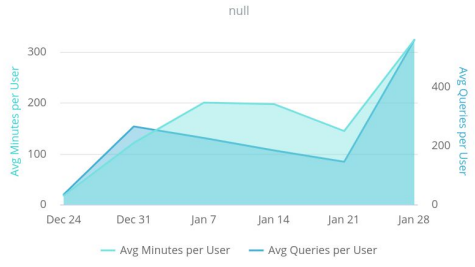
Top Looks



User Cohort Enagement



Weekly User Engagement



67%

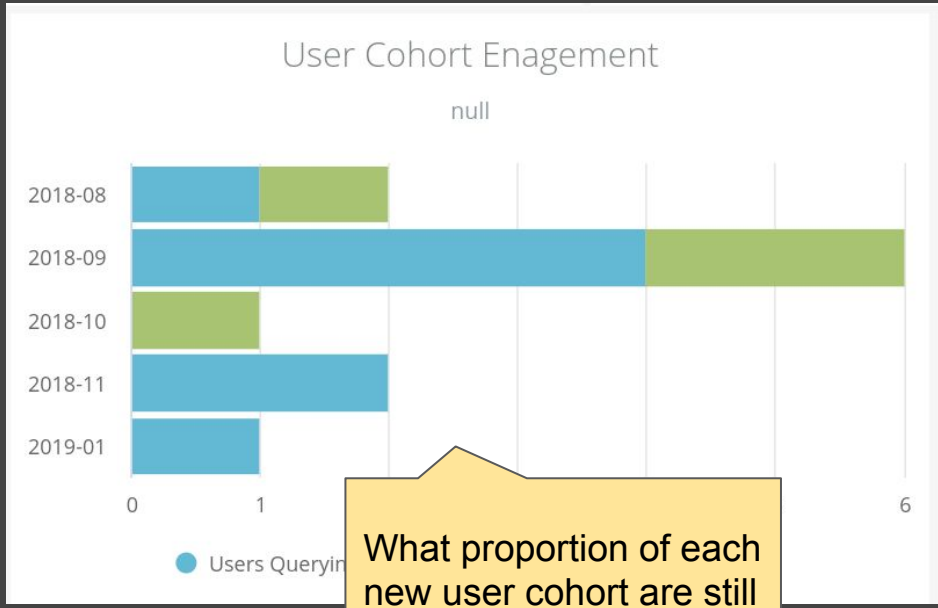
% of Users Active

12

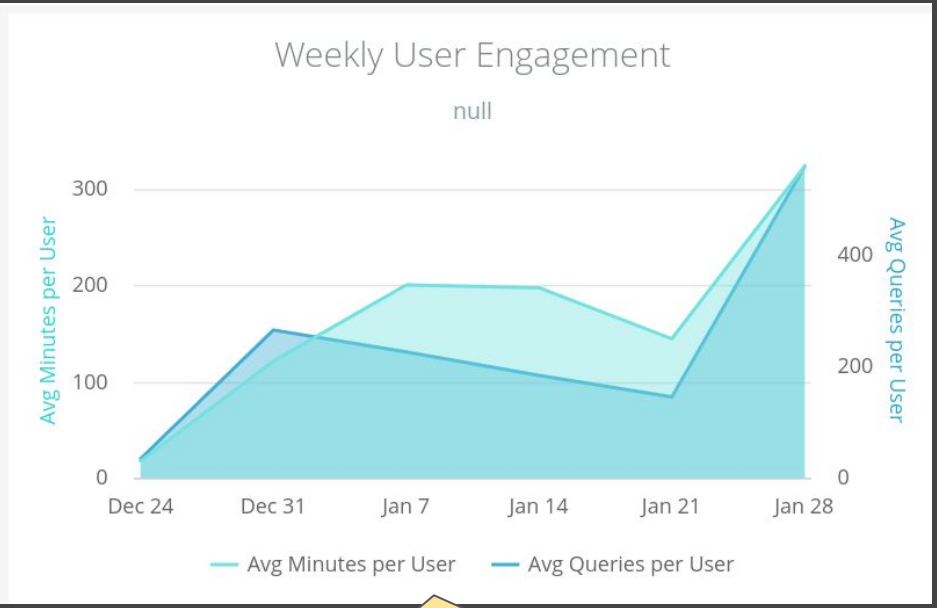
Total Users

12

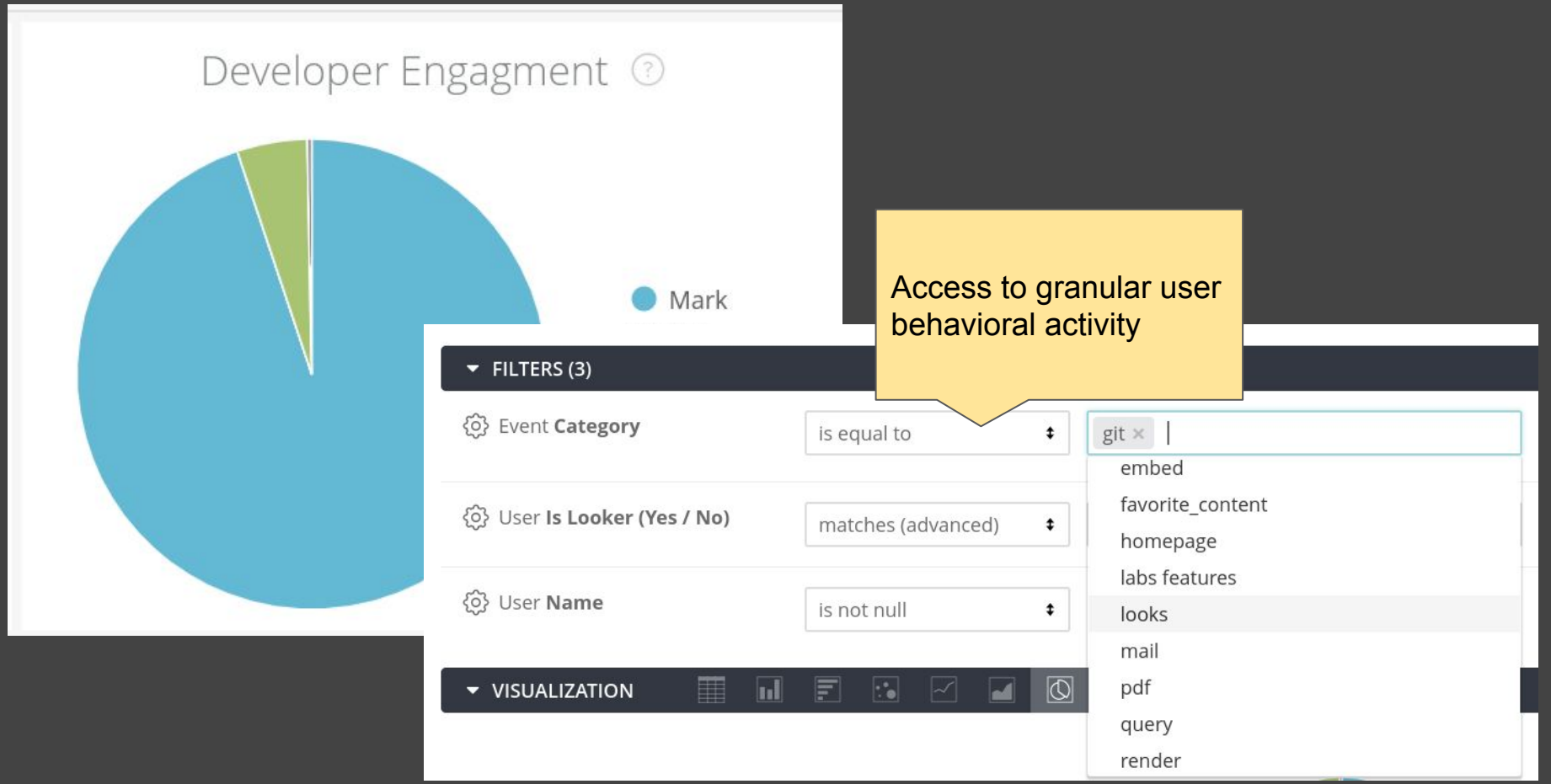
Total Data Explorers



What proportion of each new user cohort are still using Looker?



Is usage increasing over time, or falling away?


Developer Engagment
Mark
Access to granular user behavioral activity
FILTERS (3)
Event Category
is equal to
git
User Is Looker (Yes / No)
matches (advanced)
User Name
is not null
VISUALIZATION
embed
favorite_content
homepage
labs features
looks
mail
pdf
query
render

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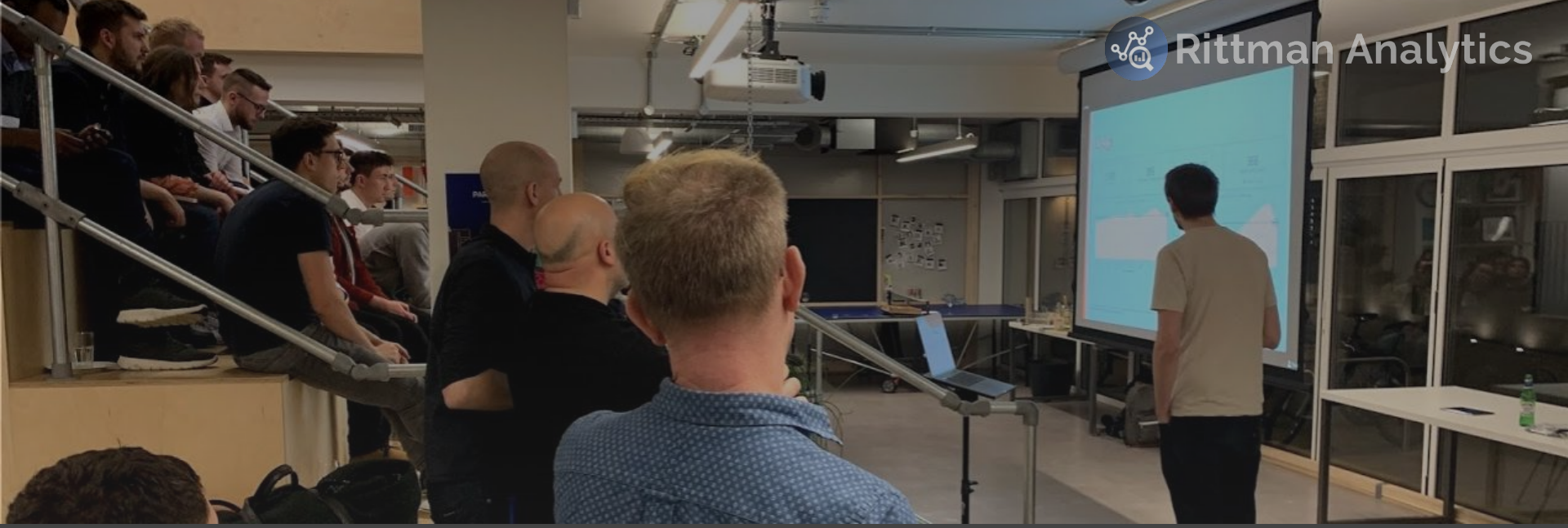
Michelle	∅	∅	0.25	∅

Does user engagement fall-away when queries take too long to run?

A chance to proactively spot upcoming performance issues

Looker Services from Rittman Analytics

- Speak to us about Looker services including
  - Initial on-boarding and delivery of Looker's Jumpstart Program
  - Connecting to warehouse and eCommerce sources
  - Creating customer cohort, retention and engagement dashboards
  - Using FiveTran to connect to Google Analytics, Hubspot, Xero and Facebook Ads
  - Performing one-off, high-value tasks "right first time"
  - Managed service for Looker, database and ETL



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