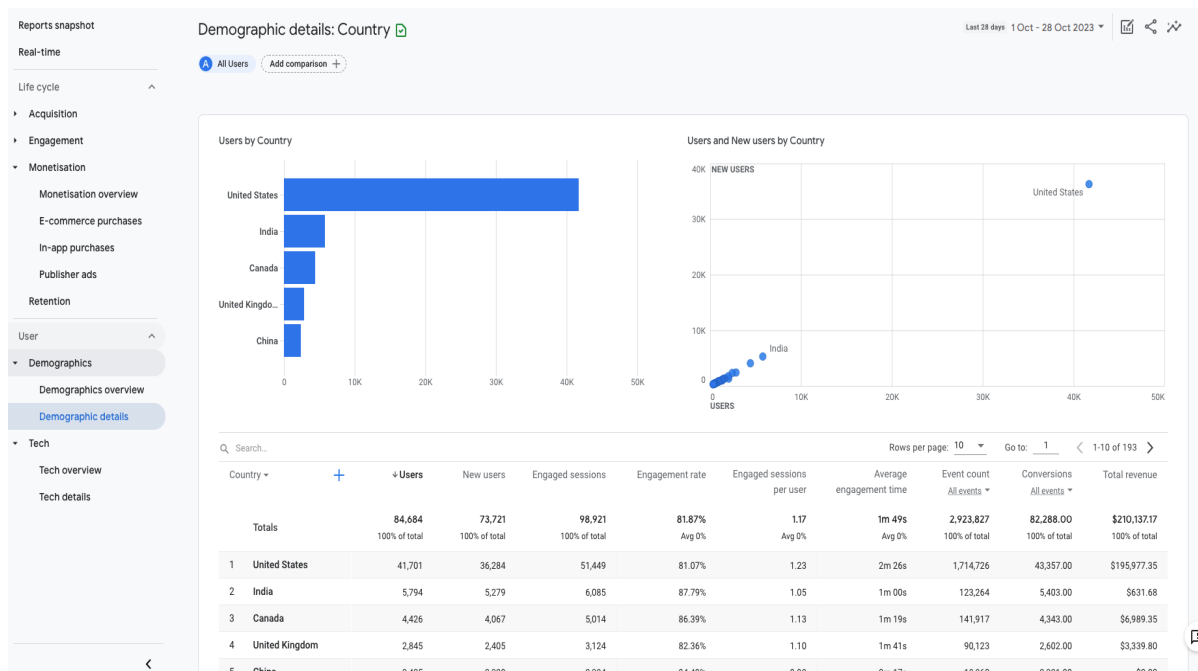


Humanitarian & Healthcare Dashboards Portfolio (with KPIs)

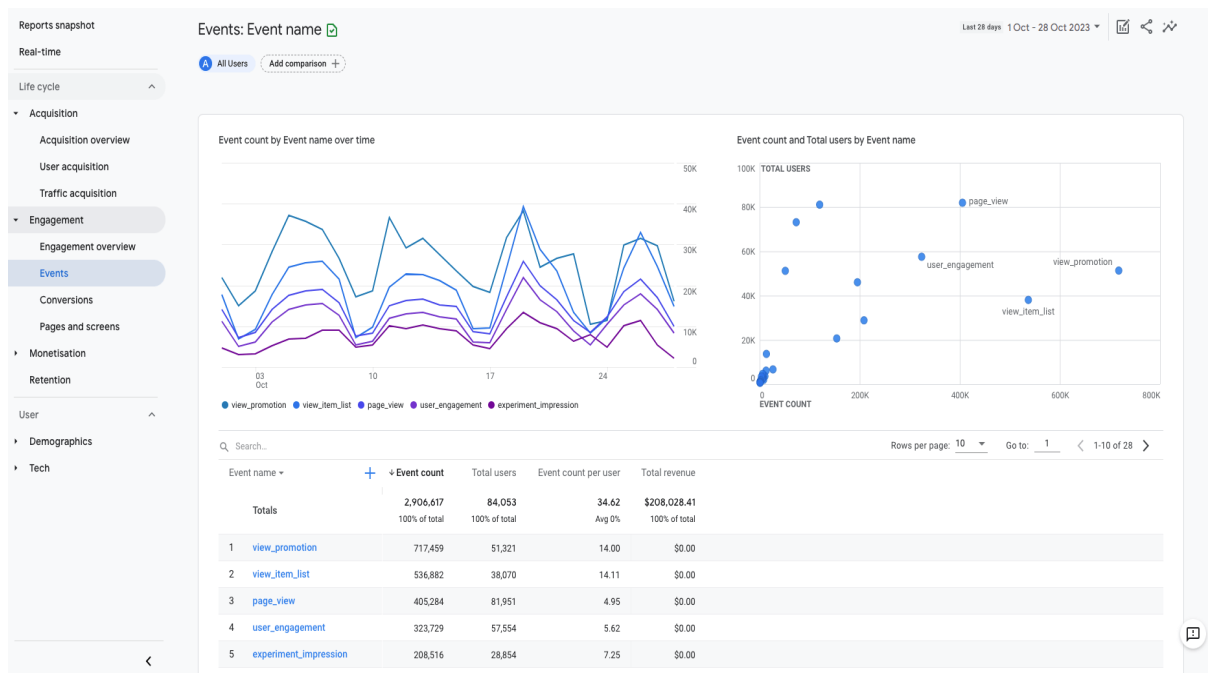
Demographics Details Dashboard



Shows user distribution by country, engagement rate, and revenue contribution. For healthcare and humanitarian contexts, this dashboard highlights where patient or beneficiary engagement is highest, enabling resource allocation and outreach tailored by region.

- Users: 84,684 total
- Top Country: US – 41,701 users
- Engagement Rate: 81.87%
- Revenue: \$210,137

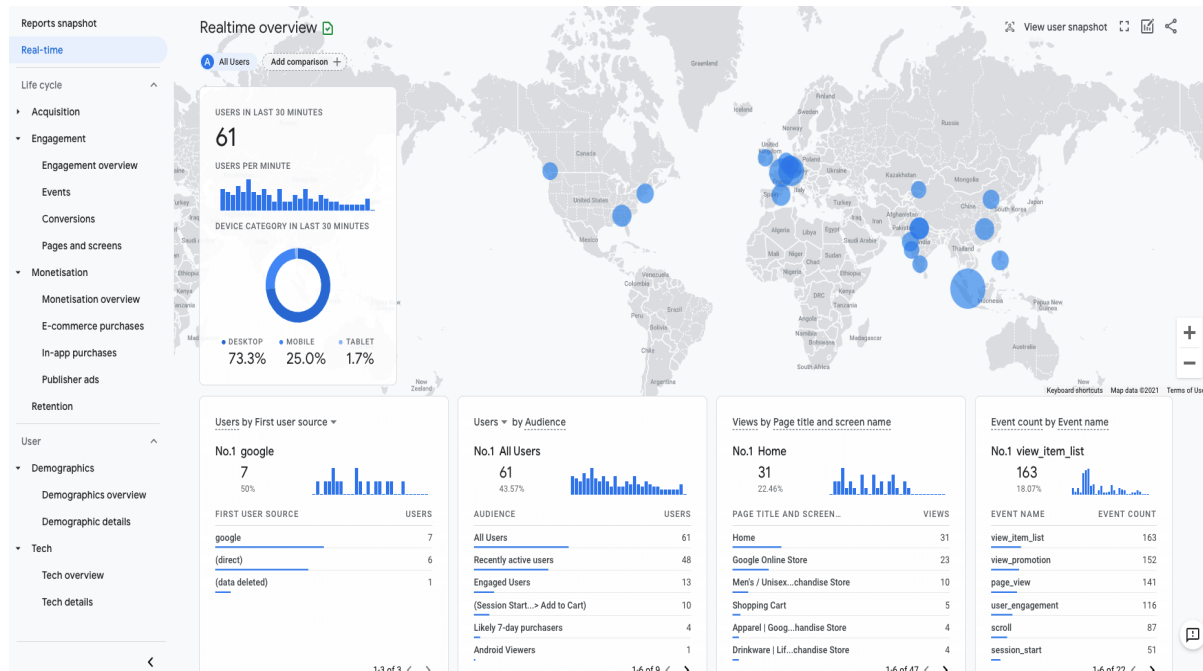
Engagement Events Dashboard



Tracks key user interactions such as promotion views, item list views, and overall engagement. In healthcare, this can measure content effectiveness (e.g., health campaigns, donation drives), while in humanitarian work it reflects how users interact with critical service updates or aid resources.

- Event Count: 2.9M
- Top Event: View Promotion – 717,459
- Engaged Users: 84,053

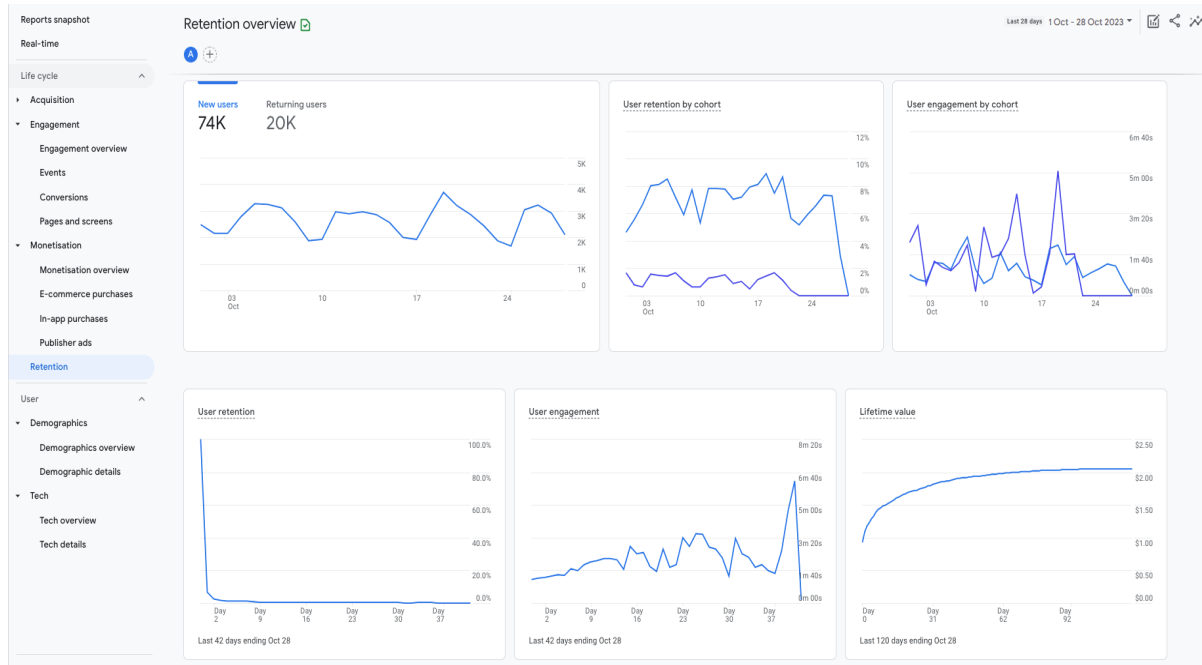
Realtime Overview Dashboard



Monitors live user activity across regions, devices, and pages. For humanitarian and healthcare applications, this real-time visibility helps teams respond to spikes in demand, emergencies, or traffic surges (e.g., during crisis updates, vaccine registrations, or donation campaigns).

- Live Users: 61 in last 30 min
- Devices: 73% Desktop, 25% Mobile
- Top Page: Home – 31 views

Retention Overview Dashboard



Analyzes new vs returning users, retention by cohorts, and lifetime value. In humanitarian and healthcare, it supports tracking loyalty and ongoing engagement—for example, monitoring how often patients return for health resources or donors re-engage in campaigns.

- New Users: 74K | Returning: 20K
- Retention Cohort: ~10% week 1 → ~2% week 4
- Lifetime Value: \$2.50 per user

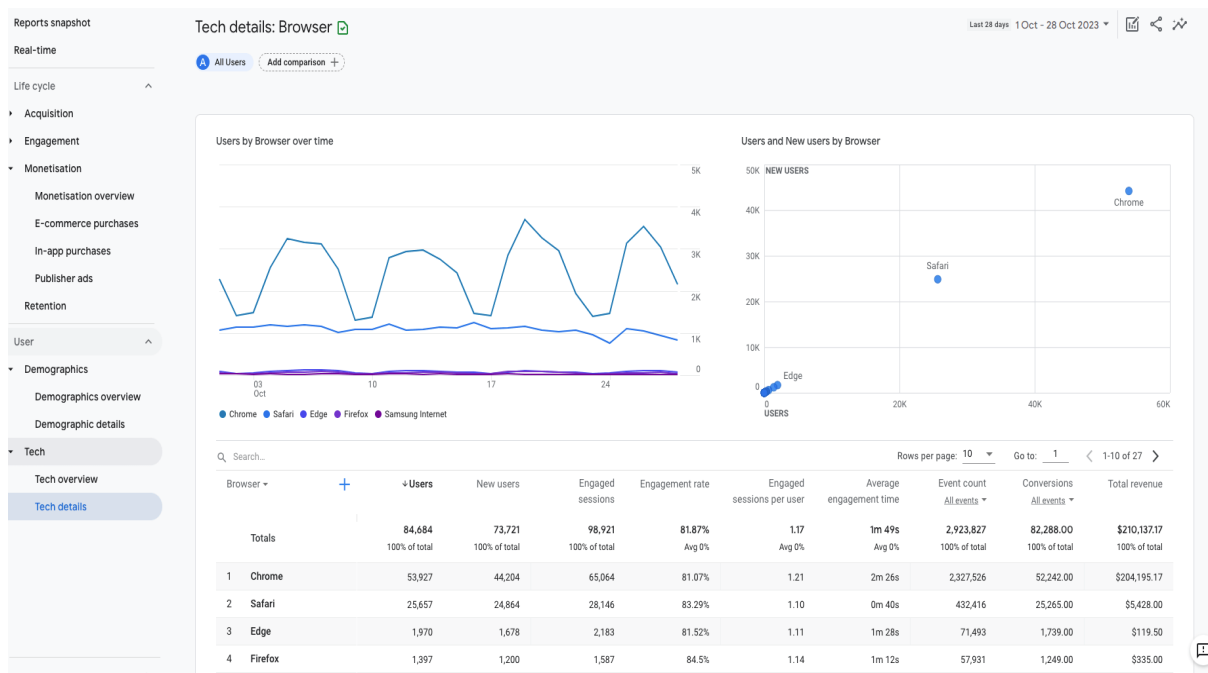
Secondary Dimension Dashboard

Q Search...		Rows per page: 10 ▾ Go to: 1 < 1-10 of 57 >							
First user medium ▾	Operating system ▾ X	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count All events ▾	Conversions All events ▾	Total revenue
Totals		72,528 100% of total	97,290 100% of total	81.84% Avg 0%	1.17 Avg 0%	1m 49s Avg 0%	2,877,595 100% of total	80,932.00 100% of total	\$205,568.34 100% of total
1 organic	Windows	10,727	13,517	83.94%	1.18	1m 22s	327,953	11,201.00	\$9,449.48
2 (none)	Macintosh	8,582	14,468	77.11%	1.22	3m 15s	705,389	11,626.00	\$78,281.45
3 cpc	iOS	7,753	8,961	83.59%	1.13	0m 21s	88,153	7,781.00	\$399.20

Explores layered insights, such as acquisition source segmented by device or operating system. This helps healthcare organizations understand how different demographics access services and humanitarian agencies optimize channels for awareness campaigns.

- New Users: 72,528
- Conversions: 80,932
- Revenue: \$205,568

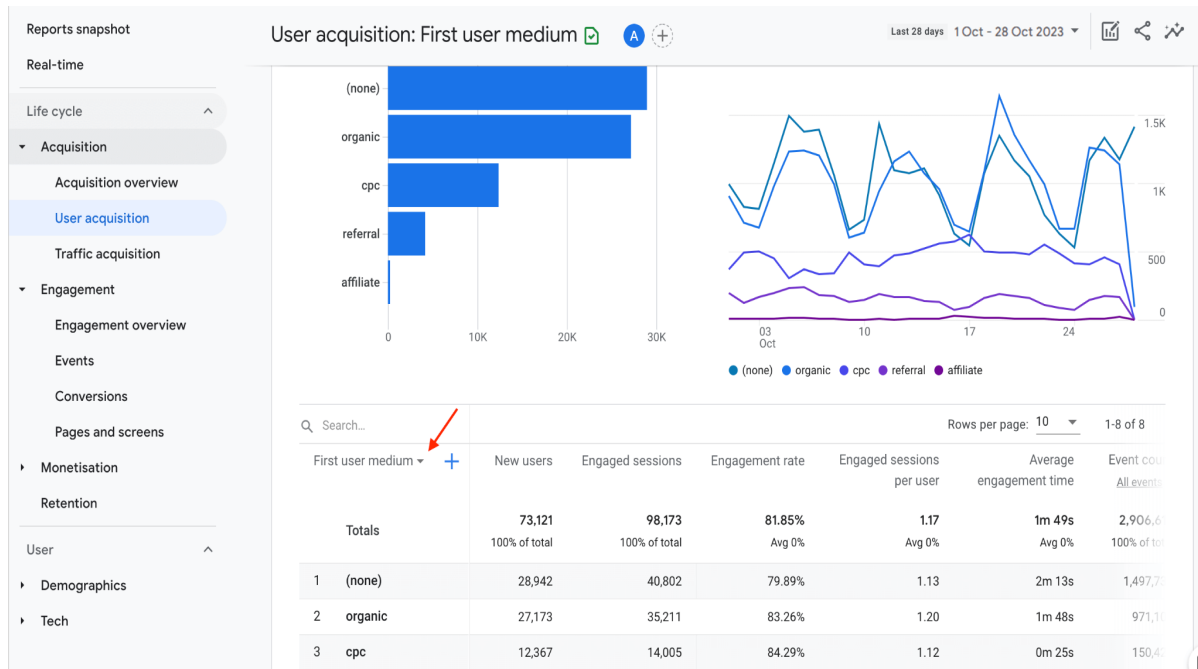
Tech Details Dashboard



Breaks down user behavior by browser and platform. In healthcare and aid, this ensures digital accessibility across devices—important for reaching communities using lower-tech browsers or mobile-first access.

- Top Browser: Chrome – 53,927 users
- Revenue from Chrome: \$204,195
- Safari Users: 25,657 | Revenue: \$5,428

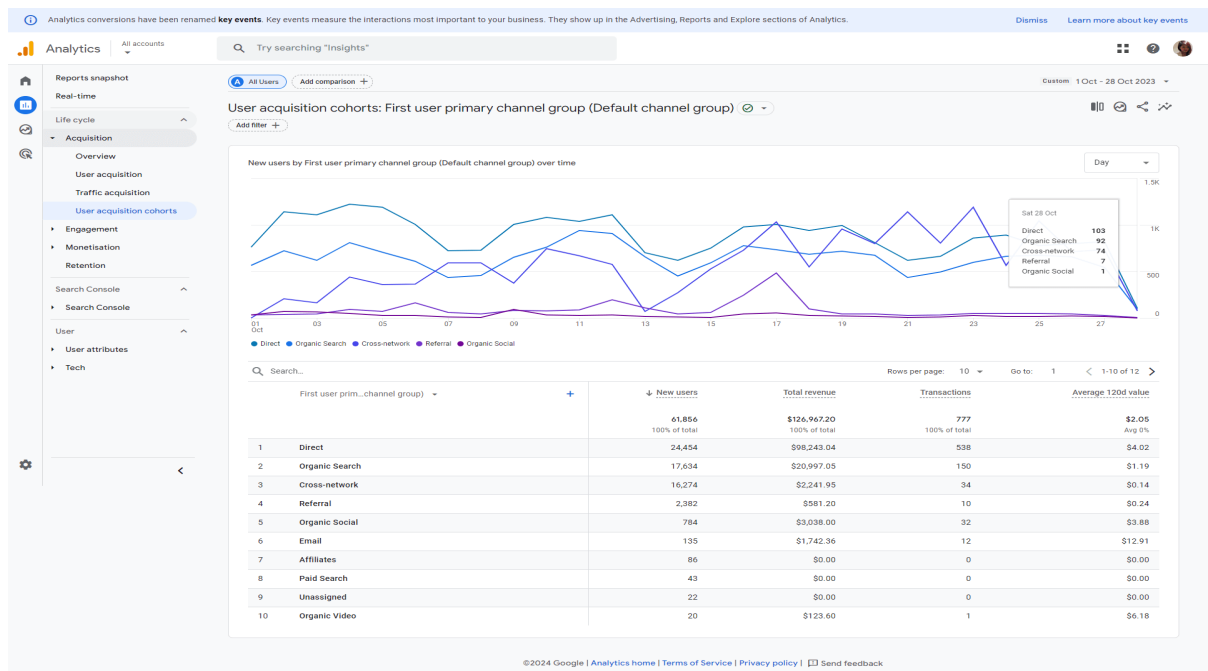
User Acquisition Dashboard



Highlights where users come from (direct, organic, CPC, referrals). In healthcare, this helps measure success of awareness campaigns, while humanitarian teams can track donor or volunteer recruitment sources.

- Total New Users: 73,121
- Top Source: Direct – 28,942 users
- Engagement Rate: 81.85%

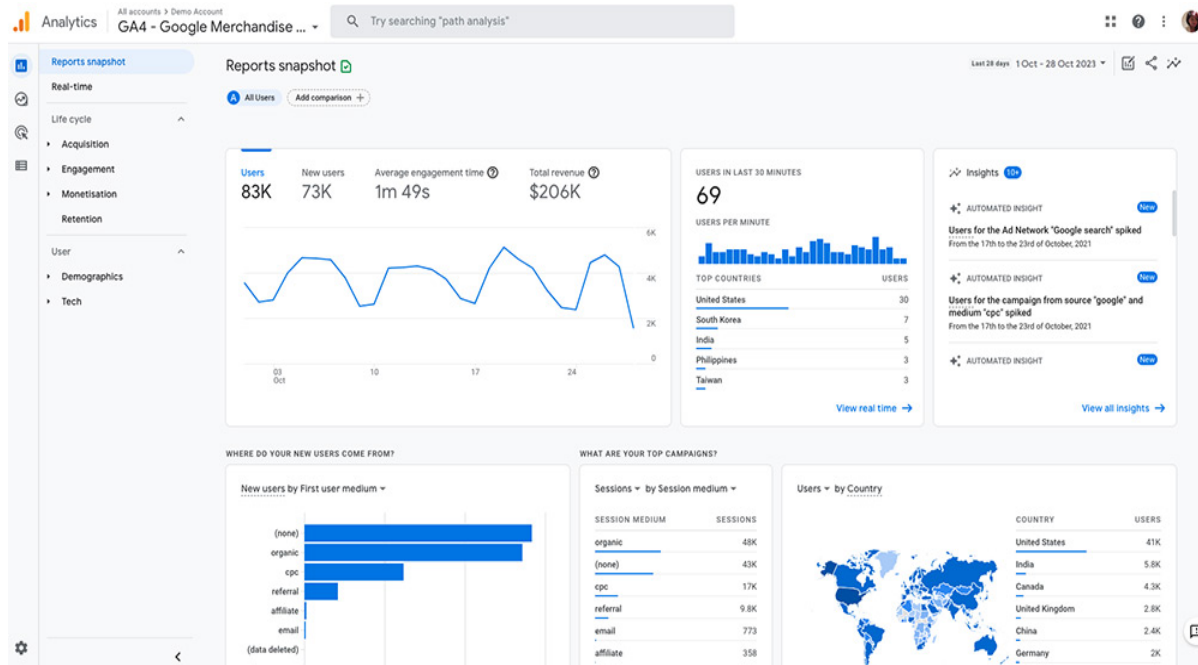
User Acquisition Cohorts Dashboard



Visualizes user acquisition trends by channel over time. For healthcare, this supports tracking ongoing patient education campaigns, while humanitarian teams can see which digital channels sustain long-term engagement.

- Top Channel: Direct – 24,454 users
- Revenue from Direct: \$98,243
- Organic Search: 17,634 users, \$20,997 revenue

Overview Dashboard



A holistic view of users, acquisition, engagement, and revenue. This high-level snapshot works in healthcare and humanitarian settings to communicate performance to leadership, showing both reach (audience size) and impact (conversions or donations).

- Users: 83K
- New Users: 73K
- Revenue: \$206K
- Avg Engagement Time: 1m 49s