Create beautiful dashboards from many sources of data using open technologies

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Who am I?

Kate Greenough
Communications, Community, Cat Herding
New(ish) to OSS world
Technical Marketing Background

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Who am I?

Jonas Rosland
Developer Advocate
Love all things tech
Especially retro gaming
Speaker at a bunch of conferences
Talks a lot

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EMC Code

Contribute to our own and mainstream OSS projects
Drive awareness of OSS opportunities with product teams
Execute community engagement projects
Practice DevOps ourselves
Join us!
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Metrics in the stone age

- Marketing
  - In the past: Sales, Users/Prospects
  - Sales as the ultimate goal
  - Treating every attendee as a prospect

Leadership needs to know your value
Metrics in the future (today)

- Community Engagement
- Measure everything, measure often
- Highlight lighthouse wins
- No "golden" measurement

Leadership *still* needs to know your value
The tools we used

- Dashing.io
- REST APIs
- Web scraping
- Keen.io
Dashing

Awesome dashboard software

Sinatra based

Written by Shopify

Open source at https://github.com/Shopify/dashing
Dashing

Lots of premade widgets
Or fully create your own with scss, html, and coffeescript
Use the API to push data to your dashboards, or make use of a simple ruby DSL for fetching data
Drag & Drop interface for re-arranging your widgets
Host your dashboards on Heroku/Cloud Foundry in less than 30 seconds

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Hello
This is your shiny new dashboard.

Protip: You can drag the widgets around!

Current Valuation
$38
↑ 12%
In billions
Last updated at 16:27

Convergence
41

Synergy
65
Last updated at 16:27

Buzzwords
- Streamliningness: 13
- Paradigm shift: 28
- Leverage: 13
- Exit strategy: 14
- Turn-key: 17
- Enterprise: 9
- Web 2.0: 2
- Pivoting: 9
- Synergy: 23

# of times said around the office
Last updated at 16:27
http://dashboard.emccode.com
Let's build it!

gem install dashing
dashing new awesome_dashboard
cd awesome_dashboard
bundle install
dashing start
Demo time!
Keen.io

Stores huge amounts of event data
- Signups
- Upgrades
- Impressions
- Purchases
- Errors
- Shares
- Likes
# Initialize the Keen Client.
keen = Keen::Client.new(:project_id => "project_id", :write_key => "write_key")

# Build your event properties as a hash.
ticket_purchase = {
  :price => 50.00,
  :user => {
    :id => "020939382",
    :age => 28,
    :gender => "M"
  },
  :artist => {
    :id => "19039",
    :name => "Meshuggah"
  },
  :venue => {
    :id => "A93DJ",
    :name => "Slim's",
    :city => "San Francisco",
    :state => "California"
  }
}

# Add your event to the "ticket_purchases" collection.
keen.add_event("ticket_purchases", ticket_purchase)
var series = new Keen.Query("count", {
    eventCollection: "ticket_purchases",
    timeframe: "previous_7_days",
    interval: "daily"
});

client.draw(series, document.getElementById("chartEl"), {
    chartType: "linechart",
    label: "Tickets",
    title: "Ticket Purchases By Day"
});
http://keen.github.io/dashboards/examples/
More demos!
Q&A
Thank you!

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