Sketch and KPIs

Steam market on paper, then its KPI row

Names _____

Pairs. Part A is on paper: one blank A4, landscape. Part B is in Superset → **Charts**, dataset `games_clean` (database `Dades classe`, schema `public`): one row per Steam game, 2004–2018. In Part B each of you builds the charts on your own VM. Write results here.

Reference

Band	What goes there	In the game
Top	3–4 **KPIs**: the big numbers. The eye lands top-left first.	Health and ammo.
Middle	Trends and comparisons: line, bar.	The minimap.
Bottom	Detail for the curious: table, scatter, heatmap.	The inventory.

A **dashboard** is the HUD: one screen, read at a glance, to decide something. It groups the few charts and numbers **one audience** needs to follow **one subject**.

A **KPI** is a number with a definition, a unit and a decision behind it.

Rule of this course: one screen, at most 8 charts.

Part A · The paper sketch (12 min)

No Superset until the sketch has three bands. You design the “Steam market” dashboard.

A1 Three questions before drawing. Two are answered for you. Answer the third.

Question	What it decides	“Steam market” answer
Who reads it?	Vocabulary, level of detail, how many charts.	A small indie studio about to publish its first game.
What for?	Which charts stay and which go.	Decide a launch price and know how crowded the market is.
How often?	Live monitor or a picture you read once.	

A2 On the A4, at the top: **audience** and **purpose**, one line each. Draw the three bands. Top band: 4 boxes for the KPIs of Part B, each with its formula.

A3 Middle and bottom: place **at most five** of your “UT3 · …” charts as labelled boxes (name + chart type). Under each box write the question it answers.

A4 Write, at the side, **one chart you leave out**.

Which one, and why? _____

_____

Stuck?

- **The Big Number shows a long decimal instead of a percentage**: **Number format** (in the **Customize** tab) is still **Adaptive formatting**. Type `.1%` and press Enter.
- **`function avg(boolean) does not exist`**: PostgreSQL cannot average true/false. The cast is missing: `AVG(is_free::int)`.
- **Hits shows the same number as Games**: the filter was not added. **It shows 0**: values are case-sensitive, `Hit`.
- **No “UT3 · …” charts**: sketch from your partner’s list and rebuild two of them before Monday.
- Still stuck after two tries? Ask your neighbours, then the teacher.

Part B · Four Big Numbers (15 min)

Step	Do this	You should see / write
1	**Charts → + Chart**, dataset `games_clean`, chart type **Big Number** (category **KPI**).	An empty chart with a **Metric** box.
2	In **Metric** choose the **Custom SQL** tab, type `AVG(is_free::int)` and **Save**. **Create chart**.	The number reads _____
3	**Customize** tab: in **Number format** type `.1%` and press Enter.	Now it reads _____
4	**Save** as `UT4 · KPI Free share`.	The chart is in the **Charts** list.
5	The same path for the other three rows of the table below. Save with these exact names: Monday's class needs them.	Four charts starting with `UT4 · KPI`.

Chart name	Metric (Custom SQL)	Format	Your value
`UT4 · KPI Free share`	`AVG(is_free::int)`	`.1%`	
`UT4 · KPI Games`	`COUNT(*)`	`,d`	
`UT4 · KPI Median price`	`PERCENTILE_CONT(0.5) WITHIN GROUP (ORDER BY price)`	`.2f`	
`UT4 · KPI Hits`	`COUNT(*)` + a filter `owners_tier` **Equal to (=)** `Hit` (1 M owners or more)	`,d`	

B1 Step 3 changed what you see. Did the number itself change, or only how it is shown?

B2 The **average** price is 7.91. Which describes the typical game better, the average or your median, and why?

B3 Which of your four numbers would change the studio's launch price? Which one is only context?

Changes the decision: _____ Only context: _____

Part C · The final project (4 min)

Ask the teacher for the **Final project brief** and read it with your partner.

C1 **Data.** Whatever the source, where must the data end up?

C2 **Product.** One Superset dashboard with:

KPIs _____ charts _____ of at least _____ types filters _____

C3 **Dates.**

Workshop _____ Presentations _____ and _____

Done when The sketch has audience, purpose, 4 KPI boxes with formulas, at most 5 chart boxes with a question each and one discarded chart with a reason · the **Charts** list shows four charts starting with `UT4 · KPI` · your four values match your partner's · every blank here is filled. **Fast pair?** Add `UT4 · KPI Avg metascore` with `AVG(metascore)` and write down how many games that average is based on.

At home Finish the four `UT4 · KPI` charts: Monday starts from them. Project step 1 (hand it in to the teacher, both names): dataset name and link (or API endpoint, without any key), audience, purpose and three candidate KPIs with their formulas. Due Wednesday 03/02.