



Building a unified analytics dashboard for a gaming company

CASE STUDY

Industry: Gaming
Client: PlayWing, France
Year: 2022-2023



PlayWing, a gaming company in France, faced challenges with managing multiple data sources and their associated reports, which included gameplay and payment analytics.

Many reports from different systems had different but similar columns, and the client manually linked them in many Excel files to generate graphs and filters.

Recognizing the inefficiency of this process, PlayWing sought OPTI to develop a unified dashboard that would streamline their analytics and data visualization, for more informed decisions.





CHALLENGES

The project presented several technical challenges, as follows:

1. DATA UNIFICATION



The client needed a single dashboard to unite all filters, groupings, and variables from various reports and systems.

2. DATA EXTRACTION

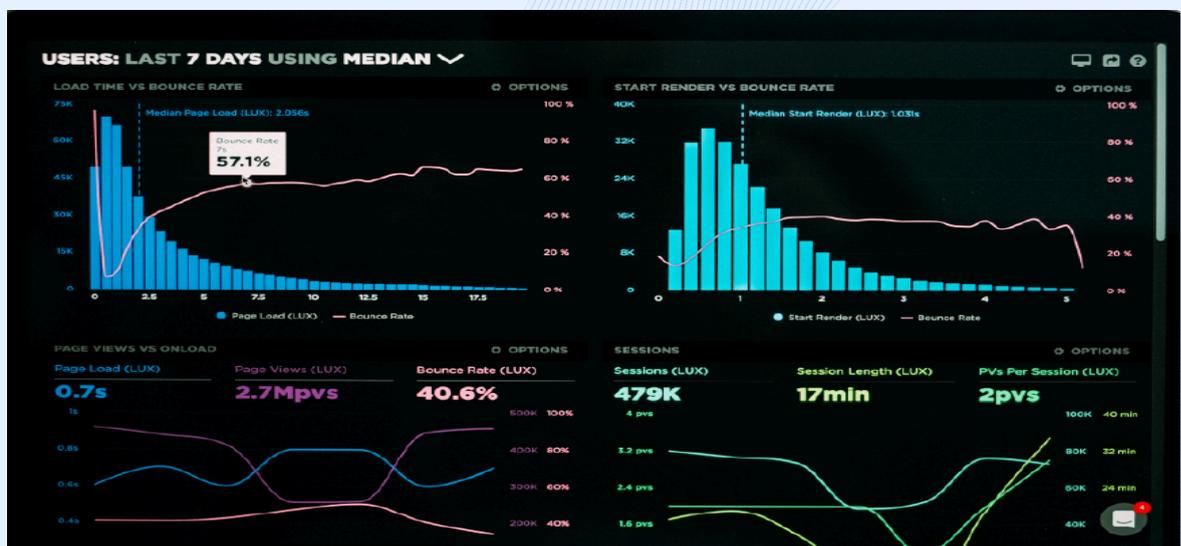


There was a need to extract information (SQL, noSQL, API) from many systems while keeping the underlying reports unchanged.

3. VISUAL LIBRARY



A visual dashboard was required to plot graphs and display data in a smart actionable way.





SOLUTION

OPTI had a tailored, gradual, approach to overcome these challenges.

1. UNIFIED DISPLAY

- ✓ The standardized data from separate sources could be displayed both as tables and graphical data.

2. DATA CATALOGING

- ✓ All available information was cataloged by data store, date granularity, accessible groupings and facets, and possible combinations of available filters.

3. DISPLAY MODULE

- ✓ The report display reads the data catalog and adjusts available variables (dimensions) based on the chosen filters or groupings so as to connect to data sources.

4. DATA AGGREGATION

- ✓ Data from various data stores are programmatically extracted and aggregated before being sent to the display.



RESULTS

The project was completed in three months and quickly became an essential tool for the business team because of actionable functionalities.



Search filters

All available data can be filtered by date, country, client, browser, campaign, etc.



Groups and aggregation

Users can view stats per day or group results by any combination of filters.



Date comparison

The dashboard allows comparison of current data with past periods.



Display metrics

Users can choose to display from one to hundreds of columns, based on their needs.



Graph generation

Graphs are generated from all displayed metrics in various chart types.



Trendlines and graphs

The dashboard allows changes to variables and trendlines.



Raw data display

As in Excel, charts and table data reflect each other accurately.



Quick generation

Loading times are kept below one second.



Display on mobile

Both desktop and mobile displays are allowed.

TECHNOLOGIES

Javascript, CSS, JSON REST APIs, PHP, SQL, noSQL, ChartJS, DataTable, testing.



TESTIMONIAL

"OPTI is a key partner which allowed us to go to market fast at a moment when our teams were in their infancy. Following attributes describe our collaboration with them: result-oriented, fast, proactive, excellent work ethics."

- PlayWing

CONTACT US

Direct	Socials
 office@opti-software.com	 opti-software
 +(40) 774 453 302	 optisoftware
 www.opti-software.com	 opti-software
Str. Dr. Ioan Nanu Muscel 4, Bucharest, Romania	

OPTI

PRODUCT DEVELOPMENT, AUTOMATION AND DATA MIGRATION

Software company developing products and cutting costs by automations and data migrations. Founded in 2005, with extensive expertise in retail, medical, publishing, and gaming industries.

The OPTI team includes senior analysts and programmers, is ISO 9001 and ISO 27001 certified, HubSpot Solution Partner, Google Cloud Partner and certified in other technological stacks.

CERTIFICATIONS



KNOW-HOW

- Frameworks & Languages**
 - JavaScript
 - PHP
 - Python
 - Java
 - Rust
 - C#
 - React
 - Angular
 - Typescript
 - HTML5
- Databases**
 - PostgreSQL
 - Microsoft SQL Server
 - BigQuery
 - Mongo
 - MySQL
 - Hadoop
- ERP/CRMs**
 - HubSpot
 - Salesforce
 - FreshSales
 - Microsoft Dynamics 365
 - Zoho
 - Pipedrive
 - Zendesk
 - MiniCRM
- Server Configuration**
 - Linux OS
 - Load Balancers
 - HTTP Daemons