Administrative Console – The Data Mine Corporate Partners Symposium
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About Peblust
❖ The “Oprah’s Favorite Things” for the rest of us
❖ Allows everyday people to share, save, and manage product/service recommendations with their network of friends (“pebbles”)
❖ Good products and experiences are worth sharing; friends’ recommendations are more valuable than online reviews

Administrative Console – User Experience
❖ Goals:
  o Create an administrative console for verified Peblust administrators to manage the application and monitor and cleanse pebble brand/vendor data in the database
  o Allow consolidation of brand/vendor data by manually overriding brand names into a single entry on the vendor table in the database (match by characters and/or URLs)
❖ Solution: Get/Update functions to match and replace brand data + history tracking table to monitor changes
❖ Tools: React, Python, MySQL, AWS Services (Lambda, Gateway, Amplify, RDS)
❖ Outcomes: User experience, data cleanliness, and overall workflow will be greatly improved

Project Goals
Improve user experience on the site, make the platform more secure, ensure cleanliness of data

Google Tag Manager – Data Enhancement
❖ Goals: Use GTM to track and extract user interaction data from Peblust
❖ Areas of Research: GTM/Google Analytics, data analytics
❖ Tools: Google Tag Manager, Google Analytics
❖ Outcomes: Connect GTM onto the Peblust webpage, get user information from users on Peblust

Web Scraping – Data Enhancement
❖ Goals: Create a streamlined approach to ingest important life events such as birthdays and anniversaries
❖ Areas of Research: Web scraping, product design, data transformation
❖ Tools: Python, SQL, HTML
❖ Outcomes: Websites had security blocks to prevent proper web scraping

Chrome Extension – User Experience
❖ Goals: Create a web extension to easily add pebbles to Peblust
❖ Areas of Research: Web scraping, product design, UX
❖ Tools: Python, SQL, HTML, CSS, Javascript, React, Figma, Adobe XD
❖ Outcomes: Completed UI prototype according to use cases

Future Goals
❖ Connect the Administrative Console to the rest of the platform
❖ Integrate the history tracking table with AWS pipeline
❖ Enable authentication for administrators to access the Admin Console
❖ Extend the functions of the current Administrative Console
❖ Start developing the Chrome Extension
❖ Create web scraping pipelines

Conclusions
❖ Successfully developed an administrative console that is used for database cleansing
❖ Gained valuable experience in full stack web development, web scraping, product design, data transformation, user experience, and soft skills

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