



Laalass Saake
**DATA ANALYSIS &
DASHBOARDS**
Case Studies

Lets Talk

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laalassaake.com

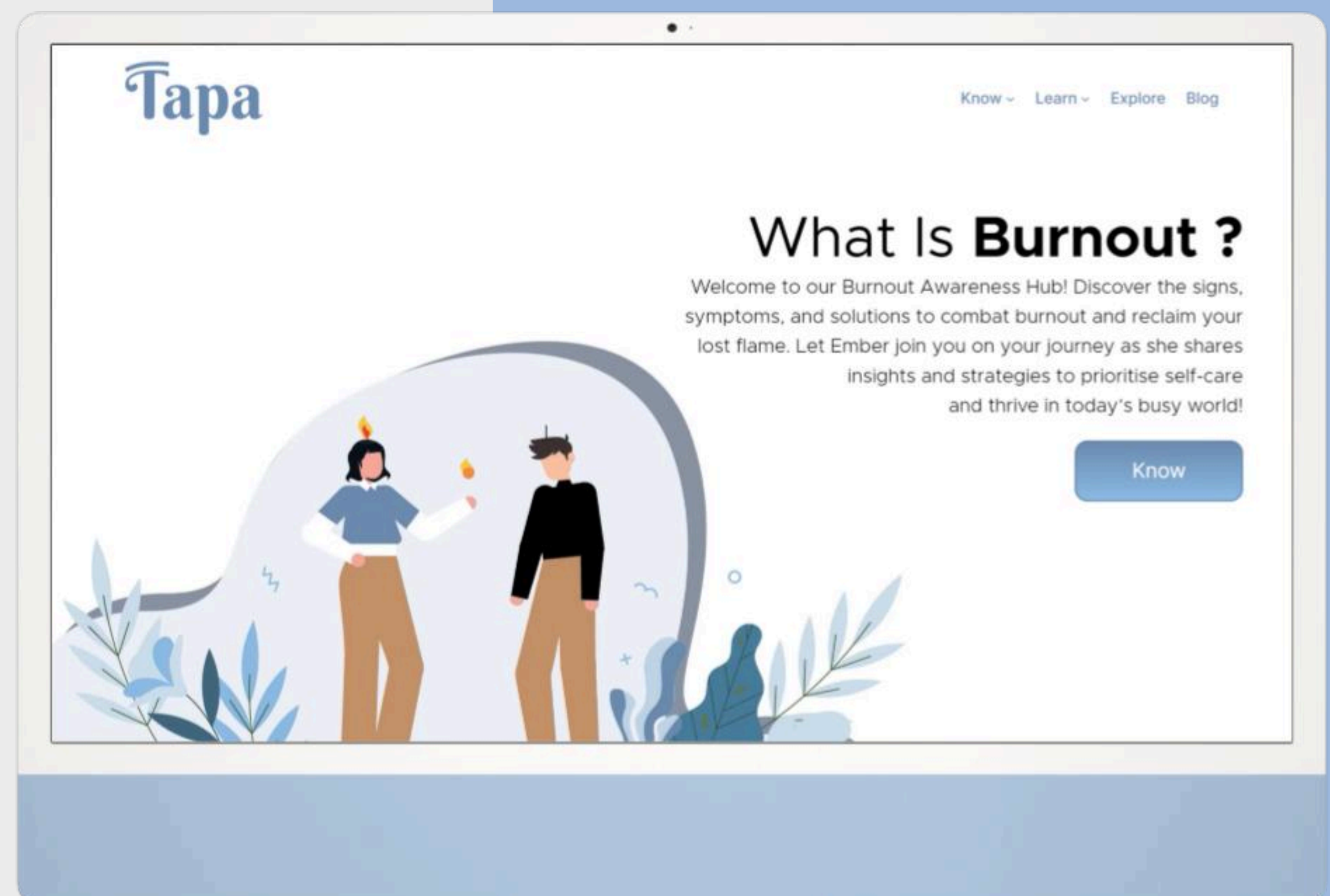
UI/UX Case Study

Data Analysis

Tapa

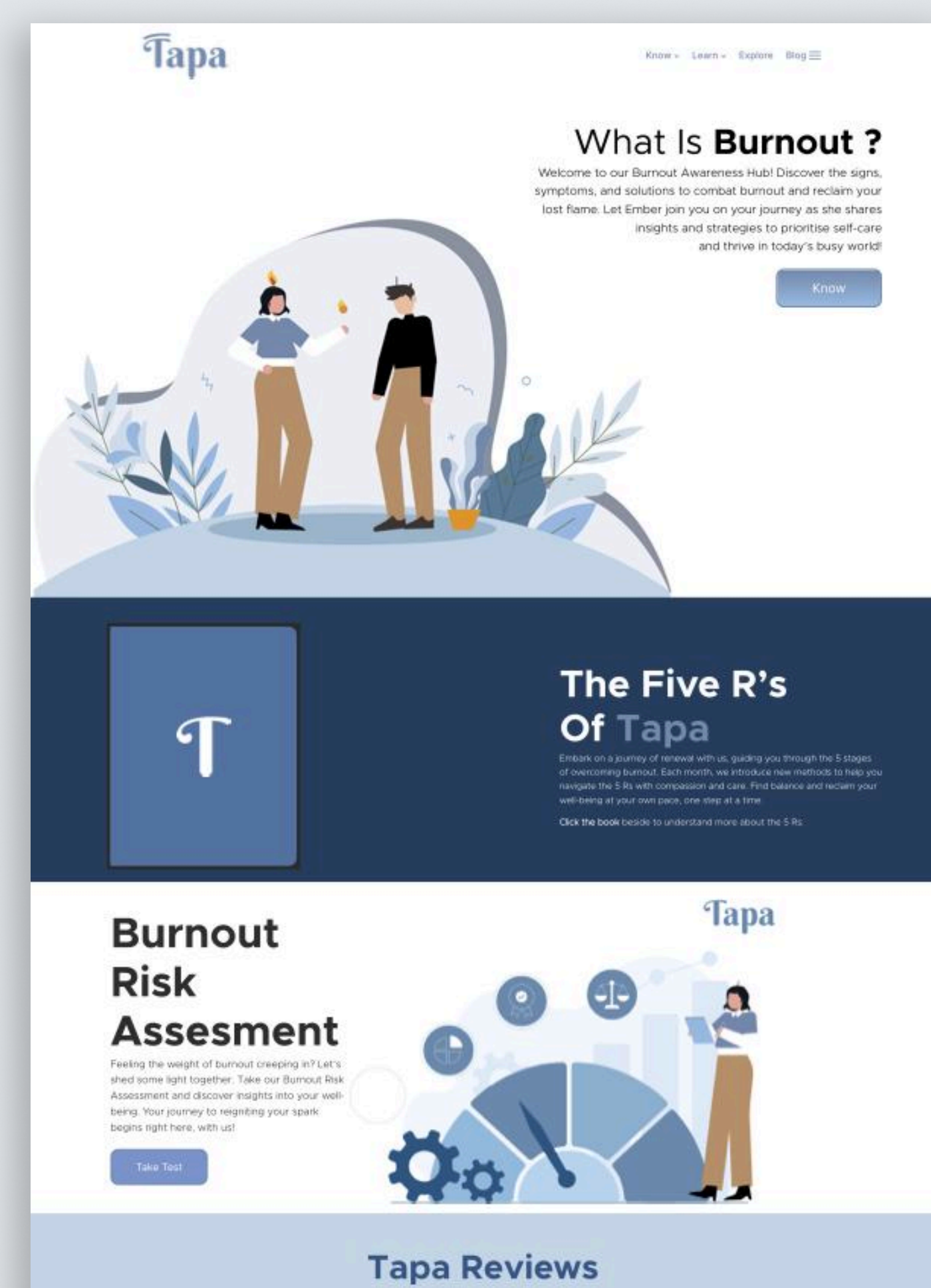
Tapa Health is a platform that provides expert insights and structured guidance to help users understand and manage burnout effectively.

[View Live Site](#)



About the Project

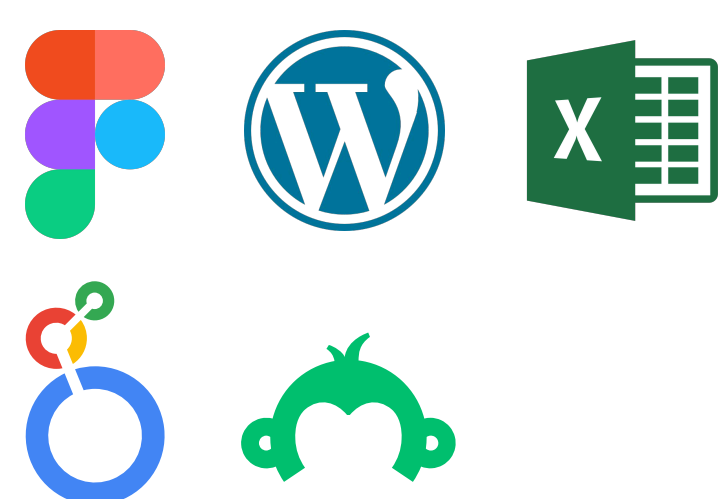
Tapa Health is a platform designed to help students, professionals, and caregivers manage burnout through expert insights and structured guidance. Inspired by the Sanskrit word "Tapas," symbolizing balance, it offers a comprehensive approach that includes the 5 Rs Framework—Recognise, Reduce, Reorganise, Relax, and Rekindle—along with engaging video content, interactive activities, and access to mental health professionals. With in-depth resources like the Tapa Blog & Handbook, it provides practical tools to understand, prevent, and recover from burnout in an accessible and supportive way.



⬇️ Data Analysis

- To identify user engagement trends and optimize content visibility.
- To improve website navigation

🔍 My Stacks



⬇️ Responsibilities

- User behaviour analysis
- Wireframing & Prototyping
- interactive dashboards
- Web Development
- User Testing & Feedback



01 Understanding the Problem

Defining the Problem:

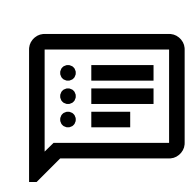
The goal was to analyse how users interact with the Tapa Health website to identify engagement patterns, drop-off points, and areas for improvement.

Proposal:

By tracking user behaviour, I aimed to optimise the user journey, improve content visibility, and enhance engagement with interactive features.



02 Data Collection Methods



Surveys & Questionnaires

Collected direct user feedback on website experience, ease of navigation, and content relevance.



Spreadsheets

Organized responses, identified common themes, and mapped trends in user pain points.



Data Cleaning Process



1. Standardise

Standardised formats for session duration, page views, and bounce rates.



3. Errors

Checked for errors like duplicate sessions and incorrect time stamps.



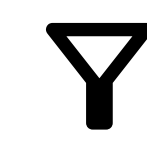
5. Refine

Generate creative solutions and explore different ideas.



2. Identify

Identified missing values in tracking data and ensured proper tagging of key pages.



4. Filter

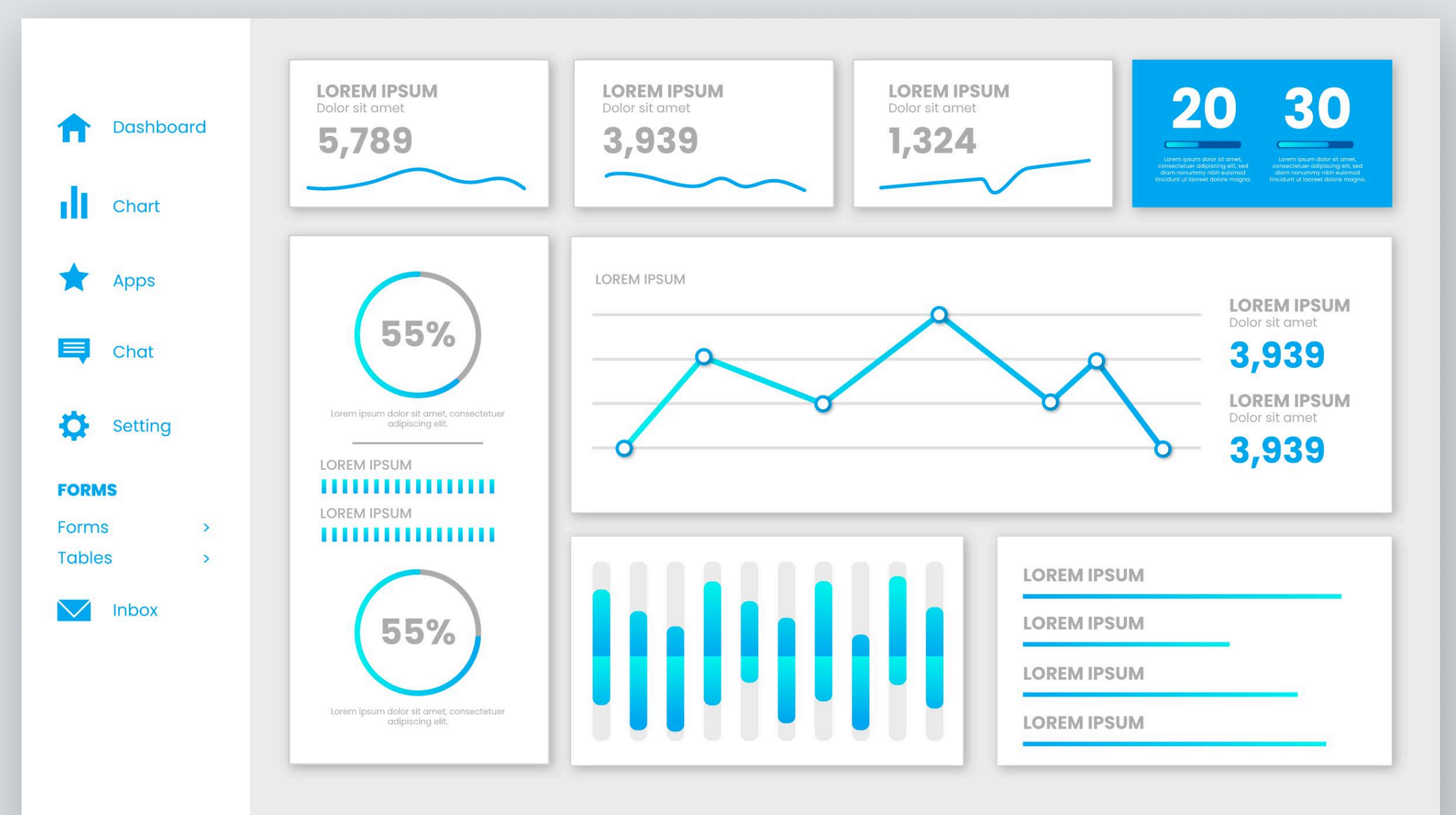
Develop wireframes, mockups, and interactive prototypes.

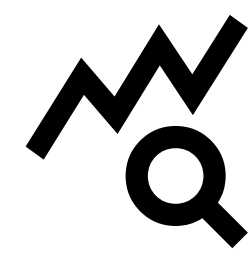


Data Visualisation

Interactive dashboards

User-friendly dashboards with real-time filters, visual summaries, and key metrics, allowing stakeholders to explore data dynamically. Transforms raw data into clear, meaningful insights using graphs, charts, and plots to identify trends, patterns, and relationships effectively.





Correlation Analysis

Examines relationships between variables (e.g., customer spending vs. discounts) to identify key influencing factors in decision-making.

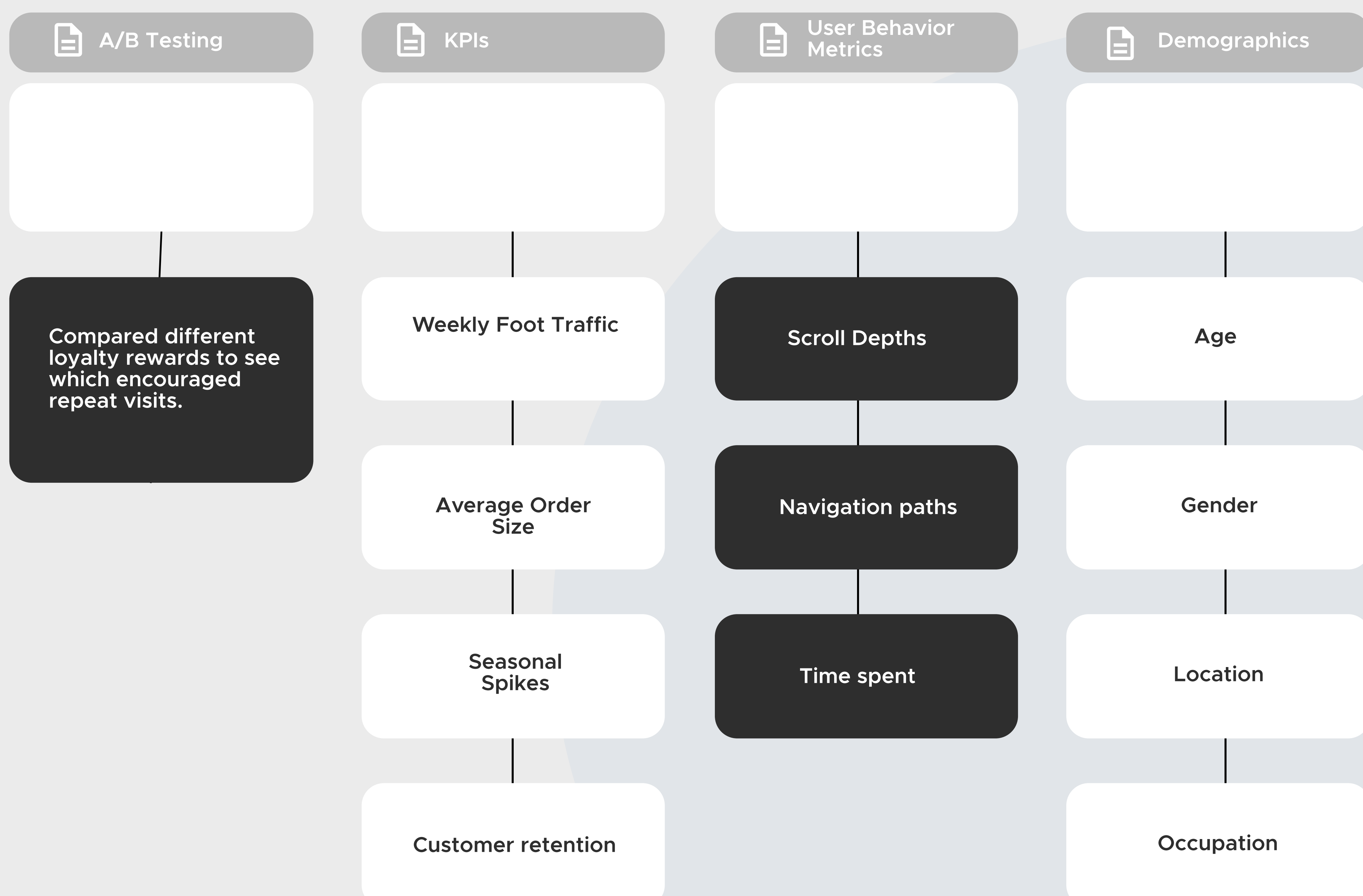


Trend Analysis

Tracks changes over time using historical data to predict future patterns and inform business strategies.



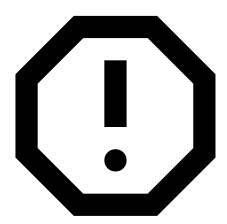
Data Driven Decisions





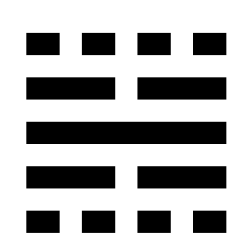
Presentation

What's a
good
dashboard?



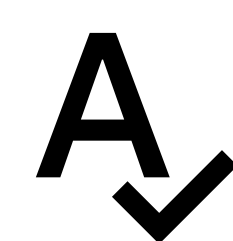
Delivered
customized reports
showing marketing
performance.

**Customized
Reports**



Used clear
visualizations to
highlight best-
selling products
and customer
trends.

visualizations



Presented findings
with minimal
jargon, making
them actionable for
the marketing
team.

**minimal
jargon**

Storytelling

Storytelling with data:
Connected insights to campaign
success and areas for
improvement.

Thank You

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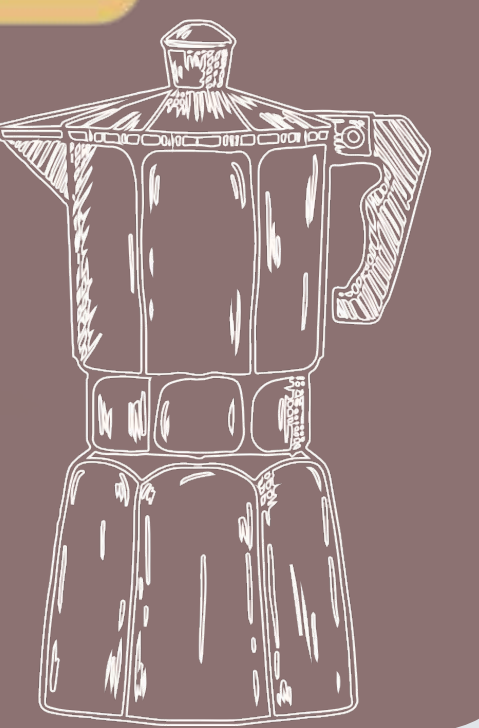
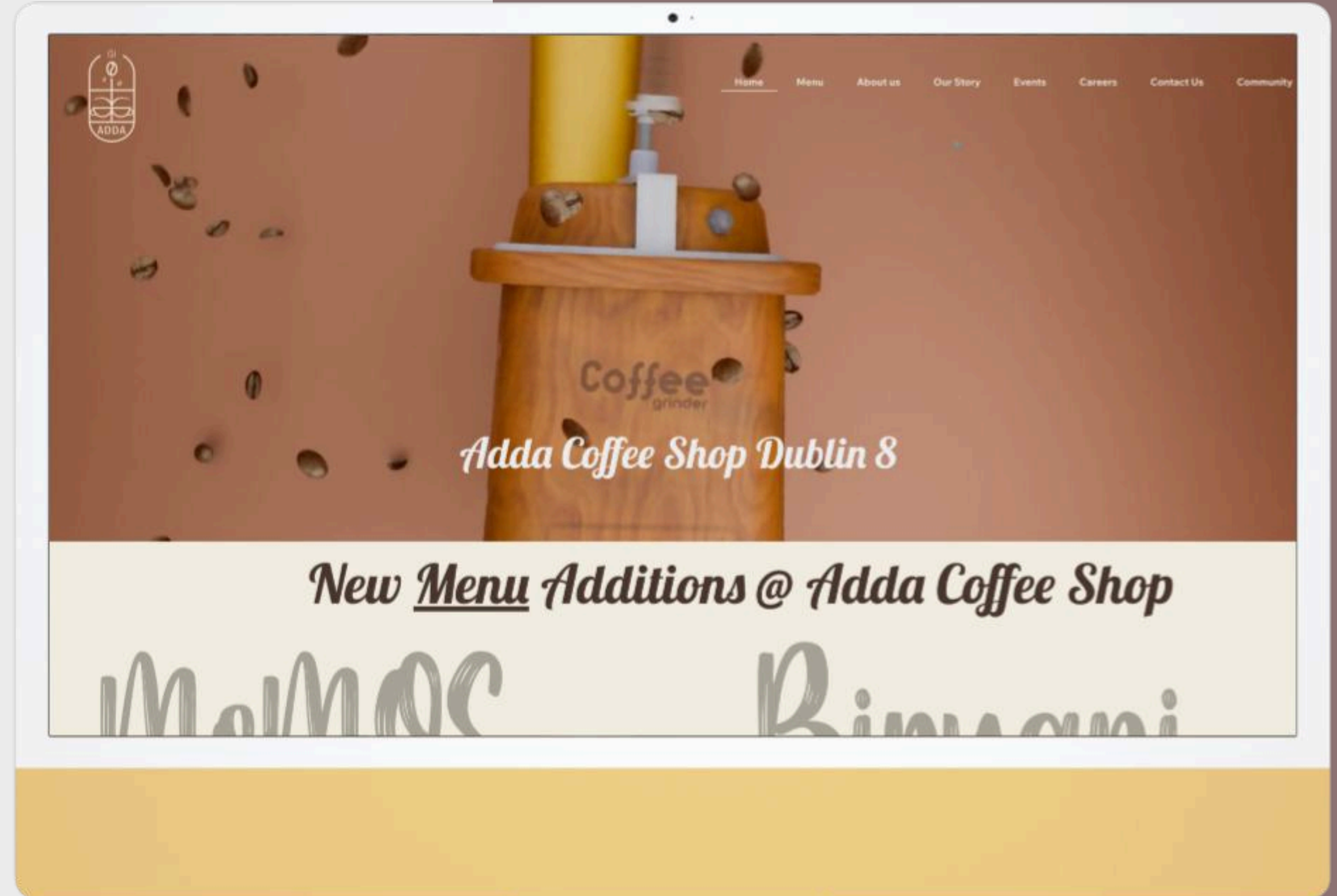
UI/UX Case Study

Web Development



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About the Project

Adda Cafe’s website is a vibrant and engaging digital space designed to attract a wider audience and enhance user interaction. Featuring a state-of-the-art menu display, the site offers an immersive experience with visually rich representations of the café’s offerings. From interactive elements to seamless navigation, the website captures the essence of Adda Cafe’s ambiance, inviting visitors to explore specials, events, and exclusive promotions. With a focus on user engagement, it integrates social media, customer reviews, and a dynamic reservation system, making it the go-to hub for coffee lovers and food enthusiasts.



⬇️ Data Analysis

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⬇️ Responsibilities

- Quantitative analysis
- Wireframing & Prototyping
- interactive dashboards
- Surveys and Research
- User Testing & Feedback



01 Understanding the Problem

Defining the Problem:

The café needed to understand how to increase customer retention and attract new visitors using data-driven strategies.

Proposal:

I analyzed customer visit patterns, order preferences, and seasonal trends to refine marketing campaigns and optimize promotions.



02 Data Collection Methods



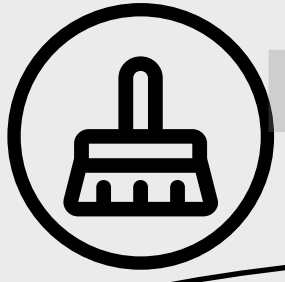
APIs & Online Sources

Google Reviews, Instagram engagement, and local search analytics.



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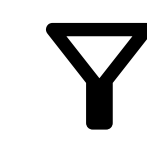
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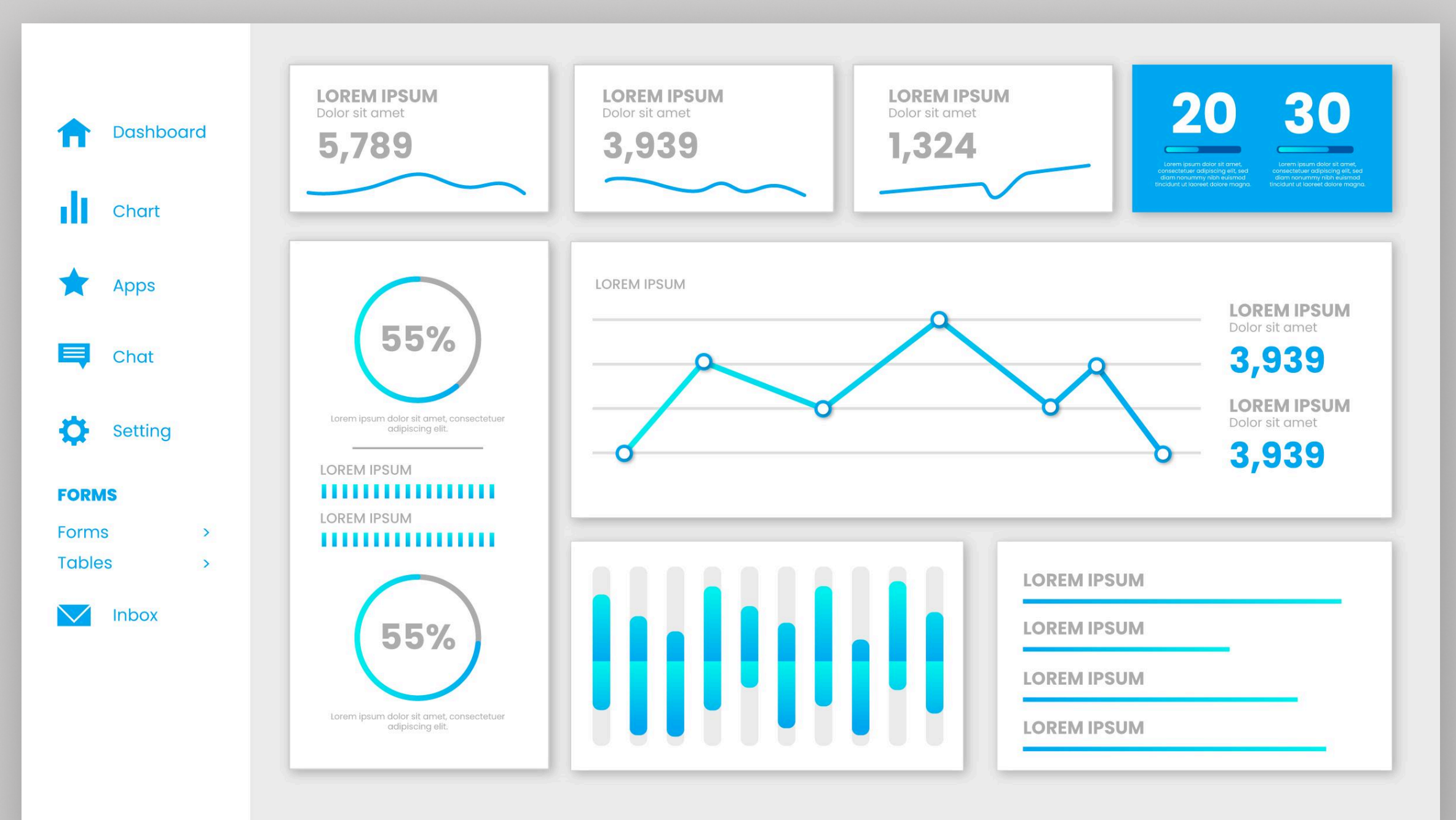
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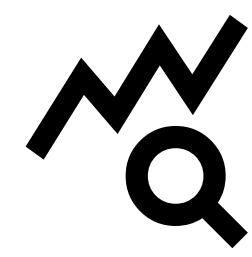


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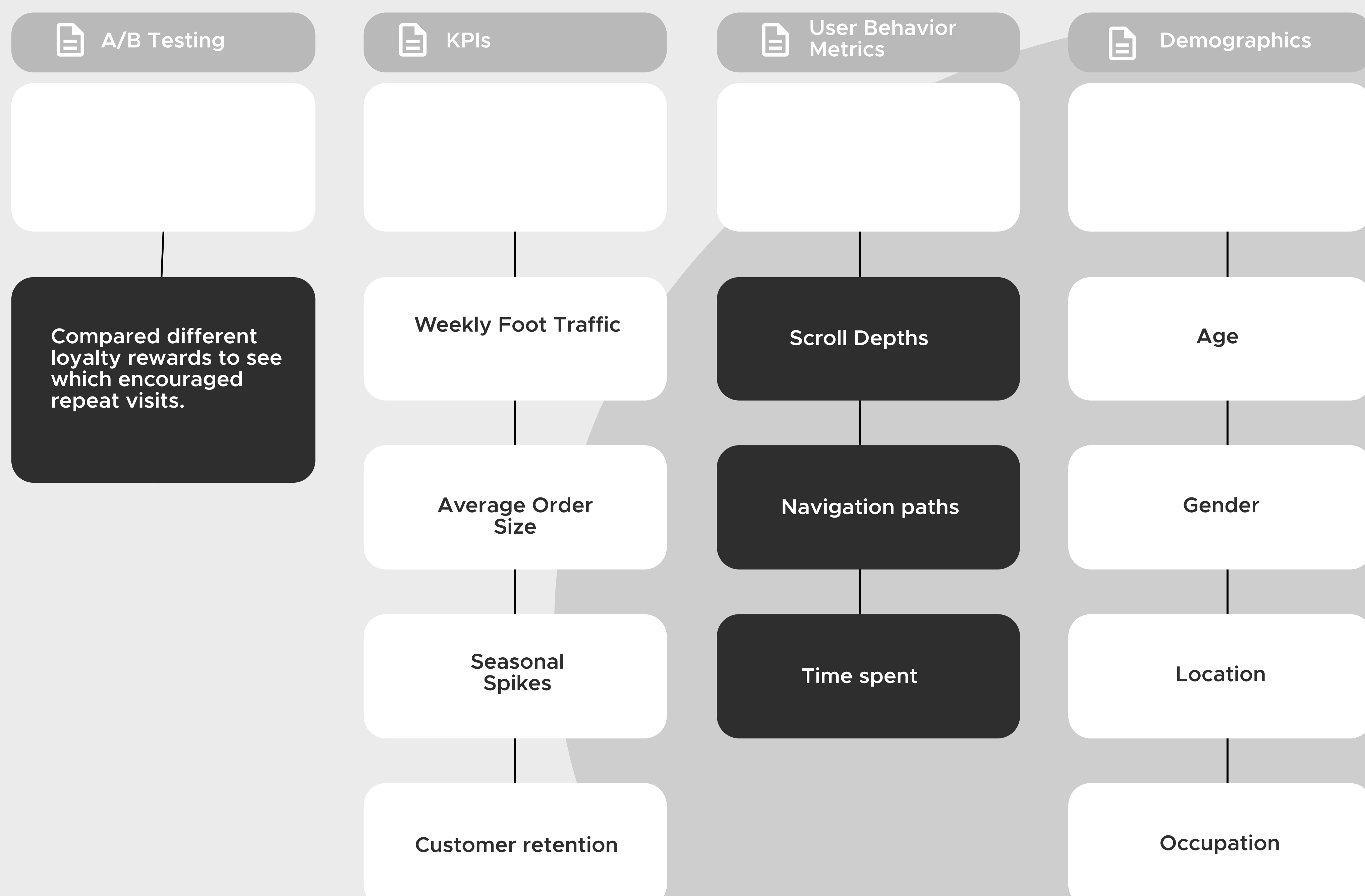


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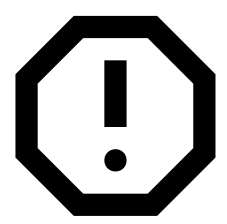


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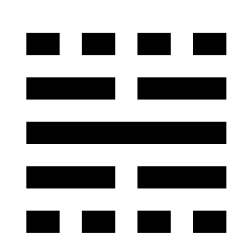
06 Presentation

What's a good dashboard?



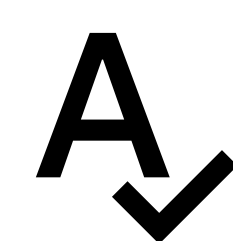
Delivered customized reports showing marketing performance.

Customized Reports



Used clear visualizations to highlight best-selling products and customer trends.

visualizations



Presented findings with minimal jargon, making them actionable for the marketing team.

minimal jargon

Storytelling

Storytelling with data:
Connected insights to campaign success and areas for improvement.

Thank You

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