A look at analytics tools UX

One thing in common for these tools is that their home page contains a snapshot of metrics that tell the user right away the trends for what they are watching.

Twitter analytics dashboard homepage has a summary of the trends related to the user account and a snapshot of the metrics for the current month.

- Top Tweet: information you broadcasted that matters the most
- Top mention: audience that engaged with your content and generated another wave of engagement
- Top Follower: matters because depending on the follower, they will influence your trend and other engagements. Engaging with a higher follower increases your score with Twitter's algorithm, putting your account in a higher rank when displaying results (search results, suggestions to follow results, etc.)
- Top media tweet: content with media tends to generate more engagement/good feedback to the user to know what media is more attractive to users

As you can see, the homepage or home dashboard shows current data (in this case, measured by the month) of the main metrics for the product—this case is account usage. With a snapshot of trends for those metrics in comparison with the previous month.

As you navigate through the tabs at the home dashboard, you are taken to dashboards that group a specific set of data for user analysis.

We will take a look at each one of them:

**Tweets**

**Followers**

**Demographics tab**

**Lifestyle tab**

**Mobile footprint tab**