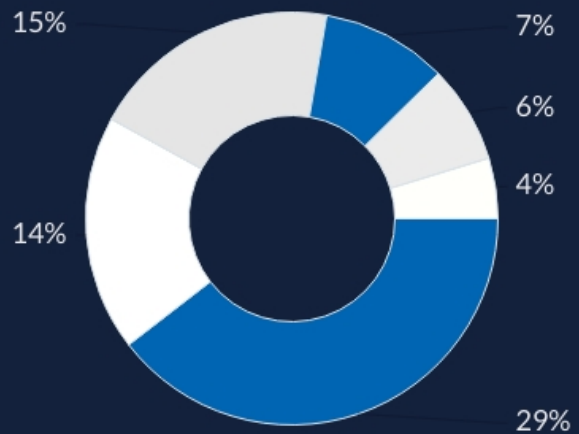
Ferntech Insights

Ferntech a startup that enables centralized monitoring and control easier ways to create new systems, monitor their performance and perform maintenance remotely. In order to maintain data confidentiality the data and numbers are not real.

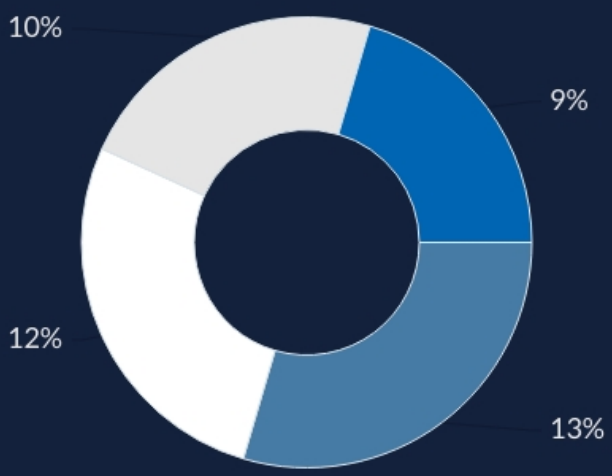
The purpose is to see how the costs are distributed in the startup, after funding, where the money goes most and who is best paid.

Overall Operational Costs



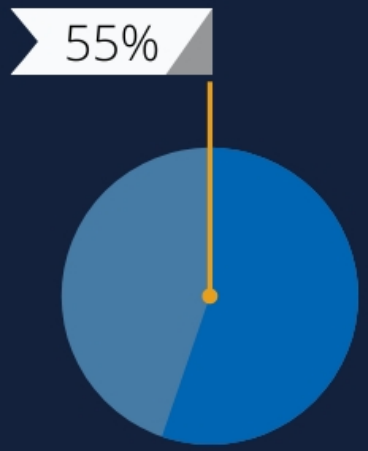
Staff	29%	Marketing_web	14%
R&D	15%	Licenses	7%
Utilities	6%	Banking	4%

Hottest month



October	13%	January	12%	March	10%
December	9%				

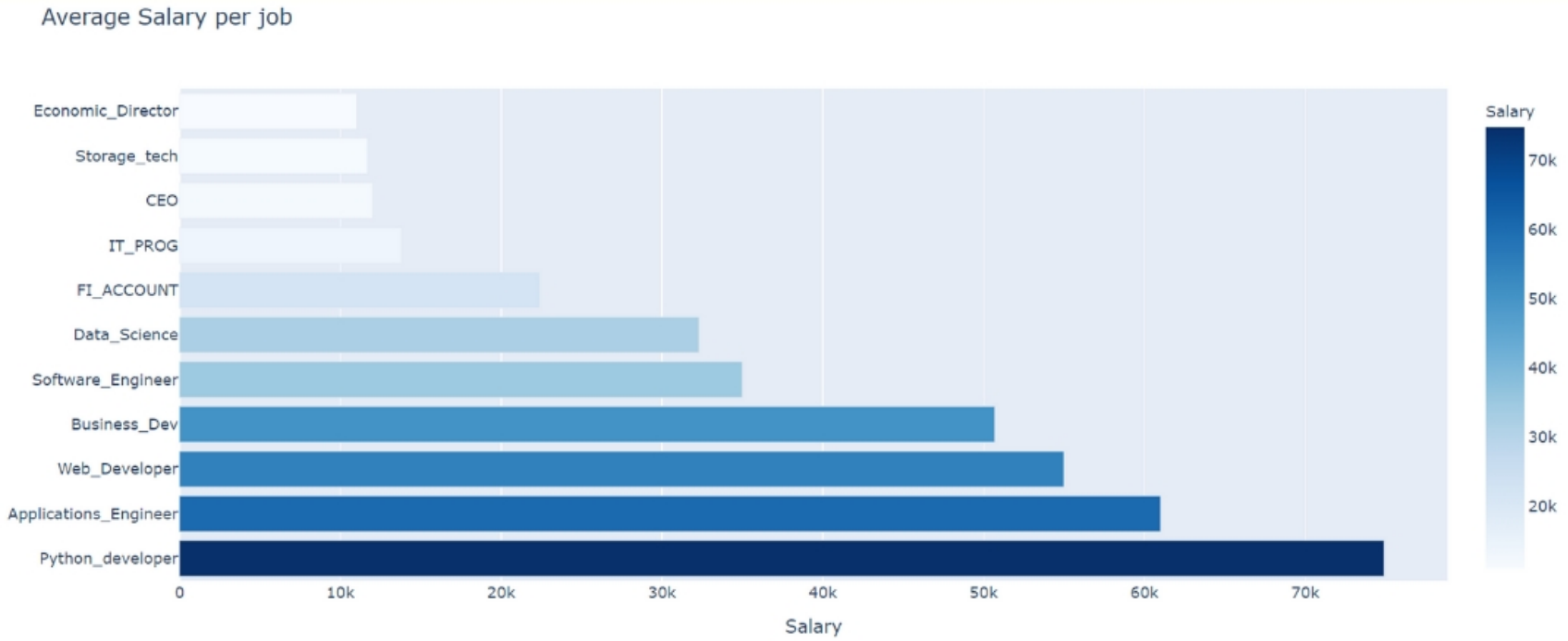
Hottest Year



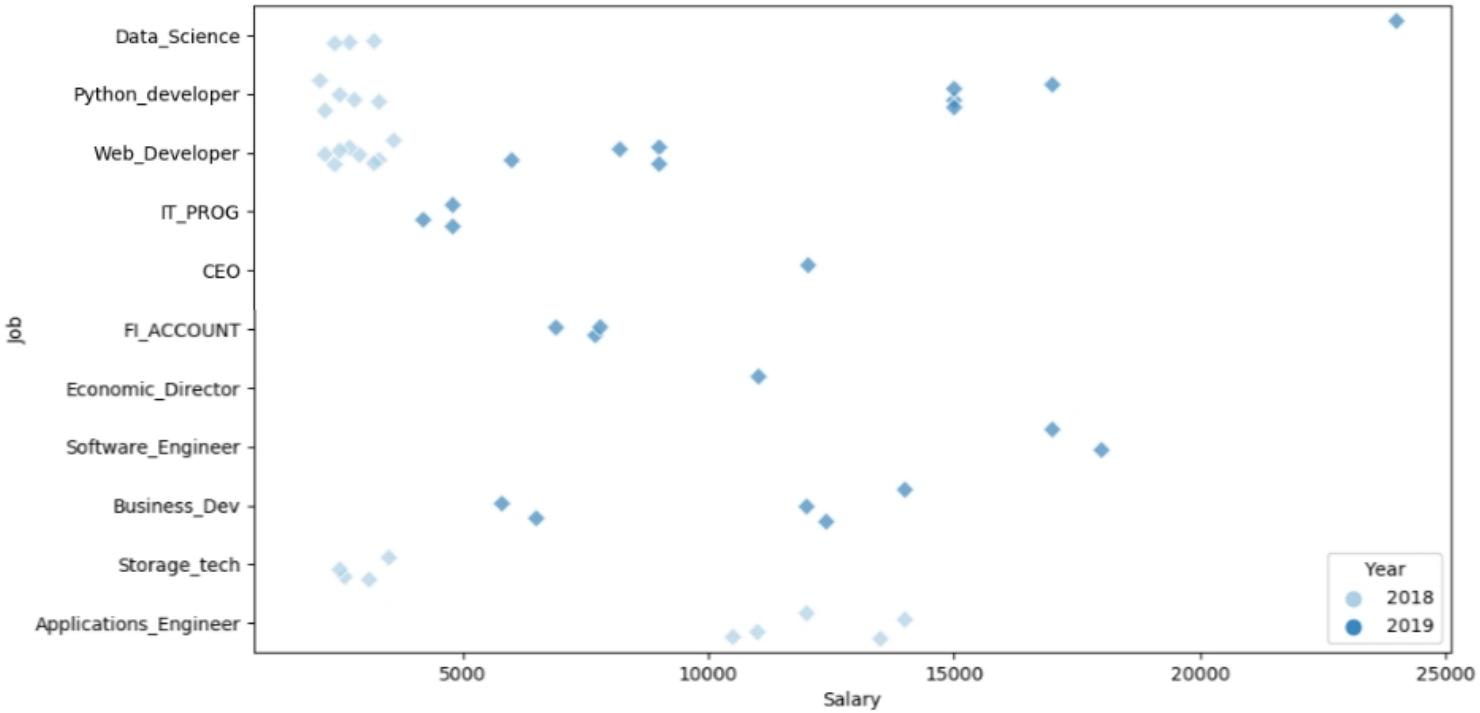
Product_px	Sales	Year
(783.03, 1232.16)	2464.32	2019
(1174.44, 1735.04)	1735.04	2019
(1131.04 ,1702.99)	1702.99	2019
(1163.97, 168.09)	1681.09	2019

Year	Costs
2019	183600
2018	157900

Employee Costs

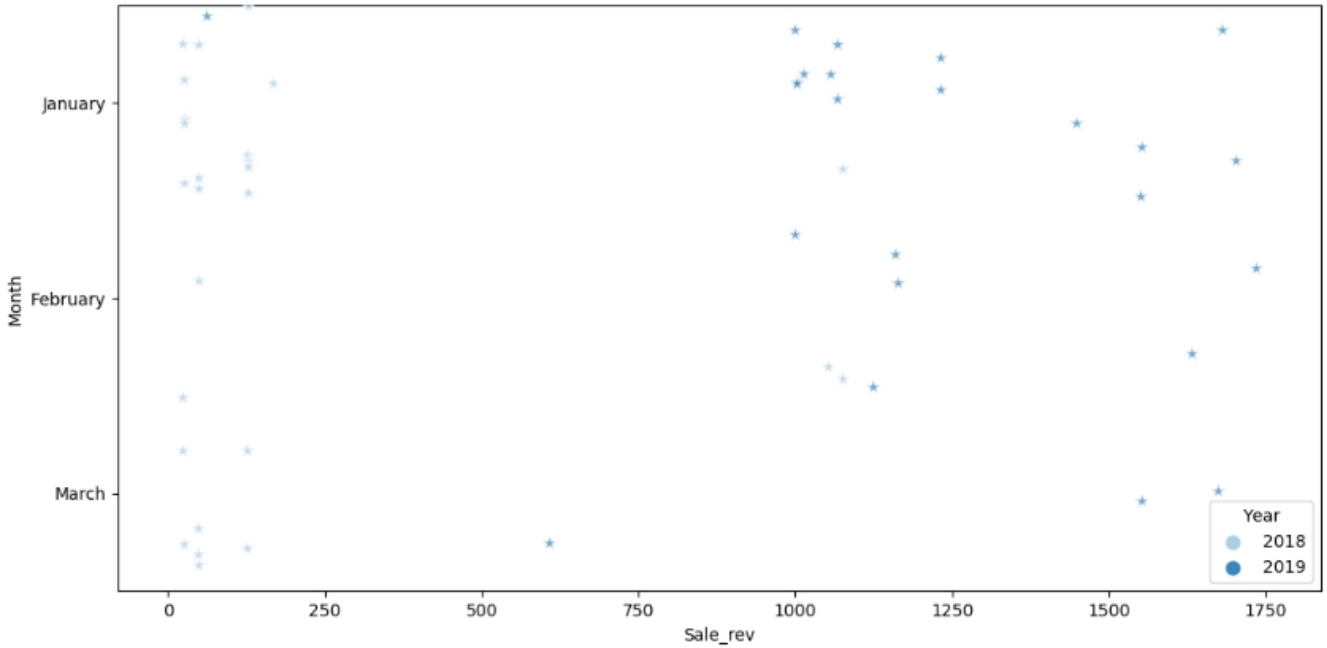


Job payment evolution in 2018-2019



In 2018 salary was lower than in 2019 but the trend stays the same. Best job payment is Data Science followed by Python Developer and Web Developer.

Sales Revenues evolution in 2018-2019



In 2019 sales revenue report a strong grown compared to the previous year.
Winter months remain proactive in 2019

THANK YOU

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