

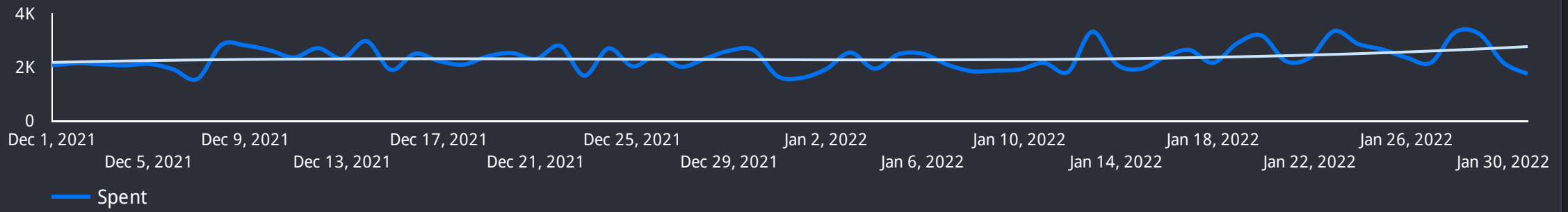
# m.marcel

LA MOBILITÉ À LA FRANÇAISE

## Welcome!

This dashboard presents Marketing Spendings and Metrics, Operations and Revenue Analysis and Sessions Analysis from Dec. 1 2021 to Janv. 31 2022.

### Spending through time



Gender

Age

marcel  
LA MOBILITÉ À LA FRANÇAISE

Spent  
145.94K €

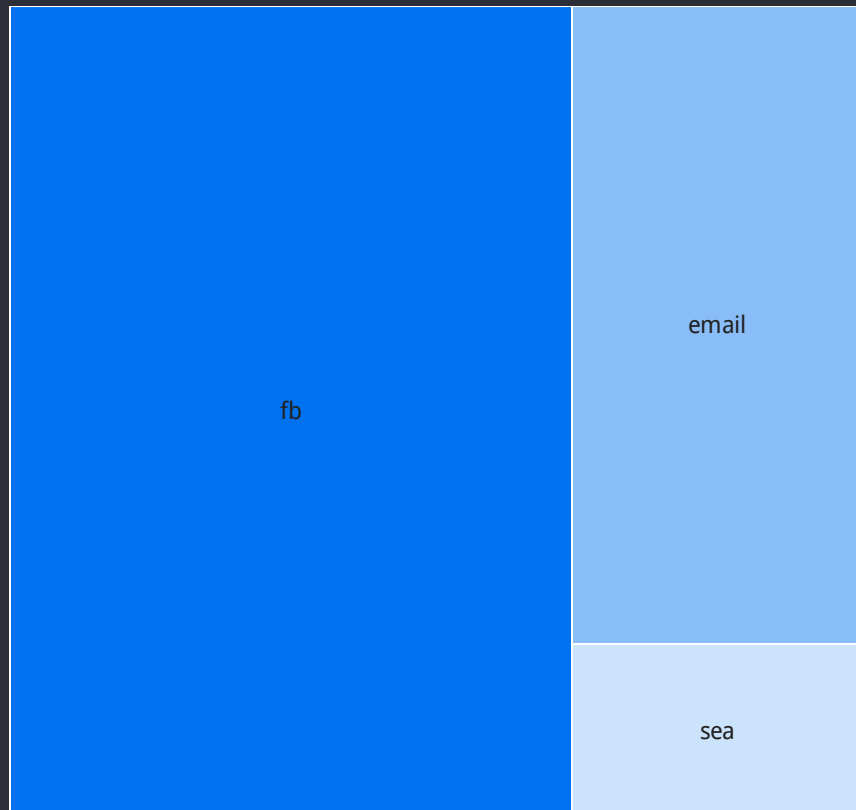
Impressions  
873.6K

Clicks  
148.0K

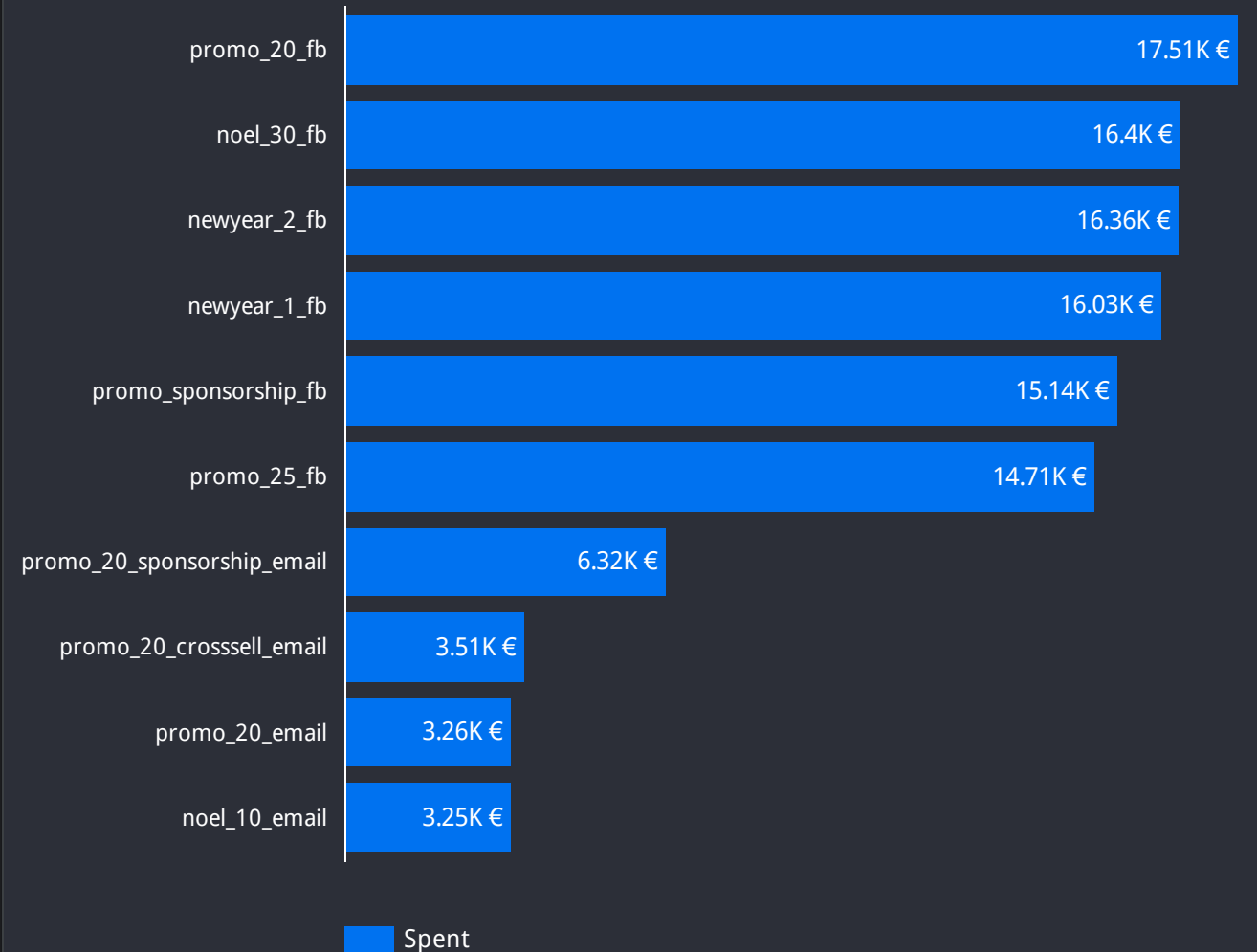
The two graphs below are reactive:

- Click a media or a campaign to focus on it
- Change the metric of interest in the option bar of the charts

### Metrics per channel



### Metrics per campaign



Filter by Company

Total Miles Covered

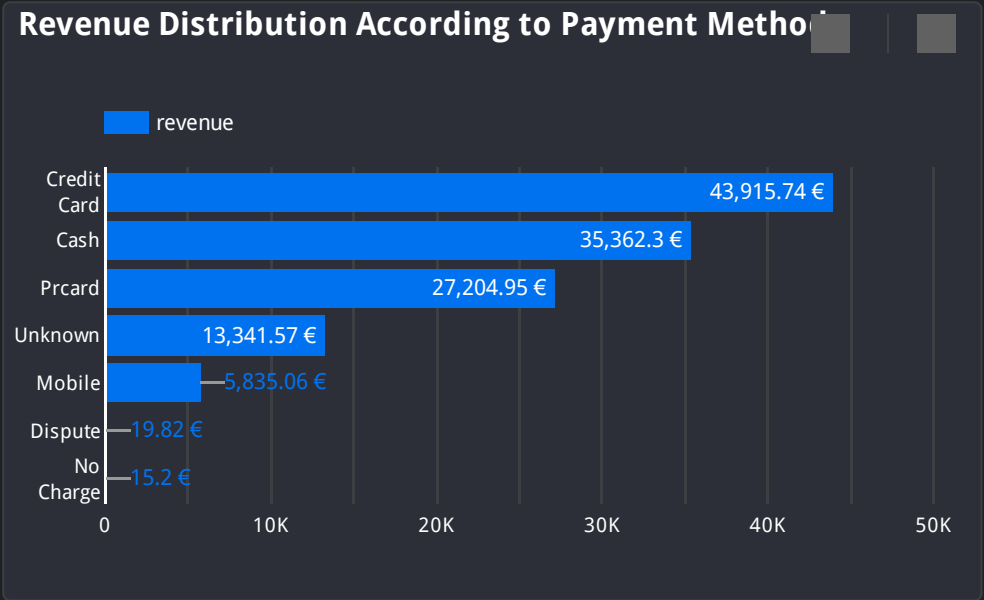
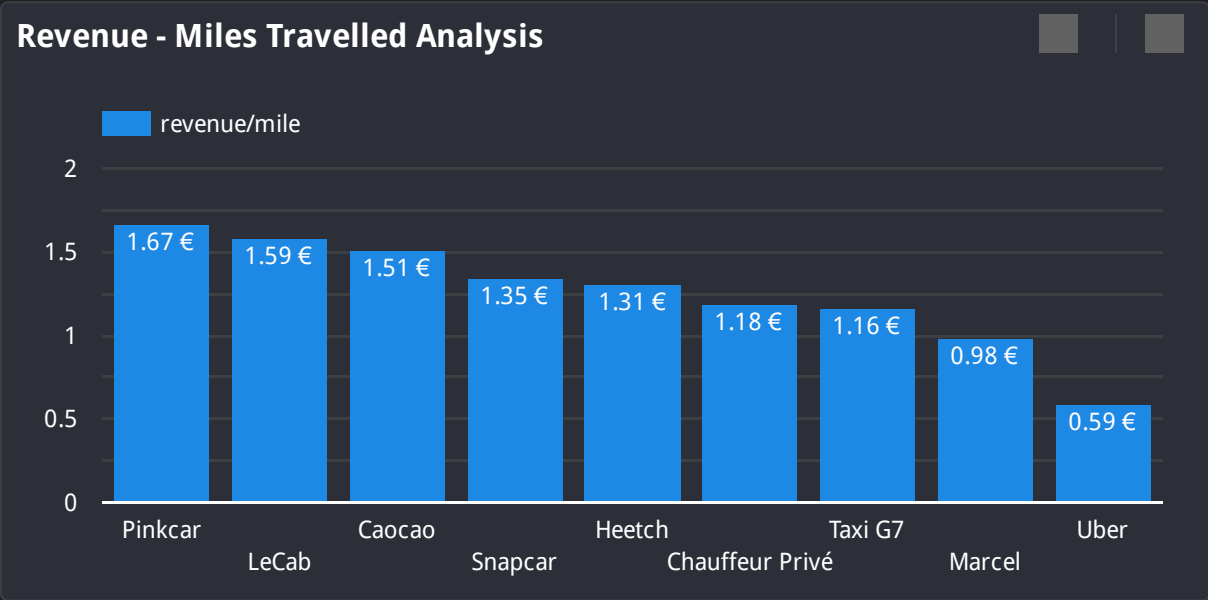
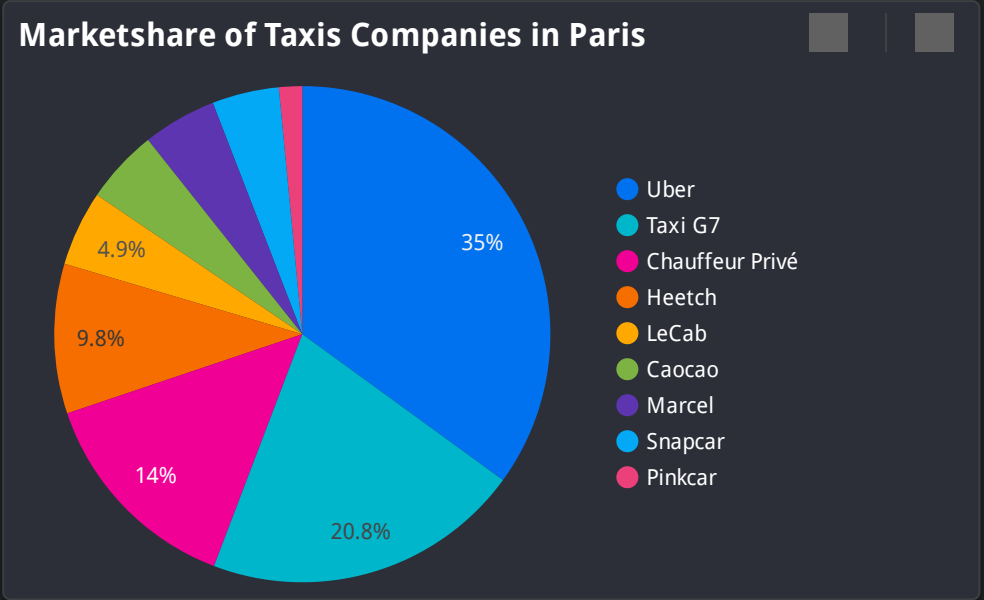
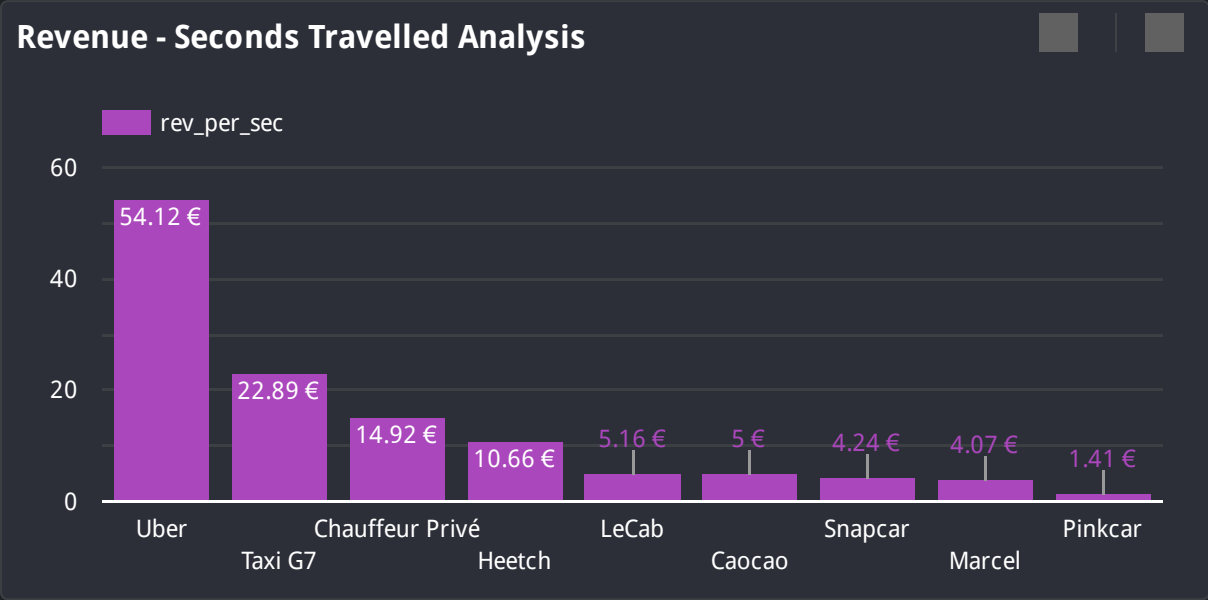
trip\_miles

126,517.9

Total Revenue Generated

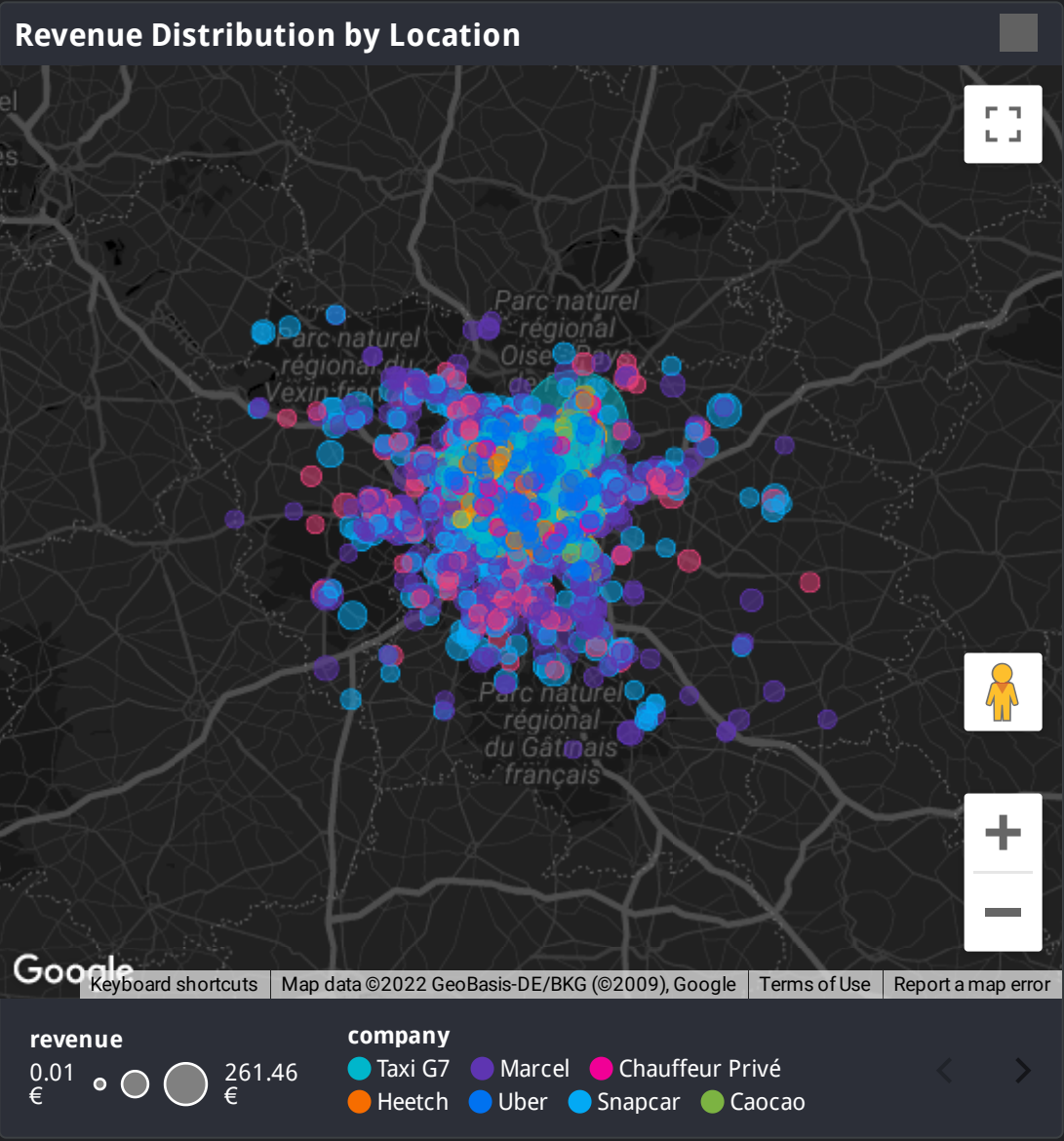
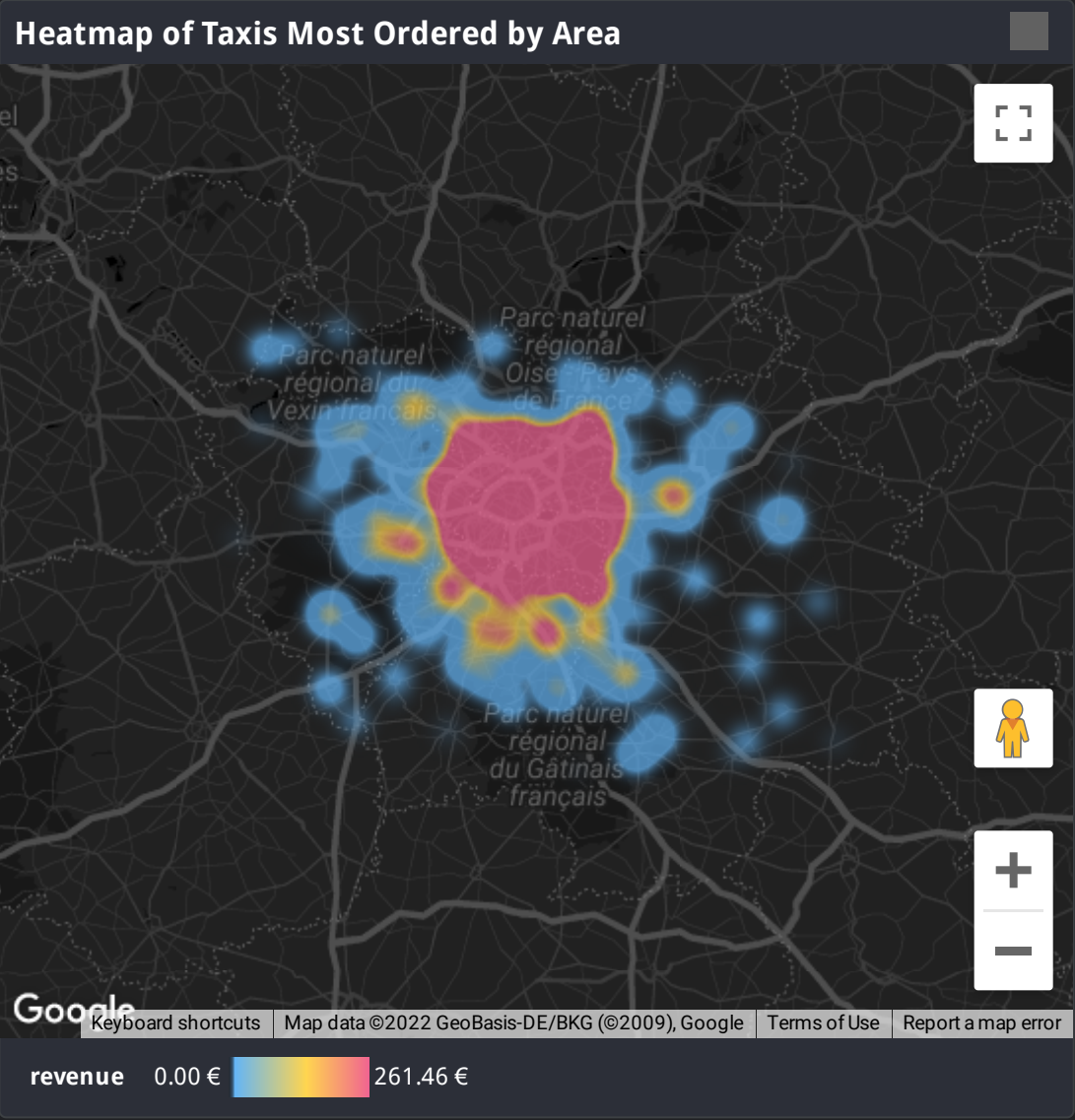
revenue

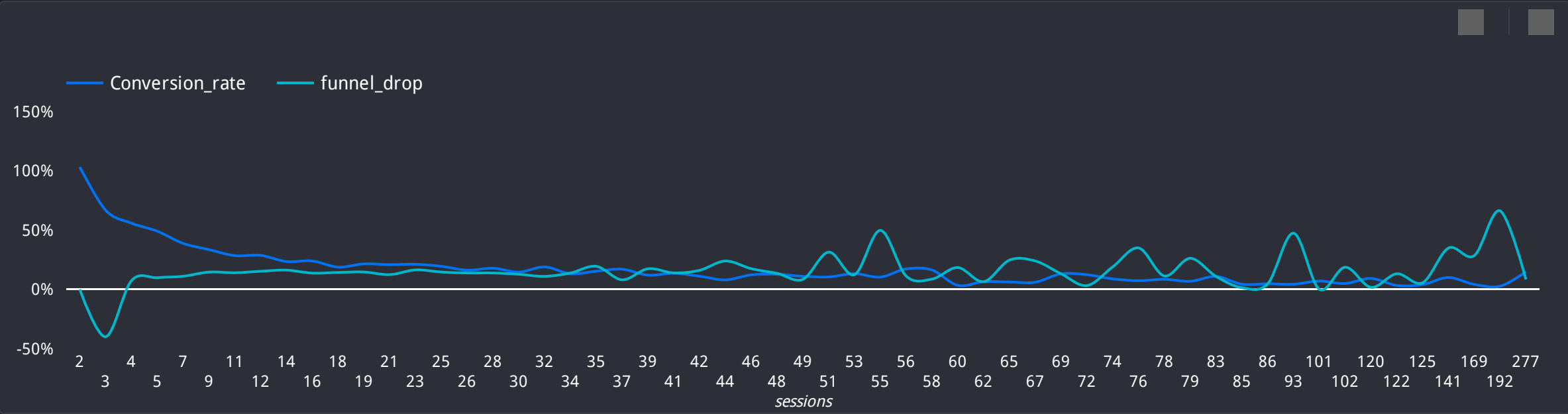
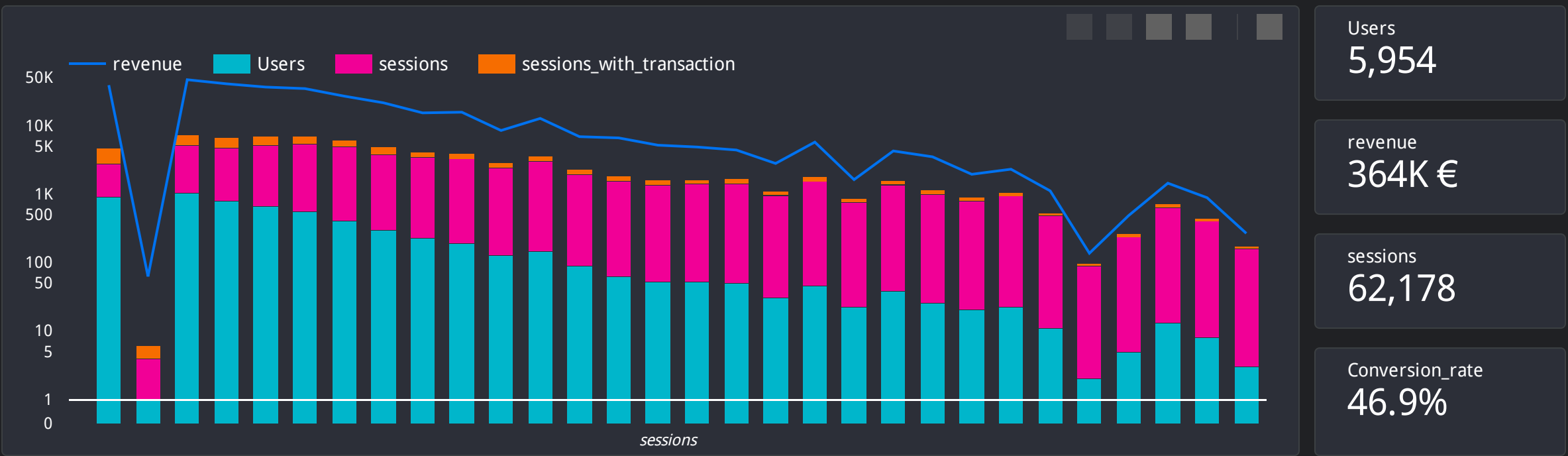
125,694.64 €



Trip Duration Analysis

	trip_start_timestamp / trip_seconds									
Filter by Com...	Jan 27, 202...	Jan 27, 202...	Jan 1, 2022,...	Jan 24, 202...	Jan 9, 2022,...	Jan 30, 202...	Jan 13, 202...	Jan 13, 202...	Jan 21, 202...	Jan 15, 202...
Chauffeur Privé	75,807	71,588	-	-	69,242	-	-	259	1,009	-
Uber	2,109	2,592	71,540	71,206	-	1,797	2,681	61,834	61,360	2,659
Snapcar	-	1,055	-	-	895	68,943	-	226	-	-
Heetch	1,796	1,276	892	-	2,405	-	65,756	-	-	60,239
LeCab	436	-	-	-	-	-	-	-	-	-
Taxi G7	1,560	1,560	1,320	-	1,560	1,260	900	1,560	480	660
Marcel	702	936	-	-	-	2,574	-	3,198	-	-
Pinkcar	-	780	-	-	-	-	-	-	-	-
Caocao	1,860	-	-	-	1,413	1,500	1,311	872	-	600





sessions	sessions_with_transaction	Users	avg_session_duration_in_s	Conversion_rate	revenue
277	41	1	00:08:24	14.8%	902.74 €
141	14	1	00:06:11	9.93%	476.7 €
101	7	1	00:04:53	6.93%	224.8 €
74	11	1	00:07:12	14.86%	385.48 €
	2	1	00:01:53	2.7%	44.98 €
72	18	1	00:09:51	25%	522.62 €
	9	1	00:03:20	12.5%	306.49 €
	7	5	00:04:01	9.72%	133.26 €
56	11	6	00:08:22	19.64%	255.42 €
	9	1	00:03:48	16.07%	144.58 €
	2	1	05:02:26	3.57%	12.66 €
53	18	1	00:07:10	33.96%	666.96 €
	7	1	00:04:18	13.21%	63.76 €
	5	4	00:05:13	9.43%	124.32 €