

Mobile Product Reporting

super john

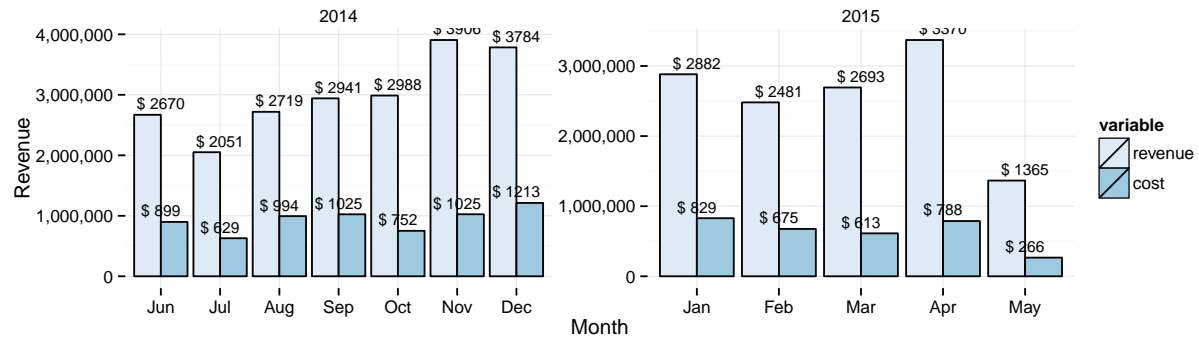
Thursday, May 07, 2015

[1] 2015/5/11

Levels: 2015/5/11

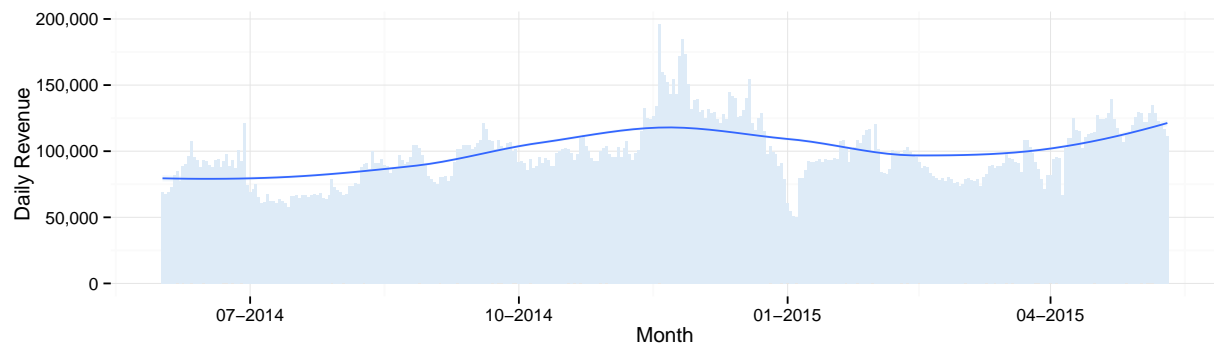
Mobile Sold-As Monthly Revenue and Cost Summary

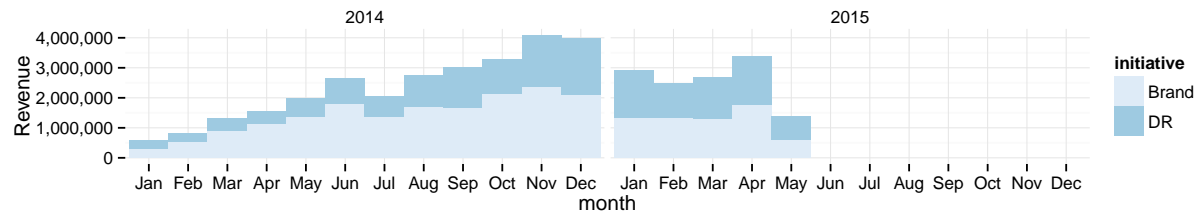
Represents as media sold-as mobile to client.



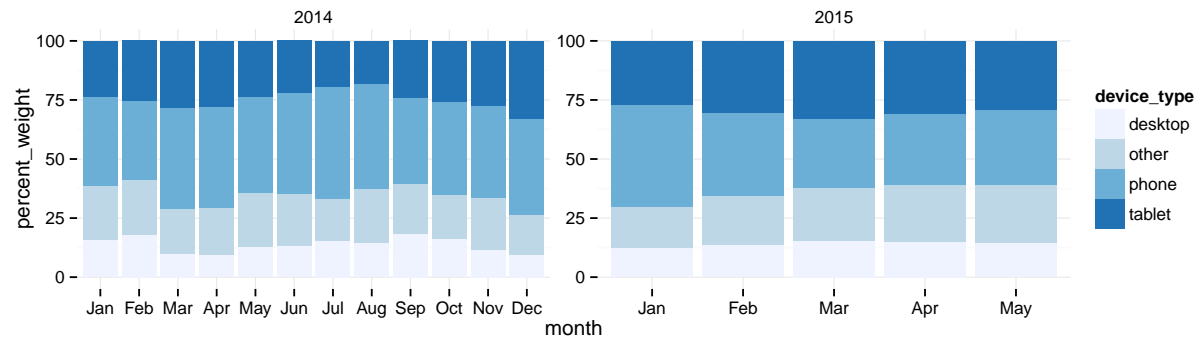
month_year	projected_revenue	projected_cost	margin	count_campaigns	avg_daily_revenue
June 2014	2,669,558	898,852	0.66	353	88,985
July 2014	2,051,081	629,107	0.69	365	66,164
August 2014	2,718,823	994,486	0.63	369	87,704
September 2014	2,941,439	1,024,810	0.65	428	98,048
October 2014	2,988,300	751,577	0.75	424	96,397
November 2014	3,905,940	1,025,475	0.74	429	130,198
December 2014	3,784,057	1,212,604	0.68	411	122,066
January 2015	2,881,510	828,607	0.71	371	92,952
February 2015	2,480,584	675,440	0.73	328	88,592
March 2015	2,693,306	612,737	0.77	374	86,881
April 2015	3,370,386	788,049	0.77	458	112,346
May 2015	3,847,987	750,054	0.81	401	124,129

Daily Revenue Trend

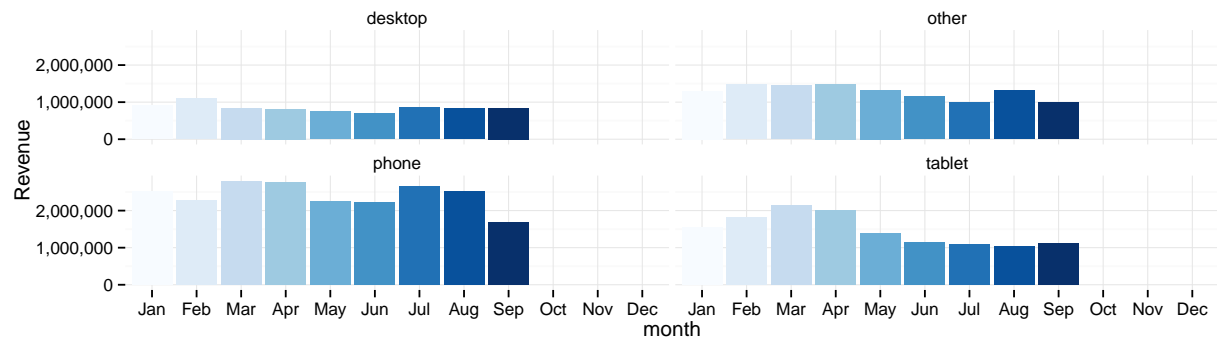




Monthly Device Proportions



Monthly Device Type Trends



Roadmap

margin in lieu of cost in revenue / cost chart(1)

product sold-as / ran-as by region, i.e. what products are driving growth? what's working where?

product by device sold-as / ran-as

sold-as vs ran-as analysis

long-term device-type trend line graph

long-term device trend line graph

revenue, margin by device

margin by product

data tables on product and device

THIS HAS BEEN A TEAM DUBCAT PRODUCTION