

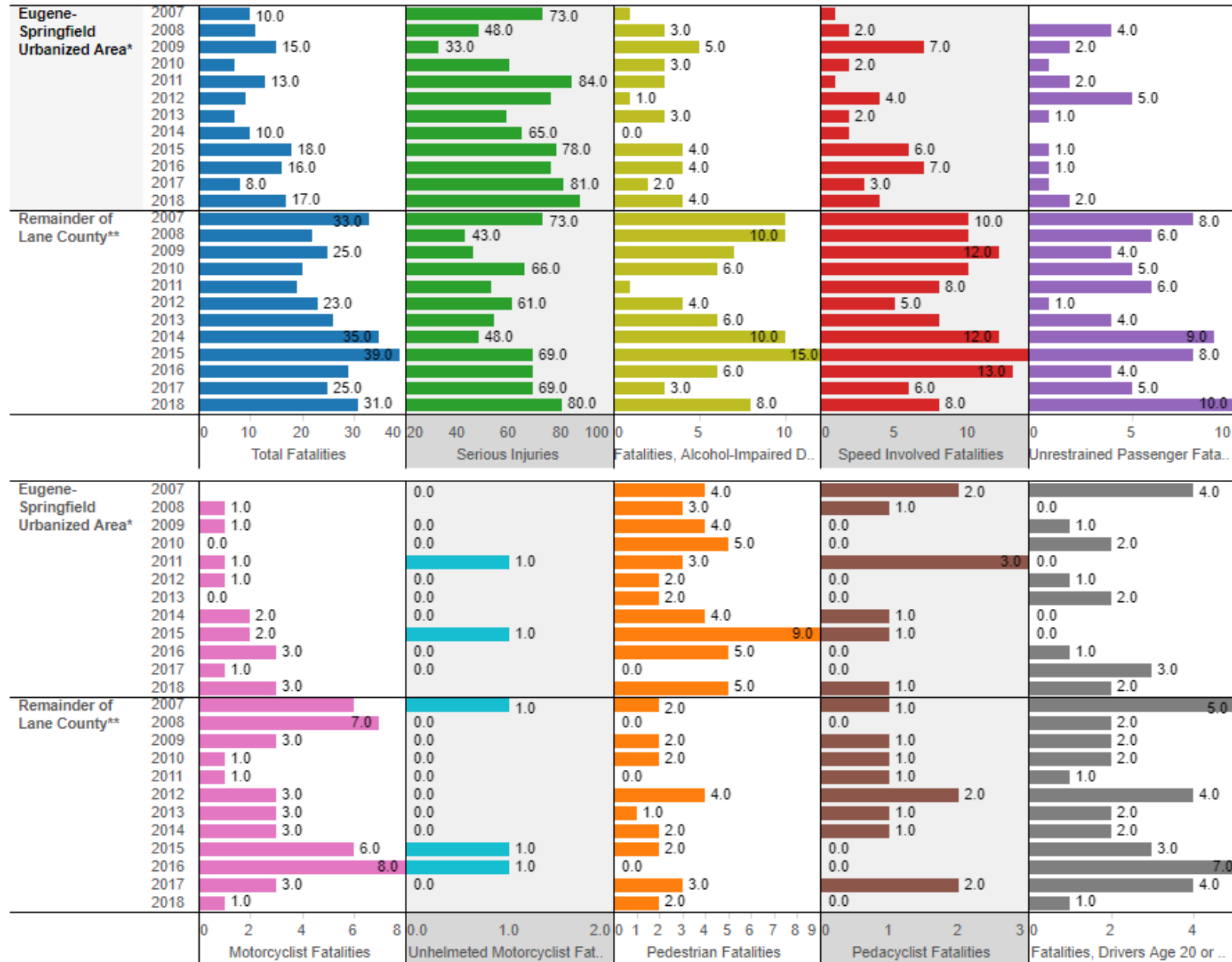
## NHTSHA Core Safety Measures, By Year (No averaging)

### Choose Averaging Window

☒ By Year (No averaging)

☐ 3-Year Rolling Average

☐ 5-Year Rolling Average



Data provided by Oregon Dept. of Transportation (ODOT). Core Safety Measures established by NHTSA (National Highway Transportation Safety Administration).

\*Eugene-Springfield Urbanized Area closely approximates the Central Lane MPO area. \*\*Remainder of Lane County does NOT include Eugene-Springfield Urbanized Area



## goTenna orders dashboard



### Customer Legend

Customer 1 Customer 3 Customer 5  
Customer 2 Customer 4

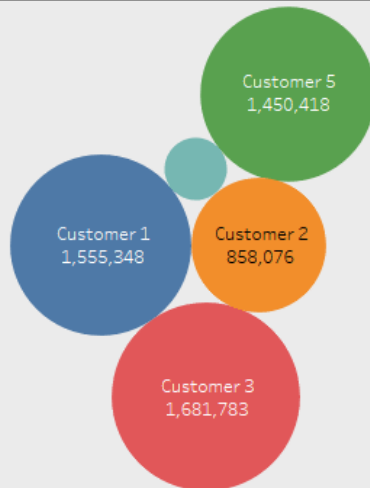
### Date

1/6/2020 1/25/2021

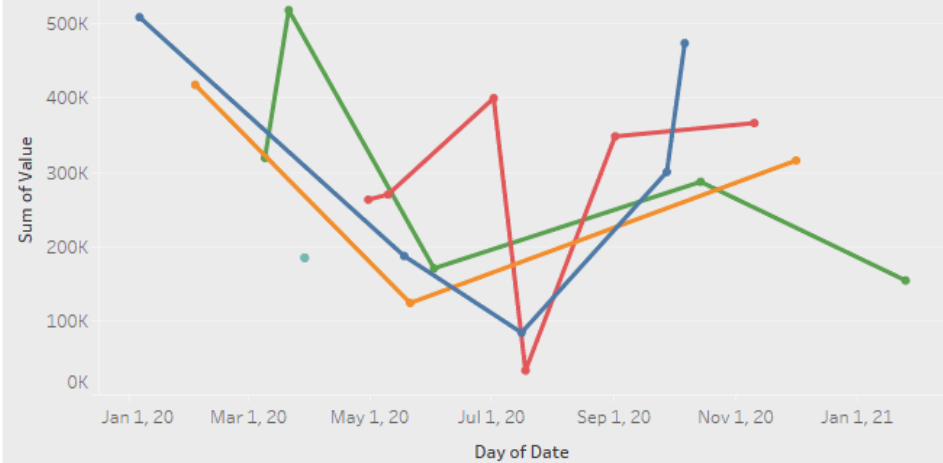
### Customer

(All)

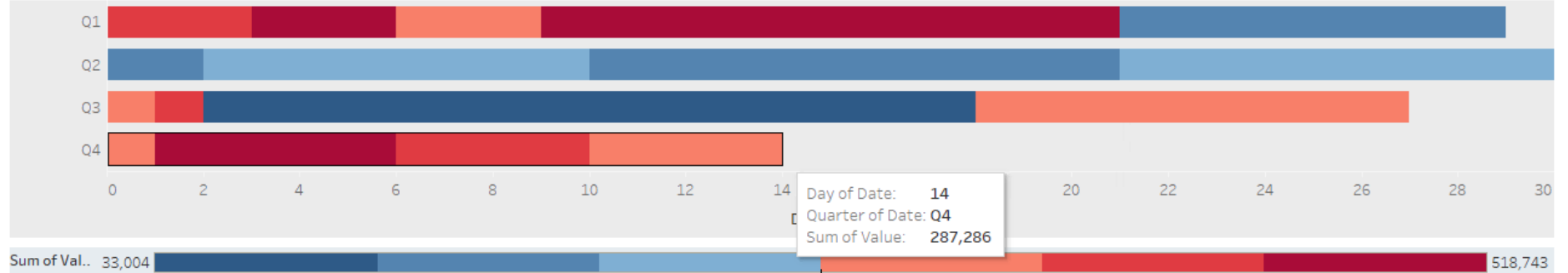
### Total Value by Customer



### Total Value Trend



### Total Volume Heatmap



## Aikhun Social media KPIs

See more video



Click each color to filter post type



Type (All)  
Date 7/6/2020 9/10/2020

Page Followers 628

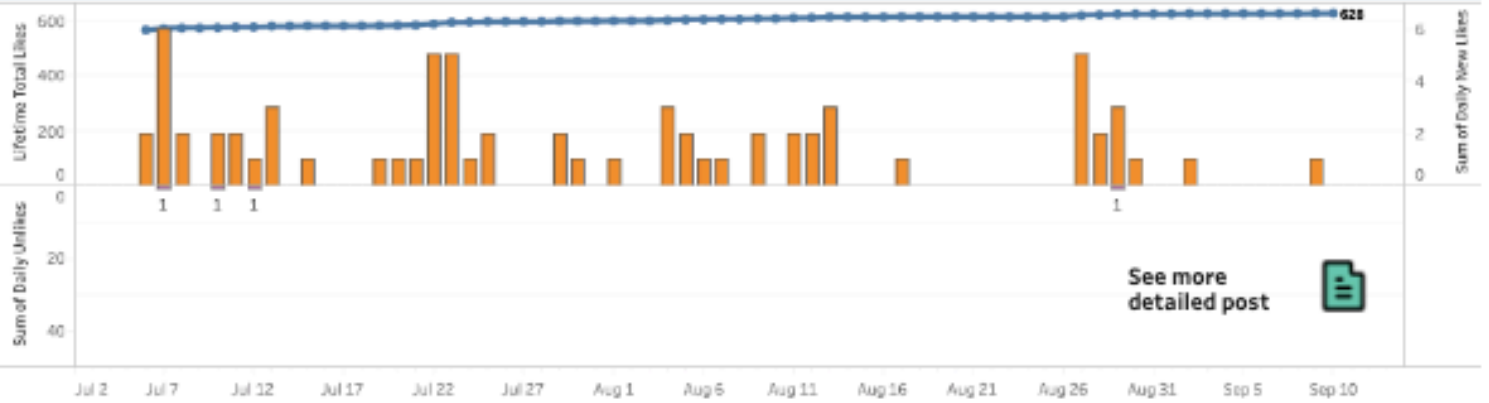
Avg of post total reach 313

Avg of post engaged users 21.8

Avg of post engagement rate 6.97%

Brand Awareness: Like 2,321 Comment 187 Share 11

### Page like

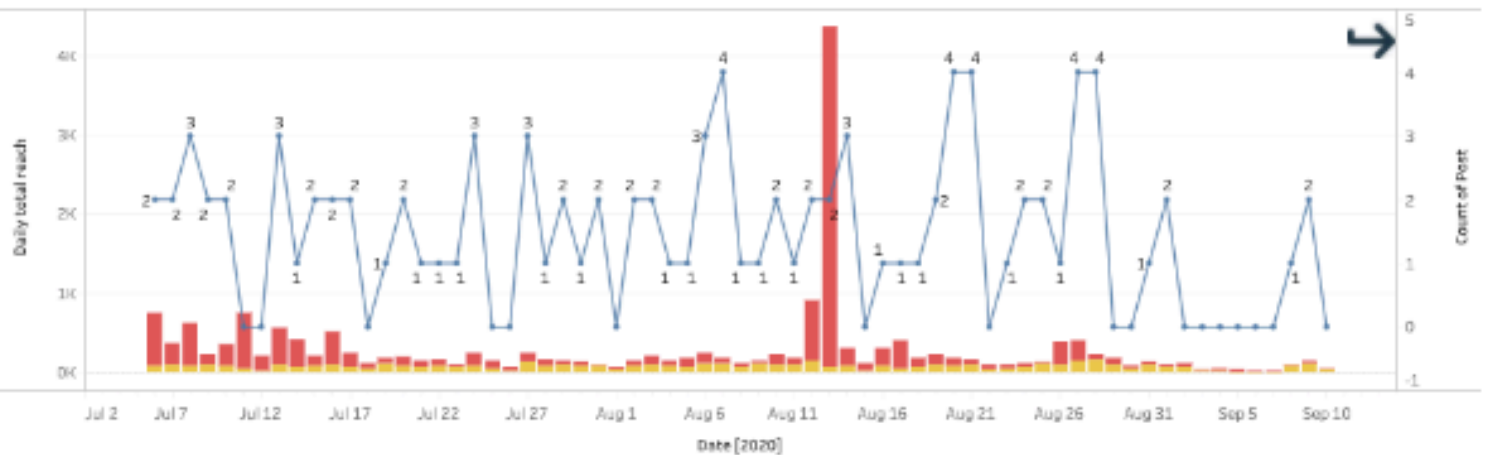


See more detailed post

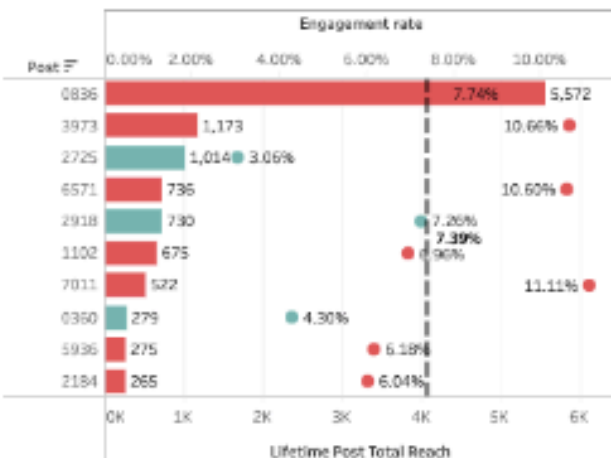


### Viral users' reach

Daily Viral Reach  
Daily non-viral re...



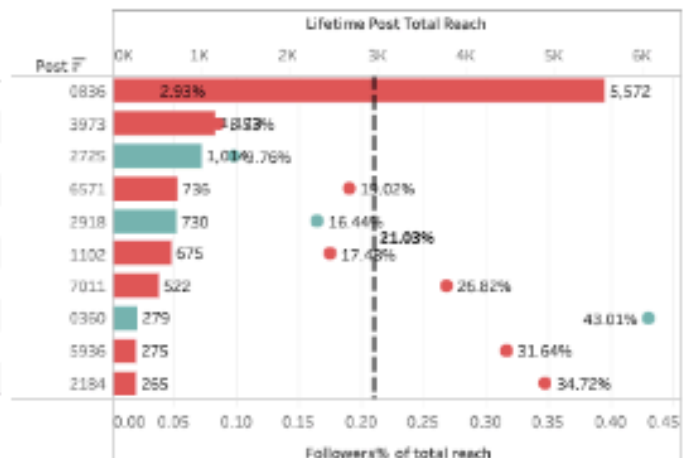
### Top 10 total reach vs Engagement Rate



### Follower's Engage %



### Top 10 total reach vs Reached followers



## Aikhun Facebook Page Analytics

Date

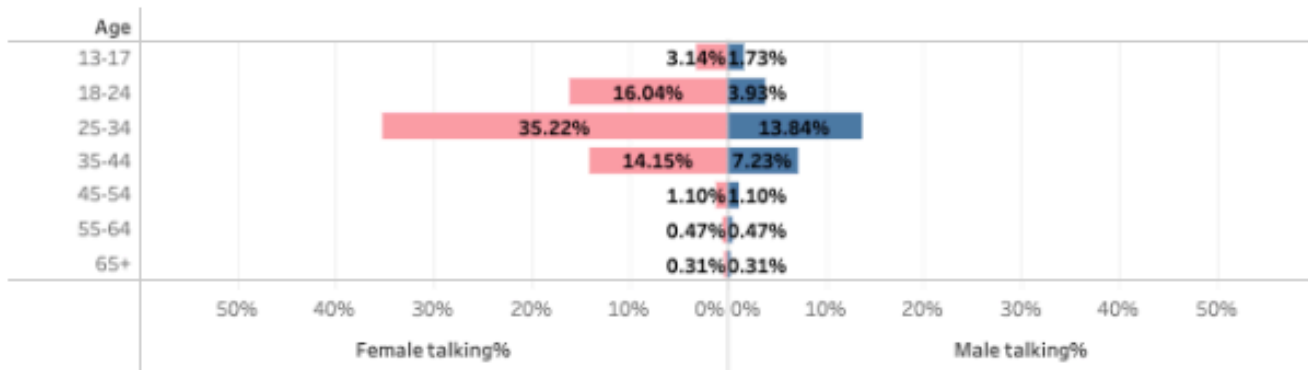
7/6/2020



9/10/2020



### Age&Gender



Gender F M U

Measure Names

TW  
US

### Lifetime follow by country

