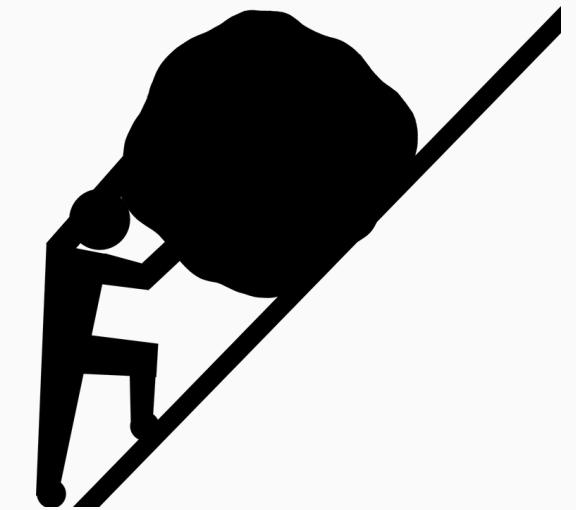


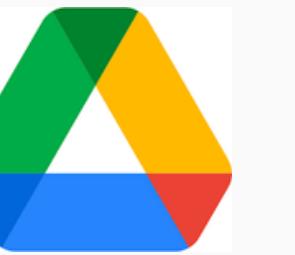


Data Struggle Master



Kirill, Emmanuel, Riadh, et Lucas

Les outils utilisés



Canva

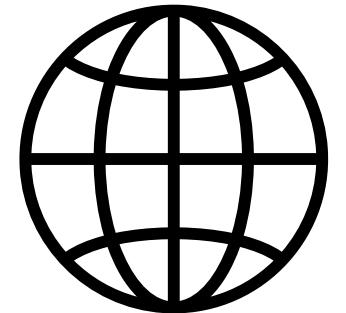




Le sujet et notre stratégie



- Recherche sur l'usage d'Internet pour cibler les **populations les moins engagées**.
- Portrait d'un **non-utilisateur** de technologies numériques.



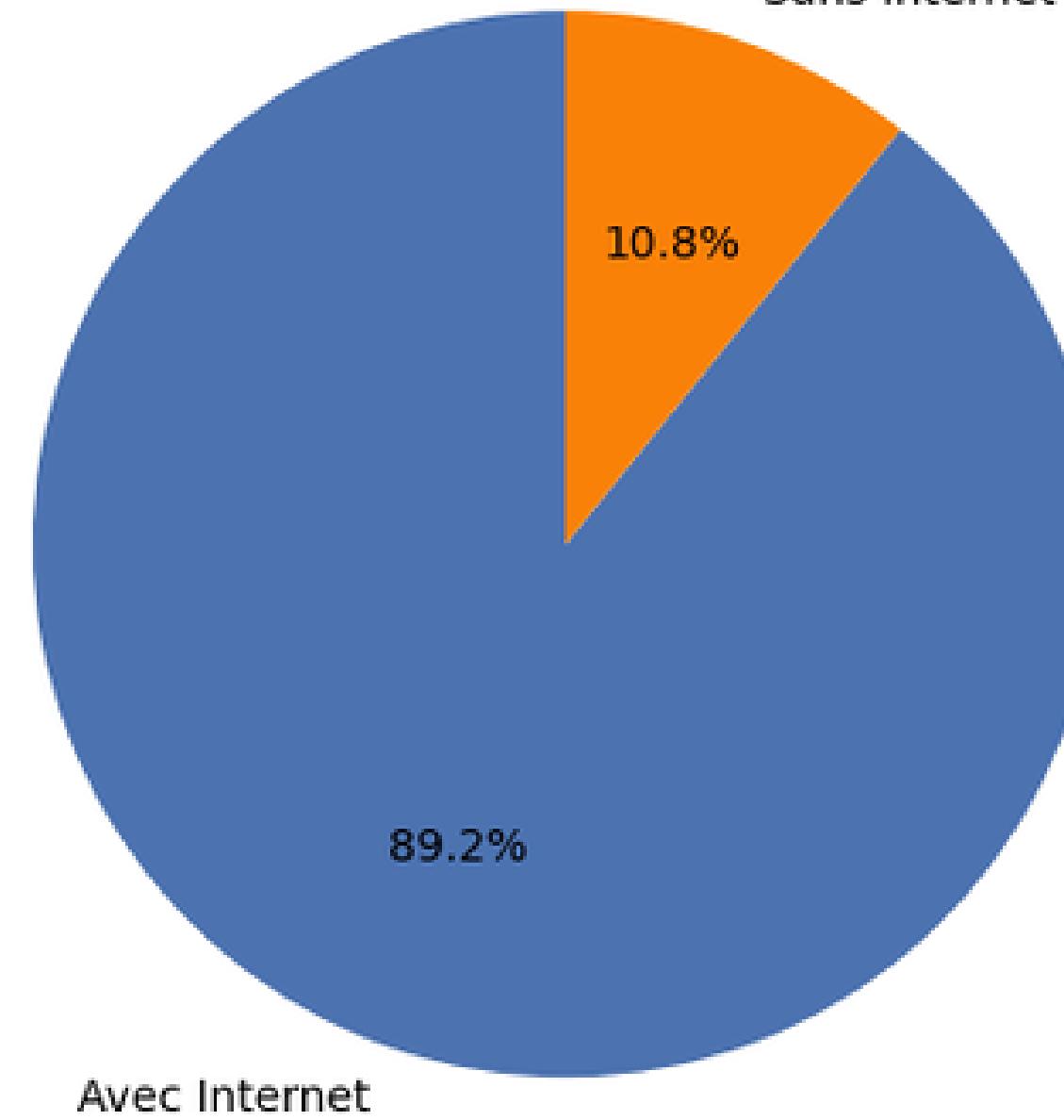
Exploration des données

Base de donnée **2007 - 2022** :
37 000 lignes, 640 colonnes

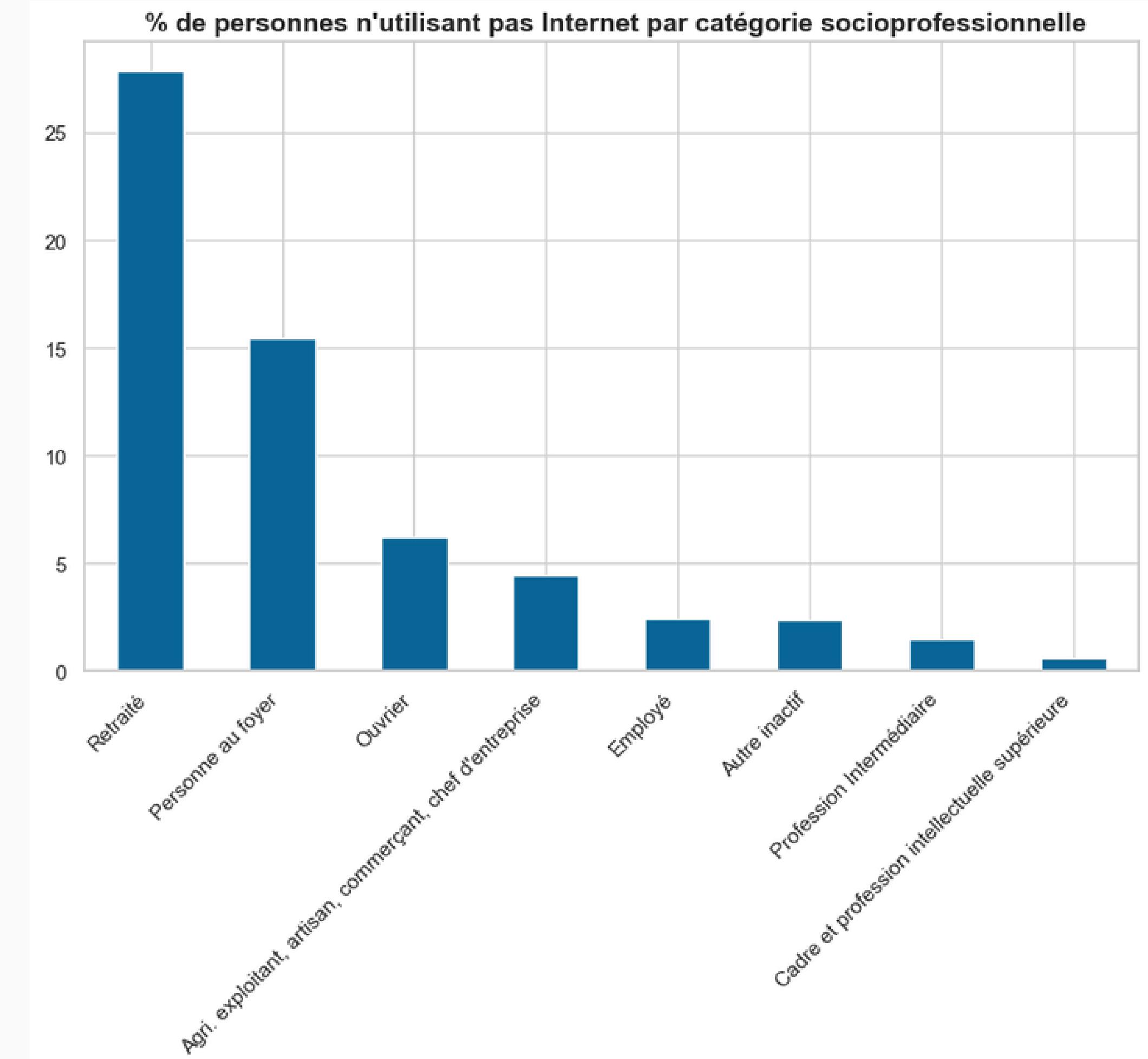
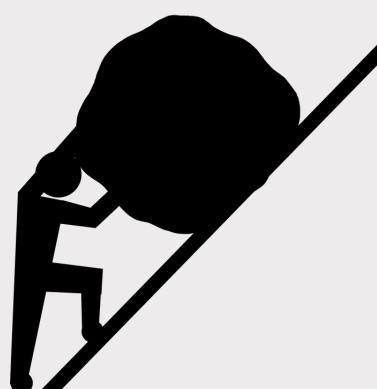
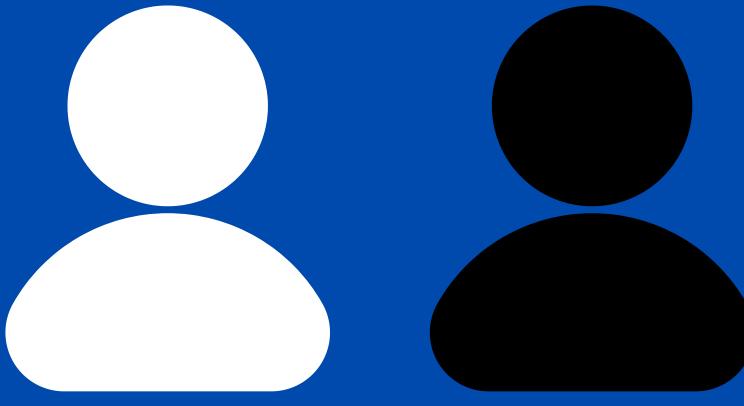
Base de donnée **2017- 2022**
15 000 lignes et 23 colonnes



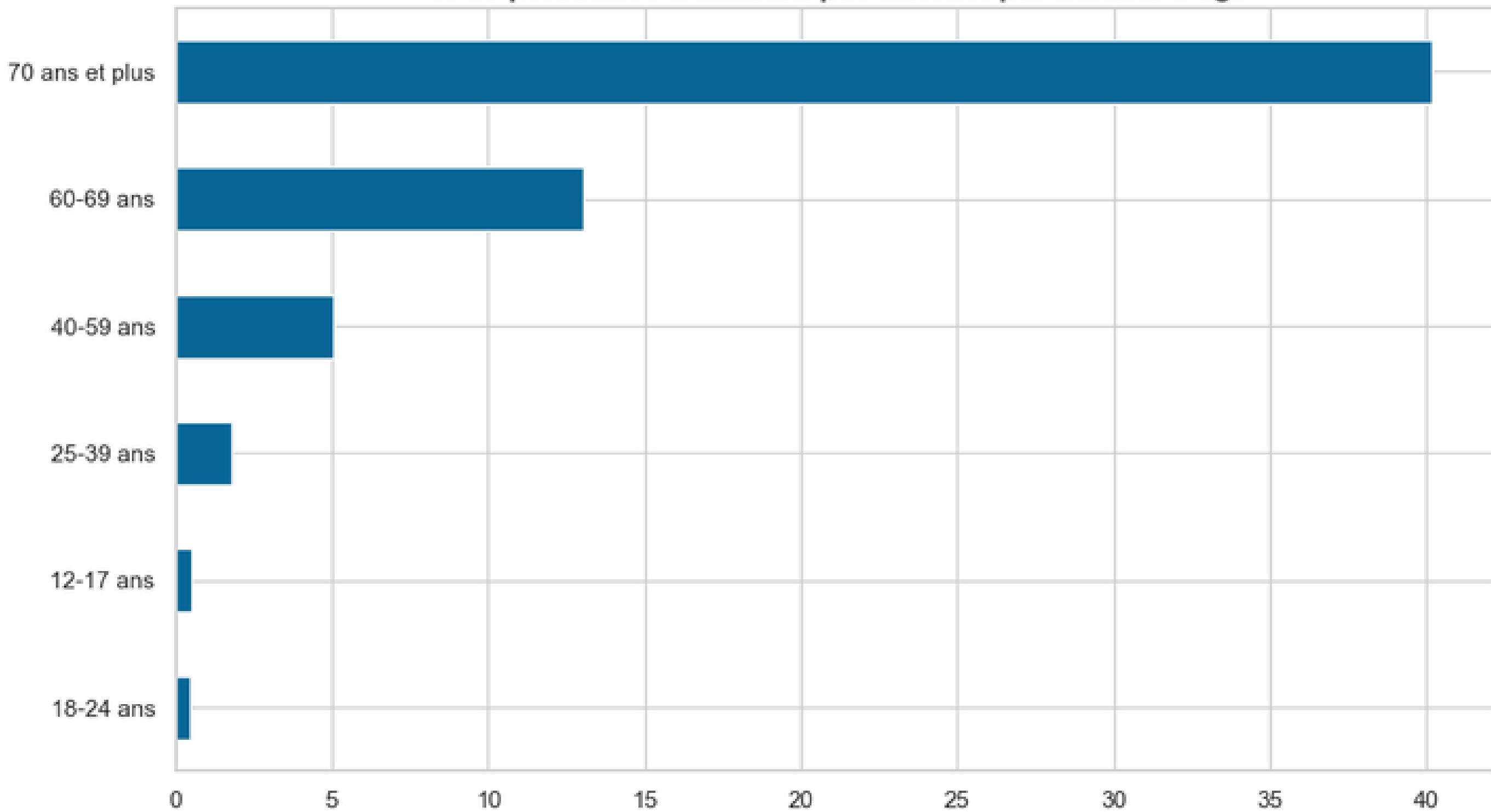
Pourcentage de personnes n'ayant pas accès à Internet



Les catégories socioprofessionnelles

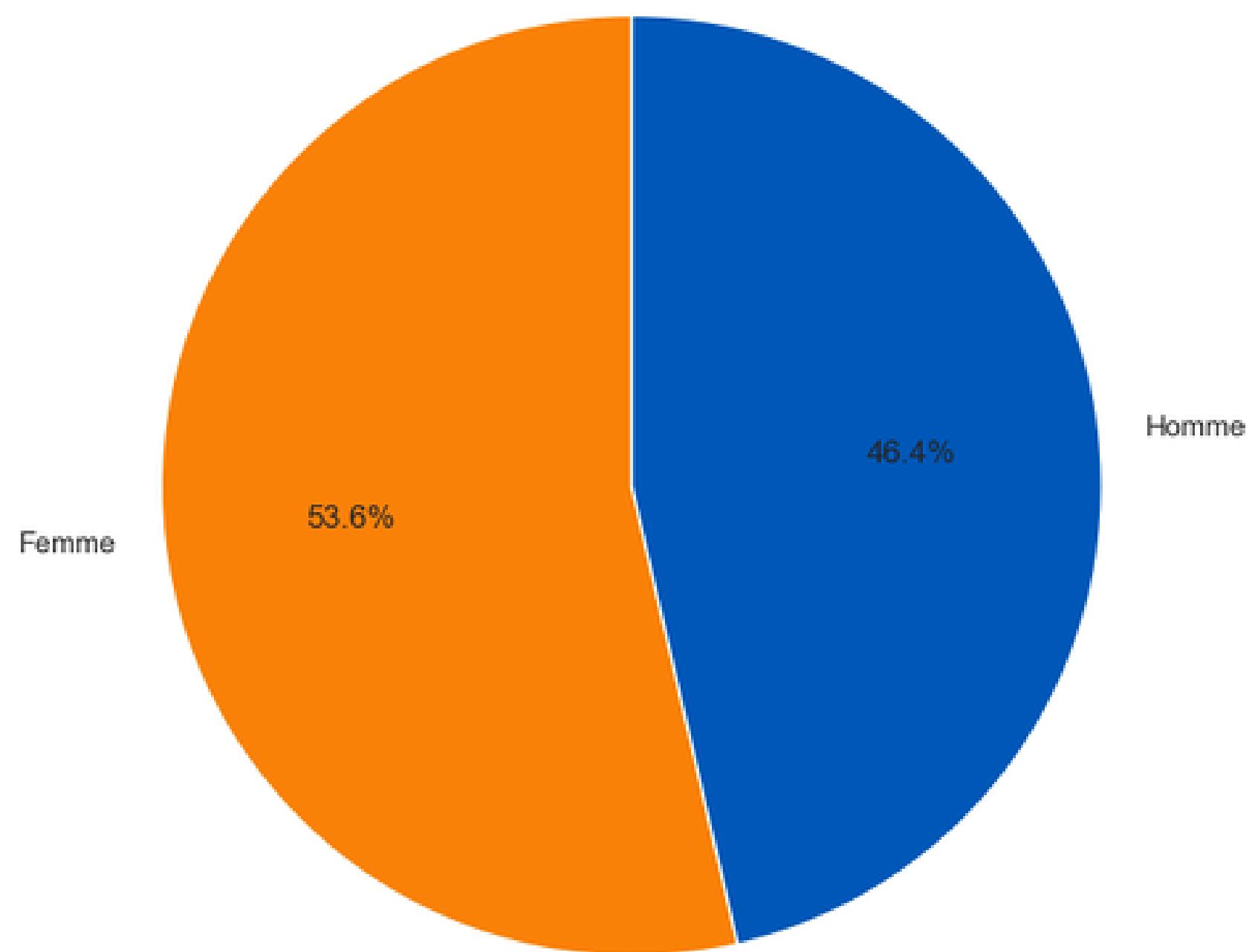
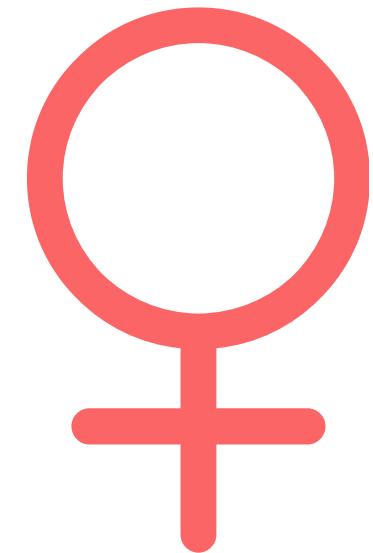
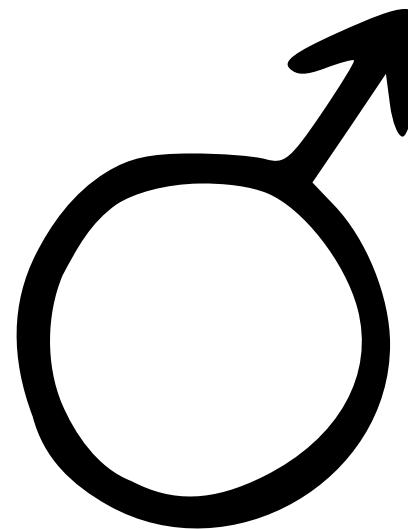


Le pourcentage de non-utilisateurs d'internet par tranche d'âge

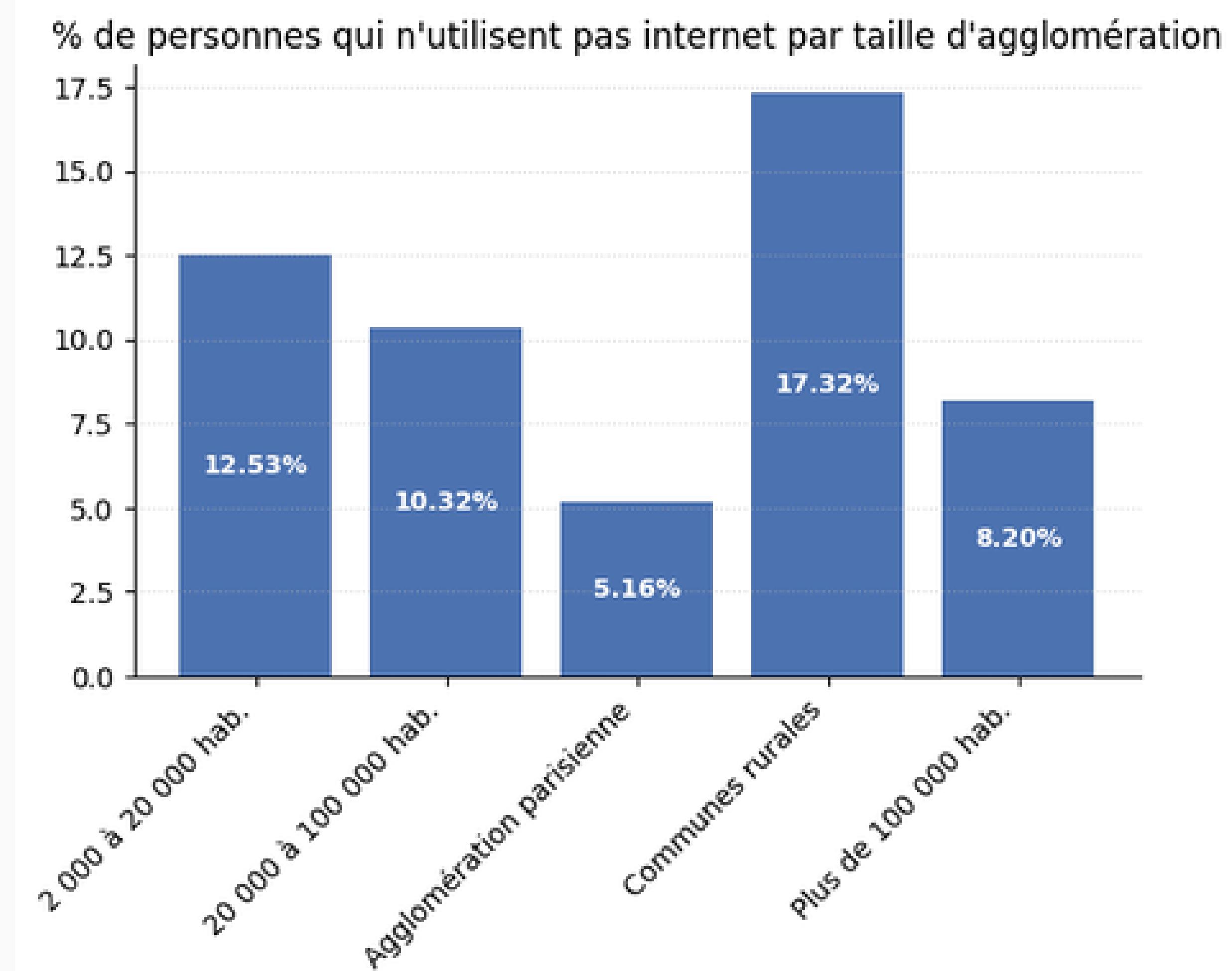
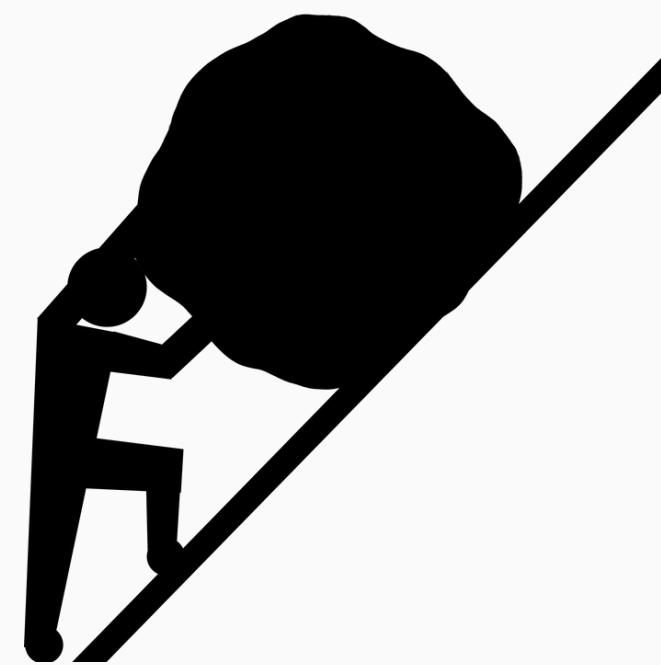


La répartitions (hommes - femmes)

Répartition par genre d'individus n'utilisant pas Internet



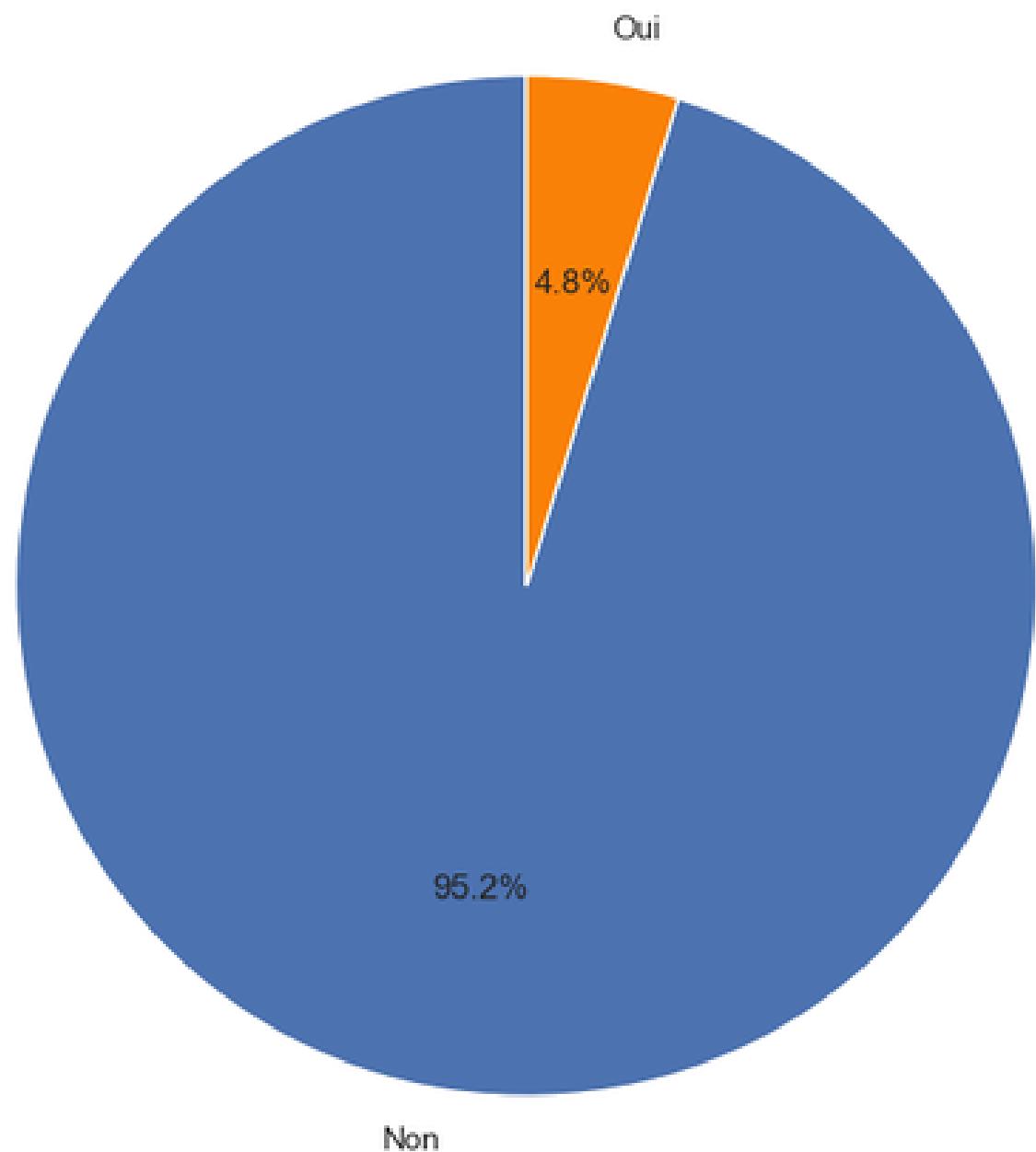
Pourcentage des non-utilisateurs d'internet par agglomération



Les outils et l'usage d'internet

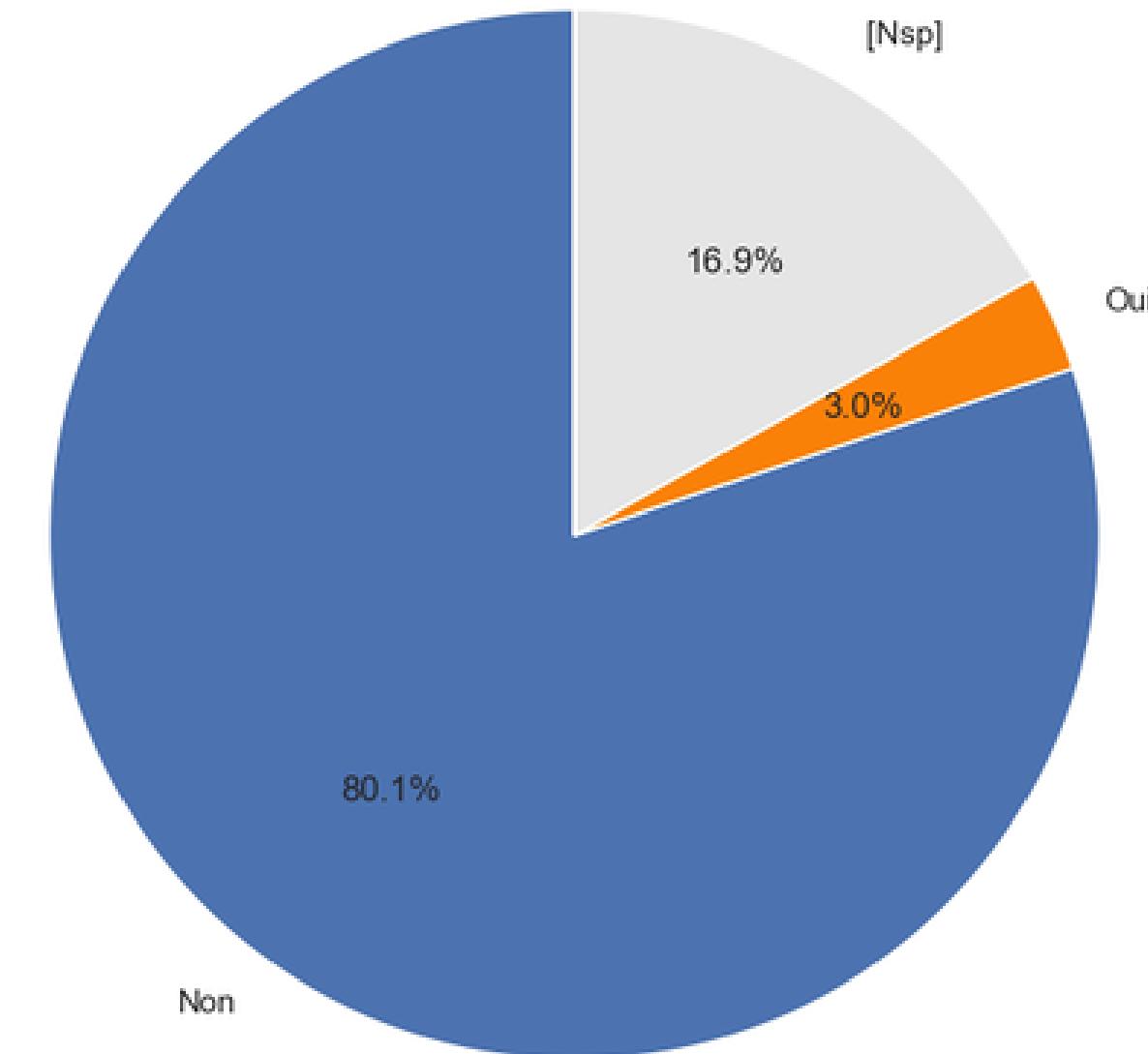
Ordinateur

Proportion d'individus sans Internet n'ayant pas d'ordinateur



Smartphone

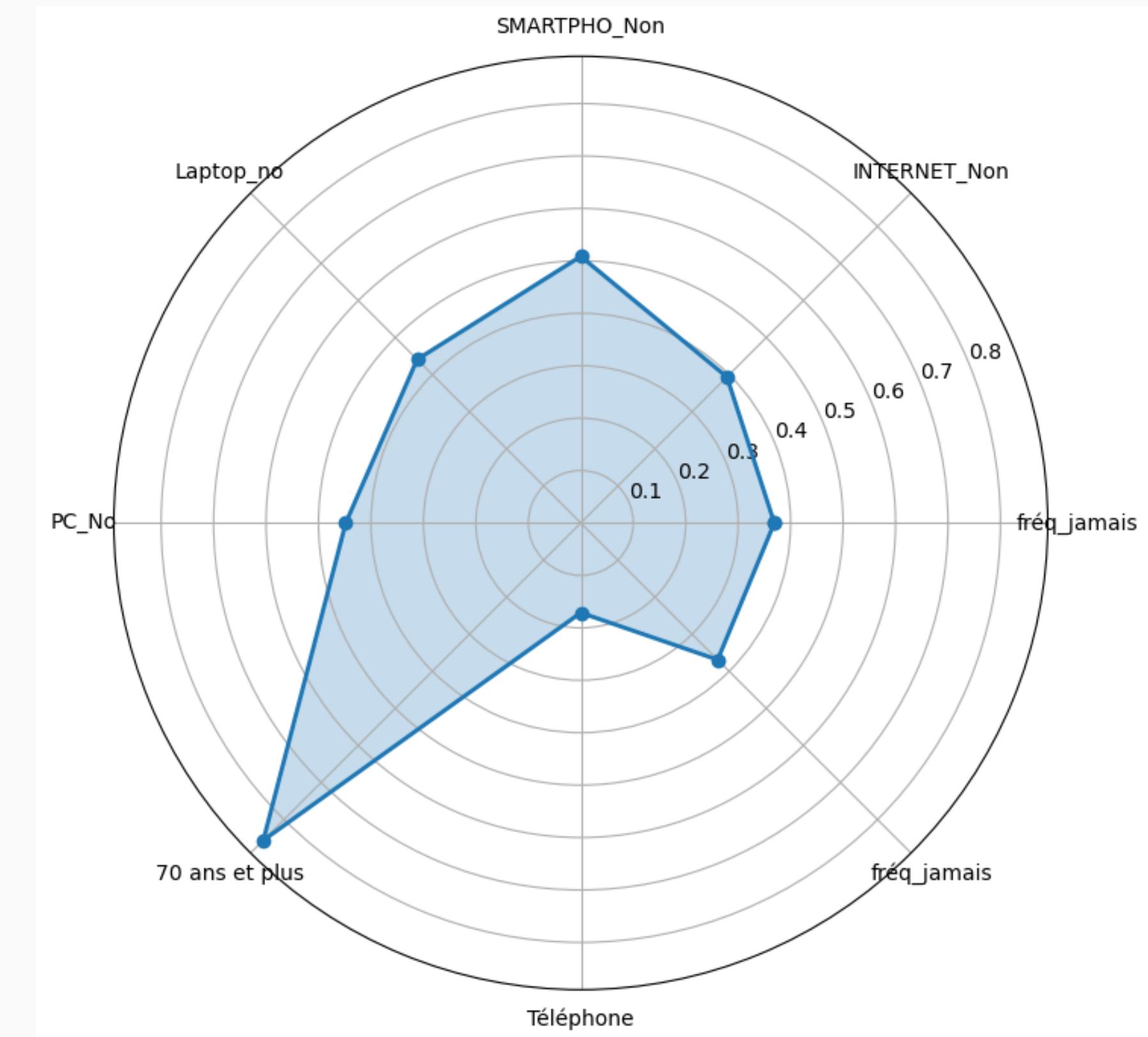
Proportion d'individus sans Internet n'ayant pas de smartphone



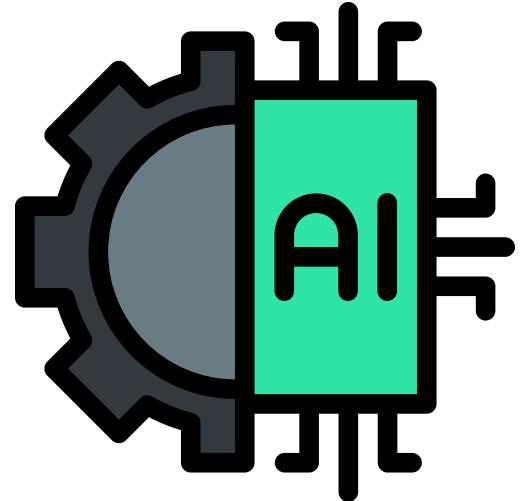
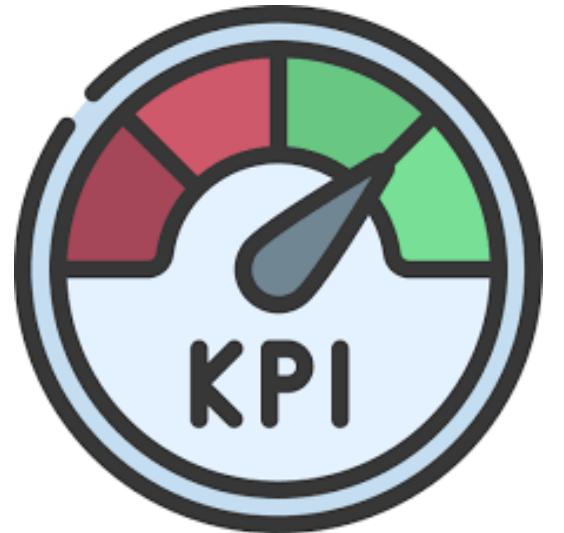
Persona

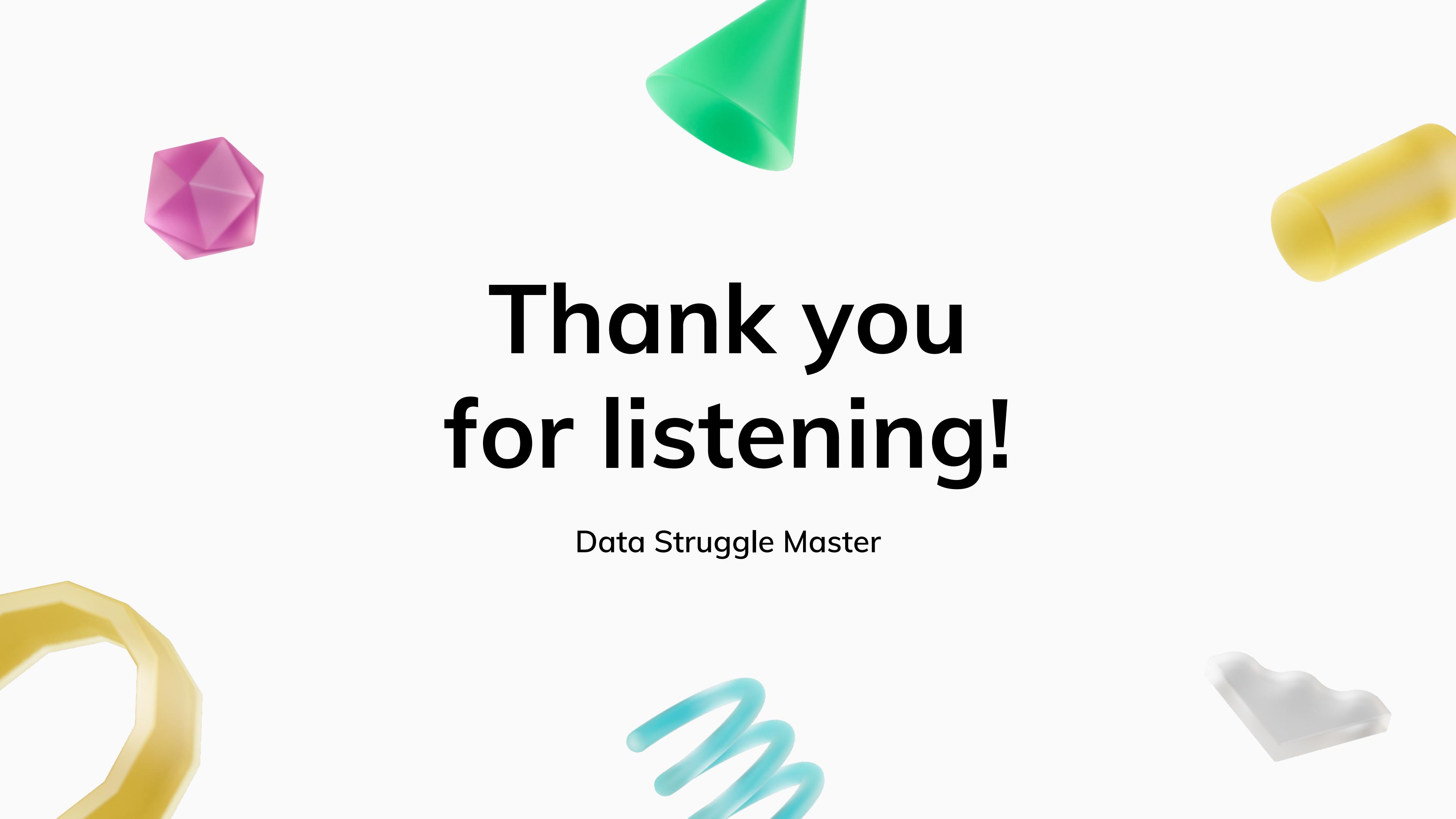


Nom	Joséphine
Âge	75ans
Ordinateur	Non
téléphone	Pas de téléphone et de smarphone
Habitation	Zone rurale



Axes d'amélioration de notre livrable





Thank you for listening!

Data Struggle Master