

Retargetly - Case Study

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The present work is divided in the following parts:

1- Data Exploration

The first step is to have an insight of the entire dataset.

2- Sites Analysis

Given the big number of records we focus the analysis in the five most visited sites.

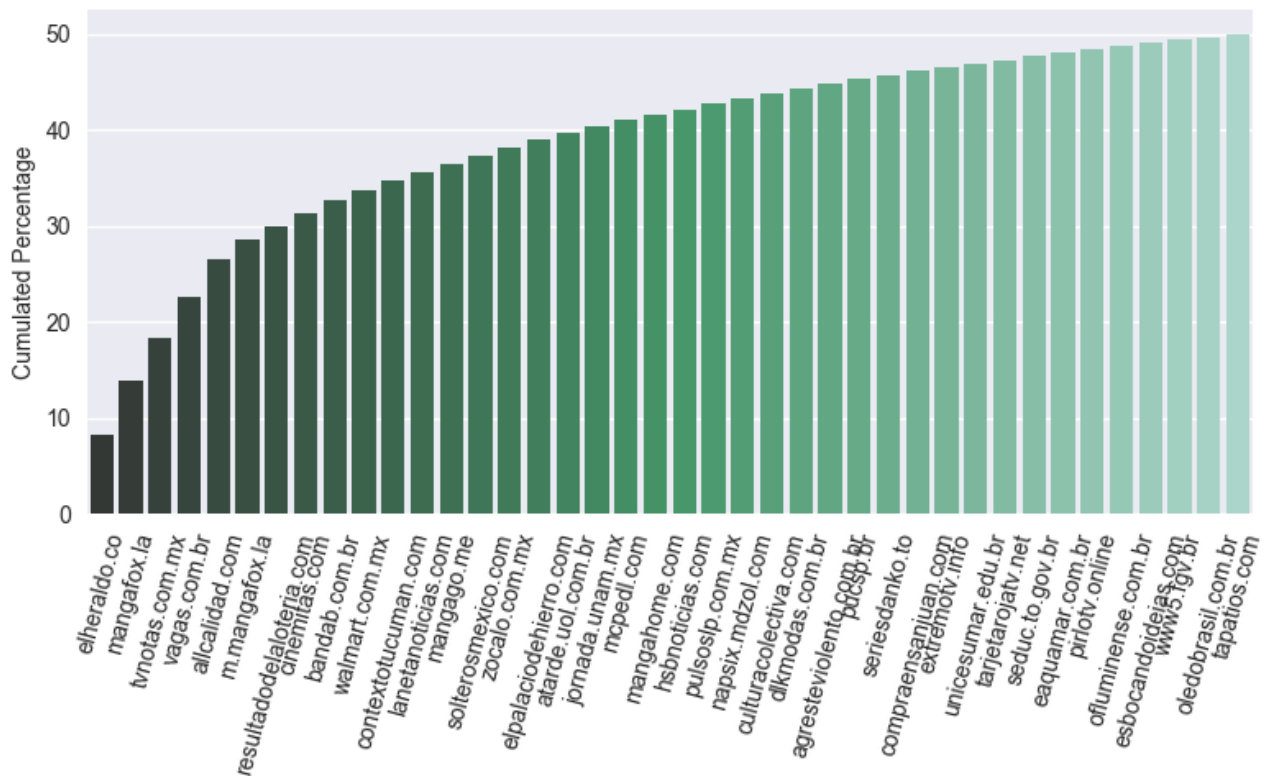
3- Miscellaneous

Some information about herald.co

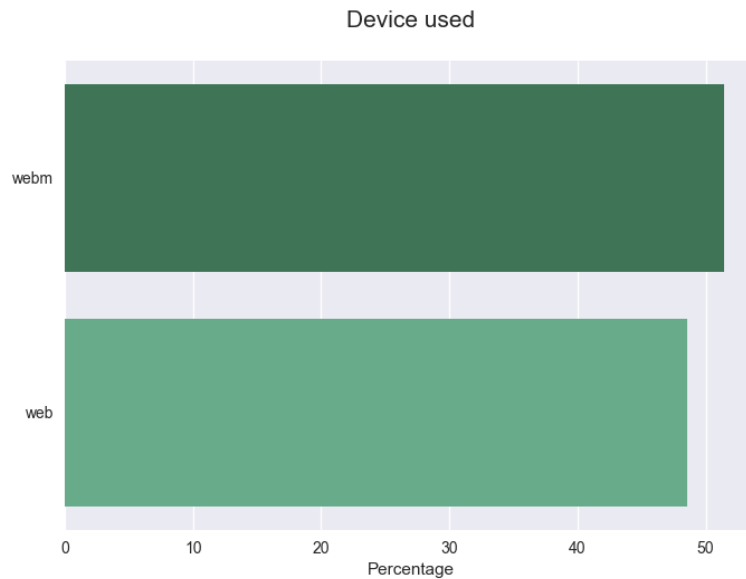
Part 1 – Data Exploration

- **1 million** of records
 - **380.879** unique url
 - **36.694** unique sites
 - **706.238** of unique users
 - **Zero** Nan values
 - There is at least **180** different interest
-
- **40 sites** represent the **50%** of the entries
 - **5 sites** represent a little **more of 25%**
 - elheraldo.co
 - mangafox.la
 - tvnotas.com.mx
 - vagas.com.br
 - alcalidad.com

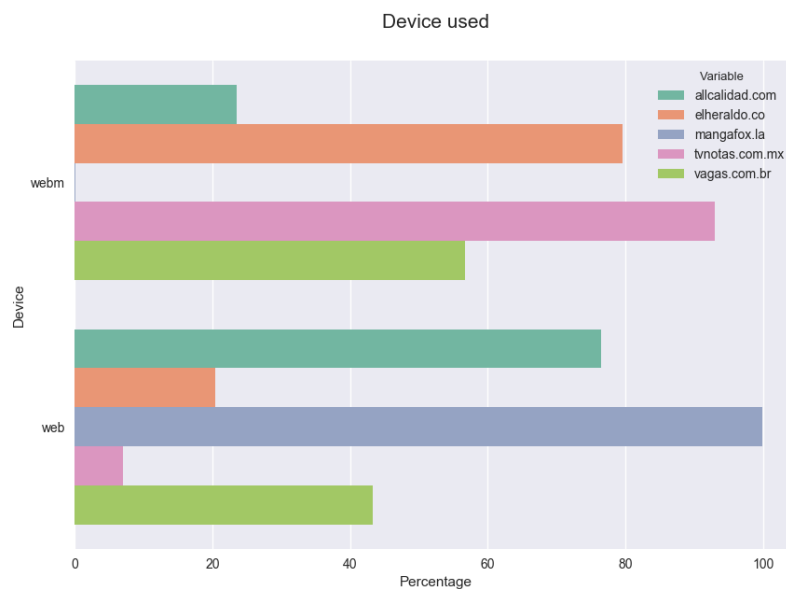
Most popular sites



- Most of the user use mobile
 - Mobile: **51.5%**
 - Web: **48.5%**



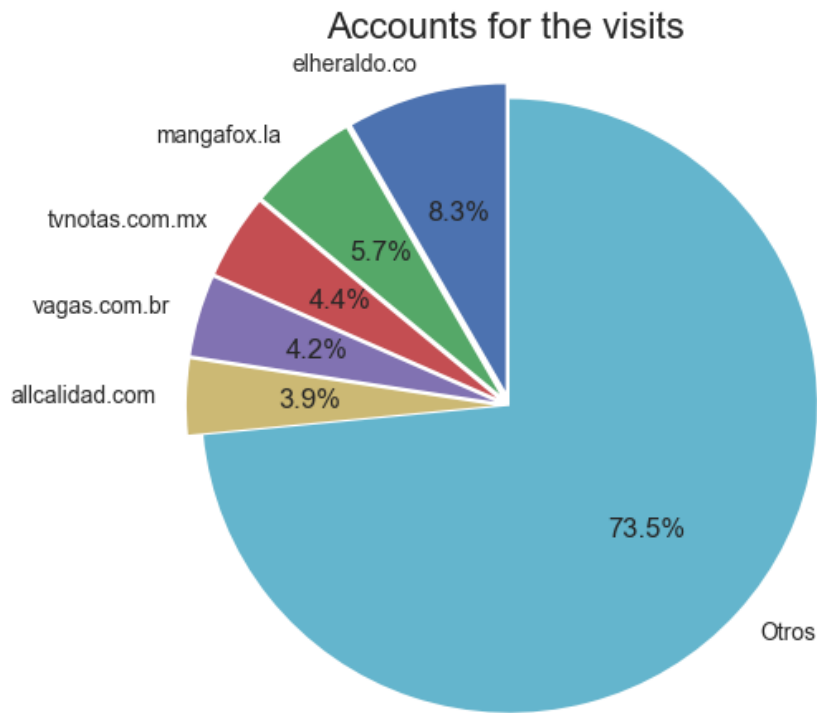
- But in the five most visited sites
 - mangafox.la is accessed **99.8%** by **web**, because exists m.mangafox.la which is its mobile version
 - tvnotas.com.mx is accessed **92.9%** by **mobile**



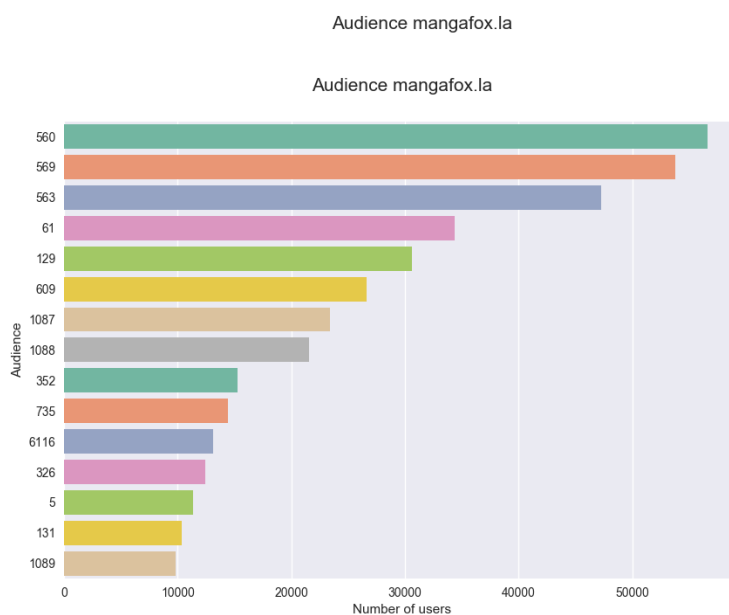
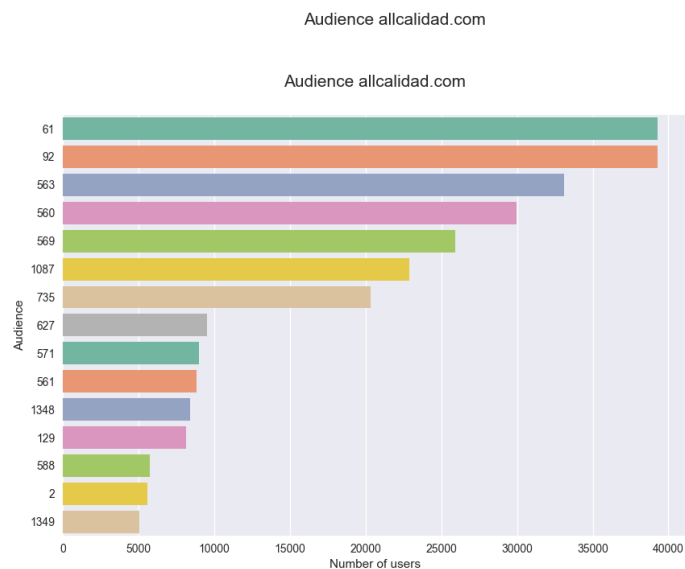
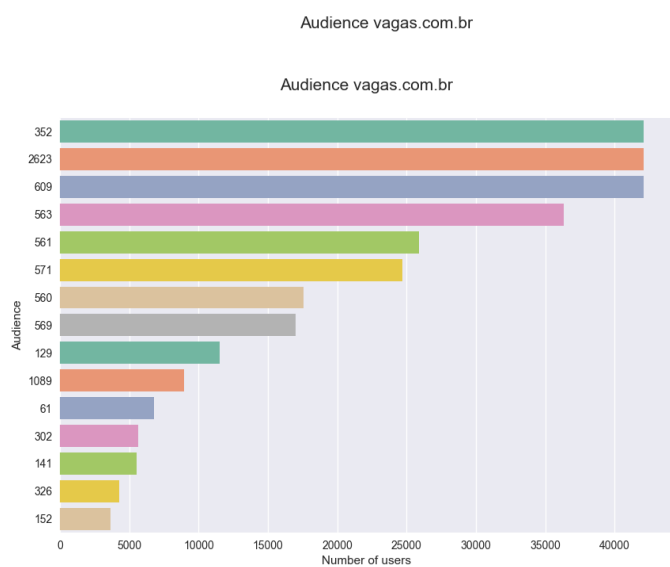
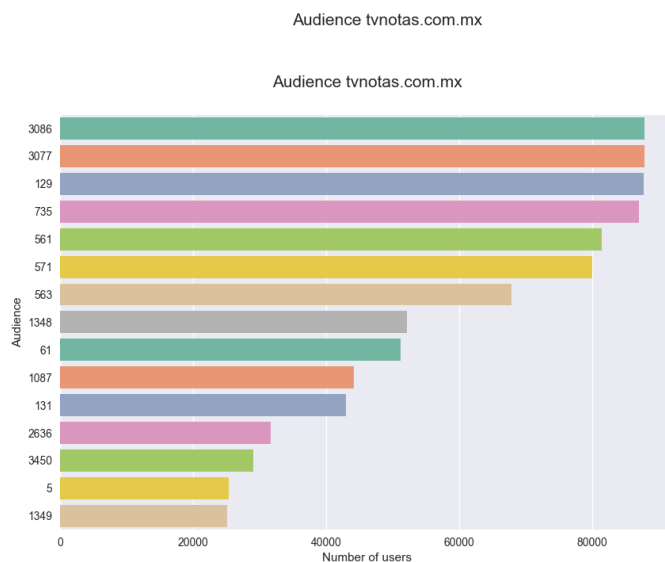
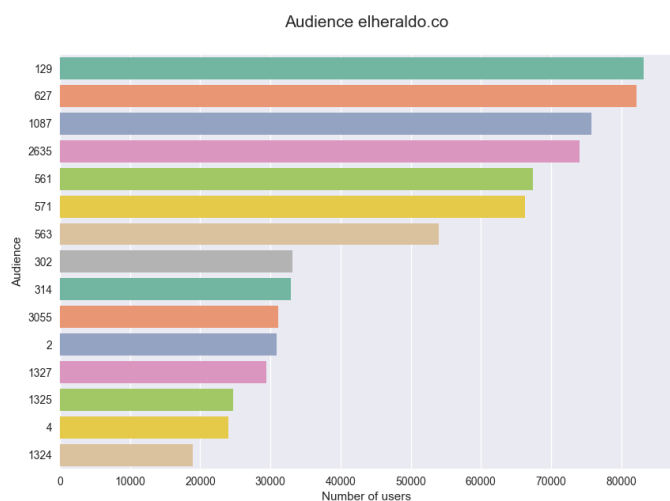
Part 2 – Sites Analysis

The **first five sites** most visited that together represent **26.5 %** of total visits.

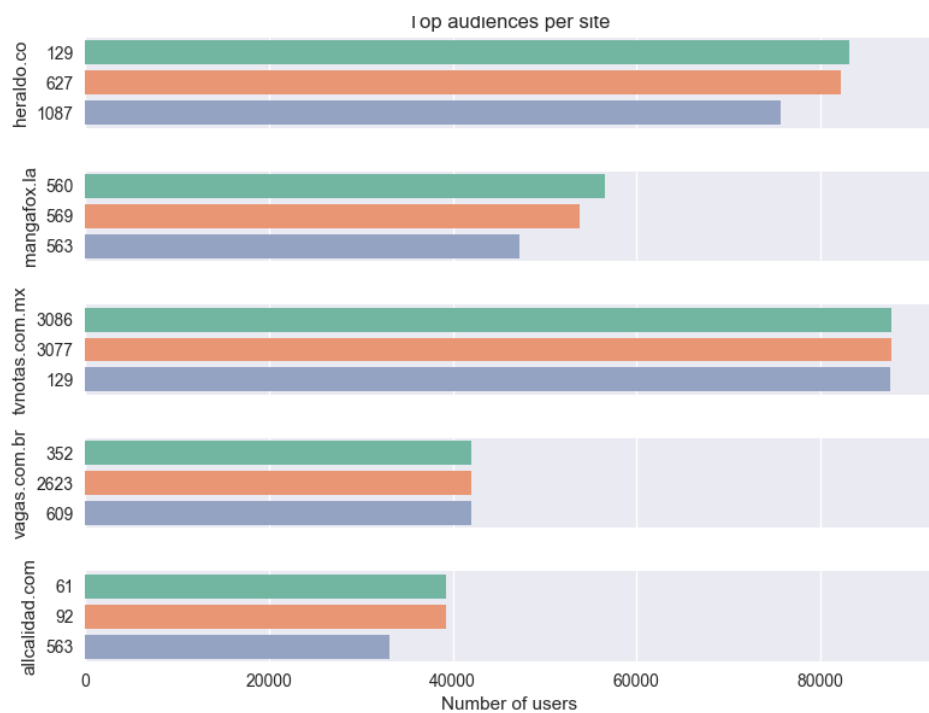
- elheraldo.co 8.3 %
- mangafox.la 5.7%
- tvnotas.com.mx 4.5 %
- vagas.com.br 4.2%
- allcalidad.com 3.9%



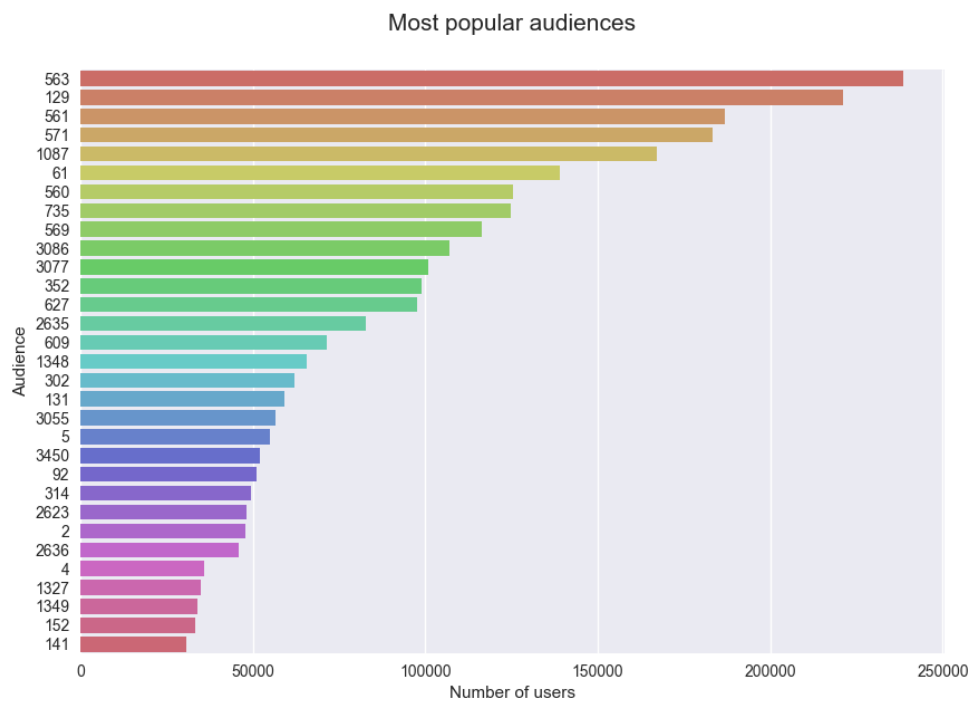
Audiences per sites:



The first three audiences for each site:

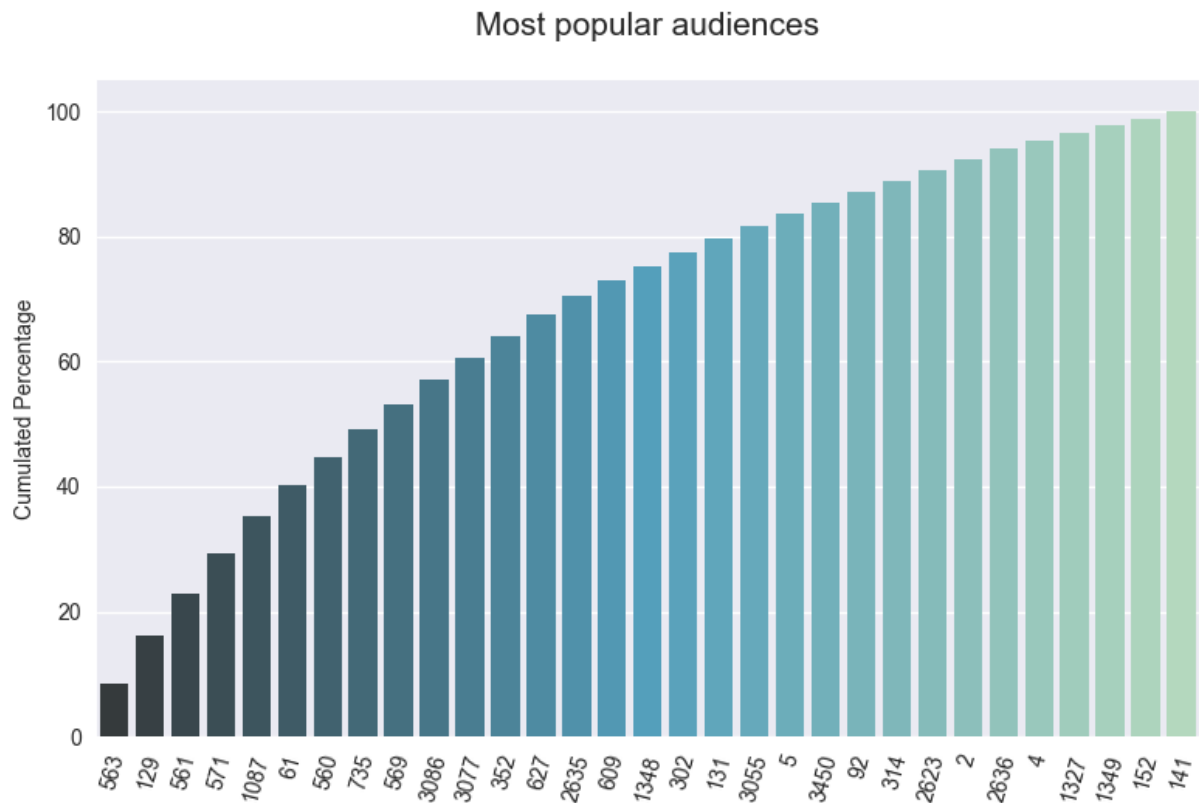


Among these **five sites** the most popular audiences are:



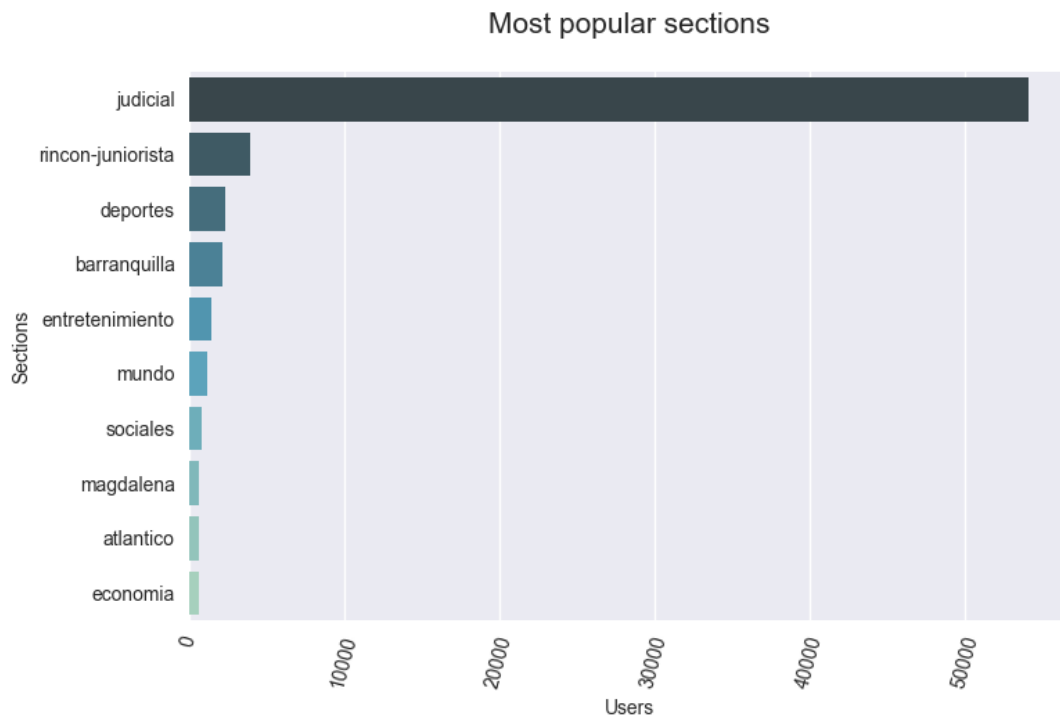
➤ Six audiences accounts for the 40% of the users' audiences

- Aud. 563: 8.45%
- Aud. 129: 7.85%
- Aud. 561: 6.59%
- Aud. 571: 6.5%
- Aud. 1087: 5.89%
- Aud. 61: 4.9%



Part 3 – Miscellaneous

- The most popular section at “heraldo.co” is the “judicial”



And the three most visited news were:

Hallan cuerpo decapitado de estudiante del SENA en trocha de Malambo



Personas del CII retiran el cuerpo de Gabrileo del lugar de los hechos. *Josefina Vilaverde*

“Yo la maté, búsquela por un jagtieg”: expolicia sobre estudiante del SENA

