



Escola Tècnica Superior d'Enginyeria Informàtica Universitat Politècnica de València

Automatización de informes de actividad en redes sociales con Tableau

Trabajo Fin de Máster

Máster en Big Data Analytics

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Resumen

El objetivo de este proyecto es el tratamiento de publicaciones de una base de datos de redes sociales, como Twitter y Facebook, mediante la creación de consultas para extraer los valores de interés y la automatización de la creación de un informe de visualización de estadísticas. Como producto se obtiene un informe estadístico automatizado, dinámico y en formato PDF. Para ello se utilizan herramientas como Typescript, el gestor de bases de datos MySQL y el software de visualización Tableau Desktop.

Palabras clave: tableau, informe, datos, automatización, consultas, typescript, mysql.

Abstract

The objective of this project is the treatment of posts in a database of social network information, such as Twitter or Facebook, achieved by the creation of queries to extract the values of interest and the automation of the creation of a statistics display report. As product, we obtain an automated, dynamic statistical report in PDF format. For this, tools such as Typescript, the MySQL database manager and Tableau Desktop visualization software are used.

Keywords: tableau, report, data, automation, queries, typescript, mysql.

Tabla de contenidos

1. Intro	ducción	6
1.1.	Contexto	6
1.2.	Justificación	6
1.3.	Objetivos	7
1.4.	Estructura de la memoria	7
2.	Marco tecnológico	8
2.1.	MySQL	8
2.2.	Tableau	9
2.3.	Node.js	10
2.4.	Typescript	10
2.5.	Visual Studio Code	11
2.6.	Git	11
3. I	Procesamiento de la información	12
3.1.	Fuente de datos	12
3.2.	Tratamiento de los datos	20
Tv	vitter	20
Fa	cebook	21
4.	Creación del informe	23
4.1.	Conexión con los datos	23
4.2.	Creación de una hoja de trabajo	28
4.3.	Creación del dashboard	38
4.4.	Exportar a PDF	45
5. A	Automatización del informe	47
5.1.	Análisis previo	47
5.2.	Creación de la plantilla	48
5.3.	Configuración	55
5.4.	Desarrollo de la aplicación	56
5.5.	Ejecución	57
5.6.	Resultados	58
6. (Conclusiones	59
7. I	Bibliografía	61
Apéndi	ce A	62

Apéndice B	
Apéndice C	103
Apéndice D	366

1. Introducción

1.1. Contexto

Actualmente se calcula que hay alrededor de 4 mil millones de usuarios de internet, y éste número no hace nada más que aumentar; ya que más de la mitad de la población está actualmente conectada a la red. Los últimos datos muestran que alrededor 250 millones de nuevos usuarios se conectaron por primera vez, debido a que los smartphones y las tarifas de datos son más asequibles, en 2017. De entre todos los contenidos de internet uno de los más utilizados son las redes sociales, donde se estima que hay 3 mil millones de usuarios.¹

Las redes sociales se han convertido en un lugar en el que la gente expresa sus opiniones; pueden ser a través de mensajes cortos en Twitter, fotos en Instagram o vídeos en Youtube. Además, los usuarios también pueden comentarlas o reaccionar a éstas con distintas emociones ofrecidas por los distintos sitios web.

Todo este cambio que la sociedad actual está sufriendo es denominado "transformación digital". Este cambio no afecta únicamente a los usuarios sino que también tiene repercusión en las empresas, las cuales tienen una oportunidad única para realizar análisis sobre esta gran cantidad de datos.

Ciertas empresas ven las redes sociales como un canal de márketing y un medio para poder extraer información para entender a sus clientes y ser capaces de atender sus demandas y preocupaciones. Esto propiciará una oportunidad para que las empresas puedan responder de forma más eficiente, aumenten el valor para el cliente, gestionen el riesgo y descubran nuevas oportunidades de generación de ingresos.

1.2. Justificación

Debido a la alta demanda de algunas organizaciones, distintas empresas especializadas han surgido para ofrecer sus servicios con el fin de agilizar la transformación dentro de las organizaciones. Una de estas empresas es Autoritas³.

Autoritas, fundada en el año 2008, tiene la finalidad de prestar servicios de consultoría orientados a la adaptación de este flujo constante y masivo de datos que ha supuesto la entrada de internet en la sociedad. A través de la creación de herramientas propias de escucha activa de datos en la red, destacando entre ellas la herramienta COSMOS, Autoritas analiza los datos de las redes sociales sobre los intereses de sus clientes y ofrece soluciones personalizadas que ayudan en la definición de una nueva identidad empresarial, lo que se conoce como estrategia basada en datos (*data-driven strategy*).

³ http://autoritas.net/



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¹ https://wearesocial.com/blog/2018/01/global-digital-report-2018

² La transformación digital és el cambio asociado al uso de las tecnologías digitales en la mayor parte de los aspectos de la sociedad.

La finalidad de este proyecto es la de crear una solución para la generación automática de informes estadísticos extraídos de las redes sociales para estas organizaciones.

1.3. Objetivos

Para la realización de este proyecto se han planteado los siguientes objetivos:

- Extracción y tratamiento de los datos del database de Autoritas en el que se encuentran datos de clientes de la empresa concernientes a las redes sociales Twitter y Facebook.
- Uso de los datos mediante la herramienta Tableau para crear un informe que muestre una representación clara de los datos que se han extraído. La estructura del informe sigue las indicaciones facilitadas por Autoritas.
- Creación de una aplicación que permita la generación de informes estadísticos de actividad en redes sociales de forma automática.

1.4. Estructura de la memoria

La estructura de la memoria es la siguiente:

- Apartado 2. Marco tecnológico: Herramientas en las que se apoya el trabajo para cumplir con sus objetivos.
- Apartado 3. Procesamiento de la información: Extracción y tratamiento de los datos necesarios para la realización del proyecto.
- Apartado 4. Creación del informe: Diseño y creación de un informe con Tableau.
- Apartado 5. Automatización del informe: Desarrollo de una aplicación capaz de crear informes de forma automática.
- Apartado 6. Conclusiones: Conclusiones del proyecto.
- Apartado 7. Bibliografía: Lista de recursos bibliográficos utilizados para la realización del proyecto y la escritura de la memoria.

2. Marco tecnológico

En este apartado se presentan cada una de las tecnologías que componen la solución del proyecto, tanto para el análisis de datos como para el desarrollo del informe de forma automática, analizando cada una de las herramientas y dando una breve explicación de su uso.

2.1. MySQL

Para la recolección de los datos se ha utilizado un gestor de base de datos basado en el lenguaje *Structured Query Language (SQL)*, MySQL⁴, producto de amplia acogida a nivel mundial y muy reconocido en la industria del Software.

La elección sobre otras tecnologías competidoras viene dada por la sencillez al cargar y tratar los datos pero, además, Autoritas decidió utilizar la base de datos MySQL y utilizar la misma herramienta facilita la interacción, la importación y el manejo de los datos.

En este caso se ha utilizado la versión para Windows, utilizando el instalador que lleva todas las funcionalidades, el MySQL Installer 8.0.12.⁵ Con ello obtenemos el cliente Workbench de MySQL⁶ y MySQL Server. Para una mejor comprensión y utilización de esta herramienta se puede consultar [4][5][6].



Mediante el uso del Workbench de MySQL se han creado las conexiones a los esquemas que contienen la información y mediante consultas se filtran los datos para obtenerlos de una forma ordenada que permita la obtención de información extra.

⁶ Es necesaria una cuenta en Oracle para poder descargarse el instalador.



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⁴ https://www.mysql.com/

⁵ https://dev.mysql.com/downloads/windows/installer/

Junto con esta instalación también se obtiene la herramienta MySQL Server, servidor que permite mantener un proceso en escucha para creación, consulta, edición y eliminación de datos sobre las tablas. MySQL Server se ha utilizado para realizar una copia de la base de datos en local y así no realizar pruebas sobre un servicio en producción.

2.2. Tableau

Tableau⁷ es una herramienta de visualización de datos interactivos principalmente enfocado al Business Intelligence, conjunto de estrategia y herramientas que facilitan la toma de decisiones en una empresa basándose en sus datos, ayudando a convertir los datos en información útil mediante representaciones visuales.

En general, Tableau permite trabajar con los datos, pieza fundamental en los negocios, aportando flexibilidad, seguridad y facilidad de uso tanto para trabajar con datos locales como remotos y permite ser ejecutado en múltiples sistemas operativos como Windows, Linux y Mac OS.

En este proyecto se ha utilizado una licencia gratuita para estudiantes de Tableau Desktop⁸, Professional Edition 2018.1.3.⁹ para la creación de gráficas y distintos elementos visuales que forman parte del informe estadístico.



La tecnología que incluye permite facilitar el trabajo con los datos;

⁸ https://www.tableau.com/es-es/products/desktop

⁷ https://www.tableau.com/es-es

⁹ https://www.tableau.com/es-es/pricing/individual

- VizQL: permite diseñar visualizaciones con acciones sencillas como arrastrar y soltar.
 Su innovación más importante es el lenguaje de consulta que traduce las acciones que se hacen para construir el gráfico en consultas a la base de datos, expresando las respuestas de forma gráfica.
- Hyper: la tecnología del motor de datos de Tableau. Se creó específicamente para permitir una extracción y ejecución de consultas con más rapidez, ayudando así a tratar una gran cantidad de datos sin ralentizar el uso de la herramienta¹⁰.

2.3. Node.js

Runtime de Javascript que permite su ejecución fuera de los navegadores como un lenguaje de ámbito general.[7]



Ha sido escogido en este proyecto por su facilidad de uso, por su facilidad para incorporar distintas librerías gracias al gestor de paquetes *npm*, por la gran acogida a nivel mundial y el gran conjunto de librerías disponibles de código abierto.

2.4. Typescript



Typescript¹¹ es un lenguaje superconjunto de Javascript y que compila a éste. Su mayor ventaja es el añadido de tipado a JavaScript, que puede comprobarse de forma estática, pese a que también destacan otras características como la facilitación del uso de clases y en general un aumento de lo que se consideran buenas prácticas que acaba incrementando considerablemente el mantenimiento y extensibilidad de los proyectos desarrollados. [8]

Para poder utilizar Typescript es requisito tener instalado el entorno de ejecución para Javascript NodeJS¹². Una vez instalado se puede ejecutar el comando para instalar Typescript dentro de la carpeta del proyecto que se está realizando.

npm install typescript

¹² https://nodejs.org/es/download/



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¹⁰ https://www.tableau.com/es-es/products/technology

¹¹ https://www.typescriptlang.org/

2.5. Visual Studio Code



Para el desarrollo del código de la aplicación se ha utilizado la interfaz de desarrollo Visual Studio Code¹³.

Visual Studio Code es de código de código abierto. Se trata de una herramienta con gran recepción, siendo uno de los editores de código más utilizados. Se escogió por su renombre y modularidad, ya que permite añadir multitud de extensiones que facilitan y agilizan el desarrollo.

2.6. Git



Se trata de una herramienta de control de versiones distribuida, cuyo objetivo es el de rastrear los cambios en el código mientras se está produciendo el desarrollo del proyecto. [9][10]

El simple uso de un sistema de control de versiones está considerado una buena práctica ya que ayuda a la mantenibilidad y exportación del código. Está

diseñado para coordinar el trabajo entre programadores, pero puede ser utilizado para rastrear los cambios en cualquier conjunto de ficheros.

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¹³ https://code.visualstudio.com/

3. Procesamiento de la información

En este apartado se van a presentar los datos que se van a utilizar para la generación del informe, así como el procesamiento que se le ha dado para crear los elementos de visualización, gráficos y tablas, que se necesitan para el informe.

Para un mejor entendimiento de por qué se han elegido ciertas acciones para saber qué información extraer, podría ser de ayuda el libro Principles of data science[11].

3.1. Fuente de datos

Una parte importante para la creación del informe es la obtención de los datos que van a ser utilizados.

Estos datos han sido extraídos del data warehouse¹⁴ de Autoritas, para posteriormente ser guardados en un esquema de base de datos, en el que se va a extraer la información de interés para el informe. En él se encuentra información referente a los clientes a los que la empresa ofrece sus servicios, este tipo de datos han sido recuperados gracias a las herramientas que Autoritas ha creado para ello. En este caso se van a utilizar datos que provienen de las redes sociales Twitter y Facebook.

Para cada una de las redes sociales se han cargado una serie de tablas, extraídas del data warehouse, que contienen información relativa a un cliente de Autoritas. A continuación se van a listar y explicar estas tablas, mostrando el nombre de la tabla y los campos que la componen con su tipo y longitud, así como una breve descripción de la información que se puede encontrar en cada campo.

Twitter

cliente_tw (Información sobre los tweets publicados)			
Campo	Tipo	Descripción	
Id	VARCHAR (50)	Identificador del Tweet publicado.	
Enlace	VARCHAR (100)	Enlace permanente al <i>Tweet</i> publicado. Es el enlace desde el cual se puede acceder directamente desde cualquier lugar a la publicación.	
Texto	VARCHAR (300)	Texto del <i>Tweet</i> publicado.	

¹⁴ Data Warehouse: Almacén de datos acumulado de diferentes fuentes.



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Tiempo	VARCHAR (50)	Día, hora y zona horaria a la que se publicó.
Impresiones	INT (20)	Número de veces que el <i>Tweet</i> aparece en el 'timeline' de algún usuario, que puede ser o no su seguidor.
Interacciones	INT (20)	Número de veces que un usuario interactúa con un <i>Tweet</i> . Clics en cualquier lugar del <i>Tweet</i> , ya sea <i>Retweets</i> , respuestas, seguimientos, Me gusta, enlaces, cards, hashtags, contenido multimedia insertado, nombre de usuario, foto de perfil o ampliación del <i>Tweet</i> .
Tasa interacción	DECIMAL (20,0)	Suele calcularse dividiendo el número de interacciones partido por el número de impresiones (alcance del <i>Tweet</i>).
RT	INT (20)	Número de <i>Retweets</i> del <i>Tweet</i> publicado.
Respuestas	INT (20)	Número de respuestas al <i>Tweet</i> .
Me gusta	INT (20)	Número de <i>likes</i> que tiene el <i>Tweet</i> .
Clics de perfil	INT (20)	Número de clicks desde el <i>Tweet</i> al perfil de usuario que lo publica.
Clics en URL	INT (20)	Número de clics a la URL que se ha insertado en el mensaje del <i>Tweet</i> .
Clics de etiquetas	INT (20)	Número de clics a las etiquetas (denominadas <i>Hashtag</i> en Twitter), que aparecen en el mensaje del <i>Tweet</i> .
Ampliaciones de detalles	INT (20)	Número de veces que se amplía el detalle del <i>Tweet</i> para ver más información.
Clics en enlaces permanentes	INT (20)	Número de clics al enlace permanente que se vincula al <i>Tweet</i> .
Enviar tweet por correo	INT (20)	Número de veces que el <i>Tweet</i> ha sido compartido por correo, se ha pulsado la tecla de compartir por correo.
Interacciones con contenido	INT (20)	Número de interacciones con <i>Tweets</i> que contienen algún tipo de contenido (fotos, videos).
Impresiones promocionado	INT (20)	Número de impresiones que se han conseguido si se ha promocionado ¹⁶ el <i>Tweet</i> .

¹⁵ Timeline Twitter: Es la página de inicio de Twitter en la que aparecen todos los mensajes de Twitter, tanto de seguidores como *Retweets* de seguidores..

16 Promocionar es pagar para que el Tweet llegue a un grupo más amplio de usuarios y así generar más interacciones. Hacer publicidad de un Tweet.

Interacciones	INT (20)	Número de interacciones que se han conseguido si se ha
promocionado		promocionado el Tweet.

cliente_tw_tl (Información sobre la cuenta de Twitter del cliente)			
Campo	Tipo	Descripción	
Twaccount	VARCHAR (45)	Nombre de la cuenta de Twitter	
ctimestamp	DOUBLE	Fecha y hora en la que se ha registrado la información.	
Followers	DOUBLE	Número de seguidores que tiene la cuenta en ese instante.	
Friends	DOUBLE	Número de cuentas que está siguiendo en ese instante.	
Favourites	DOUBLE	Número de tweets que ha marcado como favoritos en ese instante.	
Lists	DOUBLE	Número de listas creadas por la cuenta en ese instante.	

cliente_tw_tl_detail (Contenido de los tweets del cliente)			
Campo	Tipo	Descripción	
Twaccount	VARCHAR (45)	Nombre de la cuenta de Twitter	
TId	VARCHAR (100)	Identificador del tweet al que se hace referencia.	
ctimestamp	DOUBLE	Fecha en la que se publicó el tweet.	
favoritecount	DOUBLE	Número de "me gusta" (favoritos) que tiene el tweet.	
retweetcount	DOUBLE	Número de veces que el tweet ha sido compartido (Retweet).	

• Facebook

cliente_fb (Información sobre las publicaciones escritas en facebook)		
Campo	Tipo	Descripción
Identificador	VARCHAR (50)	Identificador de la publicación que se ha escrito en el muro de la página de facebook.

Enlace	VARCHAR (100)	Enlace permanente de la publicación. Enlace desde el cual se puede acceder a la publicación desde fuera de Facebook.
Publicar	VARCHAR (300)	Texto que se ha escrito en la publicación.
Tipo	VARCHAR (50)	Tipo de publicación (Enlace, Foto o Vídeo)
País	INT (20)	País desde el cual se ha escrito la publicación.
Idioma	INT (20)	Idioma de la publicación escrita.
Publicado fecha	VARCHAR (50)	Fecha en la que la publicación ha sido escrita.
Segmento	INT (20)	Segmento al que llegó la publicación.
Alcance total de la publicación (Total)	INT (20)	Número de personas a las que se les mostró la publicación de la página. (Usuarios únicos)
Alcance orgánico de las publicaciones (Total)	INT (20)	Número de personas que vieron la publicación de página en la sección de noticias, en la información instantánea o en la biografía de la página, publicación sin pagar. (Usuarios únicos)
Alcance pagado de la publicación (Total)	INT (20)	Número de personas a las que se mostró la publicación, en un anuncio o historia patrocinada, publicación pagada.(Usuarios únicos)
Impresiones totales de publicaciones (Total)	INT (20)	Número de veces que la publicación se muestra a las personas. (Recuento total)
Impresiones orgánicas de publicaciones (Total)	INT (20)	Número de veces que la publicación se muestra a las personas en la sección de noticias, en la información instantánea o en la biografía de la página, publicación sin pagar. (Recuento total)
Impresiones pagadas de publicaciones (Total)	INT (20)	Número de veces que la publicación se muestra a las personas en un anuncio o historia patrocinada, publicación pagada. (Recuento total)
Usuarios totales	INT (20)	Usuarios que han visto la publicación.
Consumidores de publicaciones (Total)	INT (20)	Número de personas que hicieron clic en cualquier parte de la publicación. (Usuarios únicos)
Consumidores de	INT (20)	Número de clics en cualquier parte de la



(Total 2) Comentarios INT (20) Regativos (Total) Comentarios INT (20)	Número de personas que hicieron comentarios negativos en la publicación. (Usuarios únicos) Número de veces que se han realizado comentarios
negativos (Total) r Comentarios INT (20)	negativos en la publicación. (Usuarios únicos)
	Número de veces que se han realizado comentarios
usuarios (Total)	negativos en la publicación. (Recuento total)
publicaciones 1	Número de veces que la publicación se muestra a las personas que les gusta la página. (Recuento total)
	Número de personas que ve la publicación y que indicaron que les gusta la página. (Usuarios únicos)
pagadas de	Número de veces que se muestra la publicación a personas a las que les gustó la página, publicación pagada. (Recuento total)
una publicacion	Número de personas a las que les gusta la página y vieron la publicación en un anuncio o historia patrocinada, publicación pagada. (Usuarios únicos)
les gusto g	Número de personas a las que les gusta la publicación o han hecho clic sobre ella. (Usuarios únicos)
organicas hasta el proposition de la proposition della proposition	Número de veces que se reprodujo el video de la publicación hasta el 95% de su duración sin ninguna promoción pagada, incluyendo las reproducciones que saltaron automáticamente hasta este punto. (Recuento total)
organicas hasta el grande de grande	Número de personas que reprodujo el video de la publicación hasta el 95% de su duración sin ninguna promoción pagada, incluidas las reproducciones que saltaron automáticamente hasta este punto. (Usuarios únicos)
pagadas hasta el 95	Número de veces que se reprodujo el video de la publicación hasta el 95% de su duración sin con una promoción pagada, incluyendo las reproducciones que saltaron automáticamente hasta este punto. (Recuento total)
Reproducciones INT (20)	Número de veces que se reprodujo el video de la

pagadas hasta el 95% (Total)		publicación hasta el 95% de su duración sin con una promoción pagada, incluyendo las reproducciones que saltaron automáticamente hasta este punto. (Usuarios únicos)
Visualizaciones de video organicas (Total)	INT (20)	Número de veces que se reprodujo el video durante más de 3 segundos sin ninguna promoción pagada. (Recuento total)
Visualizaciones de video orgánicas (Total)	INT (20)	Número de personas que reprodujo el video durante más de 3 segundos sin ninguna promoción pagada. (Usuarios únicos)
Reproducciones de video pagadas	INT (20)	Número de veces que se reprodujo el video durante más de 3 segundos después de una promoción pagada. (Recuento total)
Reproducciones de video pagadas (Total)	INT (20)	Número de personas que reprodujo el video durante más de 3 segundos después de una promoción pagada. (Usuarios únicos)
Tiempo promedio de visualizacion de video (Total)	INT (20)	Tiempo promedio de visualización del video. (Recuento total)
Duración del video (Total)	INT (20)	Longitud del video de la publicación. (Recuento total)
Hablando de esto publicacion	INT (20)	Número de personas que crearon una historia sobre una publicación de la página al interactuar con ella. (Usuarios únicos)
Hablando de esto like	INT (20)	Número de personas que crearon una historia sobre una publicación de la página al interactuar con ella mediante el botón me gusta. (Usuarios únicos)
Hablando de esto share	INT (20)	Número de personas que crearon una historia sobre una publicación de la página al interactuar con ella mediante el botón de compartir. (Usuarios únicos)
Historias creadas	INT (20)	Número de historias creadas a partir de la publicación de la página, por tipo de acción. (Recuento total)
Historias like	INT (20)	Número de historias que reciben un like.
Historias share	INT (20)	Número de historias que se comparten.
Historias click	INT (20)	Número de personas que hicieron clic en una historia.

Historias other clicks	INT (20)	Número de personas que hicieron clic en otros sitios de la historia.
Consumidores fotos	INT (20)	Número de usuarios que vieron la foto.
Consumos links	INT (20)	Número de clics en la publicación.
Consumos other links	INT (20)	Número de clics en el enlace de la publicación.
Consumos foto view	INT (20)	Número de veces que se ha visualizado la foto.
Negativos hide clicks unicos	INT (20)	Número de usuarios que hicieron comentarios negativos en tu publicación, según el tipo. (Usuarios únicos)
Negativos hide clicks totales	INT (20)	Número de comentarios negativos en la publicación (Recuento total)
Negativos unlike	INT (20)	Número total de "no me gusta".(Usuarios únicos)
Negativos total unlike	INT (20)	Número total de "no me gusta". (Recuento total)

cliente_fb_stats (Información sobre el movimiento de la página día a día)				
Campo	Tipo	Descripción		
Fecha	VARCHAR (20)	Fecha en la que se comprueba el estado de la página de Facebook.		
Total de Me gusta (Total)	INT (20)	Número total de me gusta a la página.		
Nuevos Me gusta Diario	INT (20)	Número de nuevos me gusta ganados en la página desde la última comprobación.		
Ya no me gusta Diario	INT (20)	Número de gente que ha dejado de seguir la página desde la última comprobación.		

cliente_fbposts (Resumen de datos de las publicaciones en la página de facebook)				
Campo	Tipo	Descripción		
id	VARCHAR (20)	Identificador de la publicación que se ha escrito en el muro de la página de facebook.		
link	VARCHAR (100)	Enlace permanente de la publicación. Enlace desde el cual se puede acceder a la publicación desde fuera de Facebook.		
msg	VARCHAR (1000)	Texto de la publicación.		
type	VARCHAR (50)	Tipo de publicación (Video, Link o Photo).		
sdate	VARCHAR (50)	Fecha de publicación en la página.		
ctimestamp	DOUBLE	Fecha de publicación en la página, en formato cadena.		
totalreach	DOUBLE	Número de veces que la publicación ha llegado a personas que les gusta la página.		
organicreach	DOUBLE	Número de veces que la publicación ha llegado a personas que les gusta la página, publicación sin pagar.		
paidreach	DOUBLE	Número de veces que la publicación ha llegado a personas que les gusta la página, publicación pagada.		
totalimpressions	DOUBLE	Número de veces que la publicación ha llegado a usuarios de facebook.		
organicimpressi ons	DOUBLE	Número de veces que la publicación ha llegado a usuarios de facebook, publicación no pagada.		
paidimpressions	DOUBLE	Número de veces que la publicación ha llegado a usuarios de facebook, publicación pagada.		
likes	DOUBLE	Número de me gusta en la publicación.		
shares	DOUBLE	Número de veces que se ha compartido la publicación.		
comments	DOUBLE	Número de comentarios en la publicación.		
clicks	DOUBLE	Número de clics en cualquier parte de la publiación.		
usersclicks	DOUBLE	Número de clics en cualquier parte de la publicación efectuados por seguidores de la página.		

3.2. Tratamiento de los datos

A continuación se listan las consultas que se han creado para recuperar la información que se necesita para cada elemento del informe, antes de crear las consultas se ha establecido que información se quería recuperar, para ello Autoritas ha proporcionado un ejemplo de los elementos que puede contener el informe y en base a ellos se han creado las siguientes consultas.

Para cada una de ellas se escribirá una descripción de los datos que se necesitan. Cada una de las consultas está identificada mediante un nombre, de esta forma se pueden asociar las descripciones a las consultas creadas, que se encuentran en el Anexo 1 de este misma memoria.

Twitter

• tw_posts_01

Número de posts por día durante un mes. Se recogen los posts que hay en la tabla "cliente_tw", se extrae el campo del dia de la fecha y para cada día se suma el número de filas que tienen el mismo día, todo esto se hace bajo la condición del mes y año seleccionados.

tw_posts_02

Número de posts publicados cada mes durante un periodo de dos años. Se hace la suma de filas seleccionando el mes y el año deseados, esto se hace a dos años vista (año seleccionado y año anterior), cada uno de estos valores será etiquetado como MMMYY (M=mes y Y=año).

• tw_int_01

Número de interacciones por día sobre las publicaciones en la página de Twitter del cliente durante un mes. Se extraen cuatro tipos de interacciones: los retweets (RT), las respuestas a un tweet (RESP), las veces que un usuario ha dado un "me gusta" al tweet (GUSTA) y los clicks que se han hecho en el tweet (CLICKS). Para extraer los clicks se suman cinco factores: los clics al perfil del cliente desde el tweet, más los hechos a la url del tweet (si contiene una), más los de las etiquetas que contenga (denominados hashtags), más las ampliaciones del detalle de un tweets y por último se suman los clicks en el enlace permanente que identifica el tweet.

• tw_int_02

Número de interacciones sobre las publicaciones por mes en la página de twitter del cliente durante un periodo de dos años (anterior y actual). Se obtienen los mismos factores que en la consulta anterior.

• tw_imp_01

Número de impresiones por día durante un mes. Se recogen el número de impresiones que hay en cada tweet para cada día del mes y se suman.

• tw_imp_02

Número de impresiones recogidas por mes durante el período de dos años. Se selecciona la misma información que en la consulta anterior.

• tw_seg_01

Número de seguidores por día durante un mes. Se selecciona el número máximo de seguidores que ha tenido la página durante el día. Esta información se encuentra en la tabla "cliente tw tl" que muestra la información general de la cuenta por día.

• tw_seg_02

Número de seguidores por mes durante el período de dos años. Se obtiene la misma información que en la consulta anterior, pero en este caso es por mes y por un período de dos años.

• tw_com_01

Lista de los diez tweets con un mayor número de interacciones, ordenados de mayor a menor.

• tw com 02

Lista de los diez tweets con un menor número de interacciones, ordenados de menor a mayor.

• tw_com_03

Lista de los diez tweets con un mayor número de impresiones, ordenados de mayor a menor.

• tw com 04

Lista de los diez tweets con un menor número de impresiones, ordenados de menor a mayor.

Facebook

• fb_posts_01

Número de publicaciones por día durante un mes. Se extraen cuatro tipos de publicaciones, las que contienen direcciones ('Link'), publicaciones que contienen una o más fotos ('Photo'), publicaciones con video ('Video'), y publicaciones que solo contienen texto ('Status'). En este caso se extrae un número de publicaciones por cada uno de estos tipos.

fb_posts_02

Número de publicaciones por mes durante dos años. Se extrae la misma información que en la consulta anterior.

fb int 01

Número de interacciones por día durante un mes. Se extraen cuatro tipos de interacciones, las veces que un usuario ha dado un "me gusta" al tweet (GUSTA), el número de comentarios totales sobre las publicaciones (COMENTARIOS), el número de veces que se comparten las publicaciones (COMPARTIDOS) y el número de clicks hechos sobre las publicaciones (CLICKS).

• fb_int_02

Número de interacciones por mes durante dos años. Se extrae la misma información que en la consulta anterior.

• fb_imp_01

Número de impresiones por día durante un mes. Se recogen el número de impresiones que hay en cada tweet para cada día del mes y se suman. En este caso se clasifican entre las publicaciones que han sido vistas por otros usuarios sin que el cliente pague por ellas (ORGÀNIC - No se han pagado para que aparezcan) y las que han sido vistas porque se ha pagado para promocionarlas (PAGAMENT - Pagado).

• fb_imp_02

Número de impresiones por mes durante dos años. Se recoge el mismo tipo de información que en la consulta anterior.

• fb_seg_01

En Facebook el número de seguidores se recupera de la gente que le da "me gusta" a la página.

Número de nuevos seguidores y de usuarios que han dejado de seguir la página en un día durante un mes.

• fb seg 02

Número de nuevos seguidores y de usuarios que han dejado de seguir la página en un mes durante dos años.

• fb_com_01

Lista de las diez publicaciones con un mayor número de interacciones, ordenados de mayor a menor.

• fb_com_02

Lista de las diez publicaciones con un menor número de interacciones, ordenados de menor a mayor.

• fb_com_03

Lista de las diez publicaciones con un mayor número de impresiones, ordenados de mayor a menor.

• fb_com_04

Lista de las diez publicaciones con un menor número de impresiones, ordenados de menor a mayor.

4. Creación del informe

En el siguiente apartado se va a explicar paso a paso la creación del informe de visualización de datos en el que se basa la solución final.

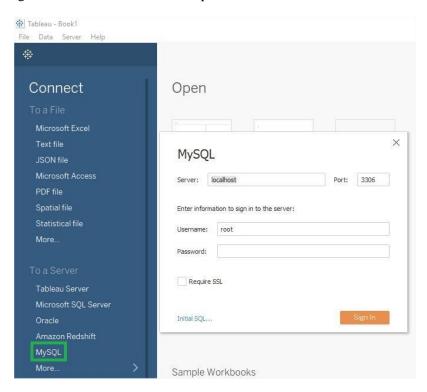
Previamente a la realización automatizada del informe se realiza un informe manual para contemplar todas las posibilidades ofrecidas por Tableau, lo cual ayuda a tener un conocimiento mayor sobre el software. Para la realización del informe, pueden ser buenas referencias [1][2][3].

En el informe se van a representar dos gráficos de barras, seis gráficos de líneas y cuatro tablas de contenidos con texto para cada una de las redes sociales que se estudian, en este caso Twitter y Facebook.

4.1. Conexión con los datos

Al empezar un nuevo proyecto en Tableau, lo primero que se necesita es establecer desde dónde se van a recuperar los datos que se van a utilizar para construir el elemento que queramos visualizar.

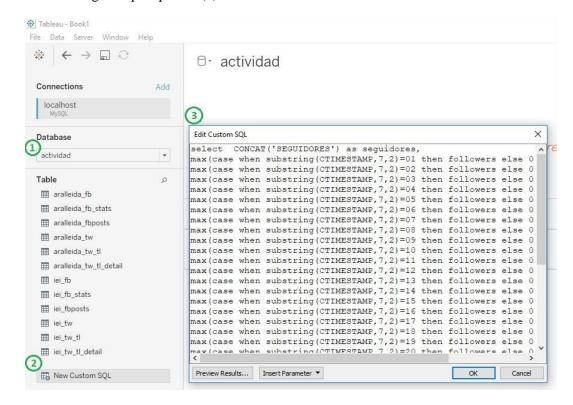
En este caso se establece una conexión con un servidor MySQL, donde se encuentra el esquema de base de datos con los datos necesarios para el informe, estos datos han sido extraídos y cargados anteriormente en este esquema desde la base de datos¹⁷.



¹⁷ El tratamiento de los datos y la posterior creación de consultas se explica en el apartado 3. Procesamiento de la información.

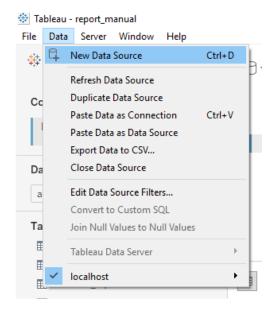
.4

Una vez establecida la conexión, se escoge el esquema donde se encuentran los datos necesarios (1); para insertar la consulta, primero se elige la opción de hacer una nueva consulta personalizada, 'New Custom SQL' (2) y a continuación se escribe la consulta SQL en el recuadro emergente que aparece (3).

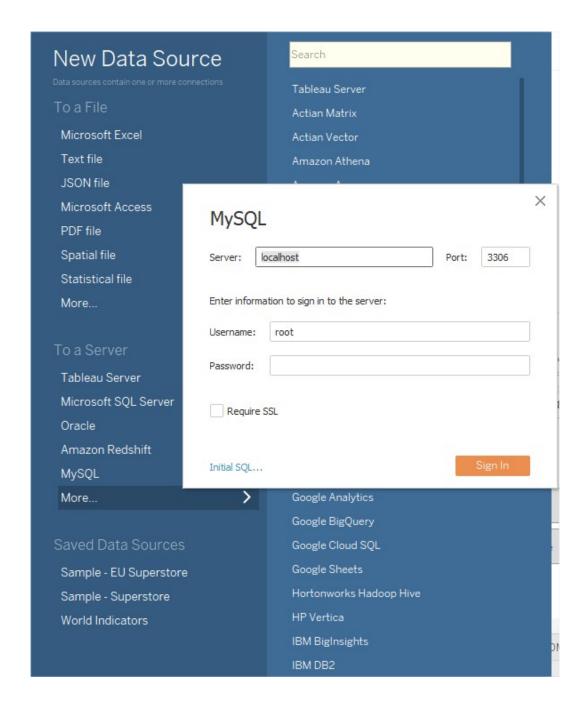


Mediante esta pantalla se cargan las consultas que se han creado anteriormente. Para cada nueva extracción de datos se necesita crear una nueva consulta personalizada, cada una corresponde a un gráfico/tabla del informe final.

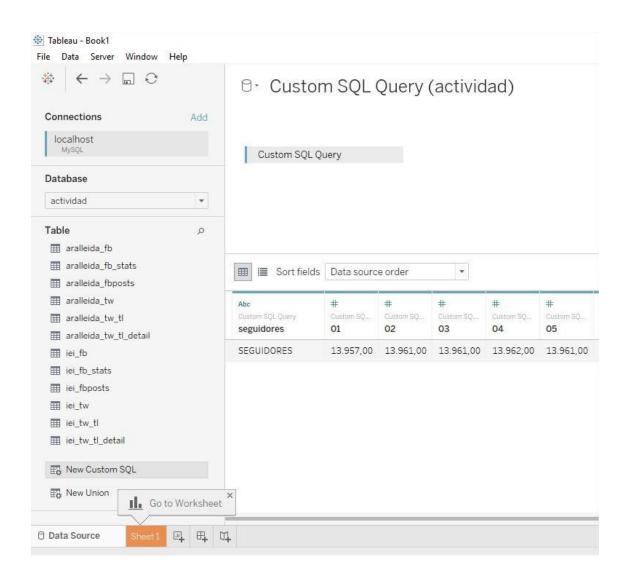
Para cada consulta, además, se necesita establecer una nueva conexión con la fuente de datos. Esto se consigue desde la barra de herramientas, accediendo a Data y eligiendo la opción $New\ Data\ Source$, esta opción tiene un atajo de teclas con el cual se puede acceder de una forma más rápida $(Ctrl\ +D)$.



Esta opción devuelve a la lista desde donde se escoge de nuevo la fuente de los datos, en este caso todos los datos provienen de un esquema cargado en MySQL, aunque esto no implica que si hubiesen datos de interés en otro tipo de fuente, se pudiese elegir otra opción.



Una vez ejecutados estos pasos y reproduciendo los que se han comentado anteriormente, se muestra en pantalla el resultado de la consulta mediante una tabla.

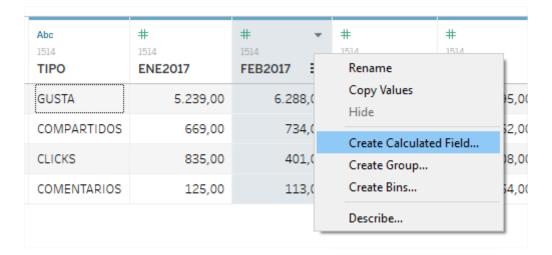


En esta pantalla se puede observar que se pueden hacer distintas modificaciones en los datos de la tabla, esto es opcional, por lo que sólo se modificarían si requieren de otro tipo de tratamiento antes de ser utilizados. A continuación se van a listar una serie de cambios que pueden ejecutarse en la tabla, por si se necesita.

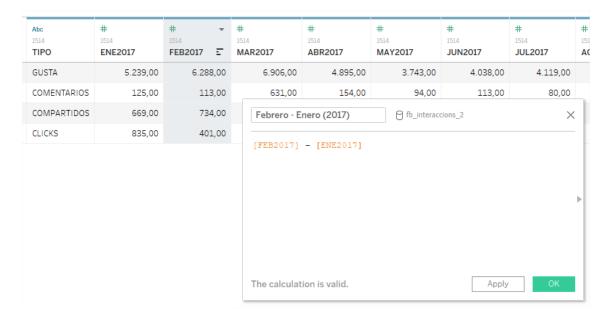
Uno de los cambios consiste en poder crear una columna extra que complemente los datos que se han recuperado, esta opción es útil si queremos extraer otro tipo de información a partir de los datos que ha devuelto la consulta, esta columna se crea aplicando cálculos a los datos de la columna seleccionada e incluso usando datos de distintas columnas para crear un nuevo valor.

Para ello se deben seguir los siguientes pasos:

Se selecciona la columna deseada y mediante el menú contextual¹⁸ se elige la opción "Create Calculated Field".



A continuación, aparece un recuadro en el que se inserta el cálculo que se quiere realizar, en el caso ejemplo se han restado los valores de las columnas "FEB2017" y "ENE2017".



Al aplicar los cambios aparece la nueva columna con los resultados de dicha operación, esta columna puede ser utilizada como un campo más en la hoja de trabajo a la hora de construir el elemento de visualización.

-

¹⁸ Botón derecho del ratón

Abc 1514 TIPO	# 1514 ENE2017	# 1514 FEB2017	=# Calculation Febrero - Enero (2017)
GUSTA	5.239,00	6.288,00	1.049,00
COMENTARIOS	125,00	113,00	-12,00
COMPARTIDOS	669,00	734,00	65,00
CLICKS	835,00	401,00	-434,00

También existe la opción de hacer uniones con otras tablas de la base de datos. Estas uniones relacionan uno o más campos de la tabla, o consulta en este caso, con los datos que aparecen en otras tablas u otras consultas personalizadas, con el fin de recuperar más datos con características comunes.

Por cada nueva consulta a la base de datos la herramienta se encarga de crear una nueva hoja de trabajo, estas hojas reciben el nombre de 'Sheet' en Tableau. El nombre que se le asigna por defecto puede ser modificado. Esta nueva vista es la que se va a utilizar para tratar los datos recuperados y construir el elemento de visualización; en el siguiente punto se va a profundizar este tema.

4.2. Creación de una hoja de trabajo

Al obtener la hoja de trabajo se empezará a representar el elemento de visualización a partir de la información que se ha extraído anteriormente, cada uno de estos elementos serán los que compongan el informe final.

En este apartado se va a mostrar un ejemplo para cada uno de los elementos que se han creado, y se va a explicar cómo se ha construido cada uno de ellos.

• Punto de partida

Antes de empezar a construir el elemento de visualización, se va a presentar la pantalla que aparece cuando se crea una hoja de trabajo, en ella se pueden observar dos secciones diferenciadas; la que presenta los datos cargados y una sección en la que se van a organizar estos datos para crear del elemento.

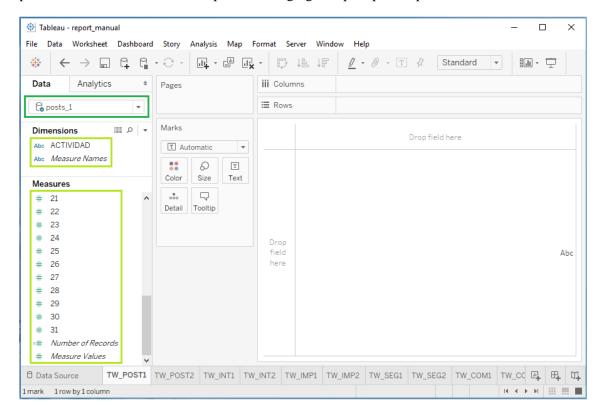
En la sección de datos se observa que en la parte de arriba se encuentra la conexión con la base de datos, y justo debajo de esta podemos ver los campos que se han cargado desde la tabla, y que están clasificados como *Dimensions* y *Measures*.¹⁹

Dimensions: Datos que contienen valores cualitativos, tales como nombres, fechas... datos que categorizan y revelan detalles sobre los datos. No pueden ser datos agregados.

 $^{^{19}\} https://onlinehelp.tableau.com/current/pro/desktop/en-us/datafields_typesandroles.htm$



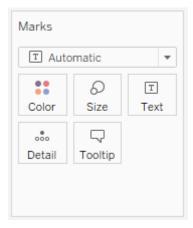
Measures: Datos que contienen valores cuantitativos, como números y otros datos que pueden ser medidos. Estos datos pueden ser agregados para poder aplicar funciones sobre ellos.



En la zona derecha de la vista se encuentra la sección donde se van a utilizar estos datos y así crear el elemento de representación visual que vamos a utilizar para el informe final.

Para poder utilizar los datos solo basta con arrastrar los campos que aparecen a la izquierda y soltarlos en la parte del gráfico que necesitemos. Esto se puede hacer dentro del recuadro grande *Drop field here*, o dentro de *Columns* o *Rows*.

También es interesante la paleta de opciones que ofrece el recuadro *Marks*, ya que puede ocurrir que queramos distinguir los datos por tipo. En este recuadro aparecen distintas utilidades que ayudan a que el gráfico adquiera otras formas de representar los datos.²⁰



²⁰ https://onlinehelp.tableau.com/current/pro/desktop/en-us/viewparts_marks_markproperties.htm

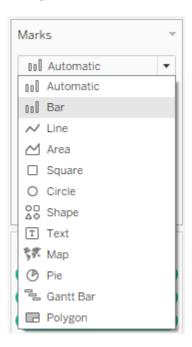
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Esto ha sido utilizado para construir los distintos tipos de elementos visuales que se utilizarán en el informe final, que van a ser explicados a continuación.

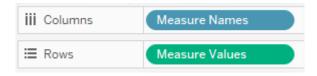
• Gráfico de barras.

Uno de estos elementos es el gráfico de barras, que es utilizado para representar la evolución de ciertas variables a lo largo de un periodo establecido.

Para construir el gráfico en Tableau se siguen los siguientes pasos: Primero se elige en Marks el tipo de gráfico que queremos. Si esto no se hace, la herramienta elige el tipo de gráfico que cree que es el adecuado a los datos que se utilizan.



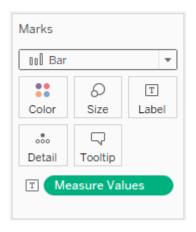
En este caso se quiere que las etiquetas, que son los nombres que representan los valores de los datos, sean las columnas que hemos recuperado mediante la consulta a la base de datos. Estos se representan en la hoja como los *Measure Names*, y se encuentran en la sección *Dimensions*; estos datos son arrastrados a la cajetilla *Columns*, de esta forma aparecen como los nombres que identifican las barras; para completar el gráfico se insertan en la cajetilla *Rows* los valores asociados a estas columnas, que se encuentran representados como *Measure Values* dentro de la sección *Measure*.



Con esto ya se consigue el gráfico de barras inicial, y sólo queda comprobar si se necesita algún otro cambio dentro del gráfico para mostrar la información de forma distinta.

Si se quiere modificar la información de los ejes como, por ejemplo, para que no aparezca una etiqueta o si se quiere poner otro nombre, basta con elegir *Edit Axis...* mediante el menú contextual del eje y dentro editar o eliminar la etiqueta en *Axis Titles*.

En este caso se ha elegido mostrar los valores de la columna mediante una etiqueta en cada una de ellas. Esto se consigue arrastrando los *Measure Values* al recuadro *Label* de la caja de opciones que hay en *Marks*.



Siguiendo todos estos pasos se ha conseguido mostrar el gráfico de barras como aparece a continuación.

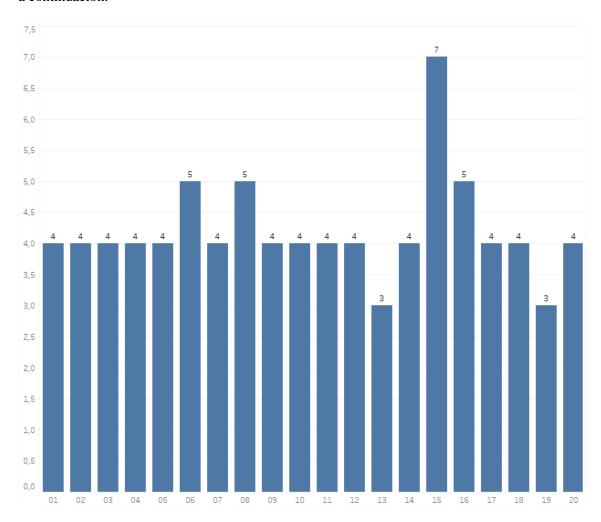
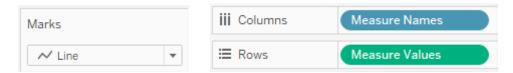


Gráfico de líneas.

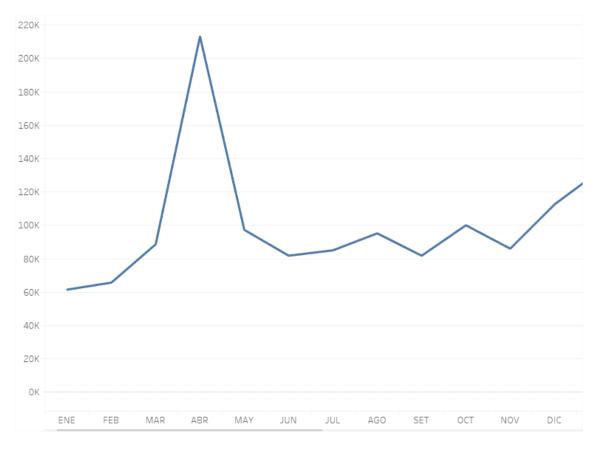
El gráfico de líneas es una representación perfecta para mostrar tendencias en un intervalo acotado de tiempo.

Para la realización de este gráfico se han seguido los siguientes pasos, muchos de ellos son iguales o parecidos a los del gráfico de barras, por lo que al ser explicados anteriormente, se hará una breve puntualización para saber que se ha utilizado.

Después de cargar los datos y elegir el tipo de gráfico, que en este caso se marca como *Line*, se cargan los datos en las columnas y las filas como se ha hecho para el gráfico de tablas, estas dos opciones quedarían de esta forma:

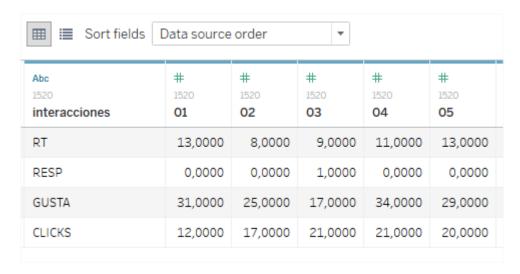


Con esto conseguimos un gráfico de líneas en el que aparece una sola línea, pero como se ha dicho anteriormente, cada consulta devuelve distintos datos, por lo que, en este caso, si solo tuviésemos una línea de datos se podría dejar el gráfico de líneas como lo está y no se seguiría modificando, por lo que quedaría así:



En cambio, si el resultado de la consulta muestra más de una fila por cada columna y se quieren diferenciar estos datos, se puede elegir representar estos tipos mediante colores.

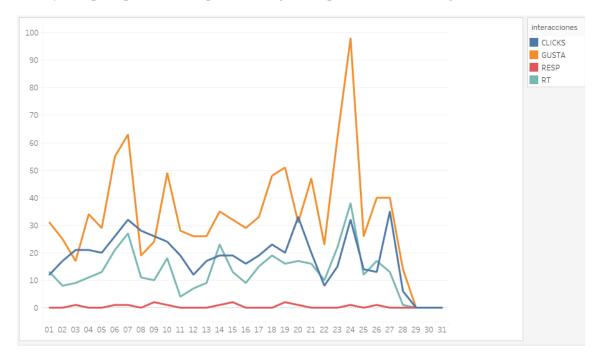
Viendo los datos recuperados podemos observar en qué columna se encuentran los tipos, en este caso esa columna se llama "interacciones".



De esta forma, basta con elegir el campo "interacciones", que se encuentra en la sección *Dimensions*, y arrastrarla a la cajetilla *Color*, que se encuentra entre las opciones de *Marks*.



Esta acción, además de separar el gráfico en líneas de distintos colores, crea también una leyenda para que el usuario pueda distinguir el tipo de cada línea del gráfico.



• Tabla de contenidos (Texto)

Otro de los elementos que se necesitan para crear el informe es una tabla en la que se informará sobre la respuesta a un texto en la red, es decir, si hablamos de Twitter podemos determinar el número de personas que han compartido ese mismo tweet, lo que es llamado *Retweet* en la plataforma.

Para ello se ha creado una tabla con dos columnas, "texto" y "número". "texto" será una publicación, ya sea de Twitter o Facebook, y "número" será la medición que se elija obtener para informar sobre la publicación. Para conseguir el resultado final primero se extrae la información:

Abc Consulta SQL personalizada Texto	# Consulta SQL personaliz interacciones
Avui comencem una n	159
Paisatges d'hivern a	141
Preciós paisatge d'hiv	131
Psssst No ho notes	90
Avui us portem una #	76
Mira que bonic està el	73
Avui anem a l'Edat Mi	71
Avui la nostra #Fotod	69
Amants del ciclisme,	67
Amics senderistes, qu	64

En el caso de la tabla de contenidos no se quiere tratar el número de interacciones como un valor numérico, si no como un campo de información que se mostrará en la tabla, por lo que en Tableau debemos cambiar de lugar el campo "interacciones" para que sea dimensional (*Dimensions*) y no de medida (*Measures*):



En este caso se quiere un elemento visual de tipo "texto", por lo que en las opciones de gráfico que hay en *Marks* se elige *Text*. A continuación, se arrastra el campo "texto" a *Rows*, esto muestra el texto que se ha recuperado en la consulta, pero todavía no está el número de interacciones que hay sobre el texto, por lo que se arrastra también el campo "interacciones",

donde aparecen los números, justo a la derecha del que se acaba de insertar en Rows. Al hacer estos pasos la tabla quedaría de la siguiente forma:



Para conseguir un estilo más acorde al informe final, se tienen que ejecutar dos cambios en la tabla que tenemos actualmente. El primero es eliminar la columna extra que aparece como 'Abc'; el segundo es ordenar los números dependiendo del orden que se quiera mostrar, ascendente o descendente.

1. Ordenar las interacciones

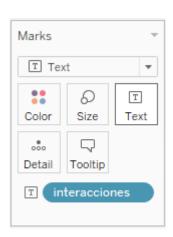
Tableau ordena la tabla por el campo que más a la izquierda se encuentra dentro de la cajetilla Rows, así que si se quiere ordenar por las interacciones se debe mover el campo a la izquierda, quedando así:

Rows	interacciones	Text
interaccion	Texto	
64	Amics senderistes, que us	Abc
67	Amants del ciclisme, us at	Abc
69	Avui la nostra #FotodelDi	Abc
71	Avui anem a l'Edat Mitjan	Abc
73	Mira que bonic està el Pan	Abc
76	Avui us portem una #Foto	Abc
90	Psssst No ho notes en l'	Abc
131	Preciós paisatge d'hivern	Abc
141	Paisatges d'hivern a #las	Abc
159	Avui comencem una nova	Abc

Al querer los campos de interacciones a la derecha, como va a aparecer en el informe, se necesita otro cambio que también ayuda en la eliminación de la columna sobrante.

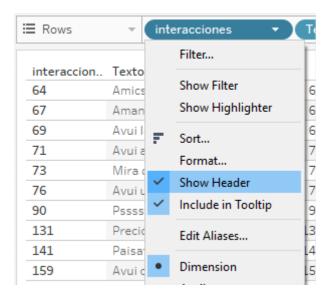
2. Eliminar la columna sobrante

Para eliminar la columna y mover el número de interacciones a la derecha primero escogemos la etiqueta de interacciones y la arrastramos a la opción *Text* dentro de las opciones de *Marks*, esto hace que en la columna que se quiere eliminar aparezca rellenada con los números de interacciones y en el mismo orden.



interaccion	Texto	
64	Amics senderistes, que us	64
67	Amants del ciclisme, us at	67
69	Avui la nostra #FotodelDi	69
71	Avui anem a l'Edat Mitjan	71
73	Mira que bonic està el Pan	73
76	Avui us portem una #Foto	76
90	Psssst No ho notes en l'	90
131	Preciós paisatge d'hivern	131
141	Paisatges d'hivern a #las	141
159	Avui comencem una nova	159

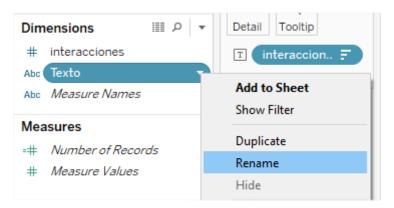
Para conseguir la tabla deseada ahora sólo necesitamos eliminar la columna de la izquierda. Para ello sólo se necesita abrir el menú de la etiqueta "interacciones", pulsando sobre el triángulo de la derecha de la etiqueta y desmarcar el campo *Show Header*, esto elimina la cabecera de ese campo, que en este caso es la columna de la izquierda de la tabla.



En el mismo menú que aparece para la etiqueta se puede elegir la ordenación de los números para que sea ascendente o descendente, para ello se tiene pulsa en *Sort*... y elegir la ordenación.



Por último, y para una mejor comprensión de la tabla, se puede cambiar el título del campo "Texto" para que describa el contenido que se está mostrando, esto se consigue renombrando el campo "Texto" que está en el recuadro *Dimensions* de los datos.



Siguiendo estos pasos, finalmente se conseguirá la tabla de contenidos deseada para insertar dentro del informe final.

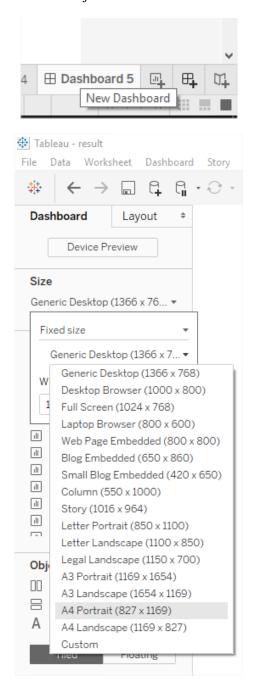
ELS POSTS AMB MÉS INTERACCIONS REBUDES	
Avui comencem una nova setmana, i no hi ha millor manera de fer-ho que amb aquestes impr	159
Paisatges d'hivern a #lasegarra. Vista de #LaCurullada amb el #Pirineu de fons. #Fotodel	141
Preciós paisatge d'hivern a #laSegarra. Els cultius de cereals comencen a brotar i tenyeixen	131
Psssst No ho notes en l'aire? La primavera ja s'acosta a les nostres #TerresdeLleida carregad	90
Avui us portem una #FotodelDia més que curiosa. El nostre company @eloysarrat es preguntava s	76
Mira que bonic està el Pantà de la Torrassa (#PallarsSobirà). Sens dubte la nostra amiga @	73
Avui anem a l'Edat Mitjana però sense moure'ns de 2018 tant fàcil com visitant Guimerà, un de	71
Avui la nostra #FotodelDia és realment espectacular. Ens anem a una vall molt conegud	69
Amants del ciclisme, us atreviu a viatjar en bici a l'Edat Mitjana? La ruta de la Torre de Vallferosa	67
Amics senderistes, que us semblaria caminar dins d'una novel·la? Us convidem a fer una ruta	64

Con estas representaciones de datos se pueden construir los distintos elementos visuales que conforman el informe final.

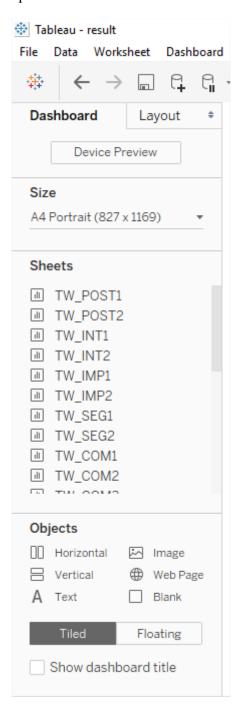
4.3. Creación del dashboard

Una vez se tienen todos los elementos de visualización de datos creados, se procede a crear la hoja del informe en la que se van a insertar.

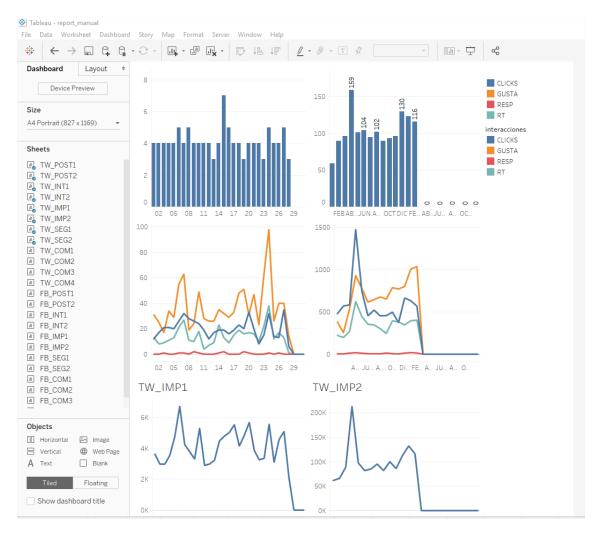
Desde Tableau se elige la opción de crear un nuevo Dashboard, esta opción se encuentra en la barra inferior en un icono que se etiqueta como *New Dashboard*. Inicialmente se ve como una hoja en blanco, como primer paso se elige el tamaño de la hoja del informe, en este caso DIN-A4 que pertenece al de una hoja de documento estándar.



Una vez elegido el tamaño se procede a crear el contenido de la hoja del informe. En la parte izquierda de la ventana se encuentra un apartado llamado *Sheets*, en este apartado se listan todas las hojas de trabajo que contienen los elementos visuales (gráficos y tablas) que se han creado y pueden ser utilizados para el informe.



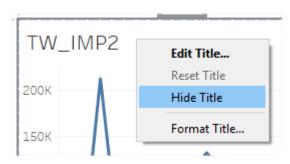
Para utilizarlos basta con arrastrar el elemento que se quiera mostrar a la página en blanco que hay en el dashboard, situando cada elemento en el lugar que interese. En la lista de elementos de la izquierda aparecen marcados los que ya se han utilizado para la hoja del dashboard. Una vez situados todos los elementos, quedaría algo así:



El siguiente paso es modificar la hoja del dashboard para que los elementos se muestren de forma más clara y entendible. En primer lugar, no se necesitan los títulos de los gráficos, ya que se creará un título para cada una de las filas, también se tiene que cambiar la leyenda, que ahora mismo aparece a la derecha y que se moverá a otra parte de la hoja, y por último se irán colocando los gráficos para que se visualicen de una forma ordenada y se les insertará estilos para una mejor visualización.

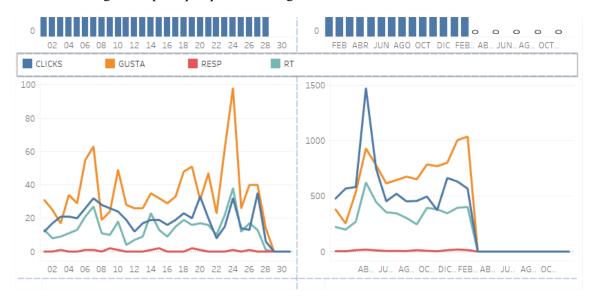
1. Quitar los títulos

Para quitar los títulos de los gráficos basta con abrir el menú contextual sobre el título y escoger *Hide Title*.



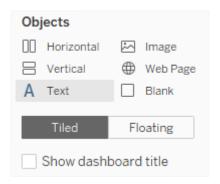
2. Recolocar leyenda

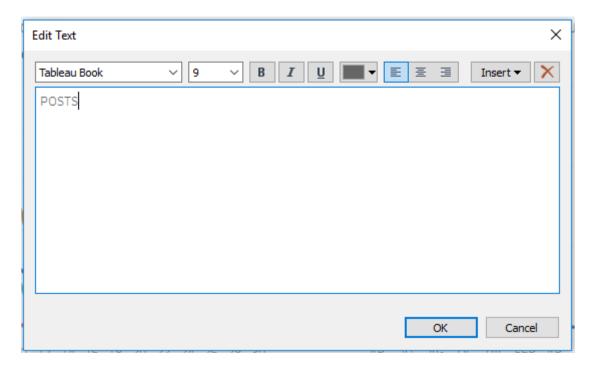
La leyenda no está en un lugar apropiado, lo más recomendable es colocarlo en una fila en la parte superior de los gráficos a los que hace referencia. En este caso, se han creado dos leyendas, una para cada uno de las gráficos de líneas, y ya que ambas muestran los mismos datos, se puede usar solo una de ellas para representar a los dos. Al poner la leyenda entre las dos filas, solo hace falta que forme una línea horizontal más fina y quitarle el título, al igual que en el título del gráfico, para que quede de la siguiente forma:



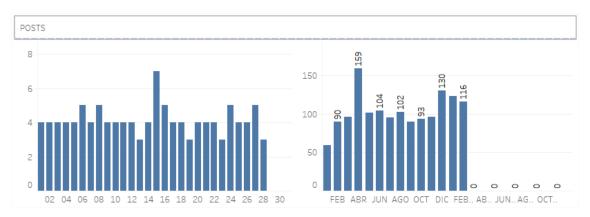
3. Títulos de las filas

Los títulos que informan de las gráficas de cada fila se insertan con la opción *Text* incluida en la sección *Objects*, situada en la parte de abajo a la izquierda. Para utilizar esta opción basta con arrastrar el objeto en la parte superior de cada fila y escribir el título correspondiente.



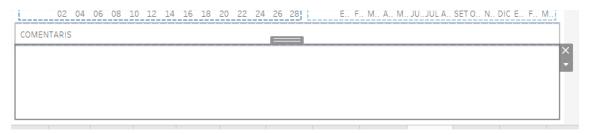


Al insertar el título, y modificarlo para que ocupe el menor espacio, quedará así:



4. Sección comentarios

Se puede crear una sección al final de la hoja que sirva para insertar comentarios, para ello se utilizará la opción *Text* dentro de la sección *Objects*, tanto para el título como para insertar una zona en blanco donde poder poner los comentarios, esta zona se dejará en blanco para que el creador del informe pueda escribir lo que desee.

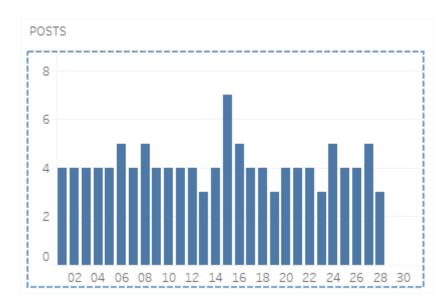


5. Bordes con estilo en los gráficos

Por último, para poder diferenciar los gráficos se ha visto conveniente crear un borde para cada uno de ellos, en este caso será un borde con líneas discontinuas de color azul. Esto se consigue eligiendo el gráfico a modificar, después escoger la pestaña Layout a la izquierda de la vista y una vez dentro, en el apartado Border elegir el estilo de borde que se desee, en este caso ha sido una línea discontinua, con un grosor de línea de intensidad dos sobre cinco y un color azul claro.



Esto consigue que el borde del gráfico quede de la siguiente forma:



Una vez se tiene la hoja de informe que se quiere, solo queda recrear todas las siguientes hojas para completar el informe final.

El resultado final para el ejemplo de Twitter ha sido el siguiente (se va a mostrar una previsualización de la hoja):

Parte gráficos



• Hoja con las tablas de texto

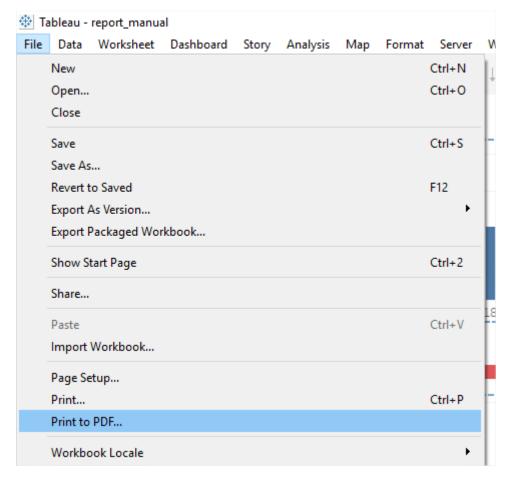
INTERACCIONS			
ELS POSTS AMB MÉS INTERACCIONS REBUDES		ELS POSTS AMB MENYS INTERACCIONS REBUDES	
Vols viure una aventura a la neu i descobrir els secrets del nostre patrimoni romnic? Doncs apunta't el dia 18 a 'Camine	186	llavors tampoc teniu excuses per no apuntar-vos a la Nit Trail Running que se celebra el 18 de febrer a Montoliu de Lleida #	0
Arriba l'espectacle de la floraci #FloweringisComing! #Aitona #Fruiturisme	184	Al Pirineu de Lleida convertim la teva Setmana Santa en Setmana Blanca! Reserva ja les teves vacances i podrs aprofi	0
una esglsia romnica del segle XII al poble de Covet al municipi d'Isona i Conca Dell (#PallarsJuss). Cada vegada que la miris	151	Fotgrafos de la nieve: se os acaba el tiempol Tenis hasta el 28 de febrero para compartir vuestras fotos hechas en la nieve	0
un dels pobles medievals ms bonics de les nostres Terres de Lleida concretament a l'Urgell (#visiturgell). Perdre't pels s	131	Pren nota!	0
no te arrepentirs! Hoy te traemos una pequea muestra de las vistas de Lleida en nuestra #FotodelDa hecha por @edgaraa	112	Aneu a esquiar al Pirineu de Lleida aquests dies? Doncs assegura't de fer fotos i pujar-les a les xarxes socials amb el	1
Ei! Descansa un segon! Relaxa't! Tanca els ulls i imagina un rac ple de pau i tranquillitat obre els ulls benvingut a Gui	97	cicloturistes: qu us semblaria passar un cap de setmana mgic al nostre Pirineu pedalant i gaudint dels meravellosos paisat	2
Psssst No ho notes en l'aire? La primavera ja s'acosta a les nostres #TerresdeLleida carregada de nous colors i fragncie	95	fantics del neo-folk! Del 8 a l'11 de mar el festival Msiques Disperses prendr a l'assalt el Caf del Teatre i la Seu Vella de L	2
pero pronto la nieve dejar paso a las flores y el paisaje se llenar de suculentos frutos. Que corra la voz #Fruitiscoming!	68	monumentos gastronoma entra aqu y disea una experiencia a tu medida: http://bit.ly/2nDjcX9 #ADNLleida #Aralleida #Vi	2
Mira que bonic est el Pant de la Torrassa (#PallarsSobir). Sens dubte la nostra amiga @ursulaabeltran ha fet la nostr	68	Ets un mestre del freestyle? Ara pots demostrar-ho en Sweet Kickers un concurs de salts que tindr lloc el prxim 17 de febre	2
De tant en tant ens feu arribar fotos com aquestes Grcies @anna.riboporta! Magnfiques imatges al #PNAiguesTortes!	60	Qu et semblaria passar-t'ho de por en companyia de centenars d'aficionats a l'esqu de fons? Vine el prxim 4 de mar a l'estaci	2
IMPRESSIONS			
ELS POSTS AMB MÉS IMPRESSIONS REBUDES		ELS POSTS AMB MENYS IMPRESSIONS REBUDES	
Vols viure una aventura a la neu i descobrir els secrets del	9275	Aneu a esquiar al Pirineu de Lleida aquests dies? Doncs	217

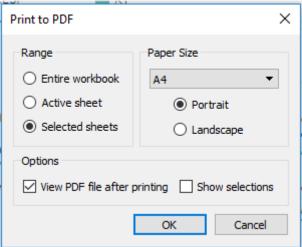
Es importante recalcar, que para construir un informe completo se necesita que cada hoja del informe corresponda a una hoja de dashboard, por lo que se tiene que crear un dashboard por cada página del informe.

4.4. Exportar a PDF

Una vez creados todos los dashboards con las páginas necesarias en el informe completo, se extrae como un documento en formato PDF. Para ello se seleccionan todas las pestañas con las distintas páginas de dashboard creadas y desde el menú de herramientas de Tableau, mediante la opción *Print to PDF...*, se exporta en formato PDF.







Mediante estos pasos se conseguiría el informe final, que contiene todas las hojas dashboard en formato PDF.

5. Automatización del informe

En este apartado se va a explicar cómo se ha desarrollado la aplicación para crear informes de forma automática, para ello se explica cómo se han analizado los resultados del informe manual y la creación de la solución que se sigue para el desarrollo de la aplicación final.

5.1. Análisis previo

Al empezar el análisis se pensó en ver las herramientas incorporadas en Tableau, en este caso se encontró una utilidad que utiliza el servidor de Tableau: $tabcmd^{21}$, esta opción fue descartada por no ser gratuita y por la necesidad de un equipo informático capaz de soportar la herramienta.

Después de crear el informe de forma manual, se procede a hacer el análisis de los resultados que devuelve Tableau una vez creado el informe, el proyecto se guarda como un archivo con extensión ".twb", este tipo de extensión corresponde con el de libro de Tableau (Tableau Workbook)²², que contiene una o varias hojas de trabajo, así como dashboards e historias.

Al abrir este archivo con un editor de texto, se comprueba que incluye contenido con un formato basado en XML (Extensible Markup Language), como se muestra en la imagen.

XML se trata de un meta-lenguaje²³, esto quiere decir, que permite definir lenguajes de marcas basados en etiquetas, que son utilizados para almacenar datos de forma legible. Esto quiere decir que, visualizando el texto del archivo, se puede encontrar de forma directa donde se encuentra cada uno de los elementos que se han creado dentro del proyecto Tableau.

A.

²¹ https://onlinehelp.tableau.com/current/server/en-us/tabcmd.htm

²² https://onlinehelp.tableau.com/current/pro/desktop/es-es/environ_filesandfolders.htm

²³ Un meta-lenguaje es un lenguaje que se utiliza para hablar de otro lenguaje.

Por esta razón, se decide utilizar este archivo como base para la solución que se creará. Por ello se decide crear una aplicación que mediante un archivo inicial y valores preestablecidos fácilmente identificables mediante expresiones regulares, se crea una plantilla estándar en la que los campos a rellenar serán sustituidos por otros valores. Esto ayudará a que se cree un proyecto con todos los datos necesarios de forma automática. Para crear la plantilla se han seguido estos pasos:

- 1. Explorar y encontrar, dentro del archivo, las partes que pueden tener cambios y ser modificables para crear el informe con otros datos.
- 2. Extraer estas partes y sustituirlas por variables, estas variables serán las que se usarán para ser reemplazadas dentro del archivo por unos nuevos valores.
- 3. Desarrollar una aplicación que sustituya las variables que hay en la plantilla partiendo de unas variables que el usuario ha insertado previamente.

5.2. Creación de la plantilla

Una vez escogida la forma de proceder se empieza por crear la plantilla que se va a utilizar en la aplicación. Para ello, se indaga dentro del archivo que devuelve Tableau para encontrar esas partes en el texto de pueden tener valores fácilmente sustituibles por otros valores utilizando expresiones regulares (e.g., mes, año, código de cliente...).

Para reconocer las distintas partes del archivo ".twb" se empieza buscando uno de los nombres con los que se ha nombrado a uno de los gráficos, esto ayuda a reconocer las distintas zonas dentro del archivo que se necesitan para crear un elemento de visualización del informe.

A continuación, se van a presentar las distintas partes que se han encontrado, y para cada una de ellas se va a mostrar el campo que ha sido sustituido por una propiedad para crear la plantilla inicial.

Las distintas partes dentro del archivo que se ven afectadas y son susceptibles a cambios mediante otros datos, son las siguientes:

Datasource

Elemento dentro del archivo en el cual se encuentran los datos de la conexión a la base de datos, la consulta ejecutada para recuperar los datos y la información sobre los datos recuperados; también aparece otro tipo de información que no es necesaria para crear la solución. Esta sección se identifica mediante el campo 'caption'.

En esta parte del archivo se pueden sustituir los siguientes campos.

Conexión

Datos de la conexión que se realiza con la fuente de los datos, entre estos datos se encuentra desde donde se han recuperado los datos (*class*), el nombre de la base de datos (*dbname*), el puerto que se utiliza para la conexión (*port*), el servidor desde el cual se conecta (*server*) y el usuario con el que se va a acceder (*username*).

La conexión, o conexiones si hay más de una, se encuentran en < named-connections >.

Consultas

Las consultas que se hacen a la base de datos son la principal fuente de información, esto hace que sea un punto importante dentro del informe.

Las consultas se encuentran en la etiqueta < relation>.

```
<relation connection='mysql.0krl9k4094gwdp1emqpb603xq50z' name='1500' type='text'>
    select msg as Texto, likes as Gusta from actividad.
    where substring(ctimestamp, 5, 2)=02 AND substring(ctimestamp, 1, 4)=2018
    ORDER BY likes DESC LIMIT 0,10
</relation>
```

Tratamiento de las consultas

Las consultas contienen variables que pueden ser sustituidas por otros valores, dependiendo de los datos que se quieran obtener. Esto hace que, además de crear una variable que sea sustituida por una consulta entera, también se necesitará crear esa consulta mediante los valores que el usuario quiera mostrar (mes y año).

```
<relation connection='mysql.0krl9k4094gwdp1emqpb603xq50z' name='1500' type='text'>
    select msg as Texto, likes as Gusta from actividad.
    where substring(ctimestamp, 5, 2)=02 AND substring(ctimestamp, 1, 4)=2018
    ORDER BY likes DESC LIMIT 0,10

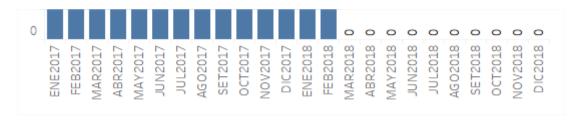
</relation>
```

Para ello, primero se construirá la consulta dependiendo de los valores de entrada, para después sustituir esa consulta ya creada dentro de la etiqueta *< relation>*.

Metadatos

Los metadatos son la información sobre los datos que se han recuperado después de ejecutar la consulta. La clase 'column' se refiere a que esos datos son una columna de la tabla con información que se ha extraído, en ella se muestran distintos atributos sobre, como el nombre que la identifica <remote-name> <remote-alias> <local-name>, el tipo de datos que contiene <local-type>, el nombre de la consulta de la que provienen los datos eparent-name>, así como otros tipos de datos que no son necesarios para la solución.

El nombre de cada columna puede ser utilizada para dar nombre a los ejes de algunos de los gráficos anteriormente explicados, como ocurre con el gráfico de barras:



Estos nombres que se utilizan en el eje son los 'alias' que se han utilizado cuando se estaba creando la consulta, así que en este caso, pueden contener una variable que sea sustituida por otros valores dependiendo del año que se quiera consultar.

Estos metadatos se pueden encontrar en la etiqueta *<metadata-records>* y a su vez contienen un *<metadata-record>* por cada una de las columnas del resultado de la consulta.

• Hoja de trabajo (Sheet)

Elemento del archivo dentro del cual se encuentra la descripción del elemento de visualización que se ha creado con los datos del datasource. Estos datos se encuentran dentro de la etiqueta *<worksheet>* y se identifican por el nombre de la hoja del trabajo.

Dentro de esta sección se encuentra la etiqueta *<datasource>*, que contiene el nombre de la conexión de datos que se ha utilizado para crear este elemento, el identificador se encuentra en *'caption'* y se corresponde con el *'caption'* que se encuentra en datasource.

El resto de campos son los que utilizan los datos para crear el elemento de visualización que se ha representado, por ello solo basta con encontrar en estos campos los valores que sean susceptibles a cambio, como los años o el mes en el que se esté consultando.

```
tasource caption='posts_2' name='federated.10uy74i14mp25t1dnzvdm0p18iq1' />
                     datasource='federated.10uy74i14mp25t1dnzvdm0p18ig1'>
    datatype='real' name='[AB:2018' role='measure' type='quantitative' datatype='real' name='[AB:2017' role='measure' type='quantitative'
    datatype='real' name='[AG02018
datatype='real' name='[AG02017
datatype='real' name='[DI 2018
                                           role='measure' type='quantitative'
                                           role='measure' type='quantitative'
                                           role='measure' type='quantitative'
    datatype='real' name='[DI 2017
                                           role='measure' type='quantitative'
                                           role='measure' type='quantitative'
    datatype='real' name='[EN 2018
    datatype='real' name='[EN 2017
                                           role='measure' type='quantitative'
                                           role='measure' type='quantitative'
    datatype='real' name='[FEI 2018
                                           role='measure' type='quantitative
    datatype='real' name='[FEL2017
                                           role='measure' type='quantitative
    datatype='real' name='[JUL2018
```

Dashboard (Hoja informe)

En esta zona del archivo se encuentran los dashboards, estos sirven para crear la hoja del informe con los elementos de visualización que se han creado anteriormente. En este apartado aparecen todos los elementos que se han insertado dentro de la hoja y sus coordenadas, también se encuentran los estilos que aplicados, estos elementos se identifican mediante el nombre que se le ha dado a la hoja de trabajo.

El resto de las etiquetas no son de relevancia para crear la plantilla que utilizará la aplicación.

• Plantilla (*Template*)

Una vez se han encontrado los valores a sustituir, se procede a crear la plantilla que va a ser utilizada por la aplicación que se va a crear. Como se ha descrito anteriormente, la plantilla base será creada a partir del informe creado de forma manual, para ello, cada uno de los valores que cambien serán sustituidos por propiedades, las cuales serán reemplazadas mediante la aplicación por valores que el usuario inserte para crear el informe.

Los datos más importantes a la hora de crear el informe son el mes y el año del que se quiere sacar la información. A continuación, se va a mostrar un ejemplo de cada modificación que se ha ejecutado en el archivo para crear la plantilla, basándose en estos dos datos.

Los datos serán sustituidos por las siguientes propiedades:

%actual_month%, %actual_year% y %last_year%

Consultas:

Las consultas recibirán dos tratamientos, primero se va a crear la consulta a partir de los datos y después se va a insertar la consulta dentro del archivo del proyecto Tableau.

Primer paso:

Para crear los ficheros de las consultas se tiene que crear un fichero para cada consulta y utilizar propiedades para crear unas plantillas de consultas. Estos ficheros recibirán el nombre de la propiedad que se va a crear dentro de la plantilla del fichero Tableau con la extensión ".sql".



Existen consultas en las que se pide tanto el mes como el año y otras en las que solo se pide el año actual y el anterior.

```
sum(case when substring(tiempo,9,2)=01 then 1 else 0 end)
sum(case when substring(tiempo,9,2)=02 then 1 else 0 end)
                                                                                                           '01',
                                                                                                           '02'
sum(case when substring(tiempo,9,2)=03
                                                                    then 1 else 0 end)
                                                                                                           '03'
sum(case when substring(tiempo,9,2)=04 then 1 else 0 end)
                                                                                                           '04'
sum(case when substring(tiempo,9,2)=05
                                                                    then 1 else 0 end)
                                                                                                           '05'
sum(case when substring(tiempo,9,2)=06
                                                                                                           '06'
sum(case when substring(tiempo,9,2)=07
                                                                                                           '07'
sum(case when substring(tiempo,9,2)=08
                                                                                                            '08'
sum(case when substring(tiempo,9,2)=09
                                                                                                           '09'
sum(case when substring(tiempo,9,2)=10
                                                                                                           '10'
sum(case when substring(tiempo,9,2)=11
                                                                                                           '11'
sum(case when substring(tiempo,9,2)=12
                                                                                         0 end)
sum(case when substring(tiempo,9,2)=13
                                                                                         0 end)
sum(case when substring(tiempo,9,2)=14
                                                                                         0 end)
                                                                                                           '14'
sum(case when substring(tiempo,9,2)=14
sum(case when substring(tiempo,9,2)=15
                                                                                         0 end)
           se when substring(tiempo,9,2)=16
                                                                                         0 end)
                                                                                                           '16'
            se when substring(tiempo,9,2)=10
                    en substring(tiempo,9,2)=17 then 1 else 0 end) as en substring(tiempo,9,2)=18 then 1 else 0 end) as en substring(tiempo,9,2)=19 then 1 else 0 end) as en substring(tiempo,9,2)=20 then 1 else 0 end) as en substring(tiempo,9,2)=21 then 1 else 0 end) as en substring(tiempo,9,2)=22 then 1 else 0 end) as en substring(tiempo,9,2)=23 then 1 else 0 end) as en substring(tiempo,9,2)=24 then 1 else 0 end) as en substring(tiempo,9,2)=25 then 1 else 0 end) as en substring(tiempo,9,2)=26 then 1 else 0 end) as en substring(tiempo,9,2)=27 then 1 else 0 end) as en substring(tiempo,9,2)=28 then 1 else 0 end) as en substring(tiempo,9,2)=28 then 1 else 0 end) as en substring(tiempo,9,2)=29 then 1 else 0 end) as en substring(tiempo,9,2)=30 then 1 else 0 end) as en substring(tiempo,9,2)=31 then 1 else 0 end) as
                                                                                         0 end)
            se when substring(tiempo,9,2)=17
                                                                                                           '18'
              when substring(tiempo,9,2)=19
              when substring(tiempo,9,2)=20
                                                                                                           '20
              when substring(tiempo,9,2)=21
                                                                                                           '21'
              when substring(tiempo,9,2)=22
              when substring(tiempo,9,2)=23
              when substring(tiempo,9,2)=24
                                                                                                           '24'
              when substring(tiempo,9,2)=24
when substring(tiempo,9,2)=25
when substring(tiempo,9,2)=26
when substring(tiempo,9,2)=27
when substring(tiempo,9,2)=28
when substring(tiempo,9,2)=29
when substring(tiempo,9,2)=30
when substring(tiempo,9,2)=31
                                                                                                           '30'
        actividad.cliente_tw
         substring(tiempo,6,2) %actual_month% AND substring(tiempo,1,4)= %actual_year%
              substring(tiempo,6,2)=01
                                                                              %actual_year%
%actual_year%
                                                  substring(tiempo,1,4)
                                                                                                                               'EN %last year%
                                                   substring(tiempo,1,4)
                                                                                                                              'FEI%last_year%
              substring(tiempo,6,2)=02
              substring(tiempo,6,2)=03
                                                  substring(tiempo,1,4)
                                                                              %actual_year%
                                                                                                                               'MA<mark>!%last_year%</mark>
              substring(tiempo,6,2)=04
                                                  substring(tiempo,1,4)
                                                                              %actual_year%
                                                                                                                              'AB %last_year%
              substring(tiempo,6,2)=05
                                                  substring(tiempo,1,4)
                                                                              %actual_year%
                                                                                                                               'MA'%last_year%
              substring(tiempo,6,2)=06
                                                                              %actual_year%
                                                   substring(tiempo,1,4)
                                                                                                                               'JU %last vear%
                                                                                                                              'JU %last_year%
              substring(tiempo,6,2)=07
                                                  substring(tiempo,1,4)
                                                                              %actual_year%
              substring(tiempo,6,2)=08
                                                   substring(tiempo,1,4)
                                                                              %actual_year%
                                                                                                                                   %last_year%
                                                                                                                              'SE %last_year%
              substring(tiempo,6,2)=09
                                                   substring(tiempo,1,4)
                                                                              %actual_year%
              substring(tiempo,6,2)=10
                                                   substring(tiempo,1,4)
                                                                              %actual year%
                                                                                                                              'OC %last_year%
                                                                                                                                   %last_year%
              substring(tiempo,6,2)=11
                                                   substring(tiempo,1,4)
                                                                              %actual_year%
                                                                              %actual_year%
                                                                                                                              'DI %last_year%
              substring(tiempo,6,2)=12
                                                  substring(tiempo,1,4)
              substring(tiempo.6.2)=01
                                                   substring(tiempo,1,4)
                                                                              %actual_year%
                                                                                                                           'ENE%actual_year%
'FEE%actual_year%
              substring(tiempo,6,2)=02
                                                  substring(tiempo,1,4)
                                                                              %actual_year%
              substring(tiempo,6,2)=03
                                                   substring(tiempo,1,4)
                                                                              %actual year%
              substring(tiempo,6,2)=04
                                                   substring(tiempo,1,4)
                                                                              %actual_year%
                                                                                                                                  actual_year%
              substring(tiempo,6,2)=05
                                                   substring(tiempo, 1,4)
                                                                              %actual year
                                                                                                               0 6
                                                                                                                            'MAY
                                                                                                                                  Kactual_year%
                                                                              %actual_year%
                                                                                                                                 %actual_year%
              substring(tiempo,6,2)=06
                                                   substring(tiempo,1,4)
                                                                                                                            'JUN
                                                                                                                            'JUL
                                                                              %actual_year%
              substring(tiempo,6,2)=07
                                                  substring(tiempo,1,4)
                                                                                                                                 Kactual vear%
              substring(tiempo,6,2)=08
                                                   substring(tiempo,1,4)
                                                                              %actual_year%
                                                                                                                                  %actual year%
                                                                               %actual_year
              substring(tiempo,6,2)=09
                                                   substring(tiempo,1,4)
                                                                                                                                  Sactual year9
              substring(tiempo,6,2)=10
                                                   substring(tiempo,1,4)
                                                                              %actual_year%
                                                                                                                                  actual_year%
              substring(tiempo,6,2)=11
                                                   substring(tiempo,1,4)
                                                                              %actual_year%
                                                                                                                                  Sactual_year%
                                                                                                                            'DIC%actual_year%
              substring(tiempo,6,2)=12
                                                   substring(tiempo,1,4)
                                                                              %actual year%
   actividad.cliente tw
```

CONCAT('ACTIVIDAD') as ACTIVIDAD,

La propiedad dentro del archivo tendrá un nombre distinto dependiendo de la consulta que se esté insertando, esta propiedad se insertará en la etiqueta *<relation>*.

Alias de las consultas:

Los alias de algunas consultas contienen el año actual y el anterior, por lo que se necesita insertar esas propiedades dentro del archivo.

• Hoja de trabajo:

En la hoja de trabajo donde se crea el elemento de visualización también se necesita insertar alguna propiedad, ya que algunos de estos elementos creados se utilizan los alias de las consultas que contienen años.

```
<
```

Una vez creada la plantilla inicial con todas las propiedades, se procede a desarrollar una aplicación que sustituirá esas propiedades por los valores (mes y año) que el usuario, que es quien quiere generar el informe, ha insertado.

5.3. Configuración

Como punto de partida del desarrollo de la aplicación, se ha visto conveniente crear el archivo de configuración del cual la aplicación hará uso. En este archivo se encontrarán las propiedades necesarias para que la ejecución sea satisfactoria y se encuentren los resultados deseados.

Este archivo se encuentra dentro de la carpeta del proyecto en "/config/sysconf.json". En él se rellena la información necesaria para crear el fichero donde se encontrará el informe. Para explicar mejor este archivo se va a comentar por apartados cual es la información que debe rellenarse.

```
"template tableau": {
 "path": "template_file_path",
 "name": "template_file_name"
},
```

template_tableau contiene la información sobre la plantilla que se utiliza para crear el fichero resultado, la creación de esta plantilla ha sido explicada en el punto anterior. En path se encuentra la ruta en la que se encuentra la plantilla y name contiene el nombre de la plantilla que se utiliza.

```
"output": {
 "folder": "output_folder",
 "file": "output_file_name"
},
```

En output se encuentran los parámetros necesarios para configurar el nombre del fichero resultado, file, y la carpeta donde se guarda, folder.

```
"params": {
 "actual_month": "desired_month_to_report",
 "actual_year": "desired_year_to_report"
},
```

La propiedad params contiene los datos de interés necesarios para crear el informe, estos datos, en el caso del informe que se está ejecutando, son el mes actual_month y el año actual_year que se desea consultar.



```
"queries": {
  "path": "queries_folder_path",
  "names": [
    "query_x",
    "query_x+1",
    ...
]
}
```

Para las consultas que recuperan los datos necesarios en el informe se ha creado la propiedad *queries*, en ella se especifica la ruta donde se encuentran las plantillas con las consultas, *path*, y los nombres de los distintos ficheros que contienen las consultas, names, con extensión ".*sql*" incluida. Estos ficheros han sido creados anteriormente al igual que la plantilla para el informe.

Actualmente la aplicación está configurada para crear el informe que se ha descrito durante la memoria y utilizando la plantilla que se ha creado en el apartado anterior, aunque el código ha sido implementado para ser fácilmente reutilizable con otras plantillas.

5.4. Desarrollo de la aplicación

Para el desarrollo de la aplicación se ha utilizado el lenguaje Typescript²⁴. Esta aplicación creará un informe estadístico de actividad basándose en datos de las redes sociales Twitter y Facebook. La aplicación seguirá los siguientes pasos para ese fin:

- 1. Obtener la dirección, dentro del ordenador, del archivo de la plantilla que se ha creado anteriormente.
- Obtener los parámetros necesarios para la creación del informe. Estos datos serán recogidos de un archivo de configuración, descrito en el apartado anterior, donde el usuario rellenará el mes y el año que quiere consultar en el informe.
- 3. Obtener la dirección en la que se va a guardar el resultado final.
- 4. Obtener la dirección donde se encuentran las plantillas de las consultas, que todavía tienen las propiedades de mes y año por sustituir.
- 5. Obtener los nombres de las plantillas de las consultas, en este caso los nombres coinciden con las propiedades dentro del archivo Tableau que hacen referencia a los huecos donde irán las consultas una vez creadas.
- 6. Seguidamente se procede a sustituir las propiedades por las que se encuentran en el archivo de configuración de la aplicación
 - 6.1. Primero se leen todas las plantillas de las consultas.
 - 6.2. Se crea el parámetro *last_year* a partir de *actual_year* (insertado por el usuario).
 - 6.3. A continuación, para cada una de las consultas se reemplazan las propiedades de la consulta por los valores de los parámetros del punto 2.
 - 6.4. Una vez se tienen las consultas finales se guardan en un objeto {clave, valor} que será la que se utilice para reemplazar las consultas en el archivo final. Este

²⁴ Explicado en el apartado de Typescript dentro del punto 2. Marco tecnológico.



-

- objeto contiene como clave el nombre de la propiedad y como valor la consulta ya reemplazada.
- 6.5. Una vez tenemos las consultas, juntamos estas consultas y los parámetros necesarios en otro objeto. Este será el que se utilice para hacer los reemplazos en la plantilla del archivo Tableau.
- 6.6. Seguidamente se reemplazan las propiedades de la plantilla por las que están en el objeto que se ha creado.
- 7. Una vez se tiene el archivo Tableau con todas las propiedades, primero se comprueba si el directorio en el que se va a guardar el archivo final existe. Si no es así, se crea la carpeta de destino; una vez comprobado se guarda en la carpeta el archivo final en el que se han reemplazado todas las propiedades.

5.5. Ejecución

En esta sección se va a listar una serie de pasos para la ejecución de la aplicación y poder conseguir los resultados deseados. Todos los pasos serán ejecutados desde una terminal de comandos y accediendo directamente desde la carpeta del proyecto.

Una vez descargada la aplicación, se necesitan instalar las utilidades que la aplicación necesita para poder funcionar correctamente, para ello como primer paso, se necesita tener instalado, como se ha mencionado anteriormente, el entorno Node.js²⁵, que contiene la herramienta 'npm', que maneja las dependencias de la aplicación, con esto instalado se ejecuta:

npm install

Una vez se tiene el archivo de configuración completado, se necesita ejecutar la aplicación. Para ello se lanzan dos instrucciones desde la terminal, la primera sirve para compilar el código, que se encuentra en typescript, a javascript mediante:

npm run build

Seguidamente se ejecutará la aplicación con el comando:

npm start

Una vez ejecutados todos los pasos, se puede encontrar en la carpeta 'out' del proyecto de la aplicación el archivo 'result.twb', que se corresponde con el archivo Tableau que ya contiene las propiedades ya reemplazadas por los datos deseados.

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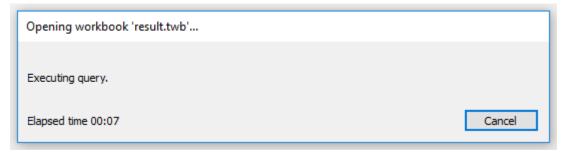
²⁵ Explicado en el apartado de Typescript, que incluye una explicación de Node.js, descrito en el punto 2. Marco tecnológico.

5.6. Resultados

El archivo obtenido como resultado de la ejecución se puede abrir directamente mediante el programa Tableau para observar los resultados. Si se tiene instalado Tableau solo basta con hacer doble-click en el archivo para que automáticamente se ejecute la aplicación Tableau Desktop.

Lo primero que aparece es una ventana en la que tenemos que insertar la contraseña para la fuente de los datos que se han utilizado, esto también da opción a cambiar la conexión de la fuente de datos (siempre teniendo en cuenta que las consultas deben poderse ejecutar en esa otra fuente de datos).





Una vez se han ejecutado todas las consultas, aparece el proyecto final de Tableau, donde se muestran tantos los elementos de visualización como los dashboards. Existe la posibilidad de que el usuario pueda modificar los dashboards y gráficos a su gusto, moviendo elementos o insertando comentarios entre otras cosas.

Finalmente, para obtener el informe en formato PDF, sólo es necesario seleccionar las vistas de los dashboard e imprimir estas vistas mediante la opción *Print to PDF*...²⁶.

²⁶ Explicado en el punto 4.4. Exportar a PDF.



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6. Conclusiones

En el proyecto se ha realizado un estudio para poder automatizar la creación de un informe estadístico que utilice los datos de clientes de la empresa Autoritas. En este caso los datos recuperados pertenecen al ámbito de las redes sociales Twitter y Facebook.

Para llegar a la solución final se han seguido distintos pasos:

Primero se han estudiado los datos cedidos por parte de la empresa para crear el informe. Estos datos han sido tratados mediante una herramienta de gestión de bases de datos llamada MySQL, cuyo uso ha sido de utilidad para explorar la información que contiene la base de datos. Una vez encontrados los campos de interés dentro de las tablas, se ha procedido al tratamiento de los mismos mediante la creación de consultas que recuperan los datos de interés para la creación del informe.

Como segundo paso se vio conveniente crear el informe final al que se quiere llegar de forma manual. Para ello se ha utilizado la herramienta Tableau, esta herramienta se utiliza para crear elementos de visualización que ayudan a entender los datos de una forma sencilla y visual. La opción de crear el informe de forma manual ha servido para conocer mejor la herramienta y poder encontrar cual es la mejor forma de crear un elemento de visualización u otro dependiendo de los datos obtenidos.

Una vez se tiene el informe creado, el tercer paso es analizar el archivo para encontrar cómo crear la aplicación de automatización. Encontrar una opción no fue una tarea difícil, ya que al ver el archivo del proyecto, mediante un editor de texto, se podía leer como un archivo en formato XML. De esta forma se llegó a la conclusión de crear una plantilla con propiedades que serán sustituidas mediante la creación de una aplicación para sustituir expresiones regulares por texto de forma dinámica.

El cuarto paso es crear la aplicación. Se decidió usar el lenguaje Typescript, que es un superconjunto de Javascript, es decir, que agrega sintaxis y nuevas formas de programar que ayudan en el escalado de aplicaciones. Una vez elegido el lenguaje se creó la aplicación y se probó sobre la plantilla que se había creado para ella. La aplicación recoge los datos de mes y año necesarios para crear el informe y crea un proyecto Tableau ejecutando la aplicación mediante consola. Para poder conseguir el proyecto en formato PDF se tiene que entrar en la aplicación Tableau Desktop y exportarlo en ese formato.

Con esto se concluye que el resultado de la solución al problema de la automatización de informes en Tableau se ha visto suplida con la creación de la aplicación, aunque no sea una solución que llegue a exportar todo el informe en formato PDF, se puede crear la parte más laboriosa del informe de forma automática y dinámica, lo que ayuda a simplificar la creación, dejando un proyecto ya creado que puede ser personalizable si se encuentran partes que el usuario final quiere modificar, como insertar comentarios e insertar o ocultar valores en los gráficos. Como punto extra, la aplicación es configurable, ya que dispone de un archivo de configuración en el que se puede especificar tanto la plantilla como las consultas a utilizar.

La aplicación resultante ha sido configurada para suplir la creación del informe explicado anteriormente. Aun así, durante el desarrollo se ha conseguido crear una aplicación que puede ser utilizada por cualquier plantilla que contenga otras consultas, solo se tendría que utilizar una plantilla y unas consultas acordes a ella, así como ser utilizada para otras herramientas que no sean Tableau Desktop.

El código desarrollado para la solución, que incluye la plantilla utilizada y la configuración específica para el ejemplo de este trabajo, se encuentra publicado en https://github.com/Lerailen/Report_automation_with_Tableau.

7. Bibliografía

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Apéndice A

Consultas creadas para recuperar la información del informe.

Twitter

• tw_posts_01

select concat('actividad') as actividad, sum(case when substring(tiempo,9,2)=01 then 1 else 0 end) as '01', sum(case when substring(tiempo,9,2)=02 then 1 else 0 end) as '02', sum(case when substring(tiempo,9,2)=03 then 1 else 0 end) as '03', sum(case when substring(tiempo,9,2)=04 then 1 else 0 end) as '04', sum(case when substring(tiempo,9,2)=05 then 1 else 0 end) as '05', sum(case when substring(tiempo,9,2)=06 then 1 else 0 end) as '06', sum(case when substring(tiempo,9,2)=07 then 1 else 0 end) as '07', sum(case when substring(tiempo,9,2)=08 then 1 else 0 end) as '08', sum(case when substring(tiempo,9,2)=09 then 1 else 0 end) as '09', sum(case when substring(tiempo,9,2)=10 then 1 else 0 end) as '10', sum(case when substring(tiempo,9,2)=11 then 1 else 0 end) as '11', sum(case when substring(tiempo,9,2)=12 then 1 else 0 end) as '12', sum(case when substring(tiempo,9,2)=13 then 1 else 0 end) as '13', sum(case when substring(tiempo,9,2)=14 then 1 else 0 end) as '14', sum(case when substring(tiempo,9,2)=15 then 1 else 0 end) as '15', sum(case when substring(tiempo,9,2)=16 then 1 else 0 end) as '16', sum(case when substring(tiempo,9,2)=17 then 1 else 0 end) as '17', sum(case when substring(tiempo,9,2)=18 then 1 else 0 end) as '18', sum(case when substring(tiempo,9,2)=19 then 1 else 0 end) as '19', sum(case when substring(tiempo,9,2)=20 then 1 else 0 end) as '20', sum(case when substring(tiempo,9,2)=21 then 1 else 0 end) as '21', sum(case when substring(tiempo,9,2)=22 then 1 else 0 end) as '22', sum(case when substring(tiempo,9,2)=23 then 1 else 0 end) as '23', sum(case when substring(tiempo,9,2)=24 then 1 else 0 end) as '24', sum(case when substring(tiempo,9,2)=25 then 1 else 0 end) as '25', sum(case when substring(tiempo,9,2)=26 then 1 else 0 end) as '26', sum(case when substring(tiempo,9,2)=27 then 1 else 0 end) as '27', sum(case when substring(tiempo,9,2)=28 then 1 else 0 end) as '28', sum(case when substring(tiempo,9,2)=29 then 1 else 0 end) as '29', sum(case when substring(tiempo,9,2)=30 then 1 else 0 end) as '30', sum(case when substring(tiempo,9,2)=31 then 1 else 0 end) as '31' from actividad.cliente tw where substring(tiempo, 6,2)=02 and substring(tiempo, 1,4)=2018

tw_posts_02

select 'actividad',

sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018-1 then 1 else 0 end) as 'ENE2017',

sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018-1 then 1 else 0 end) as 'FEB2017',

sum(case when substring(tiempo,6,2)=03 and substring(tiempo,1,4)=2018-1 then 1 else 0 end) as 'MAR2017',

sum(case when substring(tiempo,6,2)=04 and substring(tiempo,1,4)=2018-1 then 1 else 0 end) as 'ABR2017',

sum(case when substring(tiempo,6,2)=05 and substring(tiempo,1,4)=2018-1 then 1 else 0 end) as 'MAY2017',

sum(case when substring(tiempo,6,2)=06 and substring(tiempo,1,4)=2018-1 then 1 else 0 end) as 'JUN2017',

sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018-1 then 1 else 0 end) as 'JUL2017',

sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018-1 then 1 else 0 end) as 'AGO2017',

sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018-1 then 1 else 0 end) as 'SET2017',

sum(case when substring(tiempo,6,2)=10 and substring(tiempo,1,4)=2018-1 then 1 else 0 end) as 'OCT2017',

sum(case when substring(tiempo,6,2)=11 and substring(tiempo,1,4)=2018-1 then 1 else 0 end) as 'NOV2017',

sum(case when substring(tiempo, 6, 2)=12 and substring(tiempo, 1, 4)=2018-1then 1 else 0 end) as 'DIC2017',

sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018 then 1 else 0 end) as 'ENE2018',

sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018 then 1 else 0 end) as 'FEB2018',

sum(case when substring(tiempo,6,2)=03 and substring(tiempo,1,4)=2018 then 1 else 0 end) as 'MAR2018',

sum(case when substring(tiempo,6,2)=04 and substring(tiempo,1,4)=2018 then 1 else 0 end) as 'ABR2018',

sum(case when substring(tiempo,6,2)=05 and substring(tiempo,1,4)=2018 then 1 else 0 end) as 'MAY2018',

sum(case when substring(tiempo,6,2)=06 and substring(tiempo,1,4)=2018 then 1 else 0 end) as 'JUN2018',

sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018 then 1 else 0 end) as 'JUL2018',

sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018 then 1 else 0 end) as 'AGO2018',

sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018 then 1 else 0 end) as 'SET2018',

sum(case when substring(tiempo,6,2)=10 and substring(tiempo,1,4)=2018 then 1 else 0 end) as 'OCT2018',

sum(case when substring(tiempo, 6, 2)=11 and substring(tiempo, 1, 4)=2018

then 1 else 0 end) as 'NOV2018', sum(case when substring(tiempo,6,2)=12 and substring(tiempo,1,4)=2018 then 1 else 0 end) as 'DIC2018' from actividad.cliente_tw

tw_int_01

select concat('RT') as interacciones, sum(case when substring(tiempo,9,2)=01 then RT else 0 end) as '01', sum(case when substring(tiempo,9,2)=02 then RT else 0 end) as '02', sum(case when substring(tiempo,9,2)=03 then RT else 0 end) as '03', sum(case when substring(tiempo,9,2)=04 then RT else 0 end) as '04', sum(case when substring(tiempo,9,2)=05 then RT else 0 end) as '05', sum(case when substring(tiempo,9,2)=06 then RT else 0 end) as '06', sum(case when substring(tiempo,9,2)=07 then RT else 0 end) as '07', sum(case when substring(tiempo,9,2)=08 then RT else 0 end) as '08', sum(case when substring(tiempo,9,2)=09 then RT else 0 end) as '09', sum(case when substring(tiempo,9,2)=10 then RT else 0 end) as '10', sum(case when substring(tiempo,9,2)=11 then RT else 0 end) as '11', sum(case when substring(tiempo,9,2)=12 then RT else 0 end) as '12', sum(case when substring(tiempo,9,2)=13 then RT else 0 end) as '13', sum(case when substring(tiempo,9,2)=14 then RT else 0 end) as '14', sum(case when substring(tiempo,9,2)=15 then RT else 0 end) as '15', sum(case when substring(tiempo,9,2)=16 then RT else 0 end) as '16', sum(case when substring(tiempo,9,2)=17 then RT else 0 end) as '17', sum(case when substring(tiempo,9,2)=18 then RT else 0 end) as '18', sum(case when substring(tiempo,9,2)=19 then RT else 0 end) as '19', sum(case when substring(tiempo,9,2)=20 then RT else 0 end) as '20', sum(case when substring(tiempo,9,2)=21 then RT else 0 end) as '21', sum(case when substring(tiempo,9,2)=22 then RT else 0 end) as '22', sum(case when substring(tiempo,9,2)=23 then RT else 0 end) as '23', sum(case when substring(tiempo,9,2)=24 then RT else 0 end) as '24', sum(case when substring(tiempo,9,2)=25 then RT else 0 end) as '25', sum(case when substring(tiempo,9,2)=26 then RT else 0 end) as '26', sum(case when substring(tiempo,9,2)=27 then RT else 0 end) as '27', sum(case when substring(tiempo,9,2)=28 then RT else 0 end) as '28', sum(case when substring(tiempo,9,2)=29 then RT else 0 end) as '29', sum(case when substring(tiempo,9,2)=30 then RT else 0 end) as '30', sum(case when substring(tiempo,9,2)=31 then RT else 0 end) as '31' from actividad.cliente tw where substring(tiempo, 6, 2) = 02 and substring(tiempo, 1, 4) = 2018union select concat('RESP'), sum(case when substring(tiempo,9,2)=01 then respuestas else 0 end) as '01', sum(case when substring(tiempo,9,2)=02 then respuestas else 0 end) as '02', sum(case when substring(tiempo,9,2)=03 then respuestas else 0 end) as '03', sum(case when substring(tiempo,9,2)=04 then respuestas else 0 end) as '04', sum(case when substring(tiempo,9,2)=05 then respuestas else 0 end) as '05', sum(case when substring(tiempo,9,2)=06 then respuestas else 0 end) as '06', sum(case when substring(tiempo,9,2)=07 then respuestas else 0 end) as '07', sum(case when substring(tiempo,9,2)=08 then respuestas else 0 end) as '08', sum(case when substring(tiempo,9,2)=09 then respuestas else 0 end) as '09', sum(case when substring(tiempo,9,2)=10 then respuestas else 0 end) as '10', sum(case when substring(tiempo,9,2)=11 then respuestas else 0 end) as '11', sum(case when substring(tiempo,9,2)=12 then respuestas else 0 end) as '12', sum(case when substring(tiempo,9,2)=13 then respuestas else 0 end) as '13', sum(case when substring(tiempo,9,2)=14 then respuestas else 0 end) as '14', sum(case when substring(tiempo,9,2)=15 then respuestas else 0 end) as '15', sum(case when substring(tiempo,9,2)=16 then respuestas else 0 end) as '16', sum(case when substring(tiempo,9,2)=17 then respuestas else 0 end) as '17', sum(case when substring(tiempo,9,2)=18 then respuestas else 0 end) as '18', sum(case when substring(tiempo,9,2)=19 then respuestas else 0 end) as '19', sum(case when substring(tiempo,9,2)=20 then respuestas else 0 end) as '20', sum(case when substring(tiempo,9,2)=21 then respuestas else 0 end) as '21', sum(case when substring(tiempo,9,2)=22 then respuestas else 0 end) as '22', sum(case when substring(tiempo,9,2)=23 then respuestas else 0 end) as '23', sum(case when substring(tiempo,9,2)=24 then respuestas else 0 end) as '24', sum(case when substring(tiempo,9,2)=25 then respuestas else 0 end) as '25', sum(case when substring(tiempo,9,2)=26 then respuestas else 0 end) as '26', sum(case when substring(tiempo,9,2)=27 then respuestas else 0 end) as '27', sum(case when substring(tiempo,9,2)=28 then respuestas else 0 end) as '28', sum(case when substring(tiempo,9,2)=29 then respuestas else 0 end) as '29', sum(case when substring(tiempo,9,2)=30 then respuestas else 0 end) as '30', sum(case when substring(tiempo,9,2)=31 then respuestas else 0 end) as '31' from actividad.cliente tw where substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018 select concat('GUSTA'), sum(case when substring(tiempo,9,2)=01 then me_gusta else 0 end) as '01', sum(case when substring(tiempo,9,2)=02 then me_gusta else 0 end) as '02', sum(case when substring(tiempo,9,2)=03 then me gusta else 0 end) as '03', sum(case when substring(tiempo,9,2)=04 then me_gusta else 0 end) as '04', sum(case when substring(tiempo,9,2)=05 then me_gusta else 0 end) as '05', sum(case when substring(tiempo,9,2)=06 then me_gusta else 0 end) as '06', sum(case when substring(tiempo,9,2)=07 then me_gusta else 0 end) as '07', sum(case when substring(tiempo,9,2)=08 then me_gusta else 0 end) as '08', sum(case when substring(tiempo,9,2)=09 then me_gusta else 0 end) as '09', sum(case when substring(tiempo,9,2)=10 then me gusta else 0 end) as '10', sum(case when substring(tiempo,9,2)=11 then me_gusta else 0 end) as '11', sum(case when substring(tiempo,9,2)=12 then me gusta else 0 end) as '12', sum(case when substring(tiempo,9,2)=13 then me_gusta else 0 end) as '13',

sum(case when substring(tiempo,9,2)=14 then me_gusta else 0 end) as '14', sum(case when substring(tiempo,9,2)=15 then me_gusta else 0 end) as '15', sum(case when substring(tiempo,9,2)=16 then me_gusta else 0 end) as '16', sum(case when substring(tiempo,9,2)=17 then me_gusta else 0 end) as '17', sum(case when substring(tiempo,9,2)=18 then me_gusta else 0 end) as '18',

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sum(case when substring(tiempo,9,2)=19 then me_gusta else 0 end) as '19',
sum(case when substring(tiempo,9,2)=20 then me_gusta else 0 end) as '20',
sum(case when substring(tiempo,9,2)=21 then me_gusta else 0 end) as '21',
sum(case when substring(tiempo,9,2)=22 then me_gusta else 0 end) as '22',
sum(case when substring(tiempo,9,2)=23 then me_gusta else 0 end) as '23',
sum(case when substring(tiempo,9,2)=24 then me_gusta else 0 end) as '24',
sum(case when substring(tiempo,9,2)=25 then me gusta else 0 end) as '25',
sum(case when substring(tiempo,9,2)=26 then me_gusta else 0 end) as '26',
sum(case when substring(tiempo,9,2)=27 then me_gusta else 0 end) as '27',
sum(case when substring(tiempo,9,2)=28 then me_gusta else 0 end) as '28',
sum(case when substring(tiempo,9,2)=29 then me_gusta else 0 end) as '29',
sum(case when substring(tiempo,9,2)=30 then me gusta else 0 end) as '30',
sum(case when substring(tiempo,9,2)=31 then me_gusta else 0 end) as '31'
from actividad.cliente_tw
where substring(tiempo, 6,2)=02 and substring(tiempo, 1,4)=2018
union
select concat('CLICKS'),
sum(case when substring(tiempo,9,2)=01 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '01',
sum(case when substring(tiempo,9,2)=02 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '02',
sum(case when substring(tiempo,9,2)=03 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '03',
sum(case when substring(tiempo,9,2)=04 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '04',
sum(case when substring(tiempo,9,2)=05 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '05',
sum(case when substring(tiempo,9,2)=06 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '06',
sum(case when substring(tiempo,9,2)=07 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '07',
sum(case when substring(tiempo,9,2)=08 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '08',
sum(case when substring(tiempo,9,2)=09 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '09',
sum(case when substring(tiempo,9,2)=10 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '10',
sum(case when substring(tiempo,9,2)=11 then
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(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones de detalles)+(clics en enlaces permanentes) else 0 end) as '11',
sum(case when substring(tiempo,9,2)=12 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '12',
sum(case when substring(tiempo,9,2)=13 then
(clics de perfil)+(clics en url)+(clics de etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '13',
sum(case when substring(tiempo,9,2)=14 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '14',
sum(case when substring(tiempo,9,2)=15 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '15',
sum(case when substring(tiempo,9,2)=16 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '16',
sum(case when substring(tiempo,9,2)=17 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '17',
sum(case when substring(tiempo,9,2)=18 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '18',
sum(case when substring(tiempo,9,2)=19 then
(clics de perfil)+(clics en url)+(clics de etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '19',
sum(case when substring(tiempo,9,2)=20 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '20',
sum(case when substring(tiempo,9,2)=21 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '21',
sum(case when substring(tiempo,9,2)=22 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '22',
sum(case when substring(tiempo,9,2)=23 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '23',
sum(case when substring(tiempo,9,2)=24 then
(clics de perfil)+(clics en url)+(clics de etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '24',
sum(case when substring(tiempo,9,2)=25 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '25',
sum(case when substring(tiempo,9,2)=26 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)
+(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '26',
sum(case when substring(tiempo,9,2)=27 then
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(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas) +(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '27', sum(case when substring(tiempo,9,2)=28 then (clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas) +(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '28', sum(case when substring(tiempo,9,2)=29 then (clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas) +(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '29', sum(case when substring(tiempo,9,2)=30 then (clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas) +(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '30', sum(case when substring(tiempo,9,2)=31 then (clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas) +(ampliaciones_de_detalles)+(clics_en_enlaces_permanentes) else 0 end) as '31' from actividad.cliente tw where substring(tiempo, 6, 2) = 02 and substring(tiempo, 1, 4) = 2018

• tw_int_02

select concat('RT') as interacciones,

sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'ENE2017',

sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'FEB2017',

sum(case when substring(tiempo,6,2)=03 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'MAR2017',

sum(case when substring(tiempo,6,2)=04 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'ABR2017',

sum(case when substring(tiempo,6,2)=05 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'MAY2017',

sum(case when substring(tiempo,6,2)=06 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'JUN2017',

sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'JUL2017',

sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'AGO2017',

sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'SET2017',

sum(case when substring(tiempo,6,2)=10 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'OCT2017',

sum(case when substring(tiempo,6,2)=11 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'NOV2017',

sum(case when substring(tiempo,6,2)=12 and substring(tiempo,1,4)=2018-1 then RT else 0 end) as 'DIC2017',

sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'ENE2018',

sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'FEB2018',

sum(case when substring(tiempo,6,2)=03 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'MAR2018',

sum(case when substring(tiempo,6,2)=04 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'ABR2018',

sum(case when substring(tiempo,6,2)=05 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'MAY2018',

sum(case when substring(tiempo,6,2)=06 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'JUN2018',

sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'JUL2018',

sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'AGO2018',

sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'SET2018',

sum(case when substring(tiempo,6,2)=10 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'OCT2018',

sum(case when substring(tiempo,6,2)=11 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'NOV2018',

sum(case when substring(tiempo,6,2)=12 and substring(tiempo,1,4)=2018 then RT else 0 end) as 'DIC2018'

from actividad.cliente tw

union

select 'RESP',

sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018-1 then respuestas else 0 end) as 'ENE2017',

sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018-1 then respuestas else 0 end) as 'FEB2017',

sum(case when substring(tiempo,6,2)=03 and substring(tiempo,1,4)=2018-1 then respuestas else 0 end) as 'MAR2017',

sum(case when substring(tiempo, 6, 2)=04 and substring(tiempo, 1, 4)=2018-1 then respuestas else 0 end) as 'ABR2017',

sum(case when substring(tiempo,6,2)=05 and substring(tiempo,1,4)=2018-1 then respuestas else 0 end) as 'MAY2017',

sum(case when substring(tiempo, 6, 2)=06 and substring(tiempo, 1, 4)=2018-1then respuestas else 0 end) as 'JUN2017',

sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018-1 then respuestas else 0 end) as 'JUL2017',

sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018-1 then respuestas else 0 end) as 'AGO2017',

sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018-1 then respuestas else 0 end) as 'SET2017',

sum(case when substring(tiempo,6,2)=10 and substring(tiempo,1,4)=2018-1 then respuestas else 0 end) as 'OCT2017',

sum(case when substring(tiempo,6,2)=11 and substring(tiempo,1,4)=2018-1 then respuestas else 0 end) as 'NOV2017',

sum(case when substring(tiempo,6,2)=12 and substring(tiempo,1,4)=2018-1 then respuestas else 0 end) as 'DIC2017',

sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018

then respuestas else 0 end) as 'ENE2018',

sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018 then respuestas else 0 end) as 'FEB2018',

sum(case when substring(tiempo,6,2)=03 and substring(tiempo,1,4)=2018 then respuestas else 0 end) as 'MAR2018',

sum(case when substring(tiempo,6,2)=04 and substring(tiempo,1,4)=2018 then respuestas else 0 end) as 'ABR2018',

sum(case when substring(tiempo,6,2)=05 and substring(tiempo,1,4)=2018 then respuestas else 0 end) as 'MAY2018',

sum(case when substring(tiempo,6,2)=06 and substring(tiempo,1,4)=2018 then respuestas else 0 end) as 'JUN2018',

sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018 then respuestas else 0 end) as 'JUL2018',

sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018 then respuestas else 0 end) as 'AGO2018',

sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018 then respuestas else 0 end) as 'SET2018',

sum(case when substring(tiempo,6,2)=10 and substring(tiempo,1,4)=2018 then respuestas else 0 end) as 'OCT2018',

sum(case when substring(tiempo,6,2)=11 and substring(tiempo,1,4)=2018 then respuestas else 0 end) as 'NOV2018',

sum(case when substring(tiempo,6,2)=12 and substring(tiempo,1,4)=2018 then respuestas else 0 end) as 'DIC2018'

from actividad.cliente_tw

union

select 'GUSTA',

sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018-1 then me_gusta else 0 end) as 'ENE2017',

sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018-1 then me gusta else 0 end) as 'FEB2017',

sum(case when substring(tiempo,6,2)=03 and substring(tiempo,1,4)=2018-1 then me_gusta else 0 end) as 'MAR2017',

sum(case when substring(tiempo,6,2)=04 and substring(tiempo,1,4)=2018-1 then me_gusta else 0 end) as 'ABR2017',

sum(case when substring(tiempo,6,2)=05 and substring(tiempo,1,4)=2018-1 then me_gusta else 0 end) as 'MAY2017',

sum(case when substring(tiempo,6,2)=06 and substring(tiempo,1,4)=2018-1 then me_gusta else 0 end) as 'JUN2017',

sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018-1 then me_gusta else 0 end) as 'JUL2017',

sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018-1 then me_gusta else 0 end) as 'AGO2017',

sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018-1 then me_gusta else 0 end) as 'SET2017',

sum(case when substring(tiempo,6,2)=10 and substring(tiempo,1,4)=2018-1 then me_gusta else 0 end) as 'OCT2017',

sum(case when substring(tiempo,6,2)=11 and substring(tiempo,1,4)=2018-1 then me_gusta else 0 end) as 'NOV2017',

sum(case when substring(tiempo,6,2)=12 and substring(tiempo,1,4)=2018-1 then me gusta else 0 end) as 'DIC2017',

sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018 then me_gusta else 0 end) as 'ENE2018',

sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018 then me_gusta else 0 end) as 'FEB2018',

sum(case when substring(tiempo,6,2)=03 and substring(tiempo,1,4)=2018 then me_gusta else 0 end) as 'MAR2018',

sum(case when substring(tiempo,6,2)=04 and substring(tiempo,1,4)=2018 then me_gusta else 0 end) as 'ABR2018',

sum(case when substring(tiempo,6,2)=05 and substring(tiempo,1,4)=2018 then me gusta else 0 end) as 'MAY2018',

sum(case when substring(tiempo,6,2)=06 and substring(tiempo,1,4)=2018 then me_gusta else 0 end) as 'JUN2018',

sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018 then me_gusta else 0 end) as 'JUL2018',

sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018 then me_gusta else 0 end) as 'AGO2018',

sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018 then me_gusta else 0 end) as 'SET2018',

sum(case when substring(tiempo,6,2)=10 and substring(tiempo,1,4)=2018 then me gusta else 0 end) as 'OCT2018',

sum(case when substring(tiempo,6,2)=11 and substring(tiempo,1,4)=2018 then me_gusta else 0 end) as 'NOV2018',

sum(case when substring(tiempo,6,2)=12 and substring(tiempo,1,4)=2018 then me_gusta else 0 end) as 'DIC2018'

from actividad.cliente_tw

union

select concat('CLICKS'),

sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018-1 then (clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles) +(clics_en_enlaces_permanentes) else 0 end) as 'ENE2017',

sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018-1 then (clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles) +(clics_en_enlaces_permanentes) else 0 end) as 'FEB2017',

 $sum(case\ when\ substring(tiempo,6,2)=03\ and\ substring(tiempo,1,4)=2018-1\ then\ (clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles) +(clics_en_enlaces_permanentes)\ else\ 0\ end)\ as\ 'MAR2017',$

sum(case when substring(tiempo,6,2)=04 and substring(tiempo,1,4)=2018-1 then (clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles) +(clics_en_enlaces_permanentes) else 0 end) as 'ABR2017',

 $sum(case \ when \ substring(tiempo,6,2)=05 \ and \ substring(tiempo,1,4)=2018-1 \ then \\ (clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles) \\ +(clics_en_enlaces_permanentes) \ else \ 0 \ end) \ as \ 'MAY2017',$

sum(case when substring(tiempo,6,2)=06 and substring(tiempo,1,4)=2018-1 then (clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles) +(clics_en_enlaces_permanentes) else 0 end) as 'JUN2017',

sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018-1 then

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(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'JUL2017',
sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018-1 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'AGO2017',
sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018-1 then
(clics de perfil)+(clics en url)+(clics de etiquetas)+(ampliaciones de detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'SET2017',
sum(case when substring(tiempo,6,2)=10 and substring(tiempo,1,4)=2018-1 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'OCT2017',
sum(case when substring(tiempo,6,2)=11 and substring(tiempo,1,4)=2018-1 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'NOV2017',
sum(case when substring(tiempo,6,2)=12 and substring(tiempo,1,4)=2018-1 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'DIC2017',
sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'ENE2018',
sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'FEB2018',
sum(case when substring(tiempo,6,2)=03 and substring(tiempo,1,4)=2018 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'MAR2018',
sum(case when substring(tiempo,6,2)=04 and substring(tiempo,1,4)=2018 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'ABR2018',
sum(case when substring(tiempo, 6,2)=05 and substring(tiempo, 1,4)=2018 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'MAY2018',
sum(case when substring(tiempo,6,2)=06 and substring(tiempo,1,4)=2018 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'JUN2018',
sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'JUL2018',
sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'AGO2018',
sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'SET2018',
sum(case when substring(tiempo, 6,2)=10 and substring(tiempo, 1,4)=2018 then
(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles)
+(clics_en_enlaces_permanentes) else 0 end) as 'OCT2018',
sum(case when substring(tiempo,6,2)=11 and substring(tiempo,1,4)=2018 then
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(clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles) +(clics en enlaces permanentes) else 0 end) as 'NOV2018', sum(case when substring(tiempo,6,2)=12 and substring(tiempo,1,4)=2018 then (clics_de_perfil)+(clics_en_url)+(clics_de_etiquetas)+(ampliaciones_de_detalles) +(clics_en_enlaces_permanentes) else 0 end) as 'DIC2018' from actividad.cliente_tw

• tw_imp_01

select concat('ACTIVIDAD') as ACTIVIDAD, sum(case when substring(tiempo,9,2)=01 then impresiones else 0 end) as '01', sum(case when substring(tiempo,9,2)=02 then impresiones else 0 end) as '02',

sum(case when substring(tiempo,9,2)=03 then impresiones else 0 end) as '03', sum(case when substring(tiempo,9,2)=04 then impresiones else 0 end) as '04', sum(case when substring(tiempo,9,2)=05 then impresiones else 0 end) as '05', sum(case when substring(tiempo,9,2)=06 then impresiones else 0 end) as '06', sum(case when substring(tiempo,9,2)=07 then impresiones else 0 end) as '07', sum(case when substring(tiempo,9,2)=08 then impresiones else 0 end) as '08', sum(case when substring(tiempo,9,2)=09 then impresiones else 0 end) as '09',

sum(case when substring(tiempo,9,2)=11 then impresiones else 0 end) as '11', sum(case when substring(tiempo,9,2)=12 then impresiones else 0 end) as '12', sum(case when substring(tiempo,9,2)=13 then impresiones else 0 end) as '13', sum(case when substring(tiempo,9,2)=14 then impresiones else 0 end) as '14',

sum(case when substring(tiempo,9,2)=15 then impresiones else 0 end) as '15', sum(case when substring(tiempo,9,2)=16 then impresiones else 0 end) as '16',

sum(case when substring(tiempo,9,2)=10 then impresiones else 0 end) as '10',

sum(case when substring(tiempo,9,2)=17 then impresiones else 0 end) as '17', sum(case when substring(tiempo,9,2)=18 then impresiones else 0 end) as '18',

sum(case when substring(tiempo,9,2)=19 then impresiones else 0 end) as '19', sum(case when substring(tiempo,9,2)=20 then impresiones else 0 end) as '20',

sum(case when substring(tiempo,9,2)=21 then impresiones else 0 end) as '21', sum(case when substring(tiempo,9,2)=22 then impresiones else 0 end) as '22',

sum(case when substring(tiempo,9,2)=23 then impresiones else 0 end) as '23',

sum(case when substring(tiempo,9,2)=24 then impresiones else 0 end) as '24', sum(case when substring(tiempo,9,2)=25 then impresiones else 0 end) as '25',

sum(case when substring(tiempo,9,2)=26 then impresiones else 0 end) as '26',

sum(case when substring(tiempo,9,2)=27 then impresiones else 0 end) as '27', sum(case when substring(tiempo,9,2)=28 then impresiones else 0 end) as '28',

sum(case when substring(tiempo,9,2)=29 then impresiones else 0 end) as '29',

sum(case when substring(tiempo,9,2)=30 then impresiones else 0 end) as '30',

sum(case when substring(tiempo,9,2)=31 then impresiones else 0 end) as '31' from actividad.cliente tw

where substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018

• tw_imp_02

select 'impresiones',

sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'ENE2017',

sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'FEB2017',

sum(case when substring(tiempo,6,2)=03 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'MAR2017',

sum(case when substring(tiempo,6,2)=04 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'ABR2017',

sum(case when substring(tiempo,6,2)=05 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'MAY2017',

sum(case when substring(tiempo,6,2)=06 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'JUN2017',

sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'JUL2017',

sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'AGO2017',

sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'SET2017',

sum(case when substring(tiempo,6,2)=10 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'OCT2017',

sum(case when substring(tiempo,6,2)=11 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'NOV2017',

sum(case when substring(tiempo,6,2)=12 and substring(tiempo,1,4)=2018-1 then impresiones else 0 end) as 'DIC2017',

sum(case when substring(tiempo,6,2)=01 and substring(tiempo,1,4)=2018 then impresiones else 0 end) as 'ENE2018',

sum(case when substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018 then impresiones else 0 end) as 'FEB2018',

sum(case when substring(tiempo,6,2)=03 and substring(tiempo,1,4)=2018 then impresiones else 0 end) as 'MAR2018',

sum(case when substring(tiempo,6,2)=04 and substring(tiempo,1,4)=2018 then impresiones else 0 end) as 'ABR2018',

sum(case when substring(tiempo,6,2)=05 and substring(tiempo,1,4)=2018 then impresiones else 0 end) as 'MAY2018',

sum(case when substring(tiempo,6,2)=06 and substring(tiempo,1,4)=2018 then impresiones else 0 end) as 'JUN2018',

sum(case when substring(tiempo,6,2)=07 and substring(tiempo,1,4)=2018 then impresiones else 0 end) as 'JUL2018',

sum(case when substring(tiempo,6,2)=08 and substring(tiempo,1,4)=2018 then impresiones else 0 end) as 'AGO2018',

sum(case when substring(tiempo,6,2)=09 and substring(tiempo,1,4)=2018 then impresiones else 0 end) as 'SET2018',

sum(case when substring(tiempo,6,2)=10 and substring(tiempo,1,4)=2018 then impresiones else 0 end) as 'OCT2018',

sum(case when substring(tiempo, 6,2)=11 and substring(tiempo, 1,4)=2018

then impresiones else 0 end) as 'NOV2018', sum(case when substring(tiempo,6,2)=12 and substring(tiempo,1,4)=2018 then impresiones else 0 end) as 'DIC2018' from actividad.cliente_tw

tw_seg_01

select concat('SEGUIDORES') as seguidores,

max(case when substring(CTIMESTAMP,7,2)=01 then followers else 0 end) as '01', max(case when substring(CTIMESTAMP,7,2)=02 then followers else 0 end) as '02', max(case when substring(CTIMESTAMP,7,2)=03 then followers else 0 end) as '03', max(case when substring(CTIMESTAMP,7,2)=04 then followers else 0 end) as '04', max(case when substring(CTIMESTAMP,7,2)=05 then followers else 0 end) as '05', max(case when substring(CTIMESTAMP,7,2)=06 then followers else 0 end) as '06', max(case when substring(CTIMESTAMP,7,2)=07 then followers else 0 end) as '07', max(case when substring(CTIMESTAMP,7,2)=08 then followers else 0 end) as '08', max(case when substring(CTIMESTAMP,7,2)=09 then followers else 0 end) as '09', max(case when substring(CTIMESTAMP,7,2)=10 then followers else 0 end) as '10', max(case when substring(CTIMESTAMP,7,2)=11 then followers else 0 end) as '11', max(case when substring(CTIMESTAMP,7,2)=12 then followers else 0 end) as '12', max(case when substring(CTIMESTAMP,7,2)=13 then followers else 0 end) as '13', max(case when substring(CTIMESTAMP,7,2)=14 then followers else 0 end) as '14', max(case when substring(CTIMESTAMP,7,2)=15 then followers else 0 end) as '15', max(case when substring(CTIMESTAMP,7,2)=16 then followers else 0 end) as '16', max(case when substring(CTIMESTAMP,7,2)=17 then followers else 0 end) as '17', max(case when substring(CTIMESTAMP,7,2)=18 then followers else 0 end) as '18', max(case when substring(CTIMESTAMP,7,2)=19 then followers else 0 end) as '19', max(case when substring(CTIMESTAMP,7,2)=20 then followers else 0 end) as '20', max(case when substring(CTIMESTAMP,7,2)=21 then followers else 0 end) as '21', max(case when substring(CTIMESTAMP,7,2)=22 then followers else 0 end) as '22', max(case when substring(CTIMESTAMP,7,2)=23 then followers else 0 end) as '23', max(case when substring(CTIMESTAMP,7,2)=24 then followers else 0 end) as '24', max(case when substring(CTIMESTAMP,7,2)=25 then followers else 0 end) as '25', max(case when substring(CTIMESTAMP,7,2)=26 then followers else 0 end) as '26', max(case when substring(CTIMESTAMP,7,2)=27 then followers else 0 end) as '27', max(case when substring(CTIMESTAMP,7,2)=28 then followers else 0 end) as '28', max(case when substring(CTIMESTAMP,7,2)=29 then followers else 0 end) as '29', max(case when substring(CTIMESTAMP,7,2)=30 then followers else 0 end) as '30', max(case when substring(CTIMESTAMP,7,2)=31 then followers else 0 end) as '31' from actividad.cliente_tw_tl

where substring(CTIMESTAMP,5,2)=02 and substring(CTIMESTAMP,1,4)=2018

tw_seg_02

select concat('FOLLOWERS') as followers,

max(case when substring(ctimestamp,5,2)=01 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'ENE2017',

max(case when substring(ctimestamp,5,2)=02 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'FEB2017',

max(case when substring(ctimestamp,5,2)=03 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'MAR2017',

max(case when substring(ctimestamp,5,2)=04 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'ABR2017',

max(case when substring(ctimestamp,5,2)=05 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'MAY2017',

max(case when substring(ctimestamp,5,2)=06 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'JUN2017',

max(case when substring(ctimestamp,5,2)=07 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'JUL2017',

max(case when substring(ctimestamp,5,2)=08 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'AGO2017',

max(case when substring(ctimestamp,5,2)=09 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'SET2017',

max(case when substring(ctimestamp,5,2)=10 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'OCT2017',

max(case when substring(ctimestamp,5,2)=11 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'NOV2017',

max(case when substring(ctimestamp,5,2)=12 and substring(ctimestamp,1,4)=2018-1 then followers else 0 end) as 'DIC2017',

max(case when substring(ctimestamp,5,2)=01 and substring(ctimestamp,1,4)=2018 then followers else 0 end) as 'ENE2018',

max(case when substring(ctimestamp,5,2)=02 and substring(ctimestamp,1,4)=2018 then followers else 0 end) as 'FEB2018',

max(case when substring(ctimestamp,5,2)=03 and substring(ctimestamp,1,4)=2018 then followers else 0 end) as 'MAR2018',

max(case when substring(ctimestamp,5,2)=04 and substring(ctimestamp,1,4)=2018 then followers else 0 end) as 'ABR2018',

max(case when substring(ctimestamp,5,2)=05 and substring(ctimestamp,1,4)=2018 then followers else 0 end) as 'MAY2018',

max(case when substring(ctimestamp,5,2)=06 and substring(ctimestamp,1,4)=2018 then followers else 0 end) as 'JUN2018',

max(case when substring(ctimestamp,5,2)=07 and substring(ctimestamp,1,4)=2018 then followers else 0 end) as 'JUL2018',

max(case when substring(ctimestamp,5,2)=08 and substring(ctimestamp,1,4)=2018 then followers else 0 end) as 'AGO2018',

max(case when substring(ctimestamp,5,2)=09 and substring(ctimestamp,1,4)=2018 then followers else 0 end) as 'SET2018',

max(case when substring(ctimestamp,5,2)=10 and substring(ctimestamp,1,4)=2018 then followers else 0 end) as 'OCT2018',

max(case when substring(ctimestamp,5,2)=11 and substring(ctimestamp,1,4)=2018

then followers else 0 end) as 'NOV2018', max(case when substring(ctimestamp,5,2)=12 and substring(ctimestamp,1,4)=2018 then followers else 0 end) as 'DIC2018' from actividad.cliente_tw_tl

- → Tablas de texto.
- tw_com_01

select texto as Texto, interacciones from actividad.cliente_tw where substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018 order by interacciones DESC limit 0,10

• tw_com_02

select texto as Texto, interacciones from actividad.cliente_tw where substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018 order by interacciones ASC limit 0,10

• tw_com_03

select texto as Texto, impresiones from actividad.cliente_tw where substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018 order by impresiones DESC limit 0,10

• tw_com_04

select texto as Texto, Impresiones from actividad.cliente_tw where substring(tiempo,6,2)=02 and substring(tiempo,1,4)=2018 order by impresiones ASC limit 0,10

Facebook

fb_posts_01

```
select type,
sum(case when substring(ctimestamp, 7, 2)=01 then 1 else 0 end) as '01',
sum(case when substring(ctimestamp, 7, 2)=02 then 1 else 0 end) as '02',
sum(case when substring(ctimestamp, 7, 2)=03 then 1 else 0 end) as '03',
sum(case when substring(ctimestamp, 7, 2)=04 then 1 else 0 end) as '04',
sum(case when substring(ctimestamp, 7, 2)=05 then 1 else 0 end) as '05',
sum(case when substring(ctimestamp, 7, 2)=06 then 1 else 0 end) as '06',
sum(case when substring(ctimestamp, 7, 2)=07 then 1 else 0 end) as '07',
sum(case when substring(ctimestamp, 7, 2)=08 then 1 else 0 end) as '08',
sum(case when substring(ctimestamp, 7, 2)=09 then 1 else 0 end) as '09',
sum(case when substring(ctimestamp, 7, 2)=10 then 1 else 0 end) as '10',
sum(case when substring(ctimestamp, 7, 2)=11 then 1 else 0 end) as '11',
sum(case when substring(ctimestamp, 7, 2)=12 then 1 else 0 end) as '12',
sum(case when substring(ctimestamp, 7, 2)=13 then 1 else 0 end) as '13',
sum(case when substring(ctimestamp, 7, 2)=14 then 1 else 0 end) as '14',
sum(case when substring(ctimestamp, 7, 2)=15 then 1 else 0 end) as '15',
sum(case when substring(ctimestamp, 7, 2)=16 then 1 else 0 end) as '16',
sum(case when substring(ctimestamp, 7, 2)=17 then 1 else 0 end) as '17',
sum(case when substring(ctimestamp, 7, 2)=18 then 1 else 0 end) as '18',
sum(case when substring(ctimestamp, 7, 2)=19 then 1 else 0 end) as '19',
sum(case when substring(ctimestamp, 7, 2)=20 then 1 else 0 end) as '20',
sum(case when substring(ctimestamp, 7, 2)=21 then 1 else 0 end) as '21',
sum(case when substring(ctimestamp, 7, 2)=22 then 1 else 0 end) as '22',
sum(case when substring(ctimestamp, 7, 2)=23 then 1 else 0 end) as '23',
sum(case when substring(ctimestamp, 7, 2)=24 then 1 else 0 end) as '24',
sum(case when substring(ctimestamp, 7, 2)=25 then 1 else 0 end) as '25',
sum(case when substring(ctimestamp, 7, 2)=26 then 1 else 0 end) as '26',
sum(case when substring(ctimestamp, 7, 2)=27 then 1 else 0 end) as '27',
sum(case when substring(ctimestamp, 7, 2)=28 then 1 else 0 end) as '28',
sum(case when substring(ctimestamp, 7, 2)=29 then 1 else 0 end) as '29',
sum(case when substring(ctimestamp, 7, 2)=30 then 1 else 0 end) as '30',
sum(case when substring(ctimestamp, 7, 2)=31 then 1 else 0 end) as '31'
from actividad.cliente_fbposts
where substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018
and type in ('link', 'photo', 'video', 'status')
Group by type
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• fb_posts_02

select type,

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'ENE2017',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'FEB2017',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'MAR2017',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'ABR2017',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'MAY2017',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'JUN2017',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'JUL2017',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'AGO2017',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'SET2017',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'OCT2017',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'NOV2017',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018-1 then 1 else 0 end) as 'DIC2017',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018 then 1 else 0 end) as 'ENE2018',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then 1 else 0 end) as 'FEB2018',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018 then 1 else 0 end) as 'MAR2018',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018 then 1 else 0 end) as 'ABR2018',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018 then 1 else 0 end) as 'MAY2018',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018 then 1 else 0 end) as 'JUN2018',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018 then 1 else 0 end) as 'JUL2018',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018 then 1 else 0 end) as 'AGO2018',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018 then 1 else 0 end) as 'SET2018',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018 then 1 else 0 end) as 'OCT2018',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018

then 1 else 0 end) as 'NOV2018', sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018 then 1 else 0 end) as 'DIC2018' from actividad.cliente_fbposts where type in ('link','photo','video','status') Group by type

fb_int_01

select 'GUSTA' AS 'TIPO', sum(case when substring(ctimestamp, 7, 2)=01 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '01', sum(case when substring(ctimestamp, 7, 2)=02 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '02', sum(case when substring(ctimestamp, 7, 2)=03 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '03', sum(case when substring(ctimestamp, 7, 2)=04 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '04', sum(case when substring(ctimestamp, 7, 2)=05 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '05', sum(case when substring(ctimestamp, 7, 2)=06 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '06', sum(case when substring(ctimestamp, 7, 2)=07 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '07', sum(case when substring(ctimestamp, 7, 2)=08 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '08', sum(case when substring(ctimestamp, 7, 2)=09 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '09', sum(case when substring(ctimestamp, 7, 2)=10 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '10', sum(case when substring(ctimestamp, 7, 2)=11 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '11', sum(case when substring(ctimestamp, 7, 2)=12 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '12', sum(case when substring(ctimestamp, 7, 2)=13 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '13', sum(case when substring(ctimestamp, 7, 2)=14 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '14', sum(case when substring(ctimestamp, 7, 2)=15 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '15', sum(case when substring(ctimestamp, 7, 2)=16 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '16', sum(case when substring(ctimestamp, 7, 2)=17 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '17', sum(case when substring(ctimestamp, 7, 2)=18 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '18', sum(case when substring(ctimestamp, 7, 2)=19 and substring(ctimestamp, 5, 2)=02

and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '19',

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sum(case when substring(ctimestamp, 7, 2)=20 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '20',
sum(case when substring(ctimestamp, 7, 2)=21 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '21',
sum(case when substring(ctimestamp, 7, 2)=22 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '22',
sum(case when substring(ctimestamp, 7, 2)=23 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '23',
sum(case when substring(ctimestamp, 7, 2)=24 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '24',
sum(case when substring(ctimestamp, 7, 2)=25 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '25',
sum(case when substring(ctimestamp, 7, 2)=26 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '26',
sum(case when substring(ctimestamp, 7, 2)=27 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '27',
sum(case when substring(ctimestamp, 7, 2)=28 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '28',
sum(case when substring(ctimestamp, 7, 2)=29 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '29',
sum(case when substring(ctimestamp, 7, 2)=30 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '30',
sum(case when substring(ctimestamp, 7, 2)=31 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as '31'
from actividad.cliente fbposts
union
select 'COMENTARIOS' AS 'TIPO',
sum(case when substring(ctimestamp, 7, 2)=01 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '01',
sum(case when substring(ctimestamp, 7, 2)=02 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '02',
sum(case when substring(ctimestamp, 7, 2)=03 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '03',
sum(case when substring(ctimestamp, 7, 2)=04 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '04',
sum(case when substring(ctimestamp, 7, 2)=05 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '05',
sum(case when substring(ctimestamp, 7, 2)=06 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '06',
sum(case when substring(ctimestamp, 7, 2)=07 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '07',
sum(case when substring(ctimestamp, 7, 2)=08 and substring(ctimestamp, 5, 2)=02
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and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '08',

and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '09',

and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '10',

sum(case when substring(ctimestamp, 7, 2)=09 and substring(ctimestamp, 5, 2)=02

sum(case when substring(ctimestamp, 7, 2)=10 and substring(ctimestamp, 5, 2)=02

sum(case when substring(ctimestamp, 7, 2)=11 and substring(ctimestamp, 5, 2)=02

81

and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '11', sum(case when substring(ctimestamp, 7, 2)=12 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '12', sum(case when substring(ctimestamp, 7, 2)=13 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '13', sum(case when substring(ctimestamp, 7, 2)=14 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '14', sum(case when substring(ctimestamp, 7, 2)=15 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '15', sum(case when substring(ctimestamp, 7, 2)=16 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '16', sum(case when substring(ctimestamp, 7, 2)=17 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '17', sum(case when substring(ctimestamp, 7, 2)=18 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '18', sum(case when substring(ctimestamp, 7, 2)=19 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '19', sum(case when substring(ctimestamp, 7, 2)=20 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '20', sum(case when substring(ctimestamp, 7, 2)=21 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '21', sum(case when substring(ctimestamp, 7, 2)=22 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '22', sum(case when substring(ctimestamp, 7, 2)=23 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '23', sum(case when substring(ctimestamp, 7, 2)=24 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '24', sum(case when substring(ctimestamp, 7, 2)=25 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '25', sum(case when substring(ctimestamp, 7, 2)=26 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '26', sum(case when substring(ctimestamp, 7, 2)=27 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '27', sum(case when substring(ctimestamp, 7, 2)=28 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '28', sum(case when substring(ctimestamp, 7, 2)=29 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '29', sum(case when substring(ctimestamp, 7, 2)=30 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '30', sum(case when substring(ctimestamp, 7, 2)=31 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as '31' from actividad.cliente fbposts union select 'COMPARTIDOS' AS 'TIPO',

sum(case when substring(ctimestamp, 7, 2)=01 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '01', sum(case when substring(ctimestamp, 7, 2)=02 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '02',

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sum(case when substring(ctimestamp, 7, 2)=03 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '03',
sum(case when substring(ctimestamp, 7, 2)=04 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '04',
sum(case when substring(ctimestamp, 7, 2)=05 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '05',
sum(case when substring(ctimestamp, 7, 2)=06 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '06',
sum(case when substring(ctimestamp, 7, 2)=07 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '07',
sum(case when substring(ctimestamp, 7, 2)=08 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '08',
sum(case when substring(ctimestamp, 7, 2)=09 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '09',
sum(case when substring(ctimestamp, 7, 2)=10 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '10',
sum(case when substring(ctimestamp, 7, 2)=11 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '11',
sum(case when substring(ctimestamp, 7, 2)=12 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '12',
sum(case when substring(ctimestamp, 7, 2)=13 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '13',
sum(case when substring(ctimestamp, 7, 2)=14 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '14',
sum(case when substring(ctimestamp, 7, 2)=15 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '15',
sum(case when substring(ctimestamp, 7, 2)=16 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '16',
sum(case when substring(ctimestamp, 7, 2)=17 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '17',
sum(case when substring(ctimestamp, 7, 2)=18 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '18',
sum(case when substring(ctimestamp, 7, 2)=19 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '19',
sum(case when substring(ctimestamp, 7, 2)=20 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '20',
sum(case when substring(ctimestamp, 7, 2)=21 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '21',
sum(case when substring(ctimestamp, 7, 2)=22 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '22',
sum(case when substring(ctimestamp, 7, 2)=23 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '23',
sum(case when substring(ctimestamp, 7, 2)=24 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '24',
sum(case when substring(ctimestamp, 7, 2)=25 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '25',
sum(case when substring(ctimestamp, 7, 2)=26 and substring(ctimestamp, 5, 2)=02
and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '26',
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sum(case when substring(ctimestamp, 7, 2)=27 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '27', sum(case when substring(ctimestamp, 7, 2)=28 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '28', sum(case when substring(ctimestamp, 7, 2)=29 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '29', sum(case when substring(ctimestamp, 7, 2)=30 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '30', sum(case when substring(ctimestamp, 7, 2)=31 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as '31' from actividad.cliente_fbposts union select 'CLICKS' AS 'TIPO', sum(case when substring(ctimestamp, 7, 2)=01 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '01', sum(case when substring(ctimestamp, 7, 2)=02 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '02', sum(case when substring(ctimestamp, 7, 2)=03 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '03', sum(case when substring(ctimestamp, 7, 2)=04 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '04', sum(case when substring(ctimestamp, 7, 2)=05 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '05', sum(case when substring(ctimestamp, 7, 2)=06 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '06', sum(case when substring(ctimestamp, 7, 2)=07 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '07', sum(case when substring(ctimestamp, 7, 2)=08 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '08', sum(case when substring(ctimestamp, 7, 2)=09 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '09', sum(case when substring(ctimestamp, 7, 2)=10 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '10', sum(case when substring(ctimestamp, 7, 2)=11 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '11', sum(case when substring(ctimestamp, 7, 2)=12 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '12', sum(case when substring(ctimestamp, 7, 2)=13 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '13', sum(case when substring(ctimestamp, 7, 2)=14 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '14', sum(case when substring(ctimestamp, 7, 2)=15 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '15', sum(case when substring(ctimestamp, 7, 2)=16 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '16', sum(case when substring(ctimestamp, 7, 2)=17 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '17', sum(case when substring(ctimestamp, 7, 2)=18 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '18', sum(case when substring(ctimestamp, 7, 2)=19 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '19', sum(case when substring(ctimestamp, 7, 2)=20 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '20', sum(case when substring(ctimestamp, 7, 2)=21 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '21', sum(case when substring(ctimestamp, 7, 2)=22 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '22', sum(case when substring(ctimestamp, 7, 2)=23 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '23', sum(case when substring(ctimestamp, 7, 2)=24 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '24', sum(case when substring(ctimestamp, 7, 2)=25 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '25', sum(case when substring(ctimestamp, 7, 2)=26 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '26', sum(case when substring(ctimestamp, 7, 2)=27 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '27', sum(case when substring(ctimestamp, 7, 2)=28 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '28', sum(case when substring(ctimestamp, 7, 2)=29 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '29', sum(case when substring(ctimestamp, 7, 2)=30 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '30', sum(case when substring(ctimestamp, 7, 2)=31 and substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as '31' from actividad.cliente_fbposts

fb_int_02

select 'GUSTA' as 'TIPO',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018-1 then likes else 0 end) as 'ENE2017',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018-1 then likes else 0 end) as 'FEB2017',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018-1 then likes else 0 end) as 'MAR2017',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018-1 then likes else 0 end) as 'ABR2017',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018-1 then likes else 0 end) as 'MAY2017',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018-1 then likes else 0 end) as 'JUN2017',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018-1 then likes else 0 end) as 'JUL2017',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018-1

then likes else 0 end) as 'AGO2017',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018-1 then likes else 0 end) as 'SET2017',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018-1 then likes else 0 end) as 'OCT2017',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018-1 then likes else 0 end) as 'NOV2017',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018-1 then likes else 0 end) as 'DIC2017',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'ENE2018',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'FEB2018',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'MAR2018',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'ABR2018',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'MAY2018',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'JUN2018',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'JUL2018',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'AGO2018',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'SET2018',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'OCT2018',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'NOV2018',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018 then likes else 0 end) as 'DIC2018'

from actividad.cliente_fbposts

union

select 'COMENTARIOS' as 'TIPO',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'ENE2017',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'FEB2017',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'MAR2017',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'ABR2017',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'MAY2017',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'JUN2017',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'JUL2017',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'AGO2017',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'SET2017',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'OCT2017',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'NOV2017',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018-1 then comments else 0 end) as 'DIC2017',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'ENE2018',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'FEB2018',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'MAR2018',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'ABR2018',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'MAY2018',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'JUN2018',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'JUL2018',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'AGO2018',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'SET2018',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'OCT2018',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'NOV2018',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018 then comments else 0 end) as 'DIC2018'

from actividad.cliente_fbposts

union

select 'COMPARTIDOS' as 'TIPO',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018-1 then shares else 0 end) as 'ENE2017',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018-1 then shares else 0 end) as 'FEB2017',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018-1 then shares else 0 end) as 'MAR2017',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018-1 then shares else 0 end) as 'ABR2017',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018-1

then shares else 0 end) as 'MAY2017',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018-1 then shares else 0 end) as 'JUN2017',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018-1 then shares else 0 end) as 'JUL2017',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018-1 then shares else 0 end) as 'AGO2017',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018-1 then shares else 0 end) as 'SET2017',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018-1 then shares else 0 end) as 'OCT2017',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018-1 then shares else 0 end) as 'NOV2017',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018-1 then shares else 0 end) as 'DIC2017',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'ENE2018',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'FEB2018',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'MAR2018',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'ABR2018',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'MAY2018',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'JUN2018',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'JUL2018',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'AGO2018',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'SET2018',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'OCT2018',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'NOV2018',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018 then shares else 0 end) as 'DIC2018'

from actividad.cliente fbposts

union

select 'CLICKS' as 'TIPO',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'ENE2017',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'FEB2017',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'MAR2017',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'ABR2017',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'MAY2017',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'JUN2017',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'JUL2017',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'AGO2017',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'SET2017',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'OCT2017',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'NOV2017',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018-1 then clicks else 0 end) as 'DIC2017',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'ENE2018',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'FEB2018',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'MAR2018',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'ABR2018',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'MAY2018',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'JUN2018',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'JUL2018',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'AGO2018',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'SET2018',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'OCT2018',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'NOV2018',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018 then clicks else 0 end) as 'DIC2018'

from actividad.cliente_fbposts

• fb_imp_01

```
select 'ORGANICO' as 'TIPO',
sum(case when substring(ctimestamp, 7, 2)=01 then organicimpressions else 0 end) as '01',
sum(case when substring(ctimestamp, 7, 2)=02 then organicimpressions else 0 end) as '02',
sum(case when substring(ctimestamp, 7, 2)=03 then organicimpressions else 0 end) as '03',
sum(case when substring(ctimestamp, 7, 2)=04 then organicimpressions else 0 end) as '04',
sum(case when substring(ctimestamp, 7, 2)=05 then organicimpressions else 0 end) as '05',
sum(case when substring(ctimestamp, 7, 2)=06 then organicimpressions else 0 end) as '06',
sum(case when substring(ctimestamp, 7, 2)=07 then organicimpressions else 0 end) as '07',
sum(case when substring(ctimestamp, 7, 2)=08 then organicimpressions else 0 end) as '08',
sum(case when substring(ctimestamp, 7, 2)=09 then organicimpressions else 0 end) as '09',
sum(case when substring(ctimestamp, 7, 2)=10 then organicimpressions else 0 end) as '10',
sum(case when substring(ctimestamp, 7, 2)=11 then organicimpressions else 0 end) as '11',
sum(case when substring(ctimestamp, 7, 2)=12 then organicimpressions else 0 end) as '12',
sum(case when substring(ctimestamp, 7, 2)=13 then organicimpressions else 0 end) as '13',
sum(case when substring(ctimestamp, 7, 2)=14 then organicimpressions else 0 end) as '14',
sum(case when substring(ctimestamp, 7, 2)=15 then organicimpressions else 0 end) as '15',
sum(case when substring(ctimestamp, 7, 2)=16 then organicimpressions else 0 end) as '16',
sum(case when substring(ctimestamp, 7, 2)=17 then organicimpressions else 0 end) as '17',
sum(case when substring(ctimestamp, 7, 2)=18 then organicimpressions else 0 end) as '18',
sum(case when substring(ctimestamp, 7, 2)=19 then organicimpressions else 0 end) as '19',
sum(case when substring(ctimestamp, 7, 2)=20 then organicimpressions else 0 end) as '20',
sum(case when substring(ctimestamp, 7, 2)=21 then organicimpressions else 0 end) as '21',
sum(case when substring(ctimestamp, 7, 2)=22 then organicimpressions else 0 end) as '22'.
sum(case when substring(ctimestamp, 7, 2)=23 then organicimpressions else 0 end) as '23',
sum(case when substring(ctimestamp, 7, 2)=24 then organicimpressions else 0 end) as '24',
sum(case when substring(ctimestamp, 7, 2)=25 then organicimpressions else 0 end) as '25'.
sum(case when substring(ctimestamp, 7, 2)=26 then organicimpressions else 0 end) as '26',
sum(case when substring(ctimestamp, 7, 2)=27 then organicimpressions else 0 end) as '27',
sum(case when substring(ctimestamp, 7, 2)=28 then organicimpressions else 0 end) as '28',
sum(case when substring(ctimestamp, 7, 2)=29 then organicimpressions else 0 end) as '29',
sum(case when substring(ctimestamp, 7, 2)=30 then organicimpressions else 0 end) as '30',
sum(case when substring(ctimestamp, 7, 2)=31 then organicimpressions else 0 end) as '31'
from actividad.cliente_fbposts
where substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018
union
select 'PAGO' as 'TIPO',
sum(case when substring(ctimestamp, 7, 2)=01 then paidimpressions else 0 end) as '01',
sum(case when substring(ctimestamp, 7, 2)=02 then paidimpressions else 0 end) as '02',
sum(case when substring(ctimestamp, 7, 2)=03 then paidimpressions else 0 end) as '03',
sum(case when substring(ctimestamp, 7, 2)=04 then paidimpressions else 0 end) as '04'.
sum(case when substring(ctimestamp, 7, 2)=05 then paidimpressions else 0 end) as '05',
sum(case when substring(ctimestamp, 7, 2)=06 then paidimpressions else 0 end) as '06',
sum(case when substring(ctimestamp, 7, 2)=07 then paidimpressions else 0 end) as '07'.
sum(case when substring(ctimestamp, 7, 2)=08 then paidimpressions else 0 end) as '08',
sum(case when substring(ctimestamp, 7, 2)=09 then paidimpressions else 0 end) as '09'.
```

sum(case when substring(ctimestamp, 7, 2)=10 then paidimpressions else 0 end) as '10',

sum(case when substring(ctimestamp, 7, 2)=11 then paidimpressions else 0 end) as '11', sum(case when substring(ctimestamp, 7, 2)=12 then paidimpressions else 0 end) as '12', sum(case when substring(ctimestamp, 7, 2)=13 then paidimpressions else 0 end) as '13', sum(case when substring(ctimestamp, 7, 2)=14 then paidimpressions else 0 end) as '14', sum(case when substring(ctimestamp, 7, 2)=15 then paidimpressions else 0 end) as '15', sum(case when substring(ctimestamp, 7, 2)=16 then paidimpressions else 0 end) as '16', sum(case when substring(ctimestamp, 7, 2)=17 then paidimpressions else 0 end) as '17', sum(case when substring(ctimestamp, 7, 2)=18 then paidimpressions else 0 end) as '18', sum(case when substring(ctimestamp, 7, 2)=19 then paidimpressions else 0 end) as '19', sum(case when substring(ctimestamp, 7, 2)=20 then paidimpressions else 0 end) as '20', sum(case when substring(ctimestamp, 7, 2)=21 then paidimpressions else 0 end) as '21', sum(case when substring(ctimestamp, 7, 2)=22 then paidimpressions else 0 end) as '22', sum(case when substring(ctimestamp, 7, 2)=23 then paidimpressions else 0 end) as '23', sum(case when substring(ctimestamp, 7, 2)=24 then paidimpressions else 0 end) as '24', sum(case when substring(ctimestamp, 7, 2)=25 then paidimpressions else 0 end) as '25', sum(case when substring(ctimestamp, 7, 2)=26 then paidimpressions else 0 end) as '26', sum(case when substring(ctimestamp, 7, 2)=27 then paidimpressions else 0 end) as '27', sum(case when substring(ctimestamp, 7, 2)=28 then paidimpressions else 0 end) as '28', sum(case when substring(ctimestamp, 7, 2)=29 then paidimpressions else 0 end) as '29', sum(case when substring(ctimestamp, 7, 2)=30 then paidimpressions else 0 end) as '30', sum(case when substring(ctimestamp, 7, 2)=31 then paidimpressions else 0 end) as '31' from actividad.cliente fbposts

where substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 union

select 'TOTAL' as 'TIPO',

sum(case when substring(ctimestamp, 7, 2)=01 then totalimpressions else 0 end) as '01', sum(case when substring(ctimestamp, 7, 2)=02 then totalimpressions else 0 end) as '02', sum(case when substring(ctimestamp, 7, 2)=03 then totalimpressions else 0 end) as '03', sum(case when substring(ctimestamp, 7, 2)=04 then totalimpressions else 0 end) as '04', sum(case when substring(ctimestamp, 7, 2)=05 then totalimpressions else 0 end) as '05', sum(case when substring(ctimestamp, 7, 2)=06 then totalimpressions else 0 end) as '06', sum(case when substring(ctimestamp, 7, 2)=07 then totalimpressions else 0 end) as '07', sum(case when substring(ctimestamp, 7, 2)=08 then totalimpressions else 0 end) as '08', sum(case when substring(ctimestamp, 7, 2)=09 then totalimpressions else 0 end) as '09', sum(case when substring(ctimestamp, 7, 2)=10 then totalimpressions else 0 end) as '10', sum(case when substring(ctimestamp, 7, 2)=11 then totalimpressions else 0 end) as '11', sum(case when substring(ctimestamp, 7, 2)=12 then totalimpressions else 0 end) as '12', sum(case when substring(ctimestamp, 7, 2)=13 then totalimpressions else 0 end) as '13', sum(case when substring(ctimestamp, 7, 2)=14 then totalimpressions else 0 end) as '14', sum(case when substring(ctimestamp, 7, 2)=15 then totalimpressions else 0 end) as '15', sum(case when substring(ctimestamp, 7, 2)=16 then totalimpressions else 0 end) as '16', sum(case when substring(ctimestamp, 7, 2)=17 then totalimpressions else 0 end) as '17', sum(case when substring(ctimestamp, 7, 2)=18 then totalimpressions else 0 end) as '18', sum(case when substring(ctimestamp, 7, 2)=19 then totalimpressions else 0 end) as '19', sum(case when substring(ctimestamp, 7, 2)=20 then total impressions else 0 end) as '20', sum(case when substring(ctimestamp, 7, 2)=21 then totalimpressions else 0 end) as '21', sum(case when substring(ctimestamp, 7, 2)=22 then totalimpressions else 0 end) as '22', sum(case when substring(ctimestamp, 7, 2)=23 then totalimpressions else 0 end) as '23', sum(case when substring(ctimestamp, 7, 2)=24 then totalimpressions else 0 end) as '24', sum(case when substring(ctimestamp, 7, 2)=25 then totalimpressions else 0 end) as '25', sum(case when substring(ctimestamp, 7, 2)=26 then totalimpressions else 0 end) as '26', sum(case when substring(ctimestamp, 7, 2)=27 then totalimpressions else 0 end) as '27', sum(case when substring(ctimestamp, 7, 2)=28 then totalimpressions else 0 end) as '28', sum(case when substring(ctimestamp, 7, 2)=29 then totalimpressions else 0 end) as '29', sum(case when substring(ctimestamp, 7, 2)=30 then totalimpressions else 0 end) as '30', sum(case when substring(ctimestamp, 7, 2)=31 then totalimpressions else 0 end) as '31' from actividad.cliente_fbposts

where substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018

• fb_imp_02

select 'ORGANICO' as 'TIPO',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'ENE2017',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'FEB2017',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'MAR2017',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'ABR2017',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'MAY2017',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'JUN2017',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'JUL2017',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'AGO2017',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'SET2017',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'OCT2017',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'NOV2017',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018-1 then organicimpressions else 0 end) as 'DIC2017',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'ENE2018',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'FEB2018',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'MAR2018',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'ABR2018',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'MAY2018',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'JUN2018',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'JUL2018',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'AGO2018',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'SET2018',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'OCT2018',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'NOV2018',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018 then organicimpressions else 0 end) as 'DIC2018'

from actividad.cliente fbposts

union

select 'PAGO' as 'TIPO',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'ENE2017',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'FEB2017',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'MAR2017',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'ABR2017',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'MAY2017',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'JUN2017',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'JUL2017',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'AGO2017',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'SET2017',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'OCT2017',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'NOV2017',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018-1 then paidimpressions else 0 end) as 'DIC2017',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018 then paidimpressions else 0 end) as 'ENE2018',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then paidimpressions else 0 end) as 'FEB2018',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018 then paidimpressions else 0 end) as 'MAR2018',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018

then paidimpressions else 0 end) as 'ABR2018',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018 then paidimpressions else 0 end) as 'MAY2018',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018 then paidimpressions else 0 end) as 'JUN2018',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018 then paidimpressions else 0 end) as 'JUL2018',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018 then paidimpressions else 0 end) as 'AGO2018',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018 then paidimpressions else 0 end) as 'SET2018',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018 then paidimpressions else 0 end) as 'OCT2018',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018 then paidimpressions else 0 end) as 'NOV2018',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018 then paidimpressions else 0 end) as 'DIC2018'

from actividad.cliente_fbposts

union

select 'TOTAL' as 'TIPO',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'ENE2017',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'FEB2017',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'MAR2017',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'ABR2017',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'MAY2017',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'JUN2017',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'JUL2017',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'AGO2017',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'SET2017',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'OCT2017',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'NOV2017',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018-1 then totalimpressions else 0 end) as 'DIC2017',

sum(case when substring(ctimestamp, 5, 2)=01 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'ENE2018',

sum(case when substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'FEB2018',

sum(case when substring(ctimestamp, 5, 2)=03 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'MAR2018',

sum(case when substring(ctimestamp, 5, 2)=04 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'ABR2018',

sum(case when substring(ctimestamp, 5, 2)=05 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'MAY2018',

sum(case when substring(ctimestamp, 5, 2)=06 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'JUN2018',

sum(case when substring(ctimestamp, 5, 2)=07 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'JUL2018',

sum(case when substring(ctimestamp, 5, 2)=08 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'AGO2018',

sum(case when substring(ctimestamp, 5, 2)=09 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'SET2018',

sum(case when substring(ctimestamp, 5, 2)=10 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'OCT2018',

sum(case when substring(ctimestamp, 5, 2)=11 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'NOV2018',

sum(case when substring(ctimestamp, 5, 2)=12 and substring(ctimestamp, 1, 4)=2018 then totalimpressions else 0 end) as 'DIC2018' from actividad.cliente_fbposts

• fb_seg_01

select 'altas',

sum(case when substring(fecha,9,2)=01 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '01', sum(case when substring(fecha,9,2)=02 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '02', sum(case when substring(fecha,9,2)=03 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '03', sum(case when substring(fecha,9,2)=04 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '04', sum(case when substring(fecha,9,2)=05 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '05', sum(case when substring(fecha,9,2)=06 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '06', sum(case when substring(fecha,9,2)=07 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '07', sum(case when substring(fecha,9,2)=08 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '08', sum(case when substring(fecha,9,2)=09 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then Nuevos Me gusta Diario else 0 end) as '09', sum(case when substring(fecha,9,2)=10 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '10', sum(case when substring(fecha,9,2)=11 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '11', sum(case when substring(fecha, 9,2)=12 and substring(fecha, 6,2)=02

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and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '12',
sum(case when substring(fecha,9,2)=13 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '13',
sum(case when substring(fecha,9,2)=14 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '14',
sum(case when substring(fecha,9,2)=15 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '15',
sum(case when substring(fecha,9,2)=16 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '16',
sum(case when substring(fecha,9,2)=17 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '17',
sum(case when substring(fecha,9,2)=18 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '18',
sum(case when substring(fecha,9,2)=19 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '19',
sum(case when substring(fecha,9,2)=20 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '20',
sum(case when substring(fecha, 9,2)=21 and substring(fecha, 6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '21',
sum(case when substring(fecha,9,2)=22 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '22',
sum(case when substring(fecha,9,2)=23 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '23',
sum(case when substring(fecha,9,2)=24 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '24',
sum(case when substring(fecha,9,2)=25 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '25',
sum(case when substring(fecha,9,2)=26 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '26',
sum(case when substring(fecha,9,2)=27 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '27',
sum(case when substring(fecha,9,2)=28 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '28',
sum(case when substring(fecha, 9,2)=29 and substring(fecha, 6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '29',
sum(case when substring(fecha,9,2)=30 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '30',
sum(case when substring(fecha,9,2)=31 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then Nuevos_Me_gusta_Diario else 0 end) as '31'
from actividad.cliente_fb_stats
union
select 'bajas',
sum(case when substring(fecha,9,2)=01 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '01',
sum(case when substring(fecha,9,2)=02 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '02',
sum(case when substring(fecha,9,2)=03 and substring(fecha,6,2)=02
and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '03',
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sum(case when substring(fecha,9,2)=04 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '04', sum(case when substring(fecha,9,2)=05 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '05', sum(case when substring(fecha,9,2)=06 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '06', sum(case when substring(fecha,9,2)=07 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '07', sum(case when substring(fecha,9,2)=08 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '08', sum(case when substring(fecha,9,2)=09 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya no me gusta Diario)*-1 else 0 end) as '09', sum(case when substring(fecha, 9,2)=10 and substring(fecha, 6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '10', sum(case when substring(fecha,9,2)=11 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '11', sum(case when substring(fecha,9,2)=12 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '12', sum(case when substring(fecha,9,2)=13 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '13', sum(case when substring(fecha,9,2)=14 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '14', sum(case when substring(fecha,9,2)=15 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '15', sum(case when substring(fecha,9,2)=16 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '16', sum(case when substring(fecha,9,2)=17 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '17', sum(case when substring(fecha,9,2)=18 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya no me gusta Diario)*-1 else 0 end) as '18', sum(case when substring(fecha,9,2)=19 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '19', sum(case when substring(fecha,9,2)=20 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '20', sum(case when substring(fecha,9,2)=21 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '21', sum(case when substring(fecha,9,2)=22 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '22', sum(case when substring(fecha,9,2)=23 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '23', sum(case when substring(fecha,9,2)=24 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '24', sum(case when substring(fecha,9,2)=25 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '25', sum(case when substring(fecha,9,2)=26 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '26', sum(case when substring(fecha,9,2)=27 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '27', sum(case when substring(fecha,9,2)=28 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '28', sum(case when substring(fecha,9,2)=29 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '29', sum(case when substring(fecha,9,2)=30 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '30', sum(case when substring(fecha,9,2)=31 and substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 then (Ya_no_me_gusta_Diario)*-1 else 0 end) as '31' from actividad.cliente_fb_stats

• fb_seg_02

select 'seguidores', sum(case when substring(fecha,6,2)=01 and substring(fecha,1,4)=2018-1 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'ENE2017', sum(case when substring(fecha,6,2)=02 and substring(fecha,1,4)=2018-1 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'FEB2017', sum(case when substring(fecha,6,2)=03 and substring(fecha,1,4)=2018-1 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'MAR2017', sum(case when substring(fecha,6,2)=04 and substring(fecha,1,4)=2018-1 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'ABR2017', sum(case when substring(fecha, 6,2)=05 and substring(fecha, 1,4)=2018-1 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'MAY2017', sum(case when substring(fecha,6,2)=06 and substring(fecha,1,4)=2018-1 and substring(fecha,9,2)=28 then Total de Me gusta Total else 0 end) as 'JUN2017', sum(case when substring(fecha,6,2)=07 and substring(fecha,1,4)=2018-1 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'JUL2017', sum(case when substring(fecha,6,2)=08 and substring(fecha,1,4)=2018-1 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'AGO2017', sum(case when substring(fecha,6,2)=09 and substring(fecha,1,4)=2018-1 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'SET2017', sum(case when substring(fecha, 6,2)=10 and substring(fecha, 1,4)=2018-1 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'OCT2017', sum(case when substring(fecha,6,2)=11 and substring(fecha,1,4)=2018-1 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'NOV2017', sum(case when substring(fecha,6,2)=12 and substring(fecha,1,4)=2018-1 and substring(fecha,9,2)=31 then Total_de_Me_gusta_Total else 0 end) as 'DIC2017', sum(case when substring(fecha,6,2)=01 and substring(fecha,1,4)=2018 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'ENE2018', sum(case when substring(fecha,6,2)=02 and substring(fecha,1,4)=2018 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'FEB2018', sum(case when substring(fecha,6,2)=03 and substring(fecha,1,4)=2018 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'MAR2018', sum(case when substring(fecha,6,2)=04 and substring(fecha,1,4)=2018 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'ABR2018', sum(case when substring(fecha,6,2)=05 and substring(fecha,1,4)=2018 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'MAY2018',

sum(case when substring(fecha,6,2)=06 and substring(fecha,1,4)=2018

and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'JUN2018', sum(case when substring(fecha,6,2)=07 and substring(fecha,1,4)=2018 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'JUL2018', sum(case when substring(fecha,6,2)=08 and substring(fecha,1,4)=2018 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'AGO2018', sum(case when substring(fecha,6,2)=09 and substring(fecha,1,4)=2018 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'SET2018', sum(case when substring(fecha,6,2)=10 and substring(fecha,1,4)=2018 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'OCT2018', sum(case when substring(fecha,6,2)=11 and substring(fecha,1,4)=2018 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'NOV2018', sum(case when substring(fecha,6,2)=12 and substring(fecha,1,4)=2018 and substring(fecha,9,2)=28 then Total_de_Me_gusta_Total else 0 end) as 'DIC2018' from actividad.cliente_fb_stats

- → Tablas de texto.
- fb_com_01

select msg as Texto, likes as Gusta from actividad.cliente_fbposts where substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018order by likes DESC limit 0,10

• fb_com_02

select msg as texto, likes as gusta from actividad.cliente_fbposts where substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018 order by likes ASC limit 0,10

fb com 03

select msg as Texto, totalimpressions from actividad.cliente_fbposts where substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018order by totalimpressions DESC limit 0,10

fb_com_04

select msg as Texto, totalimpressions from actividad.cliente fbposts where substring(ctimestamp, 5, 2)=02 and substring(ctimestamp, 1, 4)=2018order by totalimpressions ASC limit 0,10

Apéndice B

Código Typescript desarrollado para crear el informe de forma automatizada.

• index.ts

```
import * as fs from 'fs';
import { checkFolderSync, readFile, replaceXMLValues } from './utils';
// Obtain the service configuration
/* tslint:disable:no-var-requires */
const CONFIG: {
 'template_tableau': {
   'path': string,
   'name': string,
},
 'output': {
   'folder': string,
   'file': string,
 },
 'params': {
   'actual_month': string,
   'actual_year': string,
},
 'queries': {
   'path': string,
   'names': string[],
},
} = require('../config/sysconf.json');
// Obtains the path to the template file
const TEMPLATE_FILE = CONFIG.template_tableau.path +
'/' + CONFIG.template_tableau.name;
// Obtain params from the config file
const PARAMS = CONFIG.params;
// Obtains the path to the output folder
const OUTPUT_FOLDER = CONFIG.output.folder;
```

```
// Obtains the path to the output file
const OUTPUT_FILE = OUTPUT_FOLDER + '/' + CONFIG.output.file;
// Obtains the path to the queries
const QUERIES FOLDER = CONFIG.queries.path;
// Obtains queries file names
const QUERIES_NAMES = CONFIG.queries.names;
* Promise which reads a xml file, changes some parameters and writes
the output
* to a file.
new Promise((resolve: () => void, _: (err: string) => void) => {
return resolve();
})
.then(() => {
// Read all queries
let promises = [];
for (let i = 0; i < QUERIES_NAMES.length; i++){</pre>
  let filename = QUERIES_FOLDER + '/' + QUERIES_NAMES[i];
  promises.push(readFile(filename)); //return
{path:'/path',data:'text1..'}[]
return Promise.all(promises);
})
.then((queries)=>{
// There are certain queries which require a range of time. In this
case
// the oldest date is setted to one year because of reporting reasons.
PARAMS["last_year"] = (parseInt(PARAMS["actual_year"]) - 1);
// Replace all ocurrences in each query
for(let i = 0; i< queries.length; i++){</pre>
   (queries[i] as any).data = replaceXMLValues((queries[i] as
any).data.toString(), PARAMS);
```

```
// console.log("The values of the queries are replaced")
return queries;
})
.then((queries)=>{
 // Reads template file. Returns array [queries, template]
return readFile(TEMPLATE_FILE).then((template)=> {return [queries,
template]});
}).then(([queries, template]) => {
  Sets the name of the query and it's value in a new object
  With the template and the new object the final queries are placed
  filanQueries=
    'name_of_the_file': 'query1_query1'
let finalQueries={};
for(let query in queries){
  // Path were the file was readed
  let path:string = (queries as any)[query].path;
  let key:string = path.substring(QUERIES_FOLDER.length+1,
path.length-4);
  finalQueries[key]= queries[query].data
}
let replaceObject= {...finalQueries, ...PARAMS};
// Replace properties in template file
return replaceXMLValues((template as any).data.toString(),
replaceObject);
}).then((resultDocument) => {
// OUTPUT_FOLDER MUST exist before writting the output file
checkFolderSync(OUTPUT_FOLDER);
return resultDocument;
}).then((resultDocument) => {
```

```
// Write output file
return fs.writeFile(OUTPUT_FILE, resultDocument, (err: Error) => {
  if (err) { return Promise.reject('Error writing file: ' + err); }
  return Promise.resolve();
});
}).catch((error) => {
// Printing possible errors
process.stdout.write(error);
 process.exit(0);
});
```

• utils.ts

```
import * as fs from 'fs';
* Takes a template and some params and puts the params in the
respective
* place at the template.
* @param {string} template
* @param {Object} params
export function replaceXMLValues(template: string, data: object) {
const pattern: RegExp = /(w+)/%/g; // %property%
return template.replace(pattern, (_, token) => (data as any)[token]);
* Cheks if the entire path exists. If it doesn't it creates the
required
* folder.
* @param {string} path Path to check.
* @throws {error} If folder doesn't exists and can't be created.
export function checkFolderSync(path: string) {
if (!fs.existsSync(path)) {
  fs.mkdirSync(path, 0o755);
}
}
* Transforms the readFile function, which returns a callback, into a
Promise.
* @param path
export function readFile(path: string) {
return new Promise((resolve, reject) => {
  fs.readFile(path, (err: Error, data: Buffer) => {
    if (err) { return reject(err); }
    return resolve({path, data});
  });
});
```

Apéndice C

Plantilla utilizada por el código para poder mostrar el archivo 'twb' resultado que será utilizado para extraer el informe final.

• template.twb

```
<?xml version='1.0' encoding='utf-8' ?>
<!-- build 20181.18.0706.1237
<workbook source-build='2018.1.3 (20181.18.0706.1237)' source-platform='win'</p>
version='18.1' xmlns:user='http://www.tableausoftware.com/xml/user'>
 <document-format-change-manifest>
  <SortTagCleanup/>
 </document-format-change-manifest>
 erences>
  cpreference name='ui.encoding.shelf.height' value='24' />
  cpreference name='ui.shelf.height' value='26' />
 </preferences>
 <datasources>
  <datasource caption='fb seguidors 2' inline='true'</pre>
name='federated.02mejam01afwn91gciqe31svahh2' version='18.1'>
   <connection class='federated'>
    <named-connections>
      <named-connection caption='localhost'
name='mysql.07nbmt31yi05kd19eohnb1jijgbd'>
       <connection class='mysql' dbname='actividad' odbc-native-protocol=" one-time-sql="</pre>
port='3306' server='localhost' source-charset=" username='root' />
      </named-connection>
    </named-connections>
    <relation connection='mysql.07nbmt31yi05kd19eohnb1jijgbd' name='1517'</pre>
type='text'>%fb_seg_02%</relation>
   </connection>
   <column datatype='integer' name='[Number of Records]' role='measure'
type='quantitative' user:auto-column='numrec'>
    <calculation class='tableau' formula='1' />
   </column>
   <a href="layout dim-ordering='alphabetic' dim-percentage='0.211429' measure-
ordering='alphabetic' measure-percentage='0.788571' show-structure='true' />
   <semantic-values>
    <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;' />
   </semantic-values>
   <date-options start-of-week='monday' />
  </datasource>
  <datasource caption='fb_interaccions_com_1' inline='true'</pre>
name='federated.1b33xgk0p998tn13zawdi1rpm8pj' version='18.1'>
   <connection class='federated'>
    <named-connections>
      <named-connection caption='localhost'
name='mysql.0krl9k4094gwdp1emqpb603xq50z'>
```

```
<connection class='mysql' dbname='actividad' odbc-native-protocol=" one-time-sql="</pre>
port='3306' server='localhost' source-charset=" username='root' />
     </named-connection>
    </named-connections>
    <relation connection='mysql.0krl9k4094gwdp1emqpb603xq50z' name='1500'
type='text'>%fb_com_01%</relation>
    <metadata-records>
     <metadata-record class='column'>
       <remote-name>Texto</remote-name>
       <remote-type>129</remote-type>
       <local-name>[Texto]</local-name>
       <parent-name>[1500]</parent-name>
       <remote-alias>Texto</remote-alias>
       <ordinal>1</ordinal>
       <local-type>string</local-type>
       <aggregation>Count</aggregation>
       <width>1000</width>
       <contains-null>false</contains-null>
       <collation flag='0' name='LROOT' />
       <attributes>
        <attribute datatype='string'
name='DebugRemoteType'>"SQL_VARCHAR"</attribute>
        <attribute datatype='string'
name='DebugWireType'>"SQL_C_CHAR"</attribute>
        <attribute datatype='string' name='TypeIsVarchar'>&quot;true&quot;</attribute>
       </attributes>
     </metadata-record>
     <metadata-record class='column'>
       <remote-name>Gusta</remote-name>
       <remote-type>5</remote-type>
       <local-name>[Gusta]</local-name>
       <parent-name>[1500]</parent-name>
       <remote-alias>Gusta</remote-alias>
       <ordinal>2</ordinal>
       <local-type>real</local-type>
       <aggregation>Sum</aggregation>
       <contains-null>false</contains-null>
       <attributes>
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name='DebugRemoteType'>"SQL_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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     </metadata-record>
    </metadata-records>
   </connection>
   <aliases enabled='yes' />
   <column aggregation='Sum' datatype='real' name='[Gusta]' role='dimension'</p>
type='ordinal' />
   <column datatype='integer' name='[Number of Records]' role='measure'</pre>
type='quantitative' user:auto-column='numrec'>
    <calculation class='tableau' formula='1' />
   </column>
   <column caption='ELS POSTS AMB MÉS INTERACCIONS REBUDES'</p>
```

```
datatype='string' name='[Texto]' role='dimension' type='nominal' />
   <a href="layout dim-ordering='alphabetic' dim-percentage='0.868571' measure-
ordering='alphabetic' measure-percentage='0.131429' show-structure='true' user-set-
layout='true' />
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    <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;' />
   </semantic-values>
   <date-options start-of-week='monday' />
  </datasource>
  <datasource caption='fb_interaccions_com_2' inline='true'</pre>
name='federated.1t15jdm0m6vh0911h110x0k210i8' version='18.1'>
   <connection class='federated'>
    <named-connections>
      <named-connection caption='localhost' name='mysql.0zinach1uze26j13sxjh51bpupzo'>
       <connection class='mysql' dbname='actividad' odbc-native-protocol=" one-time-sql="</pre>
port='3306' server='localhost' source-charset=" username='root' />
     </named-connection>
    </named-connections>
    <relation connection='mysql.0zinach1uze26j13sxjh51bpupzo' name='1501'</pre>
type='text'>%fb com 02%</relation>
    <metadata-records>
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       <remote-name>texto</remote-name>
       <remote-type>129</remote-type>
       <local-name>[texto]</local-name>
       <parent-name>[1501]
       <remote-alias>texto</remote-alias>
       <ordinal>1</ordinal>
       <local-type>string</local-type>
       <aggregation>Count</aggregation>
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       <contains-null>false</contains-null>
       <collation flag='0' name='LROOT' />
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name='DebugRemoteType'>"SQL_VARCHAR"</attribute>
        <attribute datatype='string'
name='DebugWireType'>"SQL_C_CHAR"</attribute>
        <attribute datatype='string' name='TypeIsVarchar'>&quot;true&quot;</attribute>
       </attributes>
      </metadata-record>
      <metadata-record class='column'>
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       <remote-type>5</remote-type>
       <local-name>[gusta]</local-name>
       <parent-name>[1501]</parent-name>
       <remote-alias>gusta</remote-alias>
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```

```
<attribute datatype='string'
name='DebugWireType'>"SQL C DOUBLE"</attribute>
             </attributes>
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         </metadata-records>
       </connection>
      <aliases enabled='yes' />
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type='quantitative' user:auto-column='numrec'>
         <calculation class='tableau' formula='1' />
       </column>
       <column aggregation='Sum' datatype='real' name='[gusta]' role='dimension' type='ordinal'</p>
      <column caption='ELS POSTS AMB MENYS INTERACCIONS REBUDES'</p>
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      <a href="<a href="<a href="<a href="<a href="<a href="<a href="<a href="<a href="<a href="<a> href="<a href="<a href="<a href="<a> href="<a href="<a href="<a href="<a> href="<a> href="<a href="<a> href="
measure-percentage='0.44' show-structure='true' />
      <semantic-values>
         <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;' />
      </semantic-values>
      <date-options start-of-week='monday' />
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    <datasource caption='fb_impressions_com_1' inline='true'</pre>
name='federated.0irs5dx07xba6o1bgpzzs0iwubc8' version='18.1'>
      <connection class='federated'>
         <named-connections>
           <named-connection caption='localhost'
name='mysql.1wyzeyz0sa01rh19odmvw1738n0r'>
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port='3306' server='localhost' source-charset=" username='root' />
           </named-connection>
         </named-connections>
         <relation connection='mysql.1wyzeyz0sa01rh19odmvw1738n0r' name='1509'
type='text'>%fb com 03%</relation>
         <metadata-records>
           <metadata-record class='column'>
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             <remote-type>129</remote-type>
             <local-name>[Texto]</local-name>
             <parent-name>[1509]</parent-name>
             <remote-alias>Texto</remote-alias>
             <ordinal>1</ordinal>
             <local-type>string</local-type>
             <aggregation>Count</aggregation>
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             <contains-null>false</contains-null>
             <collation flag='0' name='LROOT' />
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name='DebugRemoteType'>"SQL_VARCHAR"</attribute>
                <attribute datatype='string'
name='DebugWireType'>"SQL_C_CHAR"</attribute>
                <attribute datatype='string' name='TypeIsVarchar'>&quot;true&quot;</attribute>
             </attributes>
```

```
</metadata-record>
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             <remote-name>totalimpressions</remote-name>
             <remote-type>5</remote-type>
             <local-name>[totalimpressions]</local-name>
             <parent-name>[1509]</parent-name>
             <remote-alias>totalimpressions</remote-alias>
             <ordinal>2</ordinal>
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             <aggregation>Sum</aggregation>
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             <attributes>
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name='DebugRemoteType'>"SQL_DOUBLE"</attribute>
                <attribute datatype='string'
name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
             </attributes>
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         </metadata-records>
      </connection>
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      <column datatype='integer' name='[Number of Records]' role='measure'
type='quantitative' user:auto-column='numrec'>
         <calculation class='tableau' formula='1' />
       </column>
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name='[Texto]' role='dimension' type='nominal' />
       <column aggregation='Sum' datatype='real' name='[totalimpressions]' role='dimension'</p>
type='ordinal' />
      <a href="<a href="<a><a href="<a href="<a>a href="<a href="<a><a href
measure-percentage='0.44' show-structure='true' />
      <semantic-values>
         <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;'/>
      </semantic-values>
      <date-options start-of-week='monday' />
    </datasource>
    <datasource caption='fb_impressions_com_2' inline='true'</pre>
name='federated.1ixt8dl1i2u4j510dxnkg03bhevx' version='18.1'>
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         <named-connections>
           <named-connection caption='localhost'
name='mysql.1b2vuhb1gnerlk16urh0s1yc68d7'>
             <connection class='mysql' dbname='actividad' odbc-native-protocol=" one-time-sql="</pre>
port='3306' server='localhost' source-charset=" username='root' />
           </named-connection>
         </named-connections>
         <relation connection='mysql.1b2vuhb1gnerlk16urh0s1yc68d7' name='1510'
type='text'>%fb_com_04%</relation>
         <metadata-records>
           <metadata-record class='column'>
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             <remote-type>129</remote-type>
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              <parent-name>[1510]</parent-name>
```

```
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       <width>1000</width>
       <contains-null>false</contains-null>
       <collation flag='0' name='LROOT' />
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        <attribute datatype='string'
name='DebugWireType'>"SQL_C_CHAR"</attribute>
        <attribute datatype='string' name='TypeIsVarchar'>&quot;true&quot;</attribute>
       </attributes>
     </metadata-record>
     <metadata-record class='column'>
       <remote-name>totalimpressions</remote-name>
       <remote-type>5</remote-type>
       <local-name>[totalimpressions]</local-name>
       <parent-name>[1510]
       <remote-alias>totalimpressions</remote-alias>
       <ordinal>2</ordinal>
       <local-type>real</local-type>
       <aggregation>Sum</aggregation>
       <contains-null>false</contains-null>
       <attributes>
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name='DebugRemoteType'>"SQL_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
       </attributes>
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    </metadata-records>
   </connection>
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   <column datatype='integer' name='[Number of Records]' role='measure'</pre>
type='quantitative' user:auto-column='numrec'>
    <calculation class='tableau' formula='1' />
   </column>
   <column caption='ELS POSTS AMB MENYS IMPRESSIONS REBUDES'</pre>
datatype='string' name='[Texto]' role='dimension' type='nominal' />
   <column aggregation='Sum' datatype='real' name='[totalimpressions]' role='dimension'</pre>
type='ordinal' />
   <layout dim-ordering='alphabetic' dim-percentage='0.56' measure-ordering='alphabetic'</li>
measure-percentage='0.44' show-structure='true' />
   <semantic-values>
    <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;' />
   </semantic-values>
   <date-options start-of-week='monday' />
  </datasource>
  <datasource caption='posts_1' inline='true'</pre>
name='federated.0gpbm4f1yerktb1310ll201zsmqx' version='18.1'>
   <connection class='federated'>
    <named-connections>
```

```
<named-connection caption='localhost'
name='mysql.086wj881nf5pbw1ghqhug1ut334a'>
      <connection class='mysql' dbname='actividad' odbc-native-protocol=" one-time-sql="</pre>
port='3306' server='localhost' source-charset=" username='root' />
     </named-connection>
    </named-connections>
    <relation connection='mysql.086wj881nf5pbw1ghqhug1ut334a' name='1518'
type='text'>%tw posts 01%</relation>
    <metadata-records>
     <metadata-record class='column'>
      <remote-name>ACTIVIDAD</remote-name>
      <remote-type>130</remote-type>
      <local-name>[ACTIVIDAD]</local-name>
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name='DebugWireType'>"SQL_C_WCHAR"</attribute>
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name='DebugRemoteType'>"SQL_DECIMAL"</attribute>
        <attribute datatype='string'
name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
      </attributes>
     </metadata-record>
     <metadata-record class='column'>
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      <remote-type>131</remote-type>
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```

```
<ordinal>3</ordinal>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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      <parent-name>[1518]</parent-name>
      <remote-alias>03</remote-alias>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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      <local-type>real</local-type>
      <aggregation>Sum</aggregation>
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      <contains-null>true</contains-null>
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name='DebugRemoteType'>"SQL_DECIMAL"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
      </attributes>
     </metadata-record>
     <metadata-record class='column'>
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      <remote-type>131</remote-type>
```

```
<local-name>[05]</local-name>
      <parent-name>[1518]
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name='DebugRemoteType'>"SQL_DECIMAL"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
      </attributes>
     </metadata-record>
     <metadata-record class='column'>
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name='DebugRemoteType'>"SQL_DECIMAL"</attribute>
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name='DebugWireType'>"SQL C NUMERIC"</attribute>
      </attributes>
     </metadata-record>
     <metadata-record class='column'>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL C NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL C NUMERIC"</attribute>
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   </column>
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    <semantic-value key='[Country].[Name]' value='&quot;España&quot;' />
   </semantic-values>
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port='3306' server='localhost' source-charset=" username='root' />
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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      <parent-name>[1498]
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   </column>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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type='quantitative' user:auto-column='numrec'>
    <calculation class='tableau' formula='1' />
   </column>
   <a href="layout dim-ordering='alphabetic' dim-percentage='0.16087' measure-
ordering='alphabetic' measure-percentage='0.83913' show-structure='true' />
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    <semantic-value key='[Country].[Name]' value='&quot;España&quot;' />
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  </datasource>
  <datasource caption='seguidors_1' inline='true'</pre>
name='federated.07usp7r1btqlim14zulbw07tj6ca' version='18.1'>
   <connection class='federated'>
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port='3306' server='localhost' source-charset=" username='root' />
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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   </column>
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      <remote-alias>26</remote-alias>
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      <contains-null>true</contains-null>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL C NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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type='quantitative' user:auto-column='numrec'>
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   </column>
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name='[attr:Number of Records:qk]' pivot='key' type='quantitative' />
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of Records:qk]' pivot='key' type='quantitative' />
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name='[none:Number of Records:qk]' pivot='key' type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
   <column-instance column='[13]' derivation='Sum' name='[sum:13:qk]' pivot='key'</p>
type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
   <column-instance column='[27]' derivation='Sum' name='[sum:27:qk]' pivot='key'</pre>
type='quantitative' />
    <column-instance column='[28]' derivation='Sum' name='[sum:28:qk]' pivot='key'</pre>
type='quantitative' />
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type='quantitative' />
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type='quantitative' />
   <column-instance column='[31]' derivation='Sum' name='[sum:31:qk]' pivot='key'</pre>
type='quantitative' />
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of Records:qk]' pivot='key' type='quantitative' />
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measure-percentage='0.8' show-structure='true' />
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    <style-rule element='mark'>
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       </map>
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       </map>
       <map to='#59a14f'>
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       </map>
       <map to='#59a14f'>
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       </map>
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      </map>
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      </map>
      <map to='#a0cbe8'>
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      </map>
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      </map>
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      </map>
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      </map>
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      </map>
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Records:qk]"</bucket>
      </map>
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      </map>
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      </map>
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    </style-rule>
   </style>
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    <semantic-value key='[Country].[Name]' value='&quot;España&quot;'/>
   </semantic-values>
   <date-options start-of-week='monday' />
  </datasource>
  <datasource caption='interaccions_2' inline='true'</pre>
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name='federated.1tya16z0iqpu4l148hr2w0fge76g' version='18.1'>
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       <connection class='mysql' dbname='actividad' odbc-native-protocol=" one-time-sql="</p>
port='3306' server='localhost' source-charset=" username='root' />
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    </named-connections>
    <relation connection='mysql.1sz0jqp0eolesd16rilj61pbc2m7' name='1522'
type='text'>%tw int 02%</relation>
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      <remote-type>130</remote-type>
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      <parent-name>[1522]</parent-name>
      <remote-alias>interacciones</remote-alias>
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name='DebugWireType'>"SQL_C_WCHAR"</attribute>
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      <parent-name>[1522]
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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      <remote-type>131</remote-type>
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      cision>45</precision>
      <scale>0</scale>
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name='DebugRemoteType'>"SQL_DECIMAL"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
      </attributes>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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      <remote-type>131</remote-type>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
      </attributes>
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      <parent-name>[1522]</parent-name>
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      cision>45</precision>
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name='DebugWireType'>"SQL C NUMERIC"</attribute>
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      <remote-type>131</remote-type>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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      <parent-name>[1522]
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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      <parent-name>[1522]
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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      <parent-name>[1522]</parent-name>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
      </attributes>
     </metadata-record>
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      <parent-name>[1522]
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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   </column>
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ordering='alphabetic' measure-percentage='0.834783' show-structure='true' />
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   </semantic-values>
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
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      <parent-name>[138]</parent-name>
      <remote-alias>FEB%last_year%</remote-alias>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[138]</parent-name>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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```
name='DebugWireType'>"SQL C DOUBLE"</attribute>
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      <parent-name>[138]</parent-name>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[138]</parent-name>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[138]
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
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      <parent-name>[138]</parent-name>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[138]</parent-name>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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     <metadata-record class='column'>
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      <parent-name>[138]
      <remote-alias>OCT%actual_year%</remote-alias>
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
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      <parent-name>[138]
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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   </column>
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ordering='alphabetic' measure-percentage='0.848606' show-structure='true' />
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   </semantic-values>
   <date-options start-of-week='monday' />
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  <datasource caption='interaccions_com_2' inline='true'</pre>
name='federated.1ok7j0p1pg4f551dgl29b0s30djq' version='18.1'>
   <connection class='federated'>
    <named-connections>
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name='mysql.131vzyb1nrkdk31bfqqeh18rqac9'>
       <connection class='mysql' dbname='actividad' odbc-native-protocol=" one-time-sql="</pre>
port='3306' server='localhost' source-charset=" username='root' />
     </named-connection>
    </named-connections>
    <relation connection='mysql.131vzyb1nrkdk31bfqqeh18rqac9' name='1525'</pre>
type='text'>%tw_com_02%</relation>
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       <remote-type>129</remote-type>
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       <parent-name>[1525]</parent-name>
       <remote-alias>Texto</remote-alias>
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name='DebugWireType'>"SQL C CHAR"</attribute>
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       <aggregation>Sum</aggregation>
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name='DebugWireType'>"SQL_C_SLONG"</attribute>
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   </connection>
   <aliases enabled='yes' />
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type='quantitative' user:auto-column='numrec'>
    <calculation class='tableau' formula='1' />
   </column>
   <column caption='ELS POSTS AMB MENYS INTERACCIONS REBUDES'</p>
datatype='string' name='[Texto]' role='dimension' type='nominal' />
   <column aggregation='Sum' datatype='integer' name='[interacciones]' role='dimension'</p>
type='ordinal' />
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ordering='alphabetic' measure-percentage='0.452174' show-structure='true' />
   <semantic-values>
    <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;' />
   </semantic-values>
   <date-options start-of-week='monday' />
  </datasource>
  <datasource caption='impressions_com_1' inline='true'</pre>
name='federated.09sya0h1p6hf11102xgvg0dckwip' version='18.1'>
   <connection class='federated'>
    <named-connections>
     <named-connection caption='localhost'
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name='mysql.1bw4vv91mnq8761fzs5dw1eefh2o'>
      <connection class='mysql' dbname='actividad' odbc-native-protocol=" one-time-sql="</pre>
port='3306' server='localhost' source-charset=" username='root' />
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    </named-connections>
    <relation connection='mysql.1bw4vv91mnq8761fzs5dw1eefh2o' name='1528'</pre>
type='text'>%tw com 03%</relation>
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      <remote-type>129</remote-type>
      <local-name>[Texto]</local-name>
      <parent-name>[1528]</parent-name>
      <remote-alias>Texto</remote-alias>
      <ordinal>1</ordinal>
      <local-type>string</local-type>
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      <contains-null>false</contains-null>
      <collation flag='0' name='LROOT' />
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name='DebugRemoteType'>"SQL_VARCHAR"</attribute>
        <attribute datatype='string'
name='DebugWireType'>"SQL_C_CHAR"</attribute>
        <attribute datatype='string' name='TypeIsVarchar'>&quot;true&quot;</attribute>
       </attributes>
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      <remote-type>3</remote-type>
      <local-name>[impresiones]</local-name>
      <parent-name>[1528]</parent-name>
      <remote-alias>impresiones</remote-alias>
      <ordinal>2</ordinal>
      <local-type>integer</local-type>
      <aggregation>Sum</aggregation>
      <contains-null>false</contains-null>
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name='DebugRemoteType'>"SQL_INTEGER"</attribute>
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name='DebugWireType'>"SQL_C_SLONG"</attribute>
      </attributes>
     </metadata-record>
    </metadata-records>
   </connection>
   <aliases enabled='yes'/>
   <column datatype='integer' name='[Number of Records]' role='measure'
type='quantitative' user:auto-column='numrec'>
    <calculation class='tableau' formula='1' />
   </column>
   <column caption='ELS POSTS AMB MÉS IMPRESSIONS REBUDES' datatype='string'</p>
name='[Texto]' role='dimension' type='nominal' />
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```
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type='ordinal' />
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ordering='alphabetic' measure-percentage='0.452174' show-structure='true' />
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    <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;' />
   </semantic-values>
   <date-options start-of-week='monday' />
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  <datasource caption='impressions_com_2' inline='true'</pre>
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   <connection class='federated'>
    <named-connections>
      <named-connection caption='localhost' name='mysql.0ul0cv206jkd26147ezll083muri'>
       <connection class='mysql' dbname='actividad' odbc-native-protocol=" one-time-sql="</pre>
port='3306' server='localhost' source-charset=" username='root' />
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    </named-connections>
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type='text'>%tw_com_04%</relation>
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       <remote-type>129</remote-type>
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       <parent-name>[1529]</parent-name>
       <remote-alias>Texto</remote-alias>
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        <attribute datatype='string'
name='DebugWireType'>"SQL_C_CHAR"</attribute>
        <attribute datatype='string' name='TypeIsVarchar'>&quot;true&quot;</attribute>
       </attributes>
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       <remote-type>3</remote-type>
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       <parent-name>[1529]</parent-name>
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   <aliases enabled='yes' />
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type='quantitative' user:auto-column='numrec'>
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type='ordinal' />
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measure-percentage='0.44' show-structure='true' />
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    <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;' />
   </semantic-values>
   <date-options start-of-week='monday' />
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  <datasource caption='interaccions_com_1' inline='true'</pre>
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name='mysql.0tz68dy0wsjy541dqmq8y0073vv4'>
       <connection class='mysql' dbname='actividad' odbc-native-protocol=" one-time-sql="</p>
port='3306' server='localhost' source-charset=" username='root' />
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    <relation connection='mysql.0tz68dy0wsjy541dqmq8y0073vv4' name='1524'
type='text'>%tw com 01%</relation>
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       <parent-name>[1524]</parent-name>
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name='DebugWireType'>"SQL_C_CHAR"</attribute>
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name='DebugWireType'>"SQL_C_SLONG"</attribute>
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type='quantitative' user:auto-column='numrec'>
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type='ordinal' />
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   <semantic-values>
    <semantic-value key='[Country].[Name]' value='&quot;España&quot;' />
   </semantic-values>
   <date-options start-of-week='monday' />
  </datasource>
  <datasource caption='fb_posts_1' inline='true'</pre>
name='federated.0bggz4u18jo1n218zaznj09cieaf' version='18.1'>
   <connection class='federated'>
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name='mysql.01hs3y91y9m4bh17r34cr1xcs8q9'>
       <connection class='mysql' dbname='actividad' odbc-native-protocol=" one-time-sql="</pre>
port='3306' server='localhost' source-charset=" username='root' />
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    </named-connections>
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type='text'>%fb_posts_01%</relation>
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       <parent-name>[1497]</parent-name>
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name='DebugWireType'>"SQL_C_CHAR"</attribute>
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      </attributes>
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      <parent-name>[1497]</parent-name>
      <remote-alias>01</remote-alias>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
      </attributes>
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      <remote-type>131</remote-type>
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      <parent-name>[1497]</parent-name>
      <remote-alias>02</remote-alias>
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name='DebugRemoteType'>"SQL_DECIMAL"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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      <remote-type>131</remote-type>
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      <parent-name>[1497]
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name='DebugRemoteType'>"SQL_DECIMAL"</attribute>
       <attribute datatype='string'
name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
      </attributes>
     </metadata-record>
     <metadata-record class='column'>
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      <remote-type>131</remote-type>
      <local-name>[04]</local-name>
      <parent-name>[1497]
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       <attribute datatype='string'
name='DebugWireType'>"SQL C NUMERIC"</attribute>
      </attributes>
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      <local-name>[05]</local-name>
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      <remote-alias>05</remote-alias>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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</attributes>
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name='DebugWireType'>"SQL C NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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name='DebugWireType'>"SQL_C_NUMERIC"</attribute>
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   </column>
   <column datatype='string' name='[type]' role='dimension' type='nominal' />
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        <bucket>&quot;Video&quot;</bucket>
       </map>
       <map to='#89b8da'>
        <bucket>&quot;Photo&quot;</bucket>
       </map>
       <map to='#b9ddf1'>
        <bucket>&quot;Link&quot;</bucket>
       </map>
     </encoding>
    </style-rule>
   </style>
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   <connection class='federated'>
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name='mysql.0eux02b0rdm6dj17yegbo161ehhr'>
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port='3306' server='localhost' source-charset=" username='root' />
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   </connection>
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   </column>
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        <bucket>&quot;Video&quot;</bucket>
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       <map to='#89b8da'>
        <bucket>&quot;Photo&quot;</bucket>
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        <bucket>&quot;Link&quot;</bucket>
       </map>
      </encoding>
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   </style>
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   <date-options start-of-week='monday' />
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <remote-alias>17</remote-alias>
      <ordinal>18</ordinal>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <remote-alias>19</remote-alias>
      <ordinal>20</ordinal>
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      <aggregation>Sum</aggregation>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <remote-alias>20</remote-alias>
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      <aggregation>Sum</aggregation>
      <contains-null>true</contains-null>
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name='DebugRemoteType'>"SQL_DOUBLE"</attribute>
       <attribute datatype='string'
name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
      </attributes>
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     <metadata-record class='column'>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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```
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
      </attributes>
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       <attribute datatype='string'
name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
      </attributes>
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      <parent-name>[1513]
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       <attribute datatype='string'
name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
      </attributes>
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     <metadata-record class='column'>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
      </attributes>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <remote-alias>30</remote-alias>
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
      </attributes>
     </metadata-record>
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       <attribute datatype='string'
name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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    </metadata-records>
   </connection>
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    <calculation class='tableau' formula='1' />
   </column>
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ordering='alphabetic' measure-percentage='0.788571' show-structure='true' />
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    <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;'/>
   </semantic-values>
   <date-options start-of-week='monday' />
  </datasource>
  <datasource caption='fb_interaccions_2' inline='true'</pre>
name='federated.039egpr1os4kkx14vmfxx1r9n3bx' version='18.1'>
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name='mysql.16o12cm06wy42n10z9elq07q3h4z'>
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port='3306' server='localhost' source-charset=" username='root' />
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      <parent-name>[1514]
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[1514]</parent-name>
      <remote-alias>MAR%last_year%</remote-alias>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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     <metadata-record class='column'>
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      <remote-alias>ABR%last_year%</remote-alias>
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
      </attributes>
     </metadata-record>
     <metadata-record class='column'>
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      <remote-type>5</remote-type>
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      <parent-name>[1514]</parent-name>
      <remote-alias>MAY%last year%</remote-alias>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[1514]
      <remote-alias>JUN%last year%</remote-alias>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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     <metadata-record class='column'>
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      <parent-name>[1514]
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       <attribute datatype='string'
name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
      </attributes>
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      <parent-name>[1514]</parent-name>
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      <parent-name>[1514]
      <remote-alias>SET%last_year%</remote-alias>
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      <local-type>real</local-type>
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
      </attributes>
     </metadata-record>
     <metadata-record class='column'>
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      <parent-name>[1514]
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[1514]
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
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      <parent-name>[1514]</parent-name>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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```
name='DebugWireType'>"SQL C DOUBLE"</attribute>
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        <attribute datatype='string'
name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
       </attributes>
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   </connection>
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type='quantitative' user:auto-column='numrec'>
    <calculation class='tableau' formula='1' />
   </column>
   <a href="layout dim-ordering='alphabetic' dim-percentage='0.211429' measure-
ordering='alphabetic' measure-percentage='0.788571' show-structure='true' />
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    <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;' />
   </semantic-values>
   <date-options start-of-week='monday' />
  </datasource>
  <datasource caption='fb impressions 1' inline='true'</pre>
name='federated.0vzhgn70ypqc27116ckem19e58r4' version='18.1'>
   <connection class='federated'>
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     <named-connection caption='localhost'
name='mysql.0p8cmhx0wn4mvq1gxd3vu079jxk5'>
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port='3306' server='localhost' source-charset=" username='root' />
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type='text'>%fb_imp_01%</relation>
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       <remote-type>130</remote-type>
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       <parent-name>[1511]</parent-name>
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name='DebugWireType'>"SQL_C_WCHAR"</attribute>
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      <parent-name>[1511]
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[1511]</parent-name>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[1511]</parent-name>
      <remote-alias>05</remote-alias>
      <ordinal>6</ordinal>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <remote-alias>06</remote-alias>
      <ordinal>7</ordinal>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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```
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[1511]
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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   </column>
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ordering='alphabetic' measure-percentage='0.788571' show-structure='true' />
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    <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;'/>
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name='federated.1kzofim1rpcwgg179q5kt1ics8iz' version='18.1'>
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port='3306' server='localhost' source-charset=" username='root' />
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      <remote-type>5</remote-type>
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      <parent-name>[1512]
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[1512]
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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      <parent-name>[1512]
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name='DebugWireType'>"SQL_C_DOUBLE"</attribute>
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name='DebugWireType'>"SQL C DOUBLE"</attribute>
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      <remote-type>5</remote-type>
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      <remote-alias>OCT%actual year%</remote-alias>
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type='nominal' />
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layout='true' />
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       </map>
       <map to='#e15759'>
        <bucket>&quot;TOTAL&quot;</bucket>
       </map>
       <map to='#f28e2b'>
        <bucket>&quot;PAGO&quot;</bucket>
       </map>
     </encoding>
    </style-rule>
   </style>
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    <semantic-value key='[Country].[Name]' value='&quot;Spain&quot;'/>
   </semantic-values>
   <date-options start-of-week='monday' />
  </datasource>
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port='3306' server='localhost' source-charset=" username='root' />
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member='"[federated.1j1nlv41hyw9v11dsr5by08wcanj].[sum:21:qk]"'/>
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        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1j1nlv41hyw9v11dsr5by08wcanj].[sum:28:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='&quot:[federated.1j1nlv41hyw9v11dsr5by08wcanj].[sum:29:gk]&quot:'/>
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     </filter>
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    </view>
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field='[federated.1j1nlv41hyw9v11dsr5by08wcanj].[Multiple Values]' scope='rows' value="
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field='[federated.1j1nlv41hyw9v11dsr5by08wcanj].[Multiple Values]' scope='rows'
value='true' />
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       <mark class='Line' />
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name='federated.039egpr1os4kkx14vmfxx1r9n3bx'/>
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type='quantitative' />
       <column datatype='real' name='[AGO%actual_year%]' role='measure'</pre>
type='quantitative' />
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type='quantitative' />
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/>
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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       <column datatype='real' name='[JUN%actual_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[MAR%last_year%]' role='measure'</pre>
type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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/>
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```

```
type='quantitative' />
       <column datatype='real' name='[SET% last_year%]' role='measure' type='quantitative'</p>
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type='quantitative' />
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pivot='key' type='nominal' />
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name='[sum:AGO%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:DIC%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:ENE%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:ENE%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:MAR%actual year%:qk]' pivot='key' type='quantitative' />
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name='[sum:MAY%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:NOV%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:OCT%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:OCT% actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:SET%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:SET% actual year%:qk]' pivot='key' type='quantitative' />
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uot;'/>
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        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.039egpr1os4kkx14vmfxx1r9n3bx].[sum:ABR%last year%:qk]&
quot;'/>
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quot;'/>
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quot;'/>
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uot:'/>
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member='"[federated.039egpr1os4kkx14vmfxx1r9n3bx].[sum:OCT%last year%:qk]&
quot;'/>
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member='"[federated.039egpr1os4kkx14vmfxx1r9n3bx].[sum:NOV%last_year%:qk]&
quot;'/>
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uot;'/>
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"'/>
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"'/>
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member='"[federated.039egpr1os4kkx14vmfxx1r9n3bx].[sum:AGO%actual year%:qk]
"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.039egpr1os4kkx14vmfxx1r9n3bx].[sum:SET%actual_year%:qk]
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member='"[federated.039egpr1os4kkx14vmfxx1r9n3bx].[sum:OCT%actual year%:qk]
"'/>
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member='"[federated.039egpr1os4kkx14vmfxx1r9n3bx].[sum:NOV%actual_year%:qk]
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"'/>
       </groupfilter>
     </filter>
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Names]' direction='ASC' />
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     <aggregation value='true' />
    </view>
    <style>
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/>
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    </style>
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       </view>
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       <column datatype='real' name='[03]' role='measure' type='quantitative' />
       <column datatype='real' name='[04]' role='measure' type='quantitative' />
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       <column datatype='real' name='[07]' role='measure' type='quantitative' />
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pivot='key' type='nominal' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />

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        <bucket>&quot;Photo&quot;</bucket>
        <bucket>&guot;Link&guot;</bucket>
        <bucket>% all%</bucket>
       </dictionary>
      </manual-sort>
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     <style-rule element='cell'>
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Values]' value='N' />
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    </style>
    <panes>
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        <breakdown value='auto' />
       </view>
       <mark class='Automatic' />
       <encodings>
        <color column='[federated.0bggz4u18jo1n218zaznj09cieaf].[none:type:nk]'/>
        <text column='[federated.0bggz4u18jo1n218zaznj09cieaf].[Multiple Values]'/>
       </encodings>
       <style>
        <style-rule element='mark'>
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         <format attr='mark-labels-show' value='true' />
        </style-rule>
       </style>
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   <view>
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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/>
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type='quantitative' />
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/>
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type='quantitative' />
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/>
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type='quantitative' />
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type='quantitative' />
       <column datatype='real' name='[MAR%actual_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[MAY%last_year%]' role='measure'</pre>
type='quantitative' />
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type='quantitative' />
       <column datatype='real' name='[NOV%last_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[NOV%actual_year%]' role='measure'</pre>
type='quantitative' />
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type='quantitative' />
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pivot='key' type='nominal' />
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name='[sum:ABR%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:AGO%last_year%:gk]' pivot='key' type='quantitative' />
       <column-instance column='[AGO%actual_year%]' derivation='Sum'</pre>
name='[sum:AGO%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:DIC%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:ENE%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:ENE%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:FEB%last_vear%:qk]' pivot='kev' type='quantitative' />
       <column-instance column='[FEB%actual_year%]' derivation='Sum'</pre>
name='[sum:FEB%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[JUL%last_year%]' derivation='Sum'</pre>
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name='[sum:JUL%actual year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[JUN%last year%]' derivation='Sum'</pre>
name='[sum:JUN%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[JUN% actual year%]' derivation='Sum'</p>
name='[sum:JUN%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:MAR%last_year%:gk]' pivot='key' type='quantitative' />
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name='[sum:MAR%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:MAY%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:MAY%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[NOV%last_year%]' derivation='Sum'</pre>
name='[sum:NOV%last_year%:gk]' pivot='key' type='quantitative' />
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name='[sum:NOV%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[OCT%last_year%]' derivation='Sum'</pre>
name='[sum:OCT% last year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[OCT%actual_year%]' derivation='Sum'</pre>
name='[sum:OCT%actual_year%:qk]' pivot='key' type='quantitative' />
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ot:'/>
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member='"[federated.17592b71pz325j16kylir1ych4ey].[sum:ABR%actual year%:qk]&
        <groupfilter function='member' level='[:Measure Names]'</pre>
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"'/>
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member='"[federated.17592b71pz325j16kylir1ych4ey].[sum:OCT%actual_year%:qk]&
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auot:'/>
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empty='true' user:ui-marker='enumerate'>
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/>
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        <bucket>&guot;Photo&guot;</bucket>
        <bucket>&quot;Link&quot;</bucket>
        <bucket>% all%</bucket>
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field='[federated.17592b71pz325j16kylir1ych4ey].[Multiple Values]' value='0' />
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       <encodings>
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       </encodings>
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         <format attr='mark-labels-cull' value='true' />
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       </style>
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     </panes>
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name='federated.1wkg4id1e17wfq1dl9nil0kkf3qm' />
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pivot='key' type='nominal' />
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type='quantitative' />
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type='quantitative' />
       <column-instance column='[03]' derivation='Sum' name='[sum:03:gk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[04]' derivation='Sum' name='[sum:04:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[05]' derivation='Sum' name='[sum:05:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[06]' derivation='Sum' name='[sum:06:qk]' pivot='key'</pre>
type='quantitative' />
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type='quantitative' />
       <column-instance column='[08]' derivation='Sum' name='[sum:08:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[09]' derivation='Sum' name='[sum:09:qk]' pivot='key'</p>
type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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column='[federated.1wkg4id1e17wfq1dl9nil0kkf3qm].[:Measure Names]'>
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enumeration='inclusive' user:ui-marker='enumerate'>
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member='"[federated.1wkg4id1e17wfq1dl9nil0kkf3qm].[sum:01:qk]"'/>
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member='"[federated.1wkg4id1e17wfq1dl9nil0kkf3qm],[sum:02:qk]"'/>
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member='&guot:[federated.1wkg4id1e17wfq1dl9nil0kkf3qm].[sum:07:qk]&guot:'/>
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member='"|federated.1wkg4id1e17wfq1dl9nil0kkf3qm],[sum:30:qk]"'/>
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```



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member='"[federated.1wkg4id1e17wfq1dl9nil0kkf3qm],[sum:31:qk]"'/>
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     </filter>
     <slices>
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field='[federated.1wkg4id1e17wfq1dl9nil0kkf3qm].[Multiple Values]' scope='rows' value="
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    </style>
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      <pane selection-relaxation-option='selection-relaxation-allow'>
       <view>
        <breakdown value='auto'/>
       </view>
       <mark class='Line' />
       <encodings>
        <color column='[federated.1wkg4id1e17wfq1dl9nil0kkf3qm].[none:altas:nk]' />
       </encodings>
     </pane>
    </panes>
    <rows>[federated.1wkg4id1e17wfq1dl9nil0kkf3qm].[Multiple Values]/rows>
    <cols>[federated.1wkg4id1e17wfq1dl9nil0kkf3qm].[:Measure Names]</cols>
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  <worksheet name='FB_SEG2'>
   <view>
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name='federated.02mejam01afwn91gcige31svahh2' />
     </datasources>
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/>
       <column datatype='real' name='[ABR%actual year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[AGO%last_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[AGO%actual_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[DIC%last_year%]' role='measure' type='quantitative'</pre>
/>
       <column datatype='real' name='[DIC%actual_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[ENE%last_year%]' role='measure' type='quantitative'</pre>
       <column datatype='real' name='[ENE%actual_year%]' role='measure'</p>
type='quantitative' />
```

```
<column datatype='real' name='[FEB%last_year%]' role='measure' type='quantitative'</pre>
/>
       <column datatype='real' name='[FEB%actual year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[JUL%last_year%]' role='measure' type='quantitative'</pre>
       <column datatype='real' name='[JUL%actual vear%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[JUN% last_year%]' role='measure' type='quantitative'</p>
       <column datatype='real' name='[JUN%actual year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[MAR%last_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[MAR%actual_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[MAY%last_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[MAY%actual_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[NOV%last_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[NOV%actual_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[OCT%last_year%]' role='measure' type='quantitative'
       <column datatype='real' name='[OCT%actual year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[SET%last_year%]' role='measure' type='quantitative'</pre>
       <column datatype='real' name='[SET%actual_year%]' role='measure'</pre>
type='quantitative' />
       <column-instance column='[ABR%last_year%]' derivation='Sum'</pre>
name='[sum:ABR%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[ABR%actual year%]' derivation='Sum'</pre>
name='[sum:ABR%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[AGO%last_year%]' derivation='Sum'</pre>
name='[sum:AGO%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[AGO%actual year%]' derivation='Sum'</pre>
name='[sum:AGO%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[DIC%last year%]' derivation='Sum'</pre>
name='[sum:DIC%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[DIC%actual_year%]' derivation='Sum'
name='[sum:DIC%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[ENE%last_year%]' derivation='Sum'
name='[sum:ENE%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[ENE%actual year%]' derivation='Sum'</pre>
name='[sum:ENE%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[FEB%last_year%]' derivation='Sum'</pre>
name='[sum:FEB%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[FEB% actual year%]' derivation='Sum'</p>
name='[sum:FEB%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[JUL%last_year%]' derivation='Sum'</pre>
name='[sum:JUL%last_year%:qk]' pivot='key' type='quantitative' />
```

```
<column-instance column='[JUL%actual_year%]' derivation='Sum'</p>
name='[sum:JUL%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[JUN%last year%]' derivation='Sum'</pre>
name='[sum:JUN%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[JUN%actual_year%]' derivation='Sum'</pre>
name='[sum:JUN%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[MAR%last_year%]' derivation='Sum'
name='[sum:MAR%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[MAR%actual_year%]' derivation='Sum'
name='[sum:MAR%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[MAY%last_year%]' derivation='Sum'
name='[sum:MAY%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[MAY%actual_year%]' derivation='Sum'</pre>
name='[sum:MAY%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[NOV%last_vear%]' derivation='Sum'
name='[sum:NOV%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[NOV%actual_year%]' derivation='Sum'
name='[sum:NOV%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[OCT%last_year%]' derivation='Sum'</pre>
name='[sum:OCT%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:OCT%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[SET%last vear%]' derivation='Sum'</pre>
name='[sum:SET%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[SET%actual_year%]' derivation='Sum'</pre>
name='[sum:SET% actual year%:qk]' pivot='key' type='quantitative' />
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column='[federated.02mejam01afwn91gciqe31svahh2].[:Measure Names]'>
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        <groupfilter function='member' level='[:Measure Names]'</pre>
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quot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.02mejam01afwn91gciqe31svahh2].[sum:ABR%last year%:qk]&
quot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.02mejam01afwn91gciqe31svahh2].[sum:MAY%last_year%:qk]&
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.02mejam01afwn91gciqe31syahh2].[sum:JUN%last_year%:qk]&q
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member='"[federated.02mejam01afwn91gciqe31svahh2],[sum:AGO%last_year%:qk]&
quot;'/>
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```
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        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.02mejam01afwn91gciqe31svahh2].[sum:NOV%last year%:qk]&
quot;'/>
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member='"[federated.02mejam01afwn91gciqe31svahh2],[sum:DIC%last_year%:qk]&q
uot;'/>
       <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.02mejam01afwn91gciqe31svahh2],[sum:ENE%actual year%:qk]
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member='"[federated.02mejam01afwn91gciqe31svahh2].[sum:FEB%actual year%:qk]
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member='"[federated.02mejam01afwn91gciqe31svahh2].[sum:ABR%actual_year%:qk]
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member='"[federated.02mejam01afwn91gciqe31svahh2],[sum:MAY%actual year%:qk
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member='"[federated.02mejam01afwn91gciqe31svahh2].[sum:JUN%actual year%:qk]
"'/>
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member='"[federated.02mejam01afwn91gciqe31svahh2].[sum:AGO%actual_year%:qk
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        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.02mejam01afwn91gciqe31svahh2].[sum:SET%actual_year%:qk]
"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.02mejam01afwn91gciqe31svahh2].[sum:OCT%actual year%:qk]
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member='"[federated.02mejam01afwn91gciqe31svahh2].[sum:NOV%actual_year%:qk
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member='"[federated.02mejam01afwn91gciqe31svahh2].[sum:DIC%actual_year%:qk]
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     </filter>
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Names]' direction='ASC' />
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```
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       <format attr='text-orientation'
field='[federated.02mejam01afwn91gciqe31svahh2].[:Measure Names]' value='0' />
      </style-rule>
    </style>
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      <pane selection-relaxation-option='selection-relaxation-allow'>
        <breakdown value='auto'/>
       </view>
       <mark class='Line' />
      </pane>
    </panes>
    <rows>[federated.02mejam01afwn91gciqe31svahh2].[Multiple Values]/rows>
    <cols>[federated.02mejam01afwn91gciqe31svahh2].[:Measure Names]</cols>
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name='federated.1gbyyir08yqef411ff13g09xh0ga' />
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      <datasource-dependencies datasource='federated.1gbyvir08yqef411ff13g09xh0ga'>
       <column caption='ELS POSTS AMB MÉS INTERACCIONS REBUDES'</p>
datatype='string' name='[Texto]' role='dimension' type='nominal' />
       <column aggregation='Sum' datatype='integer' name='[interacciones]'</p>
role='dimension' type='ordinal' />
       <column-instance column='[Texto]' derivation='None' name='[none:Texto:nk]'</pre>
pivot='key' type='nominal' />
       <column-instance column='[interacciones]' derivation='None'</p>
name='[none:interacciones:ok]' pivot='key' type='ordinal' />
      </datasource-dependencies>
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       </style>
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    </panes>
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role='dimension' type='ordinal' />
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pivot='key' type='nominal' />
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name='[none:interacciones:ok]' pivot='key' type='ordinal' />
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direction='ASC' />
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field='[federated.1ok7j0p1pg4f551dgl29b0s30djq].[none:Texto:nk]' value='360' />
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/>
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type='ordinal' />
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name='[none:impresiones:ok]' pivot='key' type='ordinal' />
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direction='DESC' />
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field='[federated.09sya0h1p6hf11102xgvg0dckwip].[none:Texto:nk]' value='352' />
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name='federated.1wuk6ln02duoyb128ujnr1grh7ch'/>
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type='ordinal' />
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/>
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type='quantitative' />
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/>
       <column datatype='real' name='[DIC%actual_year%]' role='measure'
type='quantitative' />
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/>
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type='quantitative' />
       <column datatype='real' name='[FEB%last_year%]' role='measure' type='quantitative'</p>
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type='quantitative' />
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type='quantitative' />
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/>
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
       <column datatype='real' name='[NOV%actual_year%]' role='measure'</pre>
type='quantitative' />
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name='[sum:ABR%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:ENE%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:ENE%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:JUL%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:JUN%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:JUN%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:MAR%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:MAR%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:MAY%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:NOV%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:Number of Records:qk]' pivot='key' type='quantitative' />
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name='[sum:SET%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:SET%actual_year%:qk]' pivot='key' type='quantitative' />
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      </slices>
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Names]' value='20' />
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field='[federated.16y87190nzal5z1a3obp6086lg3s].[Multiple Values]' scope='rows' value="
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field='[federated.16y87190nzal5z1a3obp6086lg3s].[:Measure Names]' value='0' />
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    </style>
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       <mark class='Line' />
      </pane>
    </panes>
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   <view>
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       <column datatype='real' name='[03]' role='measure' type='quantitative' />
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name='[none:interacciones:nk]' pivot='key' type='nominal' />
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```

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type='quantitative' />
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    </panes>
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type='quantitative' />
       <column datatype='real' name='[NOV%last_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='real' name='[NOV%actual_year%]' role='measure'</pre>
type='quantitative' />
       <column datatype='string' name='[interacciones]' role='dimension' type='nominal' />
       <column-instance column='[interacciones]' derivation='None'
name='[none:interacciones:nk]' pivot='key' type='nominal' />
       <column-instance column='[ABR%last_year%]' derivation='Sum'</pre>
name='[sum:ABR%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[ABR%actual year%]' derivation='Sum'</pre>
name='[sum:ABR%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[AGO%last_year%]' derivation='Sum'</pre>
name='[sum:AGO%last_year%:qk]' pivot='key' type='quantitative' />
```

```
<column-instance column='[AGO%actual_year%]' derivation='Sum'
name='[sum:AGO%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[DIC%last year%]' derivation='Sum'</pre>
name='[sum:DIC%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[DIC%actual_year%]' derivation='Sum'</pre>
name='[sum:DIC%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[ENE%last year%]' derivation='Sum'</pre>
name='[sum:ENE%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[ENE% actual year%]' derivation='Sum'
name='[sum:ENE%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[FEB%last year%]' derivation='Sum'</pre>
name='[sum:FEB%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[FEB%actual_year%]' derivation='Sum'</pre>
name='[sum:FEB%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[JUL%last year%]' derivation='Sum'</pre>
name='[sum:JUL%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[JUL%actual year%]' derivation='Sum'</pre>
name='[sum:JUL%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[JUN%last year%]' derivation='Sum'</pre>
name='[sum:JUN%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[JUN% actual year%]' derivation='Sum'</p>
name='[sum:JUN%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[MAR%last year%]' derivation='Sum'</pre>
name='[sum:MAR%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[MAR%actual year%]' derivation='Sum'</pre>
name='[sum:MAR%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[MAY%last vear%]' derivation='Sum'</pre>
name='[sum:MAY%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[MAY%actual_year%]' derivation='Sum'</p>
name='[sum:MAY%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[NOV%last_vear%]' derivation='Sum'</pre>
name='[sum:NOV%last_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[NOV%actual_vear%]' derivation='Sum'</p>
name='[sum:NOV%actual year%:qk]' pivot='key' type='quantitative' />
      </datasource-dependencies>
     <filter class='categorical'
column='[federated.1tya16z0iqpu41148hr2w0fge76g].[:Measure Names]'>
       <groupfilter function='union' user:op='manual'>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:ABR%last_year%:qk]&q
uot:'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g],[sum:ABR%actual year%:qk]
"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:AGO%last_year%:qk]&q
uot:'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g],[sum:AGO%actual year%:qk]
"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:DIC%last_year%:qk]&qu
ot:'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
```

```
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:DIC%actual year%:qk]&
quot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:ENE%last year%:qk]&qu
ot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:ENE%actual year%:qk]&
quot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:FEB%last_year%:qk]&qu
ot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:FEB%actual_year%:qk]&
quot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:JUL%last_year%:qk]&qu
ot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:JUL%actual_year%:qk]&
quot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:JUN%last_year%:qk]&qu
ot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:JUN%actual_year%:qk]&
quot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:MAR%last_year%:qk]&q
uot;'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu41148hr2w0fge76g].[sum:MAR%actual_year%:qk]
"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:MAY%last_year%:qk]&q
uot:'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:MAY%actual_year%:qk]
"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:NOV%last_year%:qk]&q
uot:'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.1tya16z0iqpu4l148hr2w0fge76g].[sum:NOV%actual year%:qk]
"'/>
      </groupfilter>
     </filter>
     <natural-sort column='[federated.1tya16z0iqpu4l148hr2w0fge76g].[:Measure Names]'</p>
direction='ASC' />
     <slices>
      <column>[federated.1tya16z0iqpu41148hr2w0fge76g].[:Measure Names]</column>
     </slices>
     <aggregation value='true' />
    </view>
    <style>
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<style-rule element='axis'>
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Values]' value='44' />
       <format attr='title' class='0'
field='[federated.1tya16z0iqpu4l148hr2w0fge76g].[Multiple Values]' scope='rows' value="/>
      </style-rule>
      <style-rule element='cell'>
       <format attr='width' field='[federated.1tya16z0iqpu4l148hr2w0fge76g].[:Measure</pre>
Names]' value='21' />
      </style-rule>
     </style>
     <panes>
      <pane selection-relaxation-option='selection-relaxation-allow'>
       <view>
        <breakdown value='auto'/>
       </view>
       <mark class='Line' />
       <encodings>
        <color column='[federated.1tya16z0iqpu41148hr2w0fge76g].[none:interacciones:nk]'</pre>
       </encodings>
       <style>
        <style-rule element='trendline'>
         <format attr='line-visibility' value='on' />
         <format attr='line-pattern-only' value='dashed' />
        </style-rule>
       </style>
      </pane>
     </panes>
     <rows>[federated.1tya16z0iqpu4l148hr2w0fge76g].[Multiple Values]</rows>
     <cols>[federated.1tya16z0iqpu4l148hr2w0fge76g].[:Measure Names]</cols>
   </worksheet>
  <worksheet name='TW POST1'>
   <view>
      <datasources>
       <datasource caption='posts_1' name='federated.0gpbm4f1yerktb1310ll201zsmqx' />
      </datasources>
      <datasource-dependencies datasource='federated.0gpbm4f1yerktb1310ll201zsmgx'>
       <column datatype='real' name='[01]' role='measure' type='quantitative' />
       <column datatype='real' name='[02]' role='measure' type='quantitative' />
       <column datatype='real' name='[03]' role='measure' type='quantitative' />
       <column datatype='real' name='[04]' role='measure' type='quantitative' />
       <column datatype='real' name='[05]' role='measure' type='quantitative' />
       <column datatype='real' name='[06]' role='measure' type='quantitative' />
       <column datatype='real' name='[07]' role='measure' type='quantitative' />
       <column datatype='real' name='[08]' role='measure' type='quantitative' />
       <column datatype='real' name='[09]' role='measure' type='quantitative' />
       <column datatype='real' name='[10]' role='measure' type='quantitative' />
       <column datatype='real' name='[11]' role='measure' type='quantitative' />
       <column datatype='real' name='[12]' role='measure' type='quantitative' />
       <column datatype='real' name='[13]' role='measure' type='quantitative' />
       <column datatype='real' name='[14]' role='measure' type='quantitative' />
```

```
<column datatype='real' name='[15]' role='measure' type='quantitative' />
       <column datatype='real' name='[16]' role='measure' type='quantitative' />
       <column datatype='real' name='[17]' role='measure' type='quantitative' />
       <column datatype='real' name='[18]' role='measure' type='quantitative' />
       <column datatype='real' name='[19]' role='measure' type='quantitative' />
       <column datatype='real' name='[20]' role='measure' type='quantitative' />
       <column datatype='real' name='[21]' role='measure' type='quantitative' />
       <column datatype='real' name='[22]' role='measure' type='quantitative' />
       <column datatype='real' name='[23]' role='measure' type='quantitative' />
       <column datatype='real' name='[24]' role='measure' type='quantitative' />
       <column datatype='real' name='[25]' role='measure' type='quantitative' />
       <column datatype='real' name='[26]' role='measure' type='quantitative' />
       <column datatype='real' name='[27]' role='measure' type='quantitative' />
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       <column datatype='real' name='[29]' role='measure' type='quantitative' />
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       <column datatype='real' name='[31]' role='measure' type='quantitative' />
       <column datatype='string' name='[ACTIVIDAD]' role='dimension' type='nominal' />
       <column-instance column='[ACTIVIDAD]' derivation='None'</pre>
name='[none:ACTIVIDAD:nk]' pivot='key' type='nominal' />
       <column-instance column='[01]' derivation='Sum' name='[sum:01:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[02]' derivation='Sum' name='[sum:02:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[03]' derivation='Sum' name='[sum:03:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[04]' derivation='Sum' name='[sum:04:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[05]' derivation='Sum' name='[sum:05:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[06]' derivation='Sum' name='[sum:06:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[07]' derivation='Sum' name='[sum:07:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[08]' derivation='Sum' name='[sum:08:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[09]' derivation='Sum' name='[sum:09:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[10]' derivation='Sum' name='[sum:10:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[11]' derivation='Sum' name='[sum:11:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[12]' derivation='Sum' name='[sum:12:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[13]' derivation='Sum' name='[sum:13:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[14]' derivation='Sum' name='[sum:14:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[15]' derivation='Sum' name='[sum:15:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[16]' derivation='Sum' name='[sum:16:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[17]' derivation='Sum' name='[sum:17:qk]' pivot='key'</pre>
type='quantitative' />
```

```
type='quantitative' />
       <column-instance column='[19]' derivation='Sum' name='[sum:19:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[20]' derivation='Sum' name='[sum:20:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[21]' derivation='Sum' name='[sum:21:gk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[22]' derivation='Sum' name='[sum:22:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[23]' derivation='Sum' name='[sum:23:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[24]' derivation='Sum' name='[sum:24:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[25]' derivation='Sum' name='[sum:25:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[26]' derivation='Sum' name='[sum:26:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[27]' derivation='Sum' name='[sum:27:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[28]' derivation='Sum' name='[sum:28:gk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[29]' derivation='Sum' name='[sum:29:qk]' pivot='key'</pre>
type='quantitative' />
       <column-instance column='[30]' derivation='Sum' name='[sum:30:qk]' pivot='key'</p>
type='quantitative' />
       <column-instance column='[31]' derivation='Sum' name='[sum:31:qk]' pivot='key'</pre>
type='quantitative' />
      </datasource-dependencies>
      <filter class='categorical'
column='[federated.0gpbm4f1yerktb1310ll201zsmqx].[:Measure Names]'>
       <groupfilter function='union' user:op='manual'>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:01:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:02:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:03:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:04:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:05:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:06:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:07:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:08:qk]"'/>
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member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:09:qk]"'/>
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member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:10:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:11:qk]"'/>
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<column-instance column='[18]' derivation='Sum' name='[sum:18:qk]' pivot='key'</pre>

```
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member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:12:qk]"'/>
       <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:13:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:14:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:15:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:16:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:17:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:18:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:19:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:20:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:21:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:22:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:23:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:24:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:25:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:26:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:27:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:28:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:29:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:30:qk]"'/>
        <groupfilter function='member' level='[:Measure Names]'</pre>
member='"[federated.0gpbm4f1yerktb1310ll201zsmqx].[sum:31:qk]"'/>
      </groupfilter>
     </filter>
     <natural-sort column='[federated.0gpbm4f1yerktb1310ll201zsmqx].[:Measure Names]'</p>
direction='ASC' />
     <filter class='categorical'
column='[federated.0gpbm4f1yerktb1310l1201zsmqx].[none:ACTIVIDAD:nk]'>
       <groupfilter function='member' level='[none:ACTIVIDAD:nk]'</pre>
member='"ACTIVIDAD"' user:ui-domain='database' user:ui-
enumeration='inclusive' user:ui-marker='enumerate' />
     </filter>
     <slices>
<column>[federated.0gpbm4f1yerktb1310ll201zsmqx].[none:ACTIVIDAD:nk]</column>
      <column>[federated.0gpbm4f1yerktb1310ll201zsmqx].[:Measure Names]</column>
```

```
</slices>
      <aggregation value='true' />
    </view>
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Values]' value='28' />
       <encoding attr='space' class='0'</pre>
field='[federated.0gpbm4f1yerktb1310ll201zsmqx].[Multiple Values]' field-
type='quantitative' max='8.7323394495412838' min='0.0' range-type='fixed' scope='rows'
type='space' />
      </style-rule>
      <style-rule element='cell'>
       <format attr='width' field='[federated.0gpbm4f1yerktb1310ll201zsmqx].[:Measure</pre>
Names]' value='42' />
       <format attr='text-format'
field='[federated.0gpbm4f1yerktb1310ll201zsmqx].[Multiple Values]' value='N' />
      </style-rule>
    </style>
    <panes>
      <pane selection-relaxation-option='selection-relaxation-allow'>
       <view>
        <bre>breakdown value='auto' />
       </view>
       <mark class='Bar' />
       <encodings>
        <text column='[federated.0gpbm4f1yerktb1310ll201zsmqx].[Multiple Values]'/>
       </encodings>
       <style>
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         <format attr='mark-labels-show' value='true' />
        </style-rule>
       </style>
      </pane>
    </panes>
    <rows>[federated.0gpbm4f1yerktb1310l1201zsmqx].[Multiple Values]</rows>
    <cols>[federated.0gpbm4f1yerktb1310ll201zsmqx].[:Measure Names]</cols>
   </worksheet>
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   <view>
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       <datasource caption='posts_2' name='federated.10uy74i14mp25t1dnzvdm0p18iq1' />
      </datasources>
      <datasource-dependencies datasource='federated.10uy74i14mp25t1dnzvdm0p18iq1'>
       <column datatype='real' name='[ABR%last_year%]' role='measure' type='quantitative'</pre>
/>
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type='quantitative' />
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/>
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
       <column datatype='real' name='[MAY%actual_year%]' role='measure'</pre>
type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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/>
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name='[sum:ABR%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:MAY%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:MAY% actual year%:qk]' pivot='key' type='quantitative' />
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name='[sum:NOV% actual vear%:qk]' pivot='kev' type='quantitative' />
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name='[sum:SET%last_year%:qk]' pivot='key' type='quantitative' />
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```

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Values]' value='35' />
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Names]' value='21' />
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scope='rows' type='space' />
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       <mark class='Line' />
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/>
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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type='quantitative' />
       <column datatype='real' name='[NOV%actual_year%]' role='measure'</pre>
type='quantitative' />
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type='quantitative' />
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type='quantitative' />
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name='[sum:ABR%last_year%:qk]' pivot='key' type='quantitative' />
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       <column-instance column='[DIC%actual_year%]' derivation='Sum'</pre>
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name='[sum:ENE%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:FEB%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:JUL%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:JUL%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:JUN%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:JUN%actual_year%:qk]' pivot='key' type='quantitative' />
       <column-instance column='[MAR%last_year%]' derivation='Sum'</pre>
name='[sum:MAR%last_year%:gk]' pivot='key' type='quantitative' />
       <column-instance column='[MAR%actual_year%]' derivation='Sum'</pre>
name='[sum:MAR%actual_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:MAY%last_year%:qk]' pivot='key' type='quantitative' />
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name='[sum:SET%actual year%:qk]' pivot='key' type='quantitative' />
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enumeration='inclusive' user:ui-marker='enumerate'>
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"'/>
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ot:'/>
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ot;'/>
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"'/>
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quot;'/>
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ot;'/>
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member='"[federated.0sk8x79199xg3v18d8rrr1dhej6c].[sum:SET%actual year%:qk]&
quot;'/>
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      </filter>
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scope='rows' type='space' />
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y='3413'>
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y='3413'>
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y='3413'>
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        </zone>
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y='3422'>
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Apéndice D

Fichero de configuración a rellenar, en formato Json, utilizado para la creación de un informe:

sysconf.json

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   "path": "folder when the template is",
    "name": "name of the template used"
  },
  "output": {
   "folder": "folder to save the result",
   "file": "name of the result file"
  },
  "params": {
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    "actual_year": "number of year"
  },
  "queries": {
    "path": "path to the queries ",
    "names":[
      "name_01.sql",
      "name_02.sql",
      "name_03.sql",
      "name_04.sql",
   ]
}
```