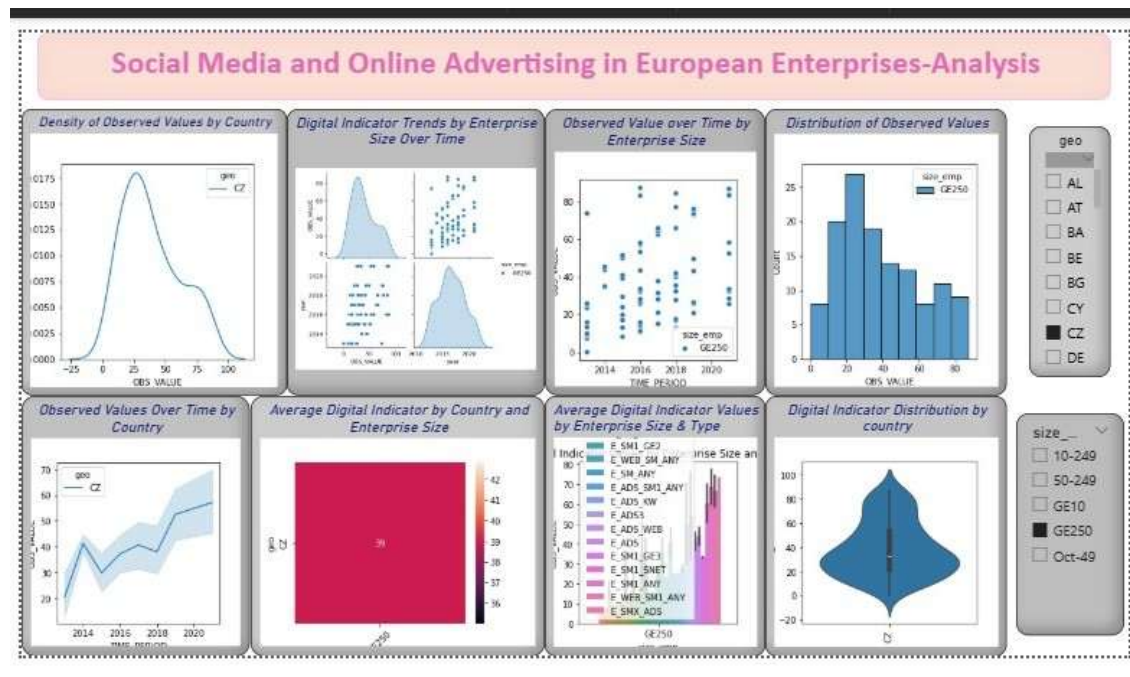


Project Title: Social Media and Online Advertising in European Enterprises

DASHBOARD:



Summary:

- Large enterprises lead in social media and online advertising use.
- Small and medium firms show lower and uneven digital adoption.
- Digital usage increases steadily over time.
- Company size matters more than country differences.
- SMEs need more support to close the digital gap.

Insights:

1.Key Trends:

- Steady increase in social media and online advertising use over time
- Large enterprises consistently show higher digital adoption levels
- Gradual improvement among smaller enterprises, but at a slower pace
- Digital indicators become more stable and less variable in recent years.

2.Anomalies:

- A few small and medium enterprises show unexpectedly high digital adoption, matching large firms.
- Some year-to-year dips appear despite the overall upward trend.
- Certain countries temporarily underperform compared to similar economies.

3.Correlations:

- Positive correlation between enterprise size and digital adoption — larger firms consistently score higher.
- Positive correlation between time and digital indicator values — adoption increases over the years.
- Lower variability as size increases — larger enterprises show more stable digital behaviour.

Recommendations:

- Support SMEs with digital training, funding, and easy-to-use online marketing tools.
- Encourage digital investment as a long-term strategy, not a one-time effort.
- Leverage best practices from large enterprises to guide smaller firms.
- Use data to track progress over time and adjust digital strategies accordingly.

Final Story from the Dashboard:

- Digital adoption is increasing steadily over time.
- Large enterprises lead in social media and online advertising use.
- Small and medium enterprises lag behind and show uneven progress.
- Enterprise size matters more than country differences.
- The main digital gap is between large firms and SMEs.