

IRONHACK MEDIA ANALYSIS WITH POWER BI

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Fernando Amaya
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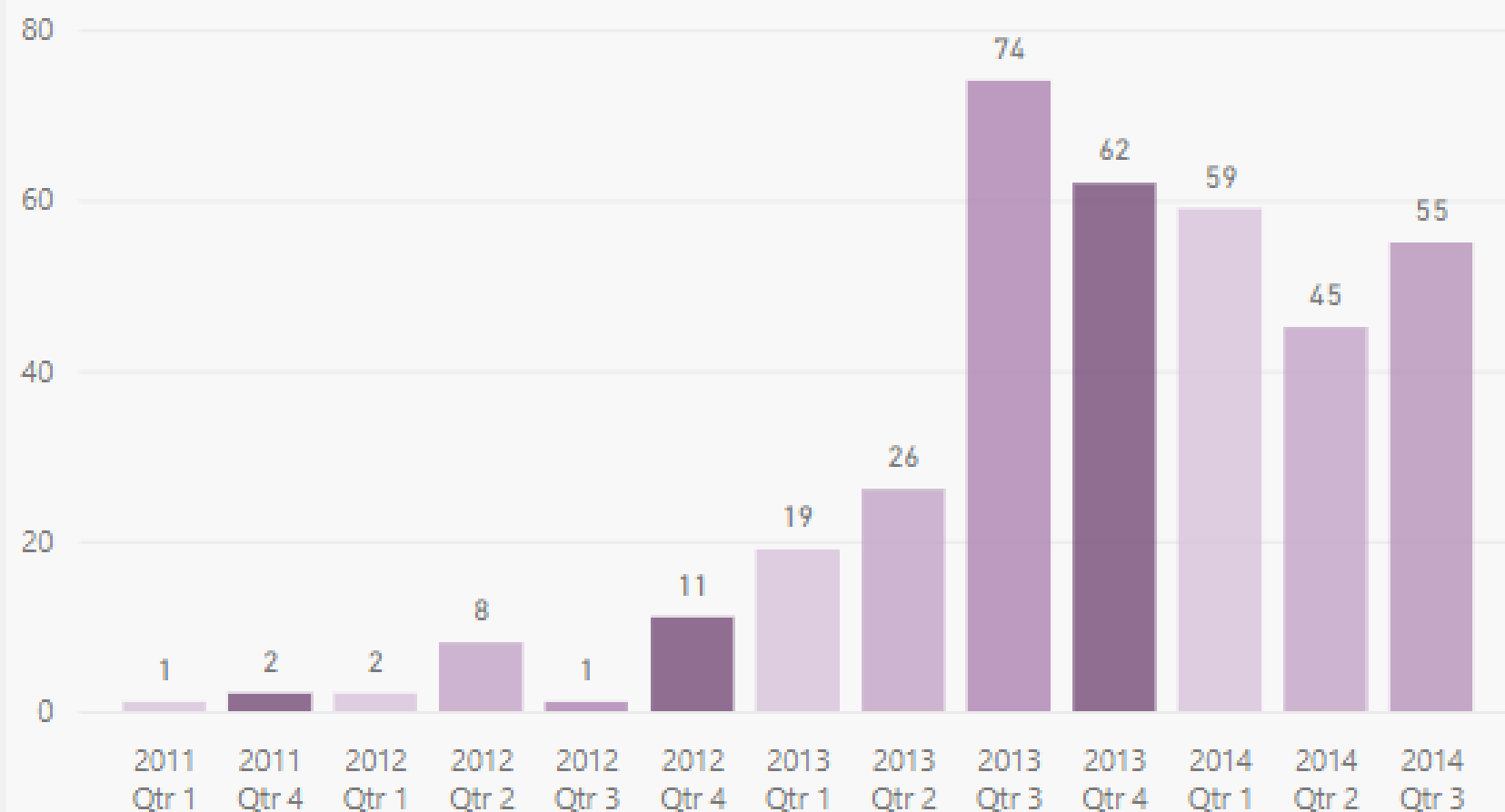


ANÁLISIS POR CLIENTES

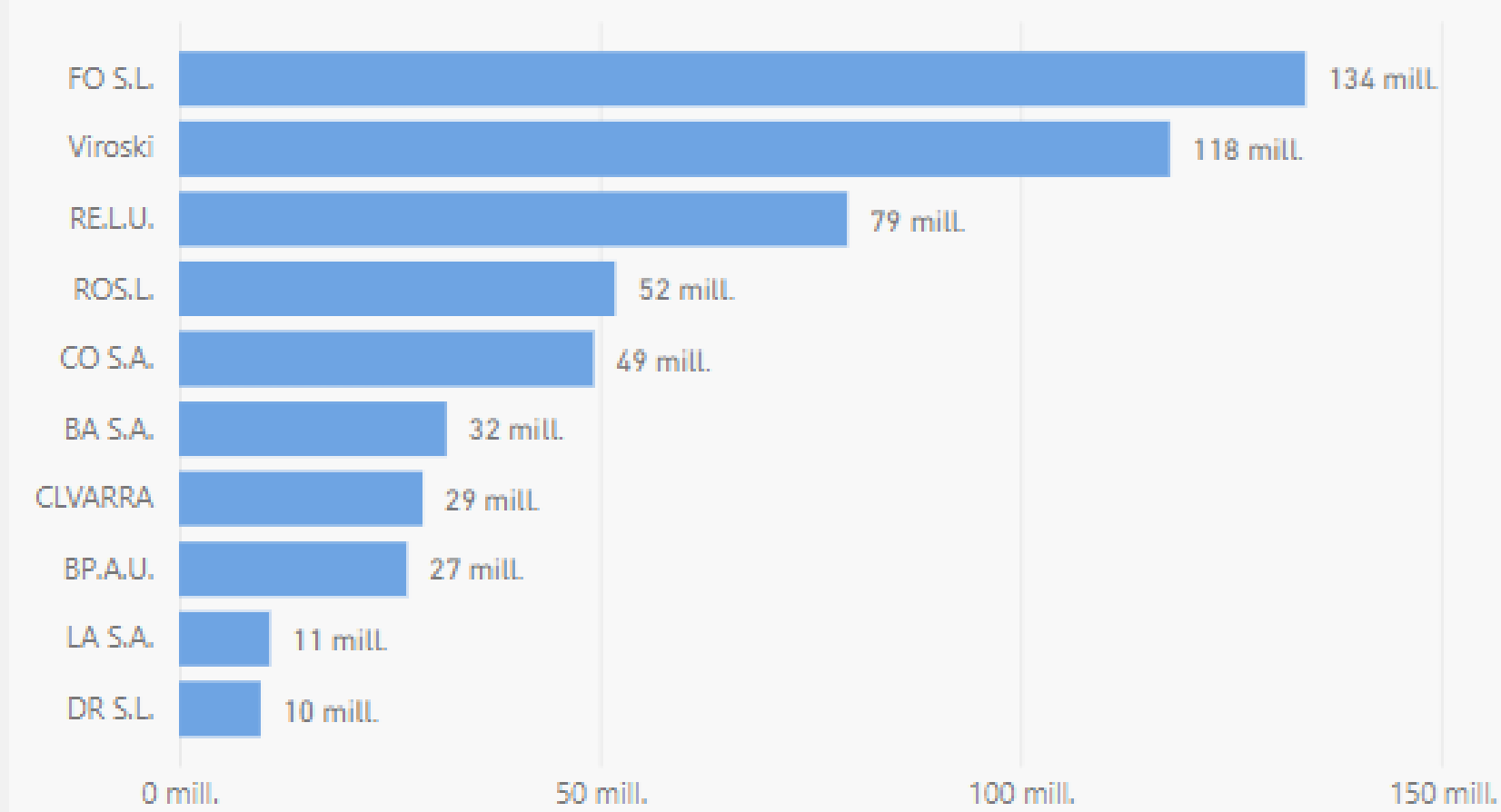
232
Unique_Clients

1167
Unique_IDS

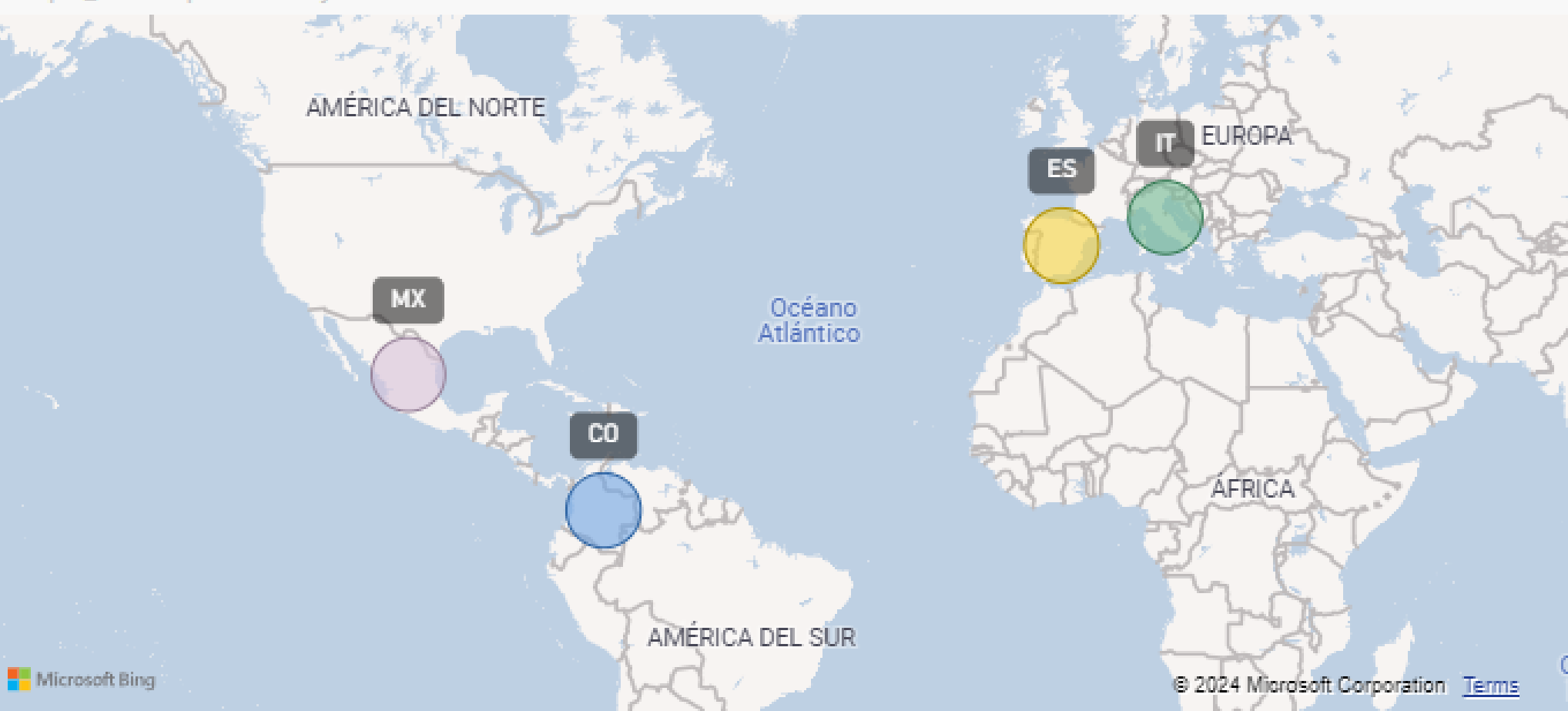
Unique_Clients por Año y Trimestre



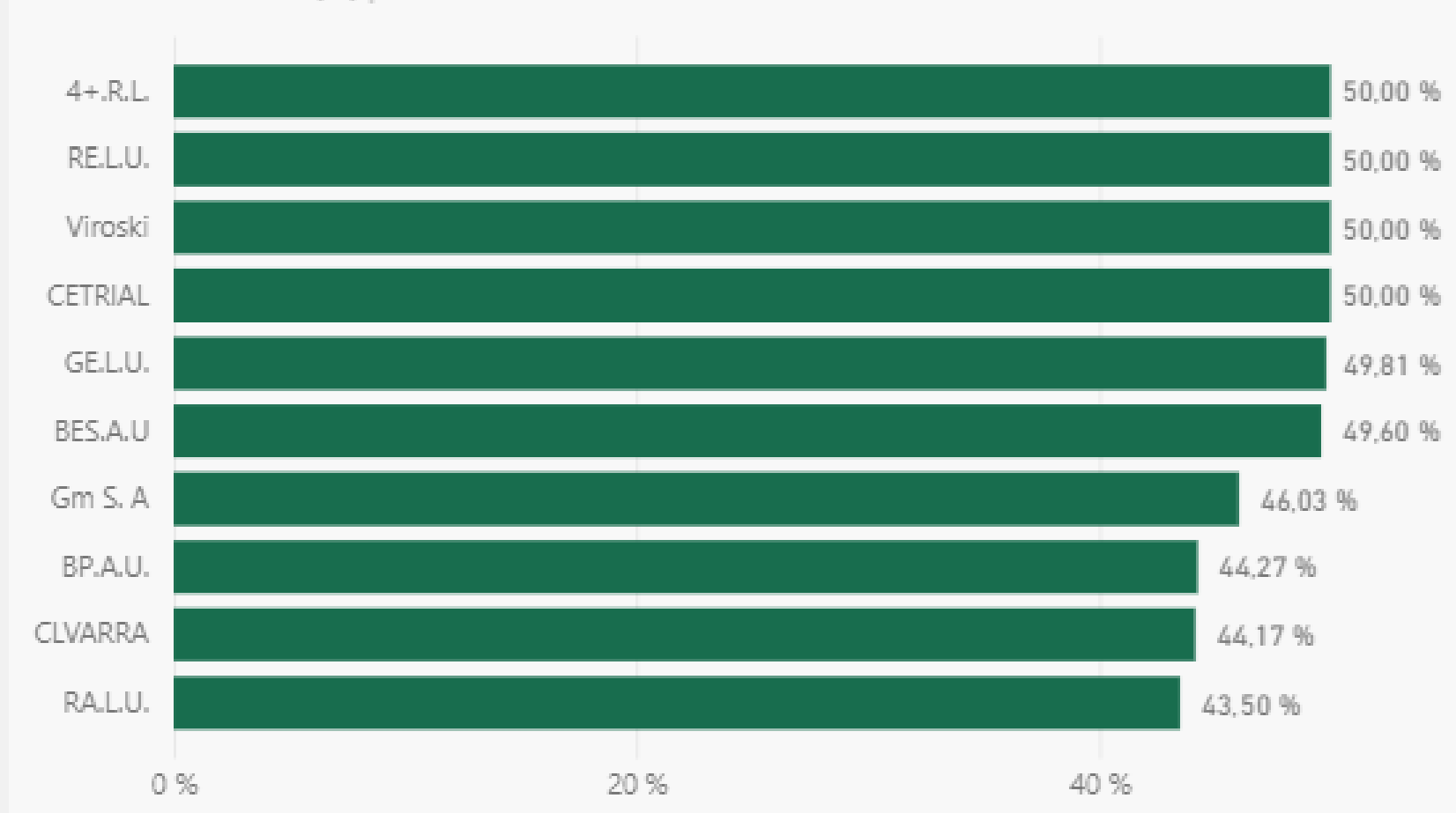
TOP 10 Total Benefit per Client



Unique_Clients por Country



TOP 10 Total Benefit (%) per Client

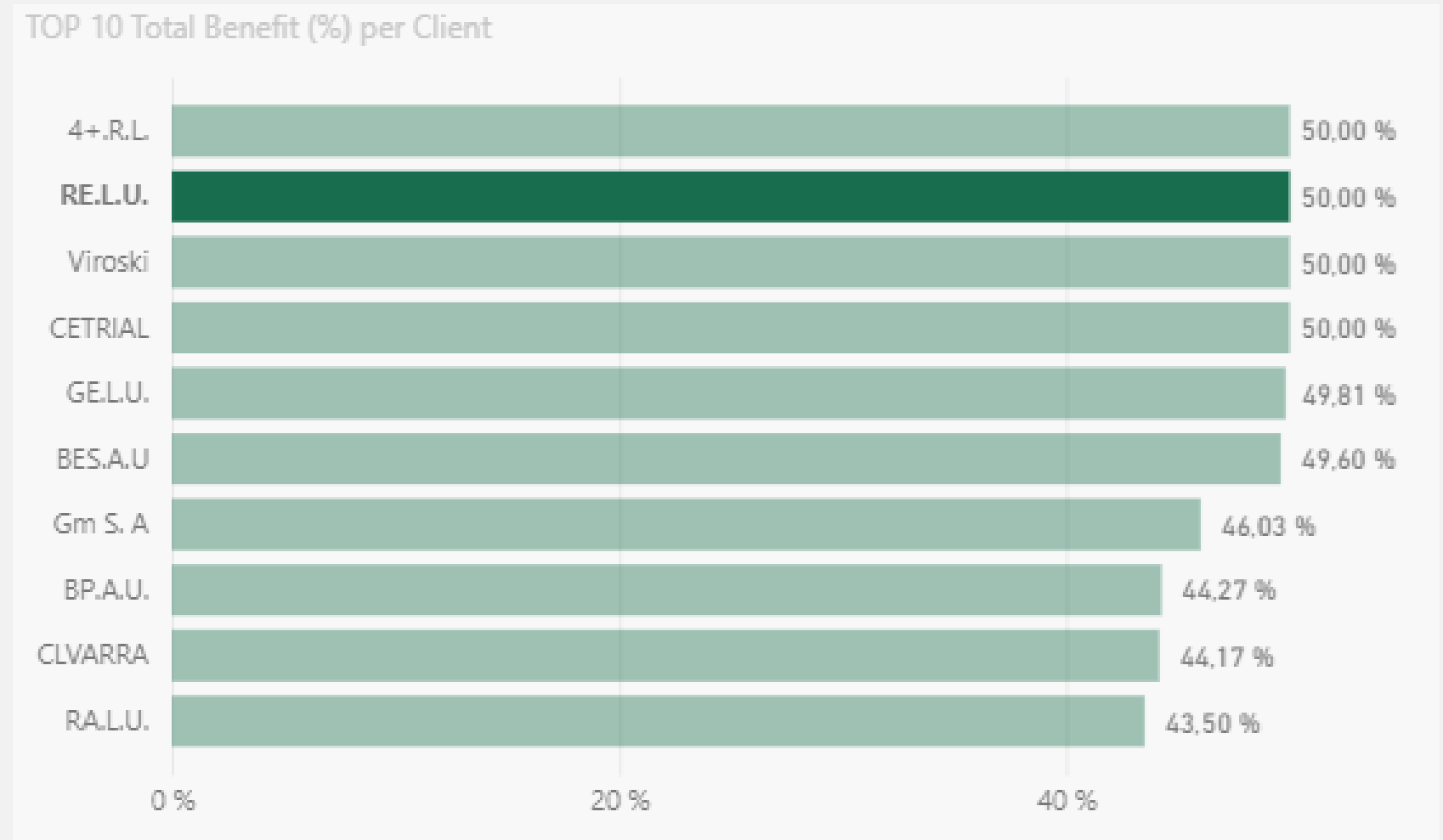
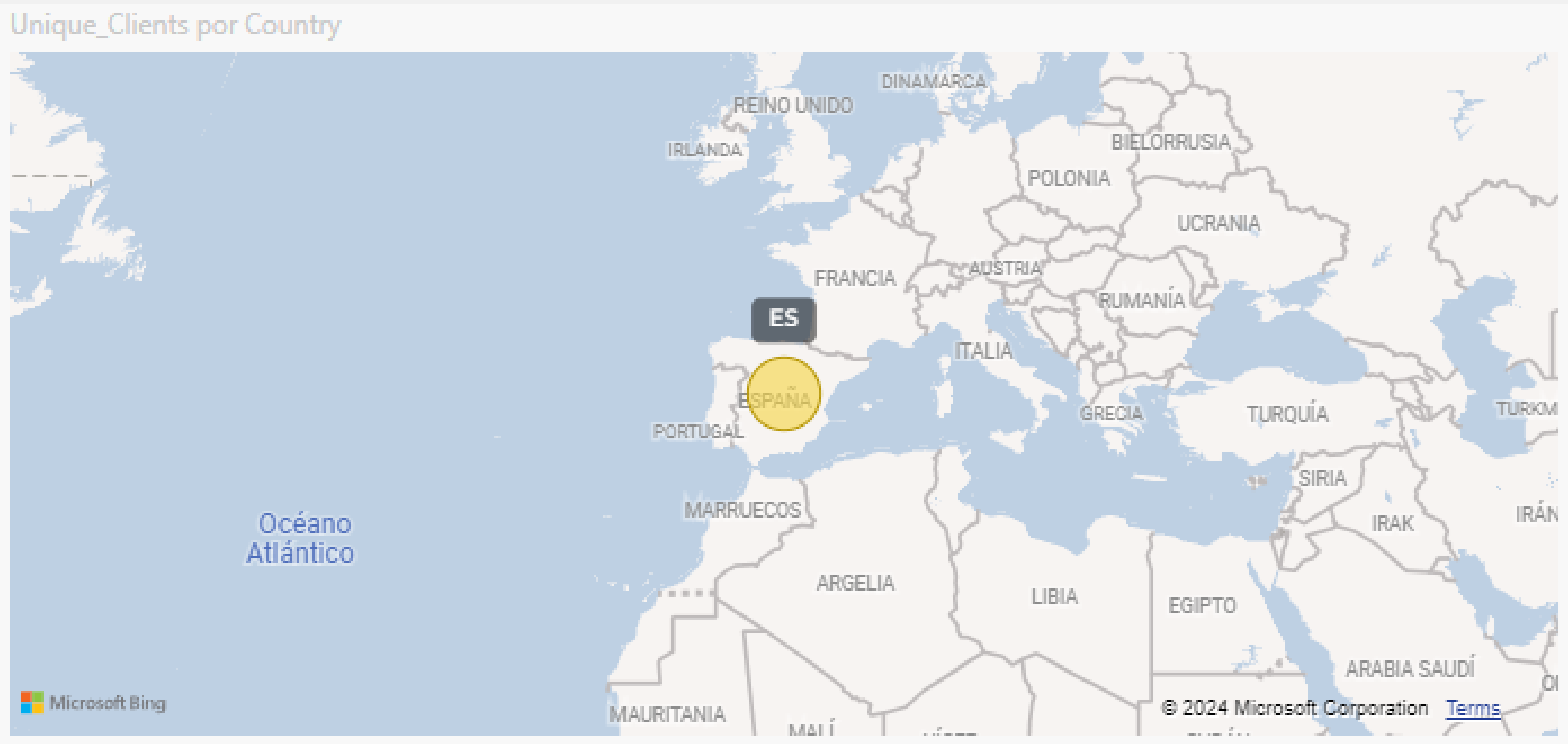
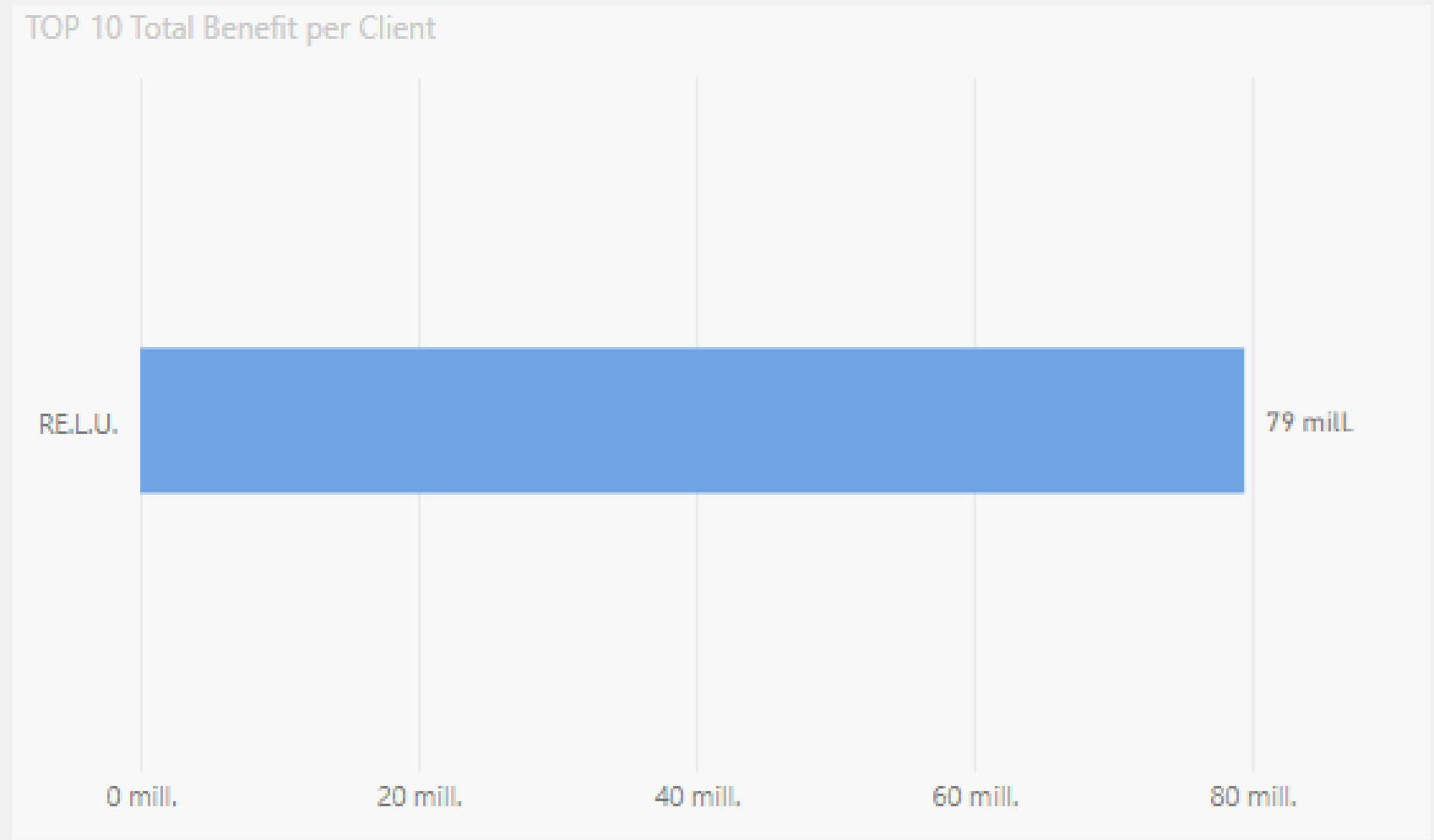
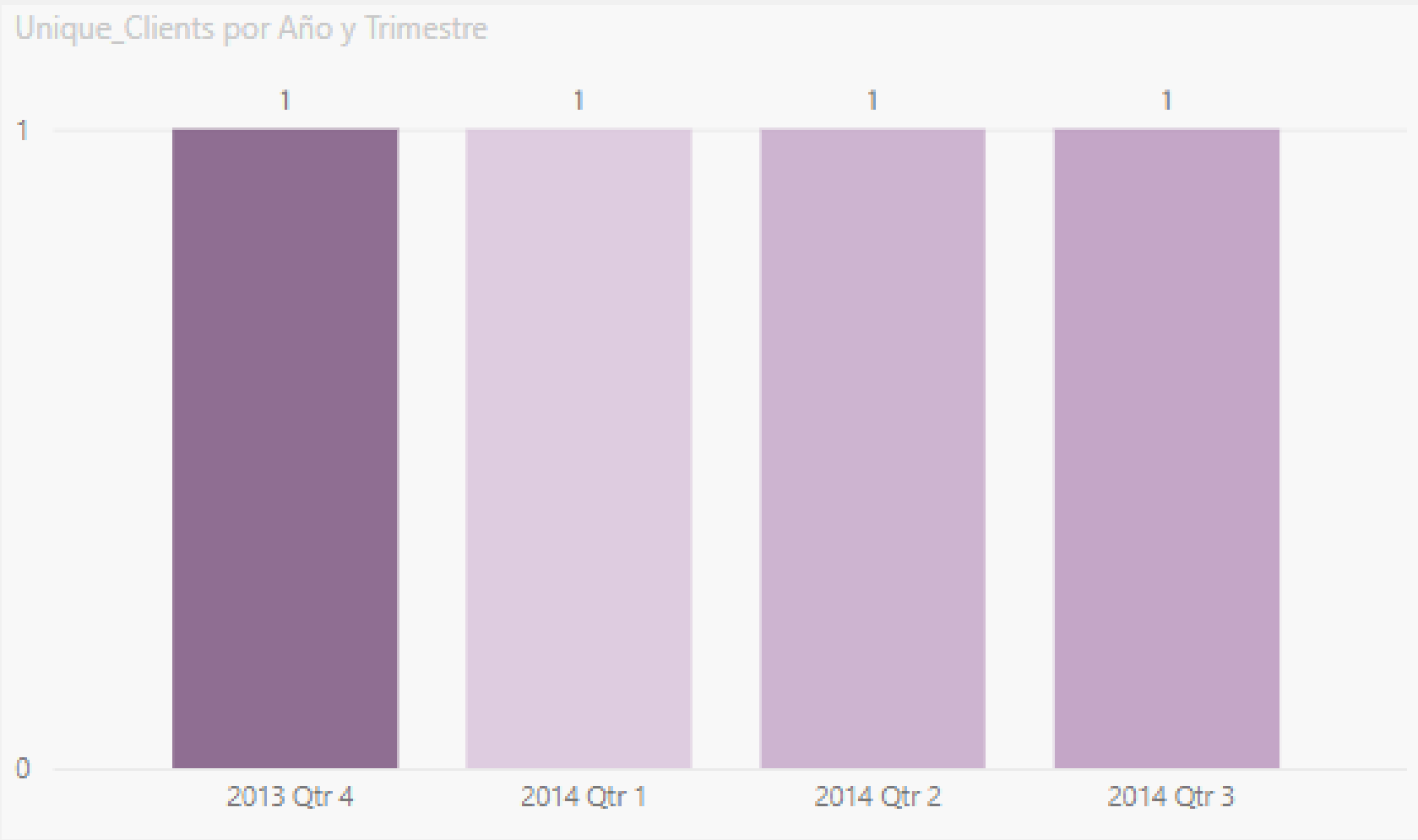


1

Unique_Clients

15

Unique_IDS



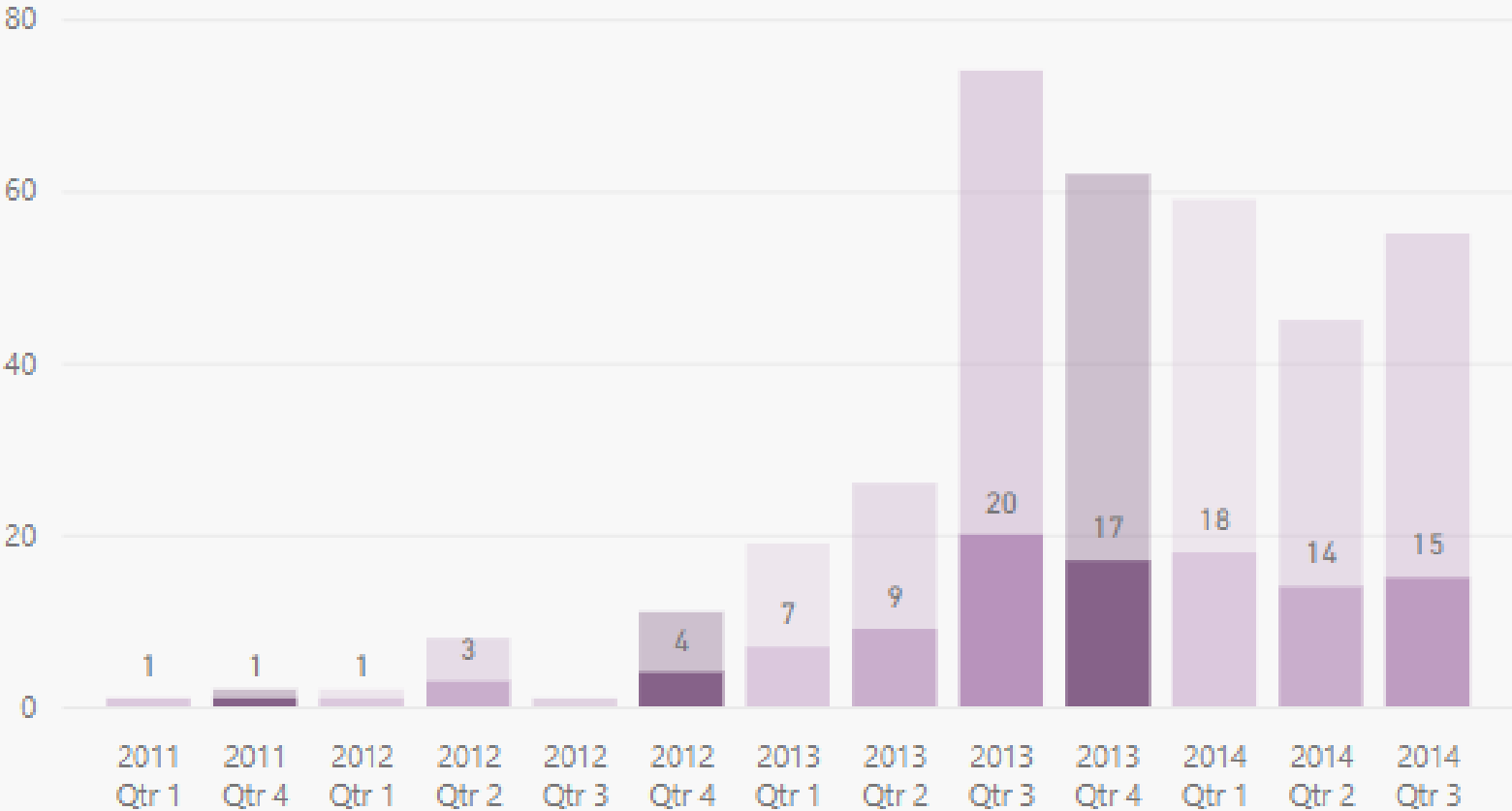
62

Unique_Clients

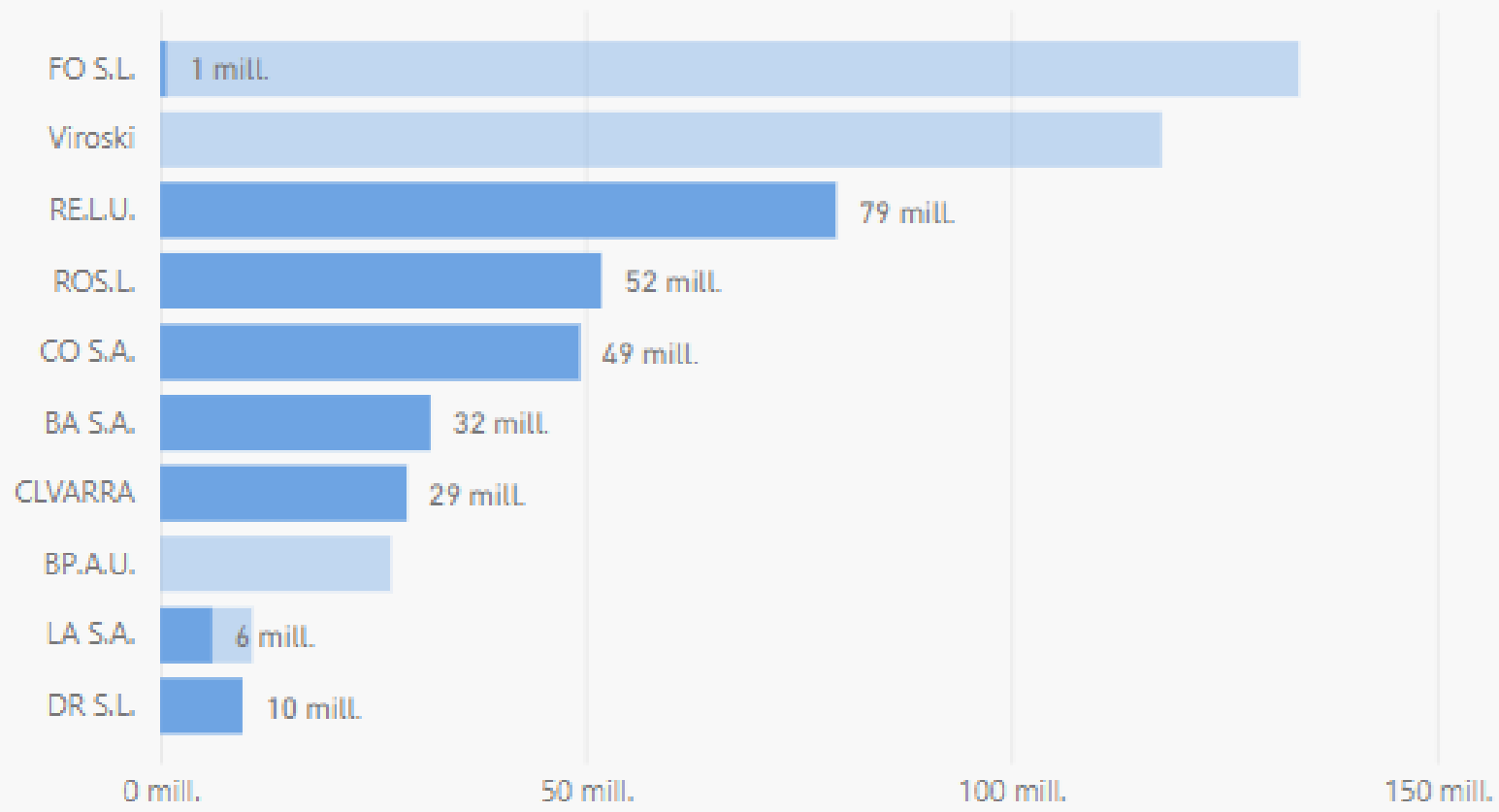
494

Unique_IDS

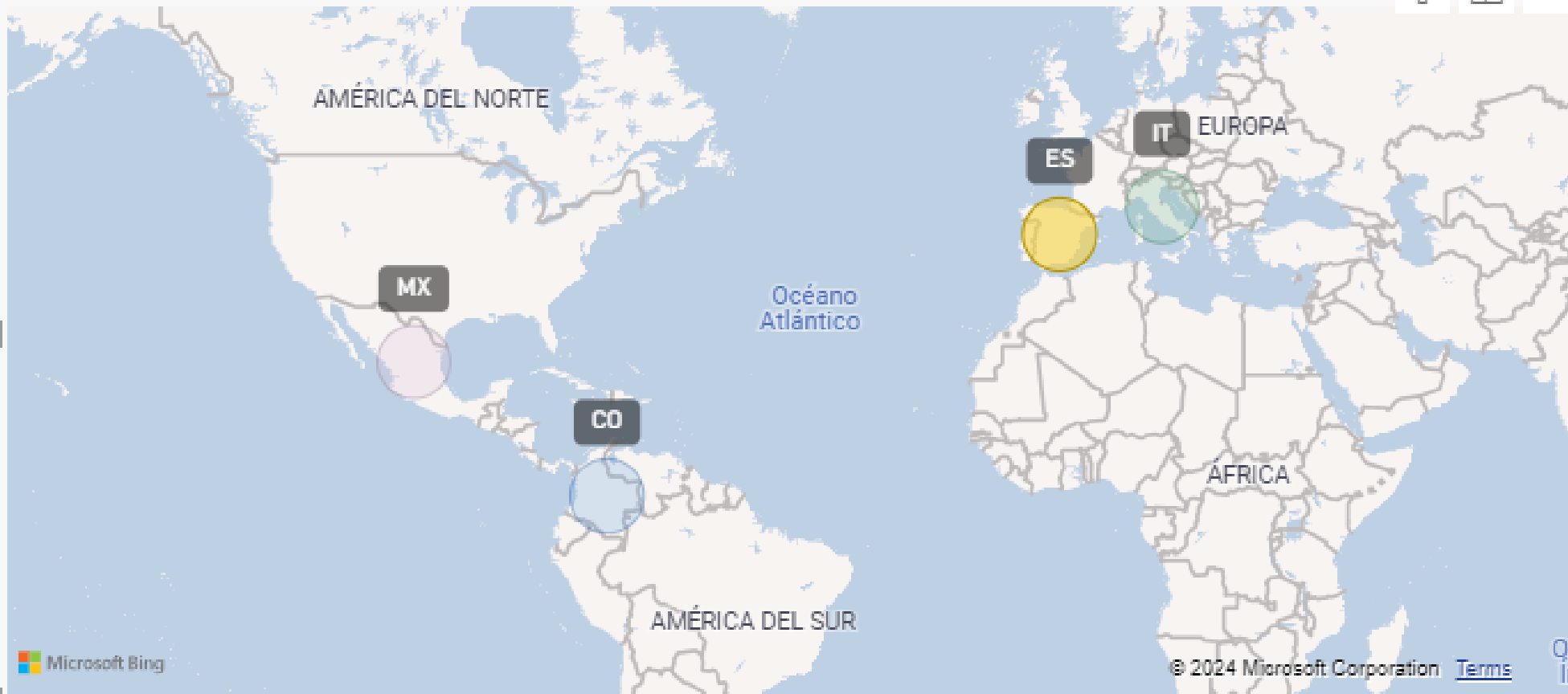
Unique_Clients por Año y Trimestre



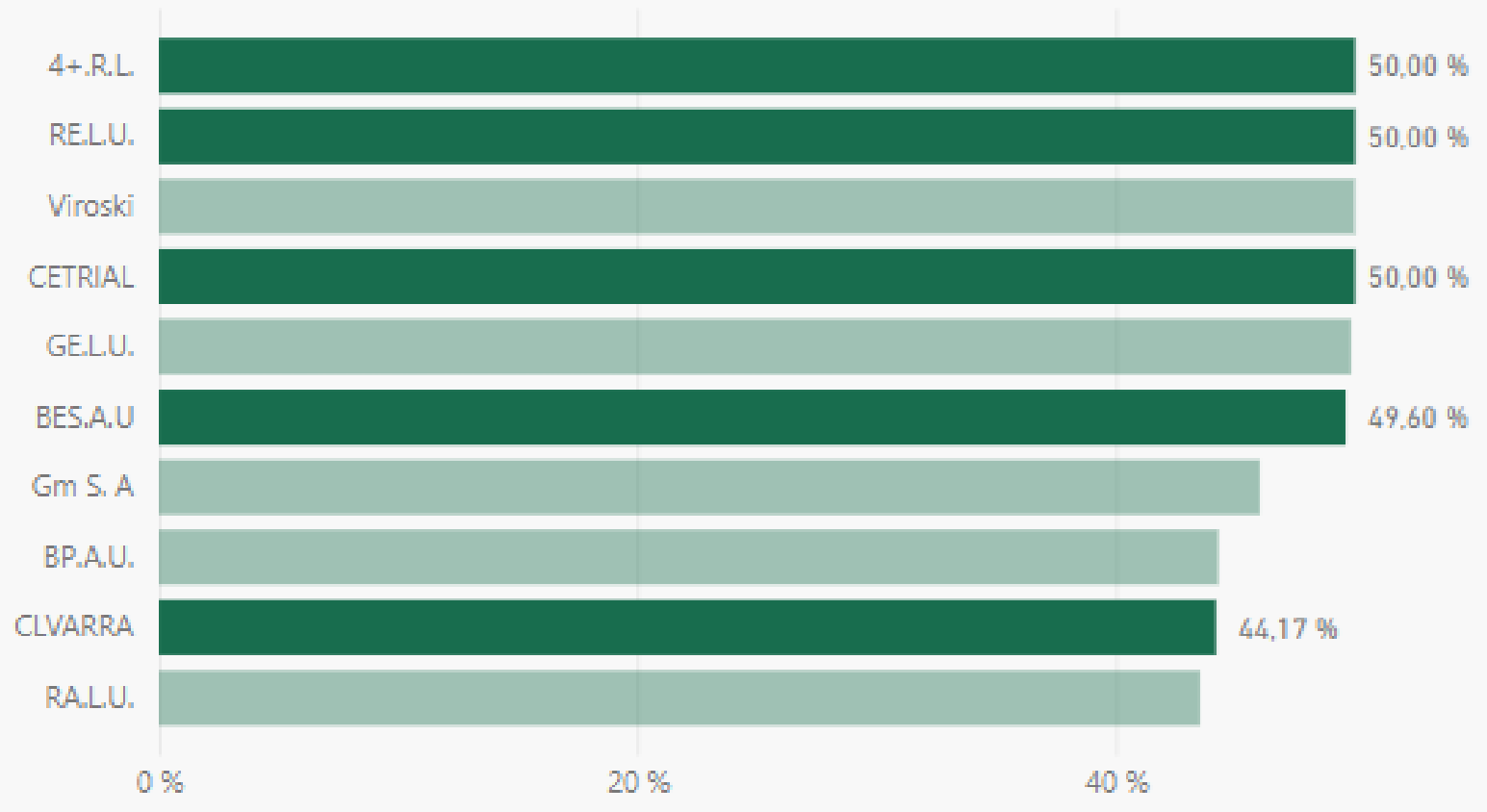
TOP 10 Total Benefit per Client



Unique_Clients por Country



TOP 10 Total Benefit (%) per Client



*ECNOCOM and DI S.A. have been excluded

ANÁLISIS POR PAÍS

594,54 mill.

Total_Benefit_EUR

16,61 %

Perc_Total_Benefit_EUR

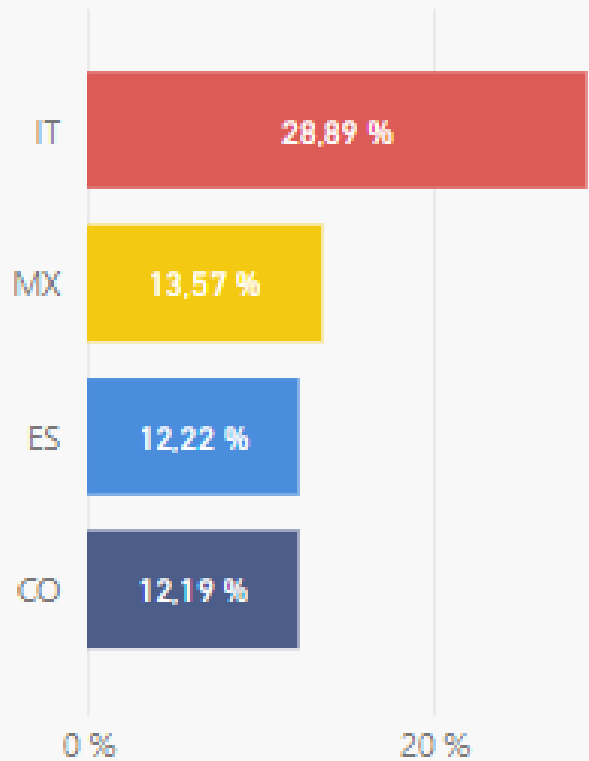
3,58 mil M

Total_Revenues_EUR

2,98 mil M

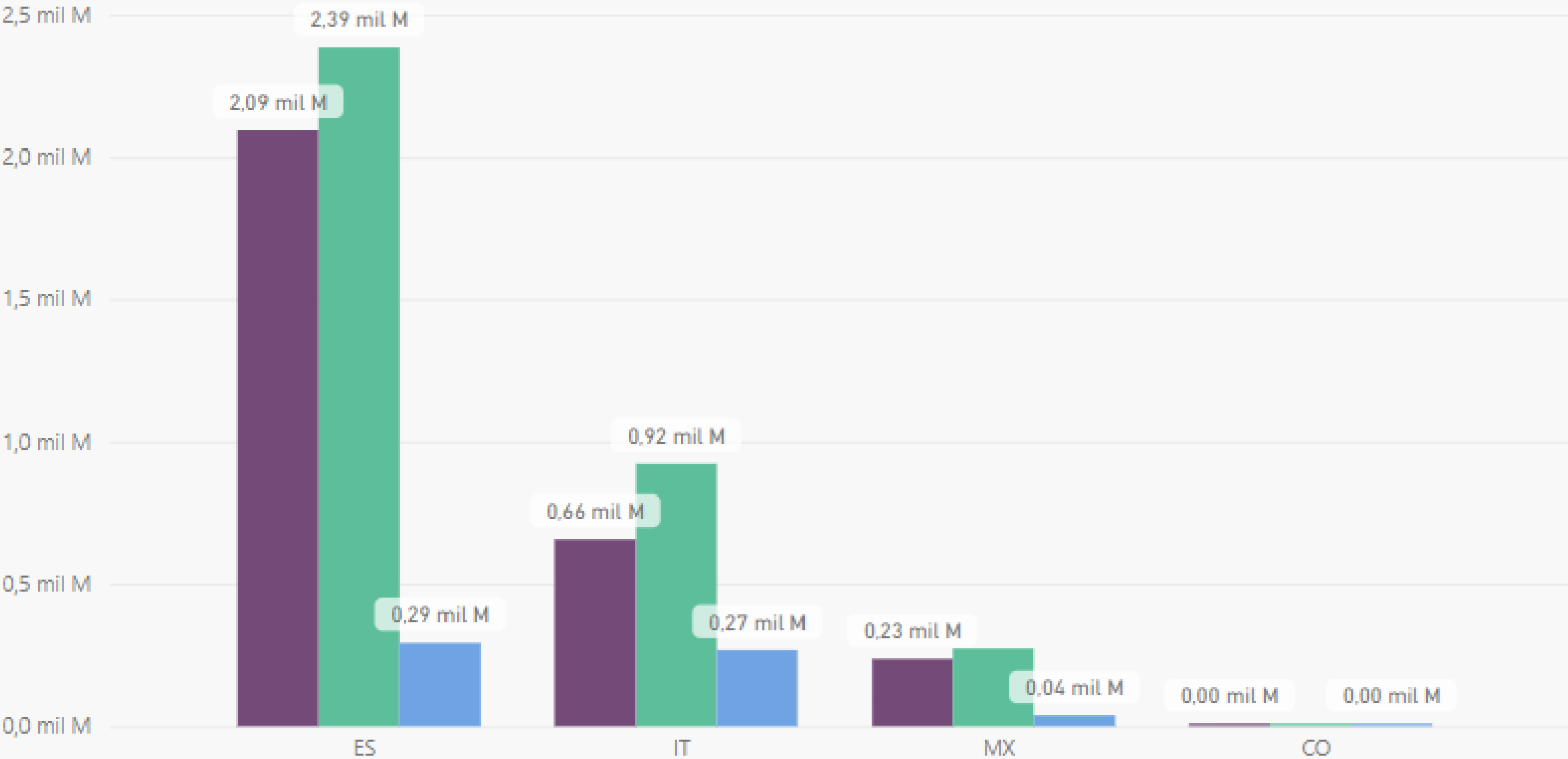
Total_Costs_EUR

Total Benefit (%) per Country



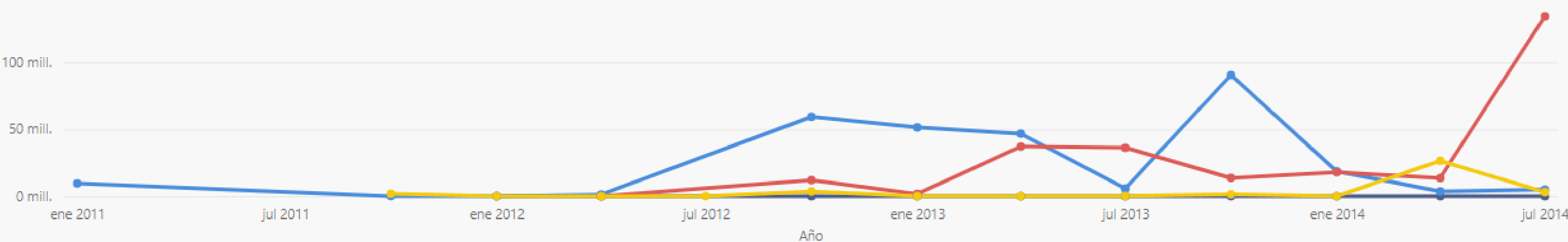
Total_Costs_EUR, Total_Revenues_EUR y Total_Benefit_EUR por Country

Total_Costs_EUR Total_Revenues_EUR Total_Benefit_EUR



Total_Benefit_EUR por Año, Trimestre y Country

Country CO ES IT MX



*ECNOCOM and DI S.A. have been excluded

266,22 mill.

Total_Benefit_EUR

28,89 %

Perc_Total_Benefit_EUR

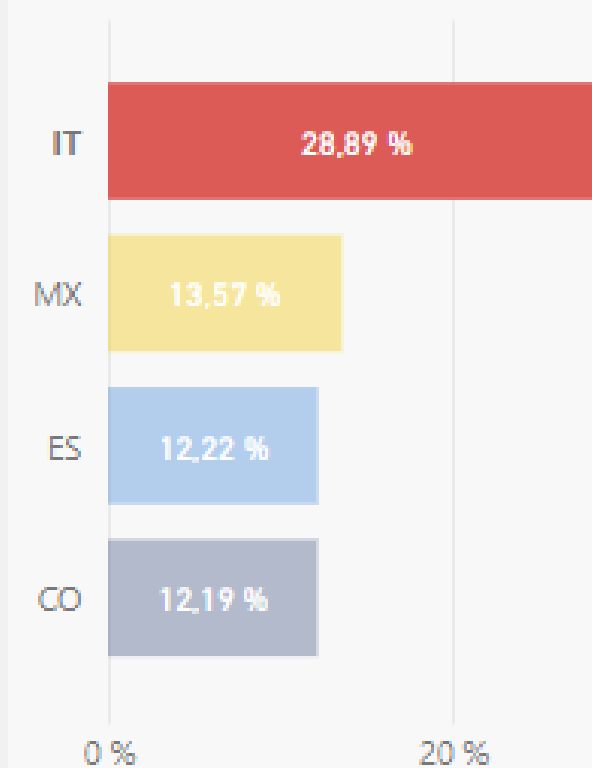
921,55 mill.

Total_Revenues_EUR

655,33 mill.

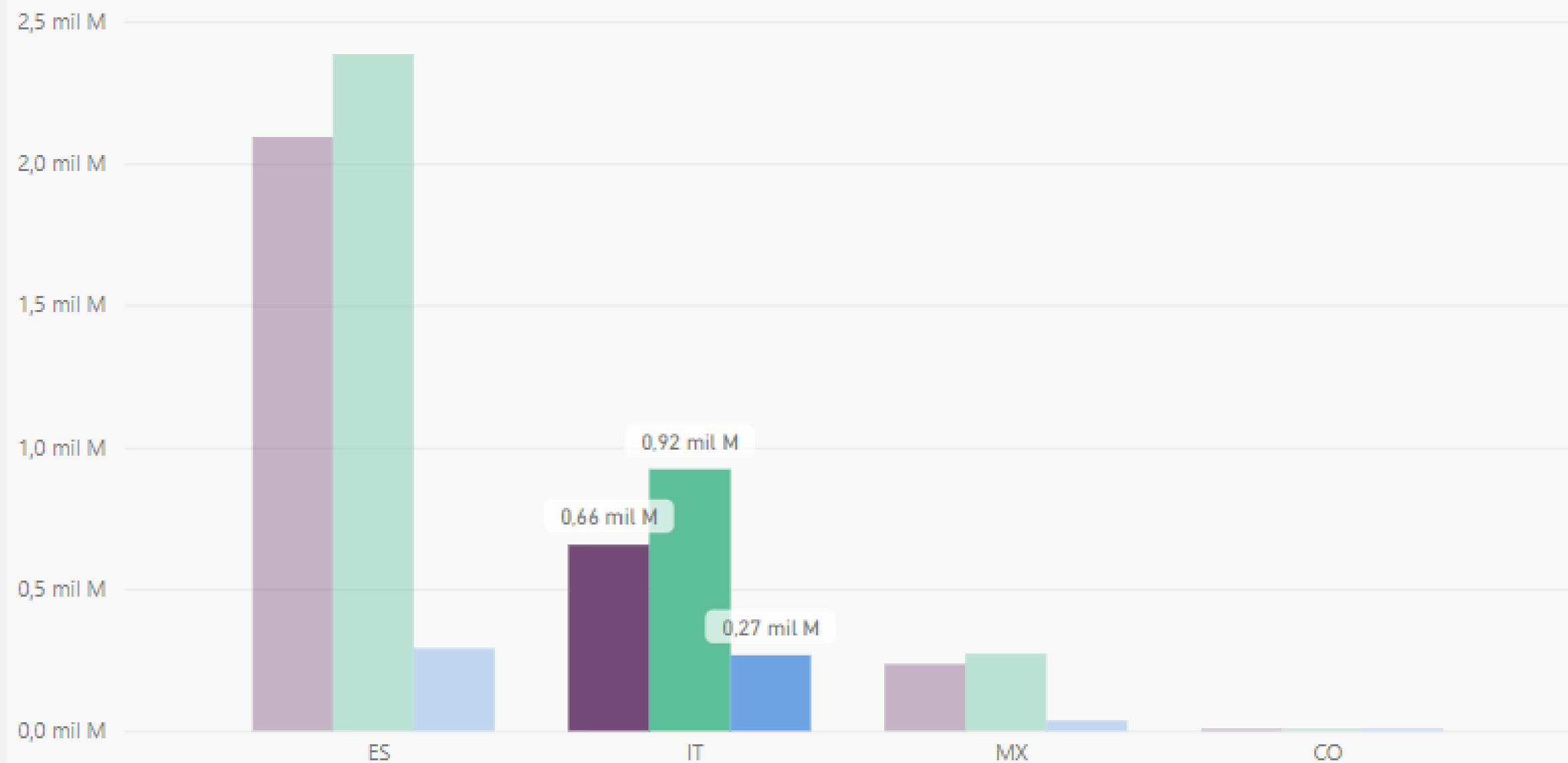
Total_Costs_EUR

Total Benefit (%) per Country



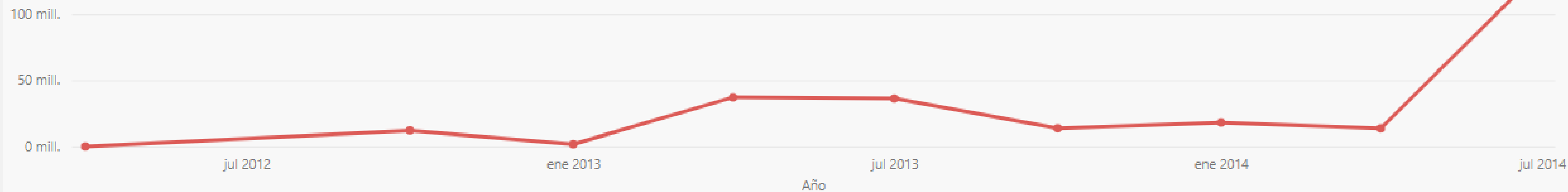
Total_Costs_EUR, Total_Revenues_EUR y Total_Benefit_EUR por Country

Total_Costs_EUR Total_Revenues_EUR Total_Benefit_EUR



Total_Benefit_EUR por Año, Trimestre y Country

Country ● IT

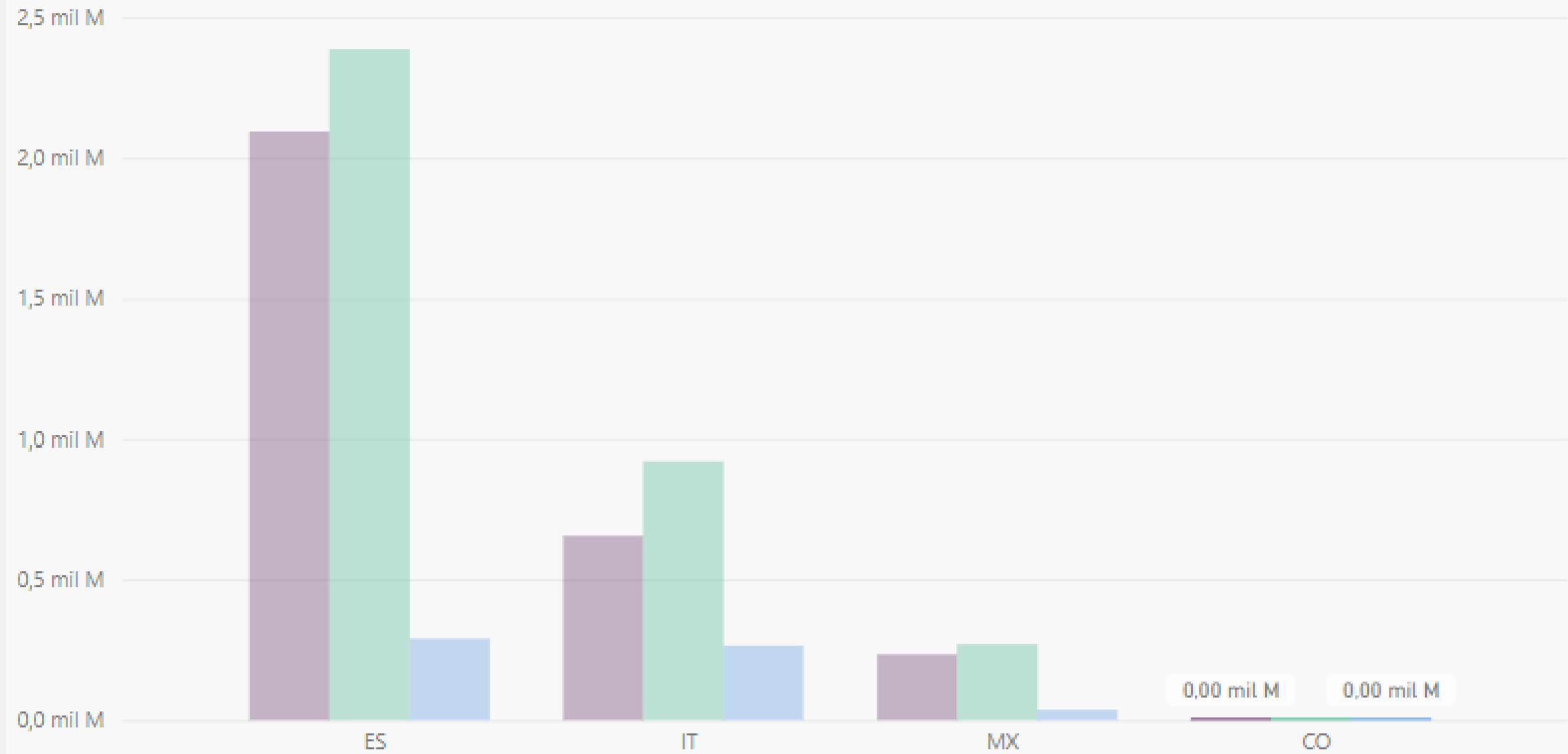


*ECNOCOM and DI S.A. have been excluded

Total_Benefit_EUR

Perc_Total_Benefit_EUR

● Total_Costs_EUR ● Total_Revenues_EUR ● Total_Benefit_EUR



Total_Revenues_EUR

Paese	Percentuale
IT	28,89 %
MX	13,57 %
ES	12,22 %
CO	12,19 %

Total_Costs_EUR

Country ● CO



*ECNOCOM and DI S.A. have been excluded



ANÁLISIS POR LÍNEA DE NEGOCIO

594,54 mill.

Total_Benefit_EUR

16,61 %

Perc_Total_Benefit_EUR

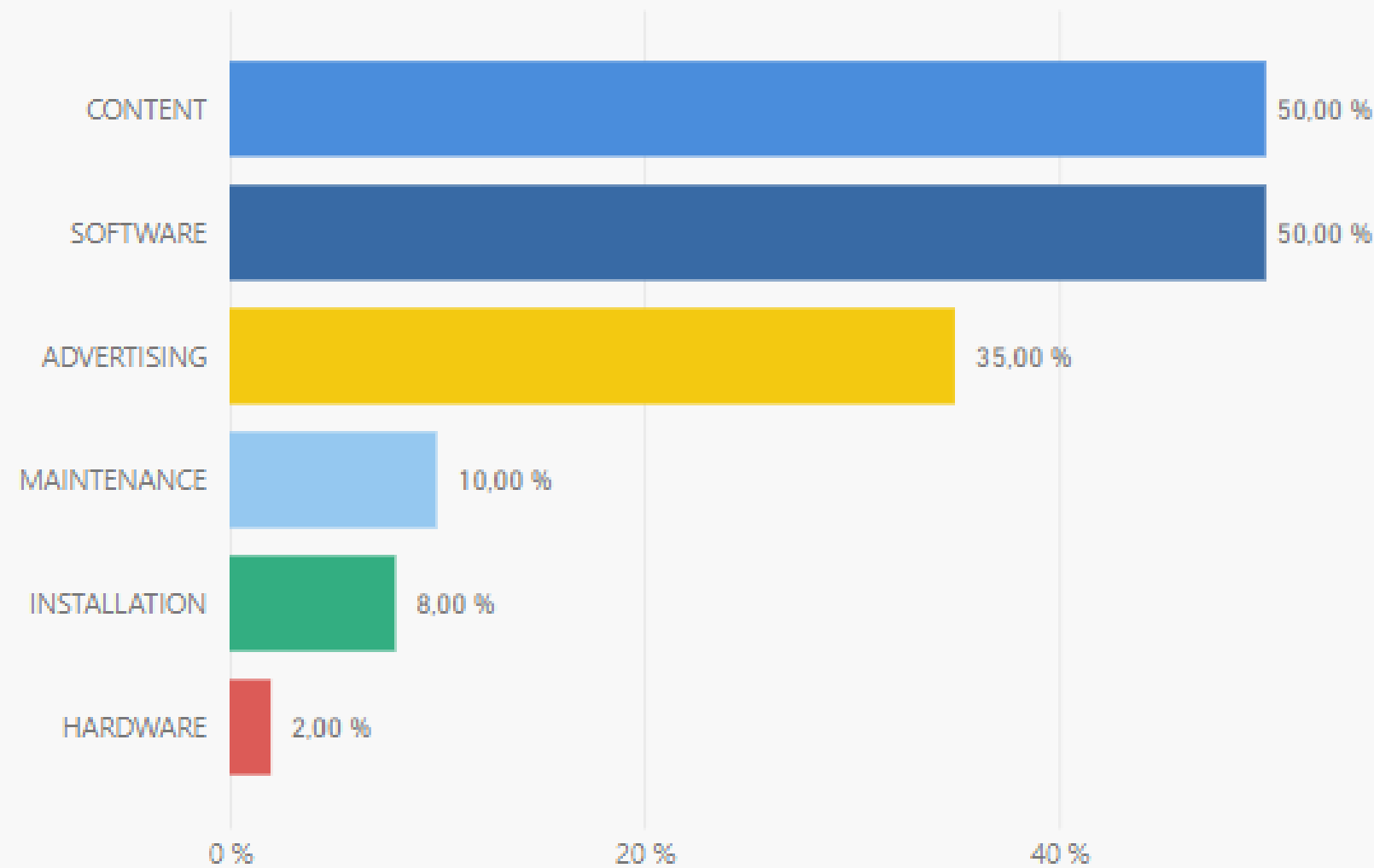
3,58 mil M

Total_Revenues_EUR

2,98 mil M

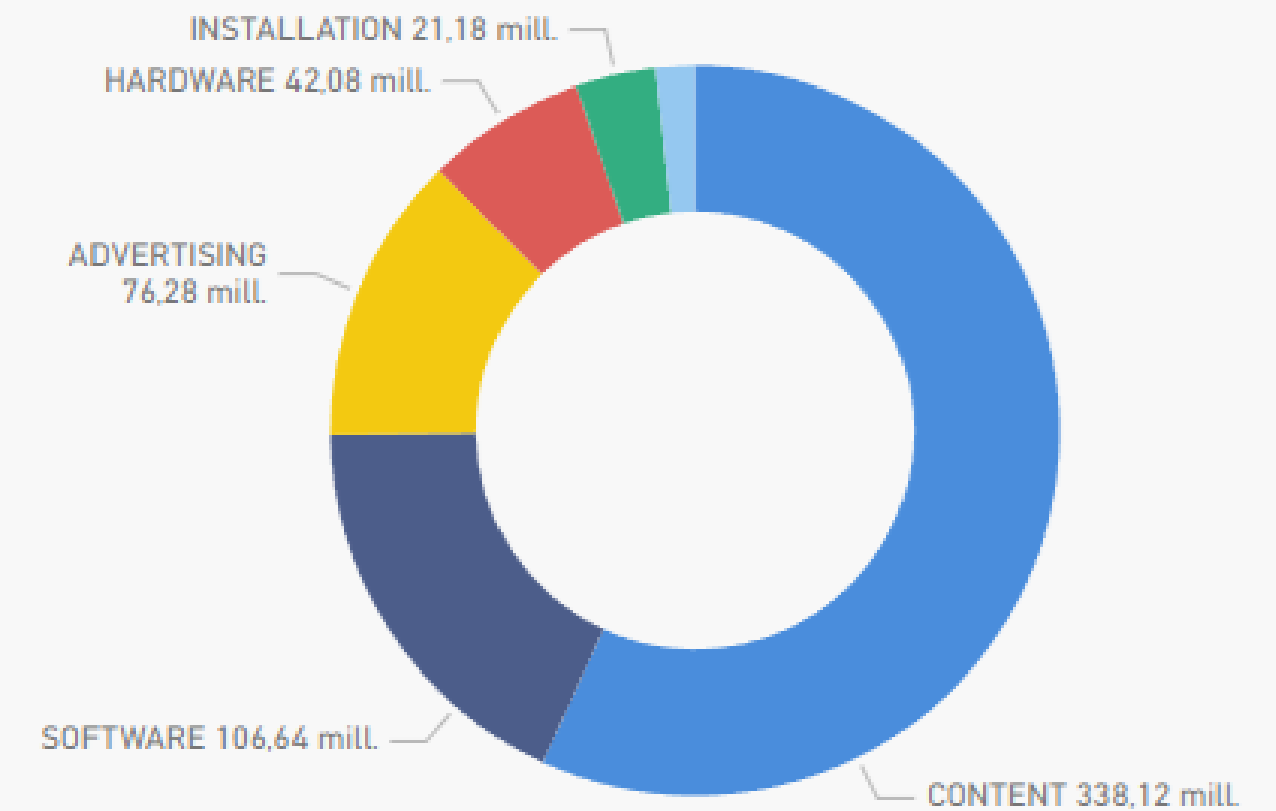
Total_Costs_EUR

TOP Total Benefit (%) per Business Line



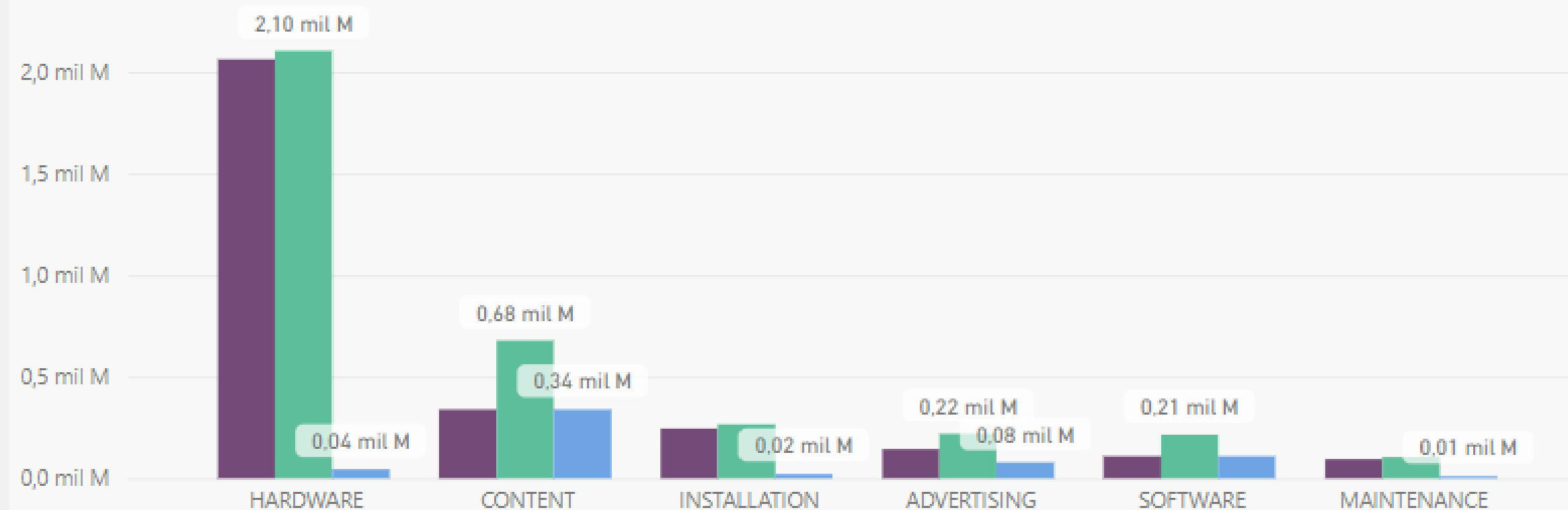
*ECNOCOM and DI S.A. have been excluded

Total_Benefit_EUR por Business line

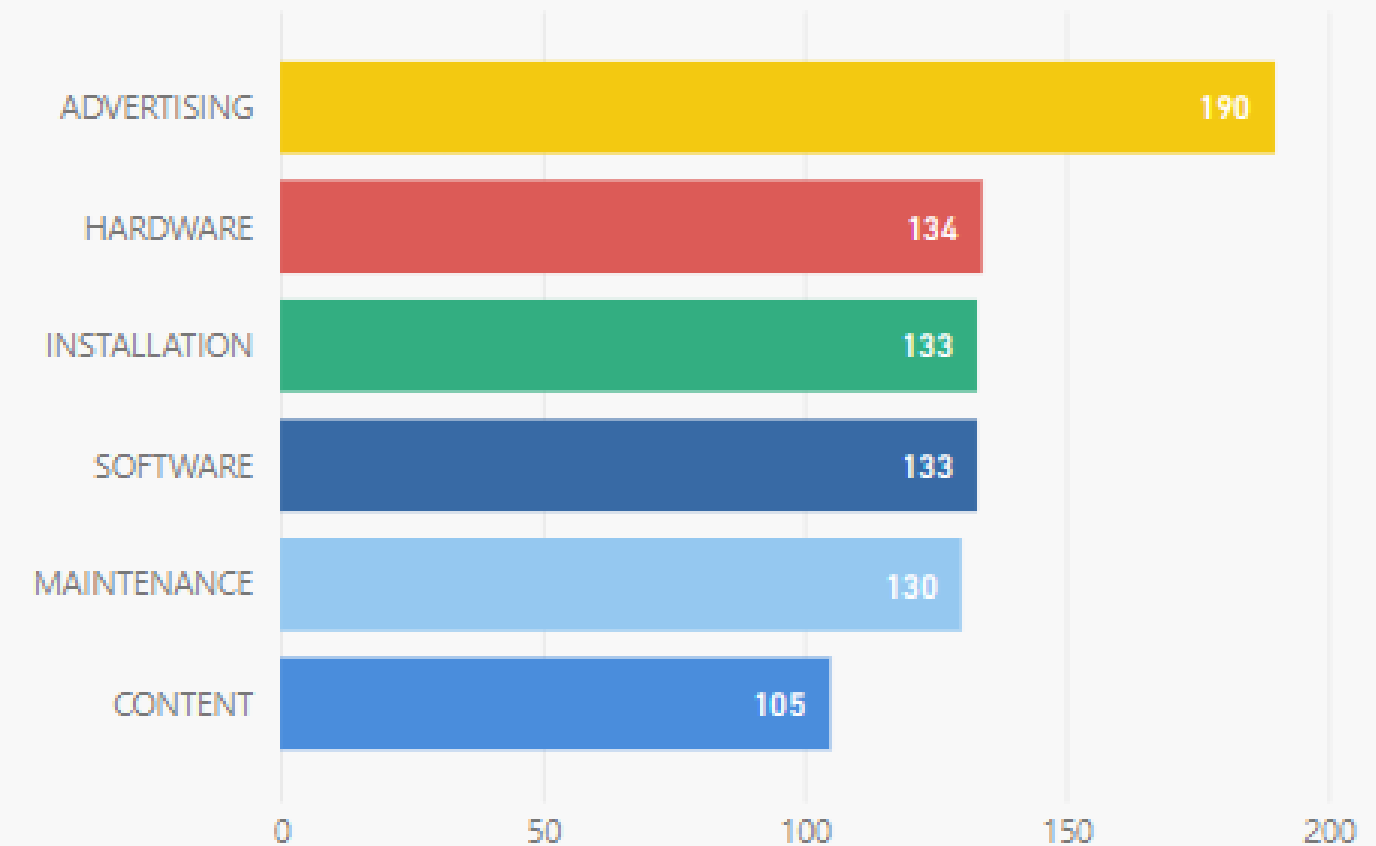


Total_Costs_EUR, Total_Revenues_EUR y Total_Benefit_EUR por Business line

● Total_Costs_EUR ● Total_Revenues_EUR ● Total_Benefit_EUR



Unique_Clients por Business line



338,12 mill.

Total_Benefit_EUR

50,00 %

Perc_Total_Benefit_EUR

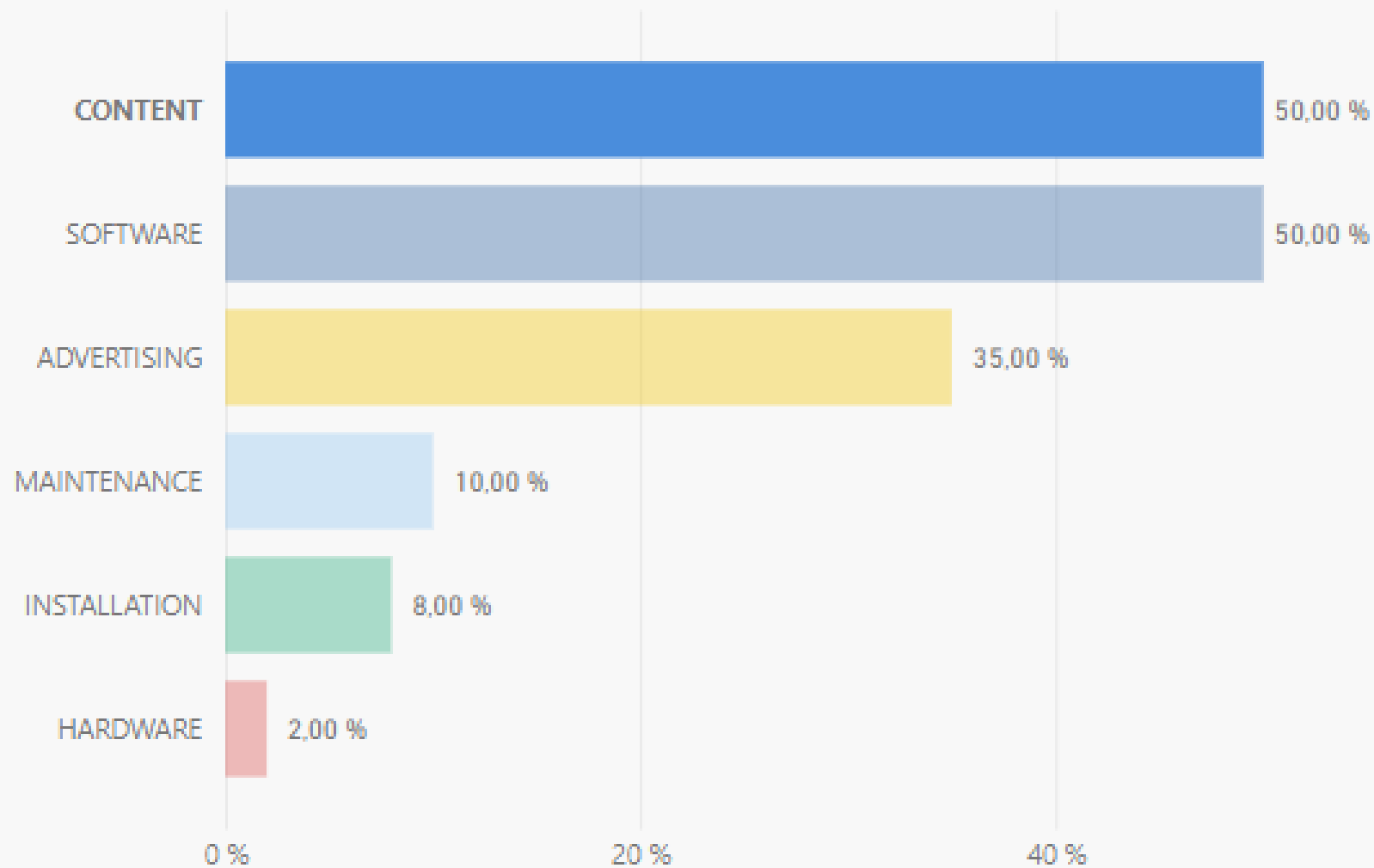
676,25 mill.

Total_Revenues_EUR

338,12 mill.

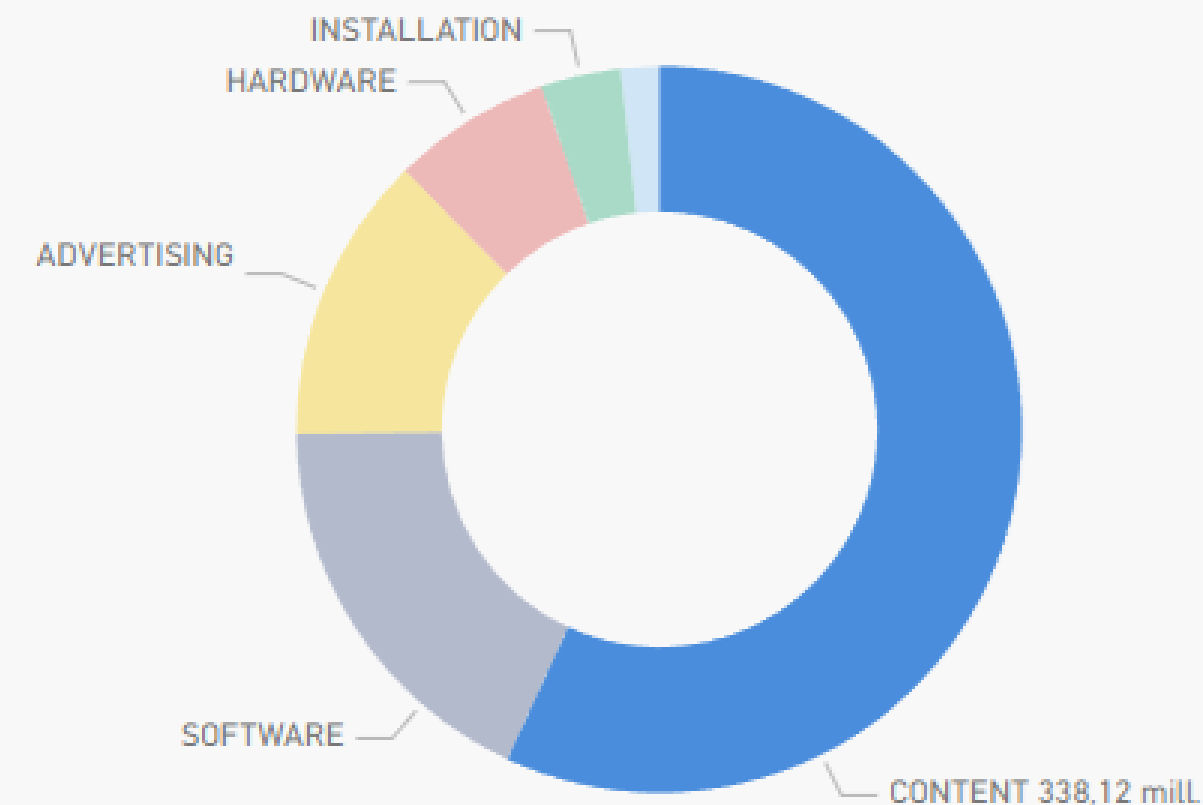
Total_Costs_EUR

TOP Total Benefit (%) per Business Line



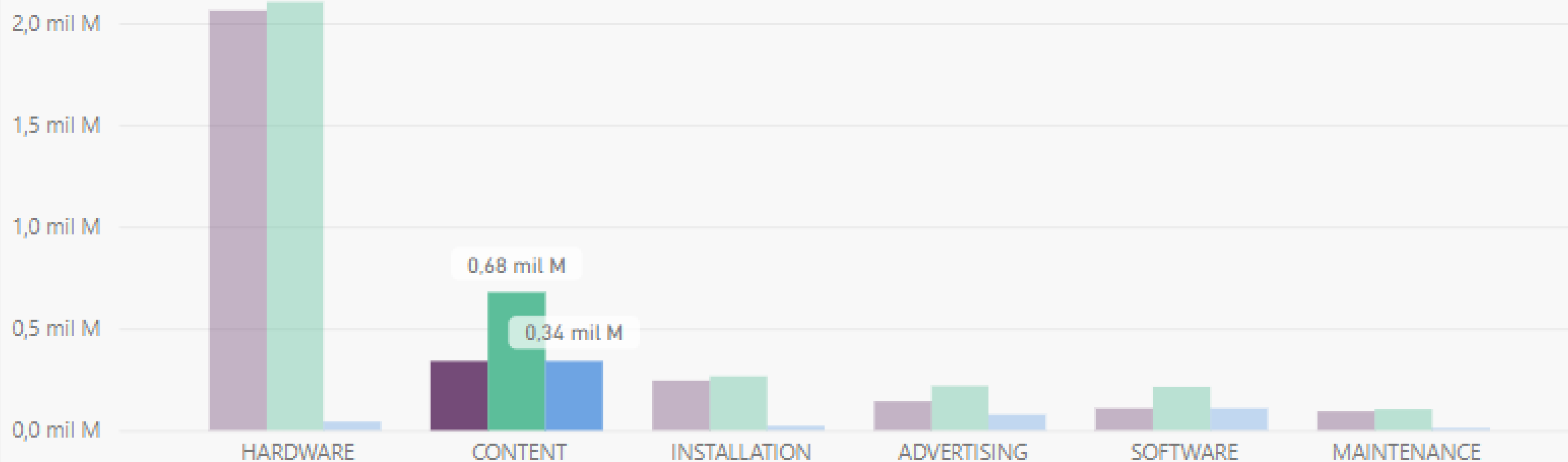
*ECNOCOM and DI S.A. have been excluded

Total_Benefit_EUR por Business line

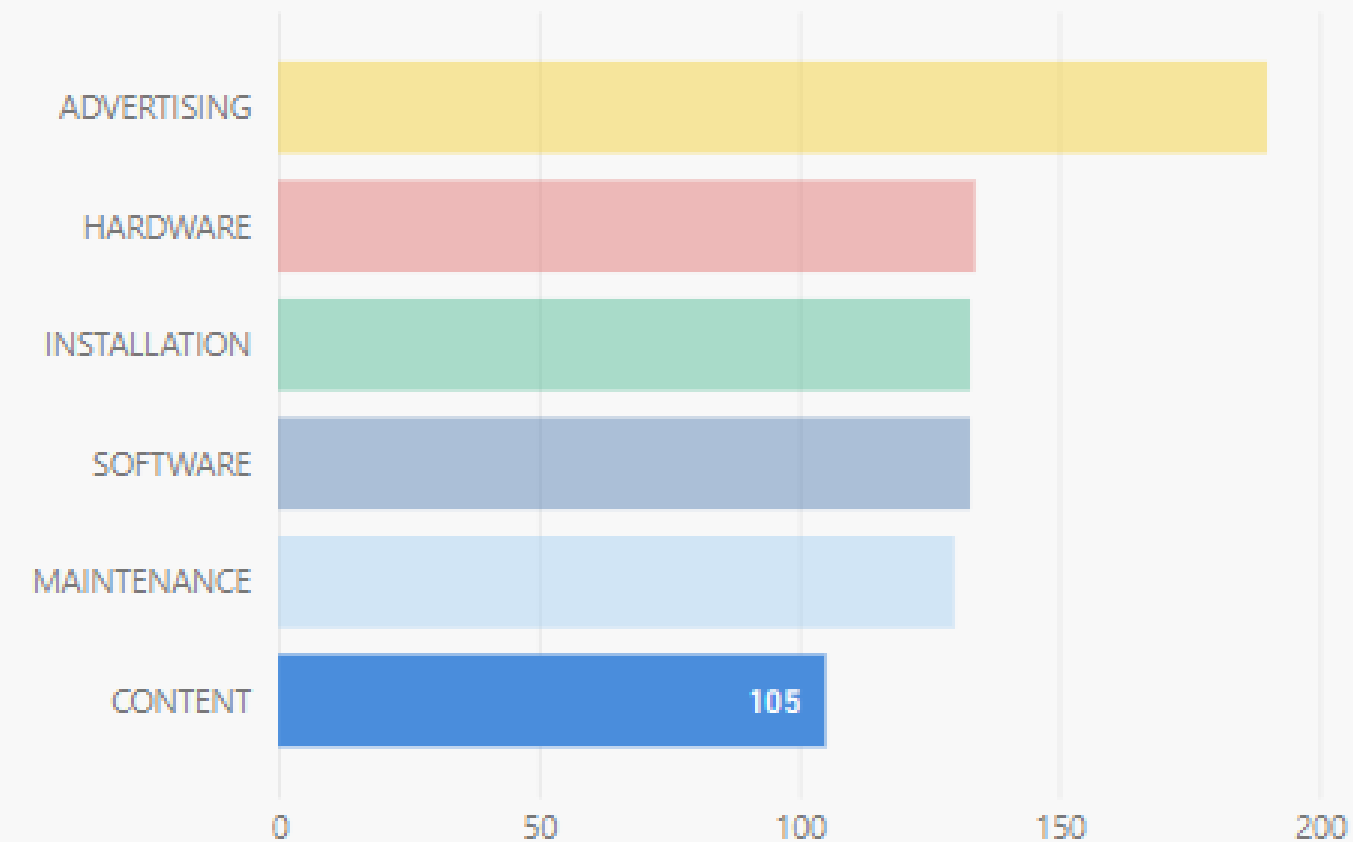


Total_Costs_EUR, Total_Revenues_EUR y Total_Benefit_EUR por Business line

● Total_Costs_EUR ● Total_Revenues_EUR ● Total_Benefit_EUR



Unique_Clients por Business line



42,08 mill.

Total_Benefit_EUR

2,00 %

Perc_Total_Benefit_EUR

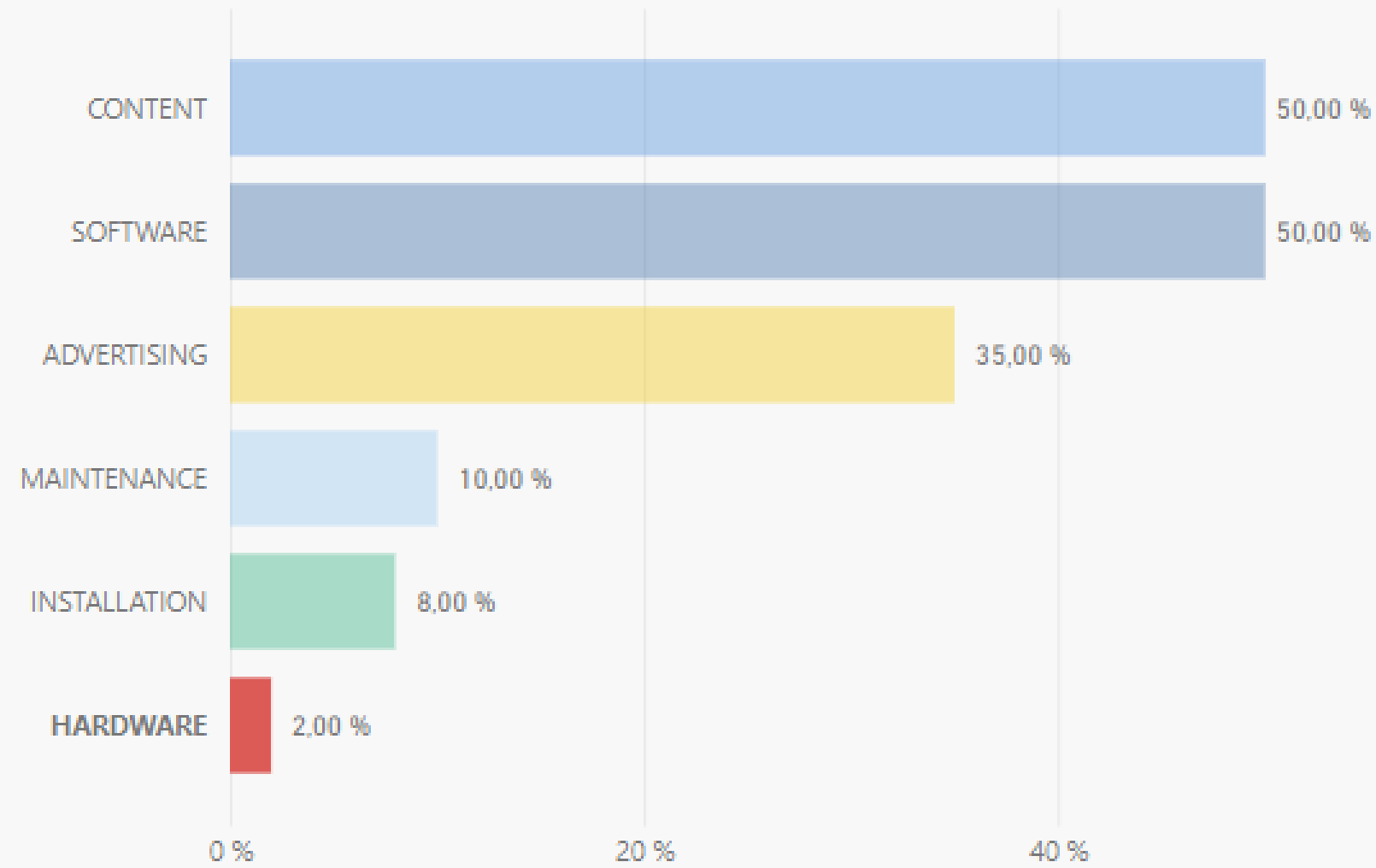
2,10 mil M

Total_Revenues_EUR

2,06 mil M

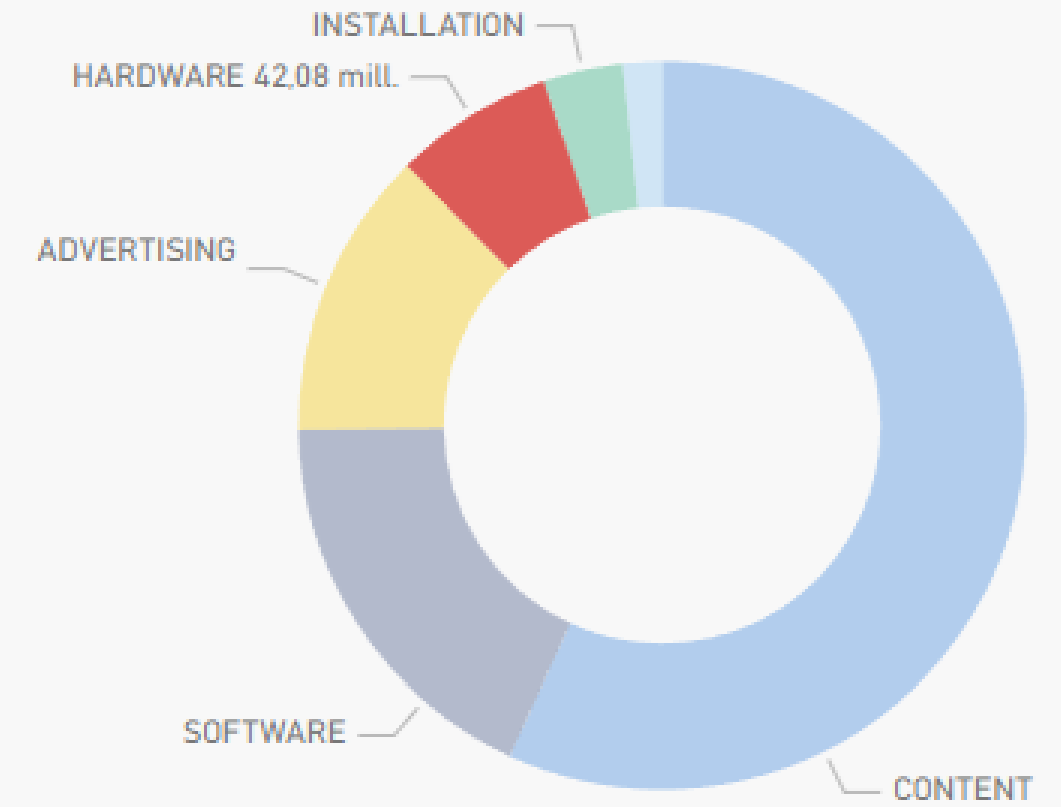
Total_Costs_EUR

TOP Total Benefit (%) per Business Line



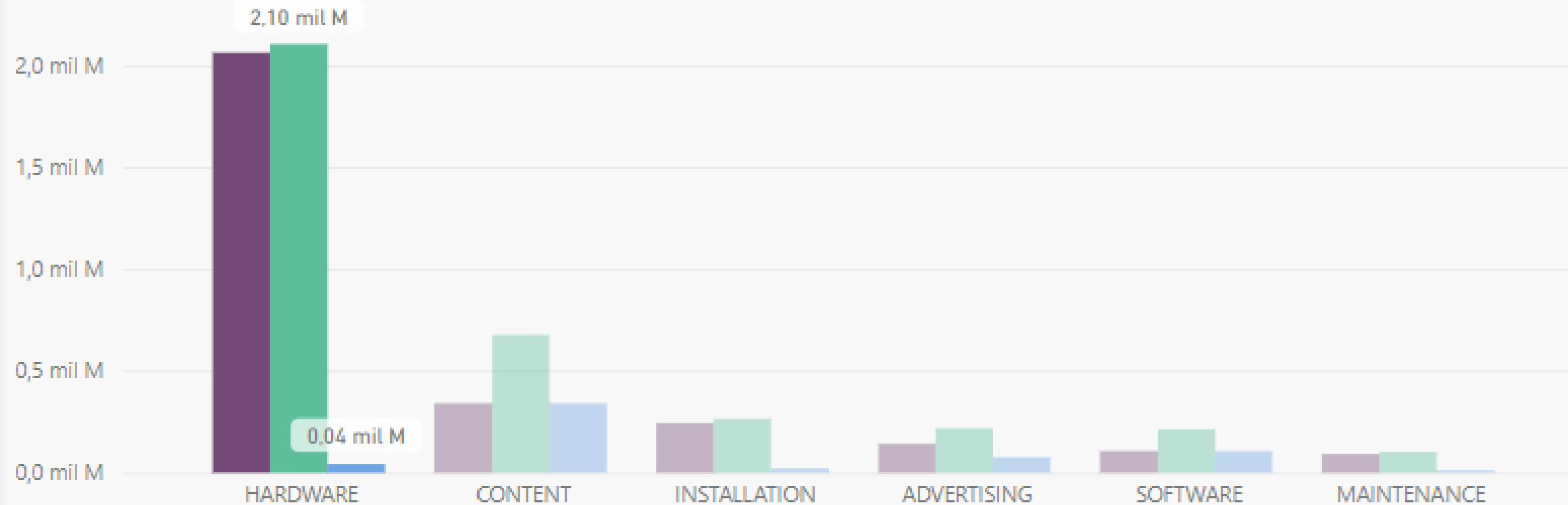
*ECNOCOM and DI S.A. have been excluded

Total_Benefit_EUR por Business line

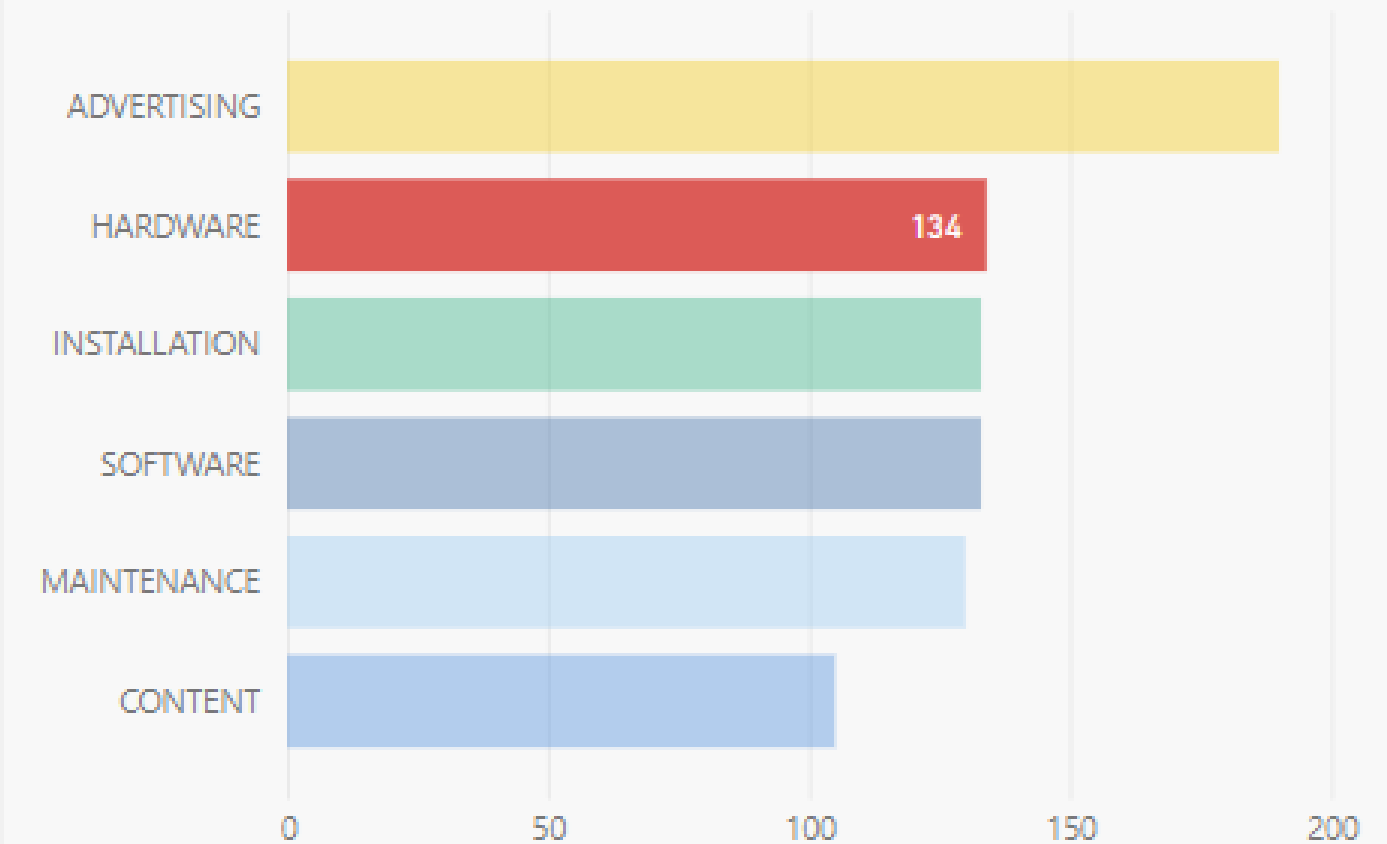


Total_Costs_EUR, Total_Revenues_EUR y Total_Benefit_EUR por Business line

● Total_Costs_EUR ● Total_Revenues_EUR ● Total_Benefit_EUR



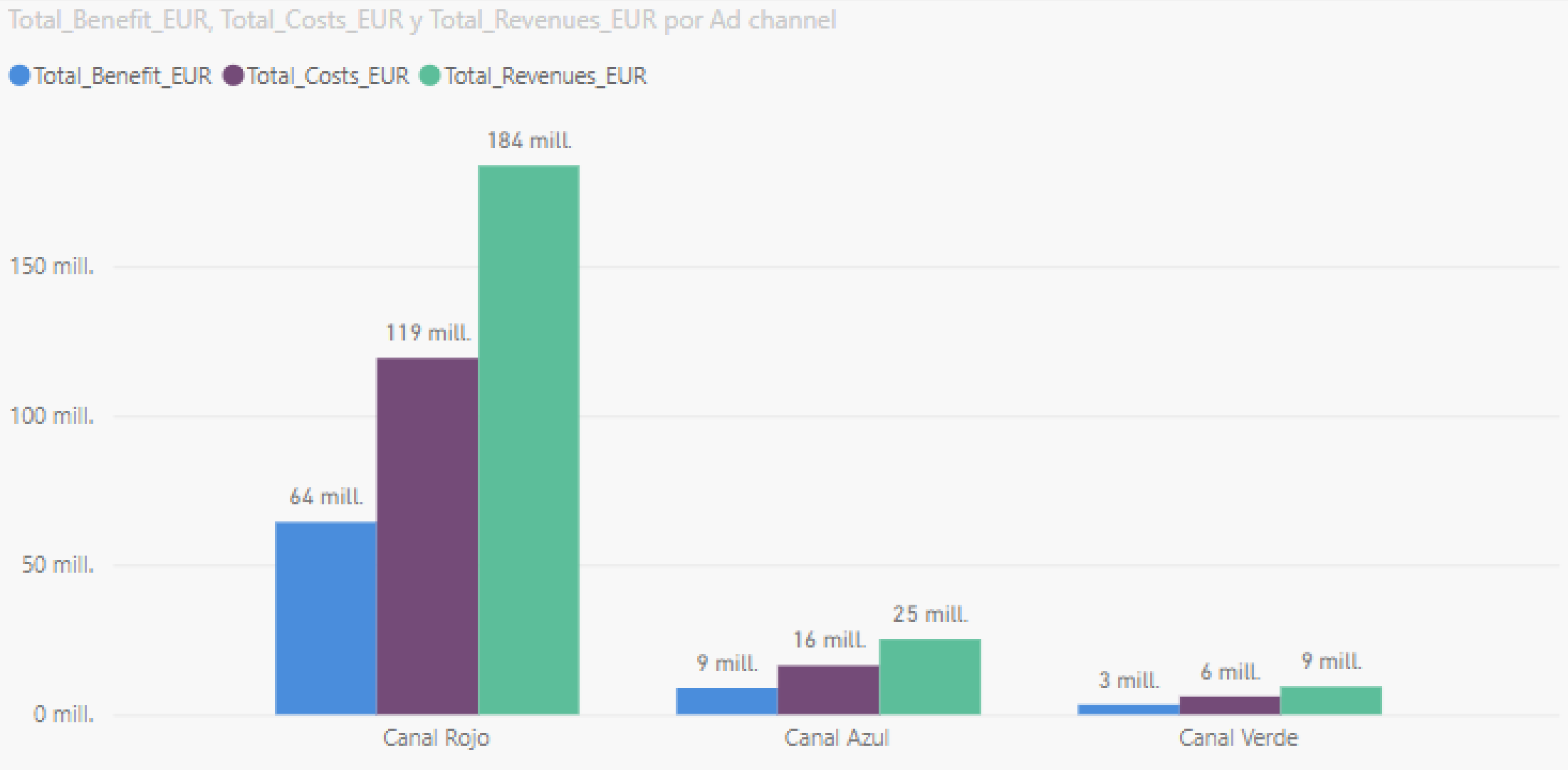
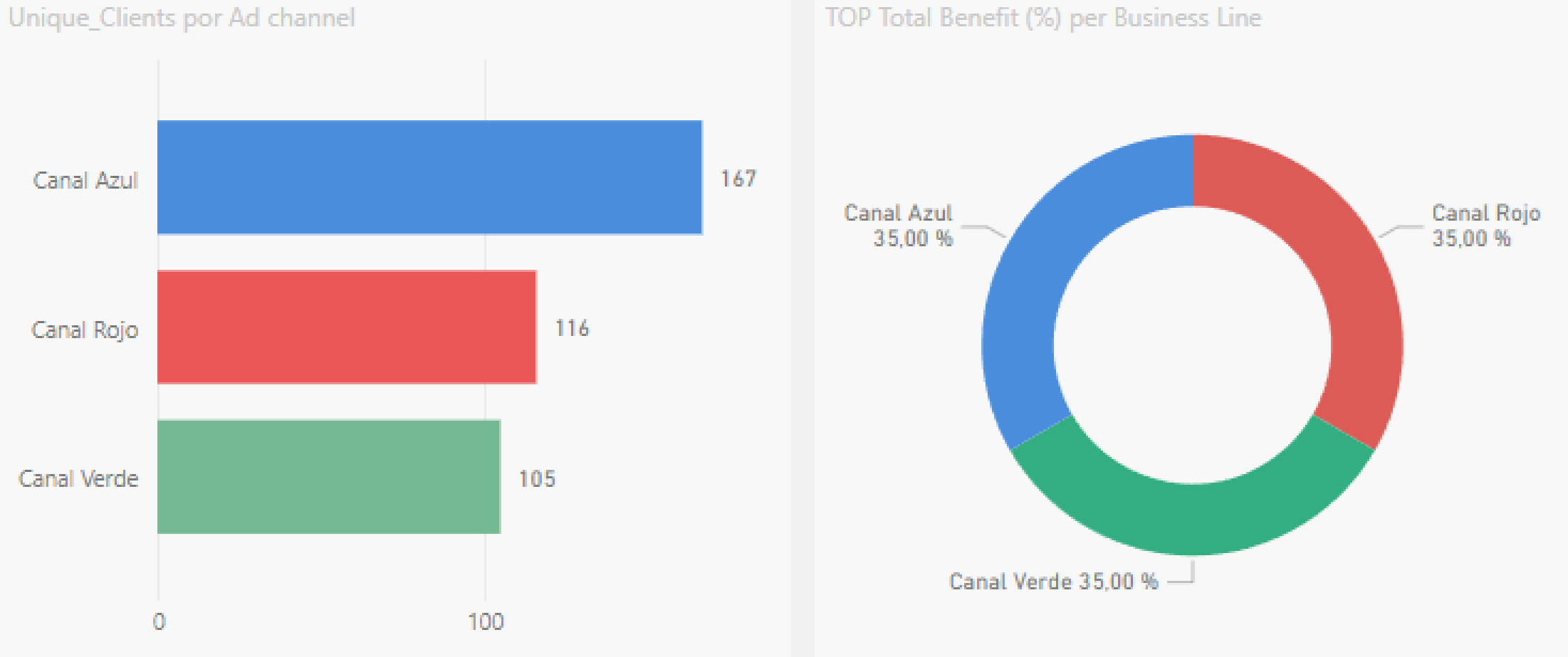
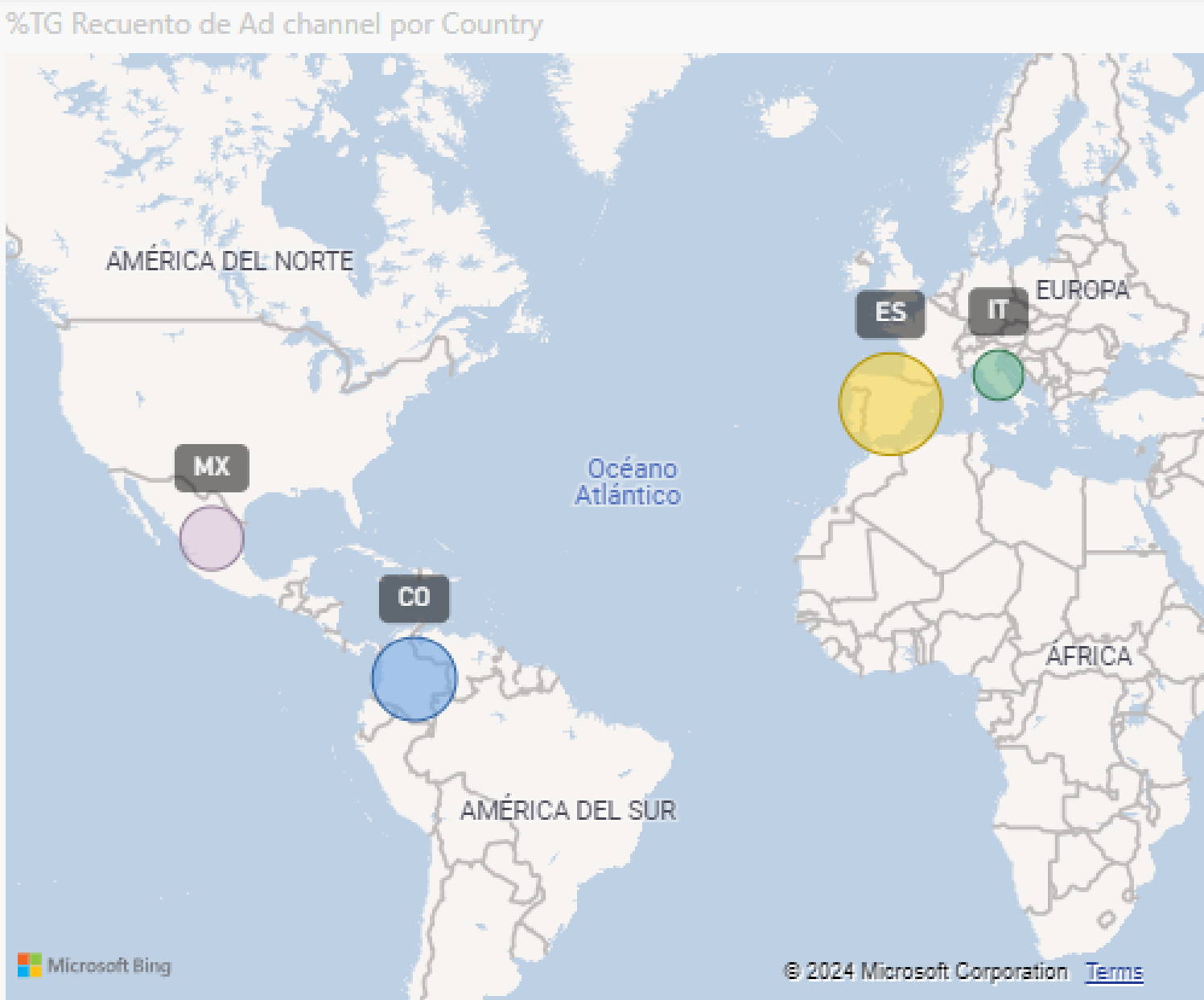
Unique_Clients por Business line





ANÁLISIS DE LÍNEA DE NEGOCIO: PUBLICIDAD

ANALYSIS OF ADVERTISING BUSINESS LINE



*ECNOCOM and DI S.A. have been excluded

ANALYSIS OF ADVERTISING BUSINESS LINE

60,45 mill.

Total_Benefit_EUR

1135

Recuento de ID

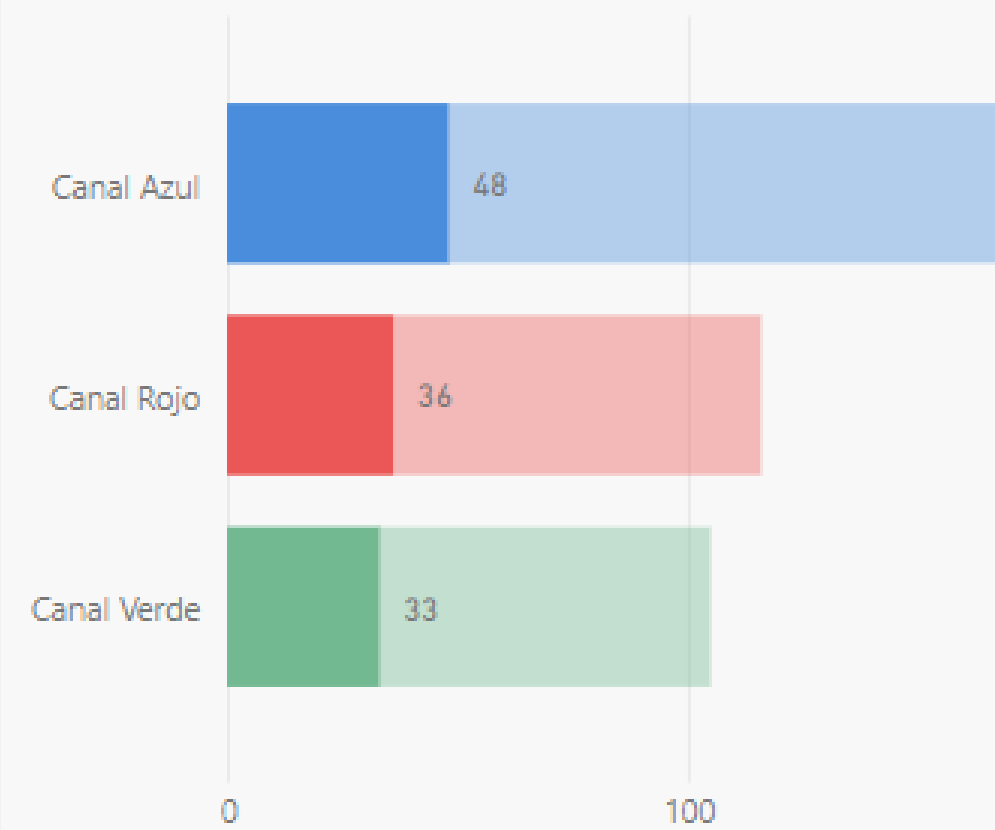
172,72 mill.

Total_Revenues_EUR

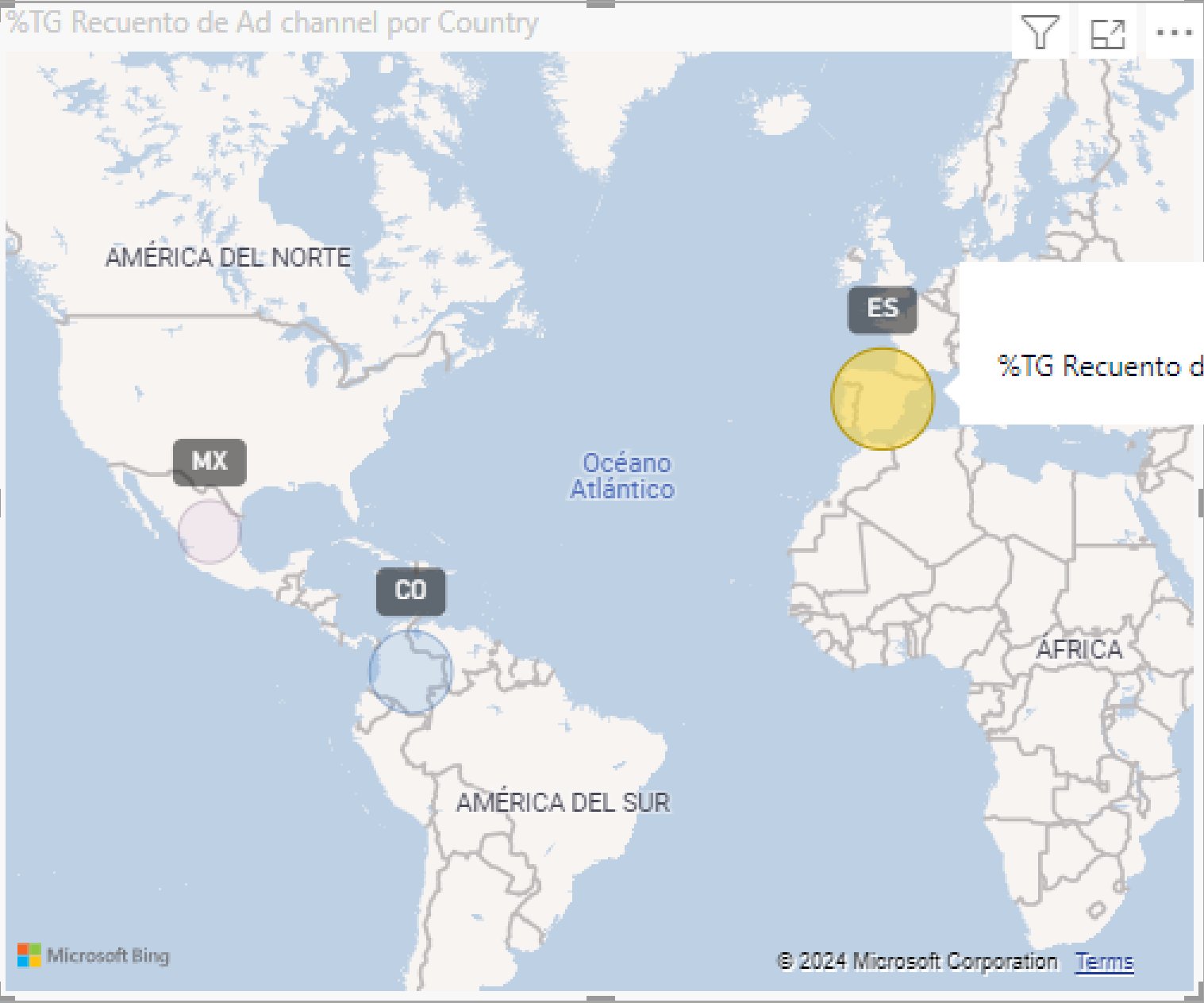
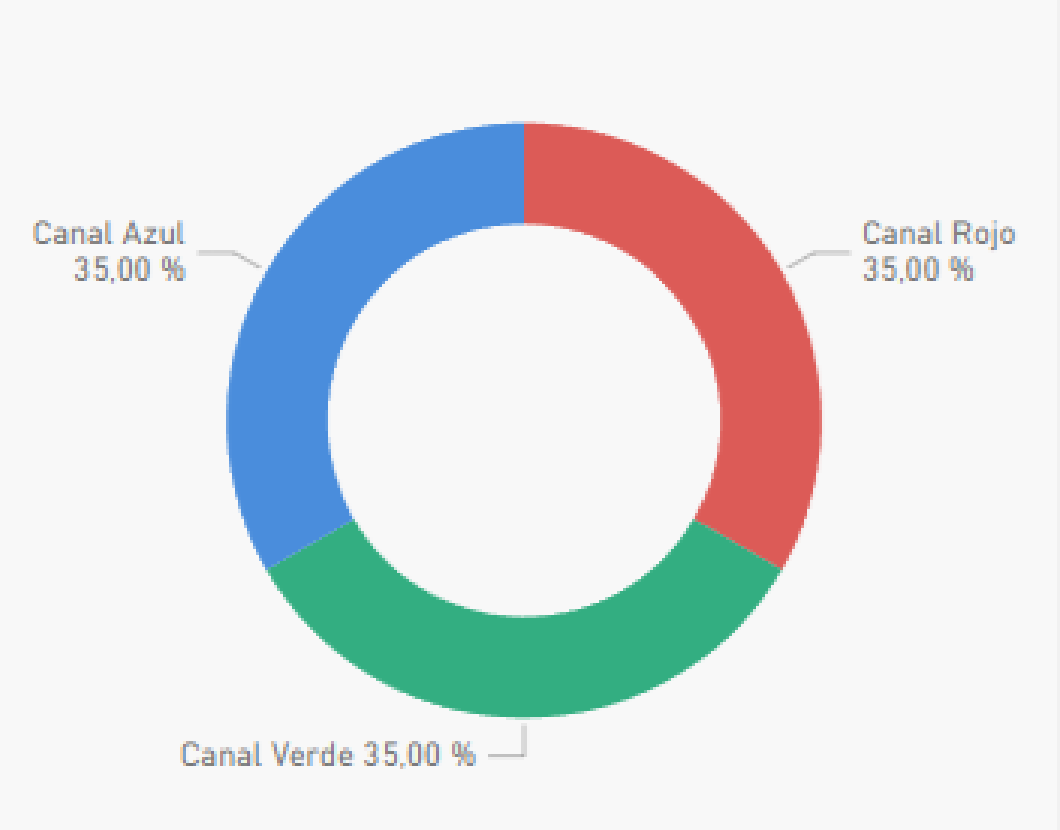
112,27 mill.

Total_Costs_EUR

Unique_Clients por Ad channel

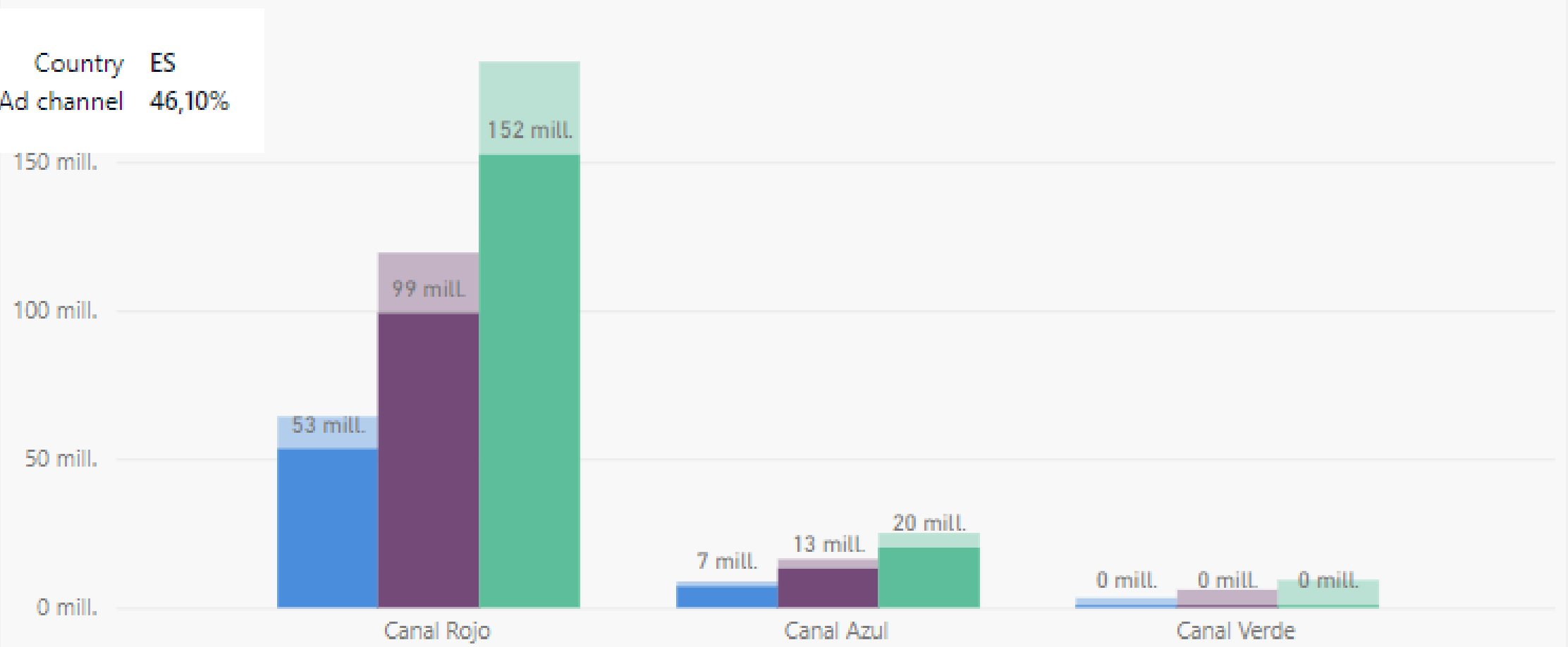


TOP Total Benefit (%) per Business Line



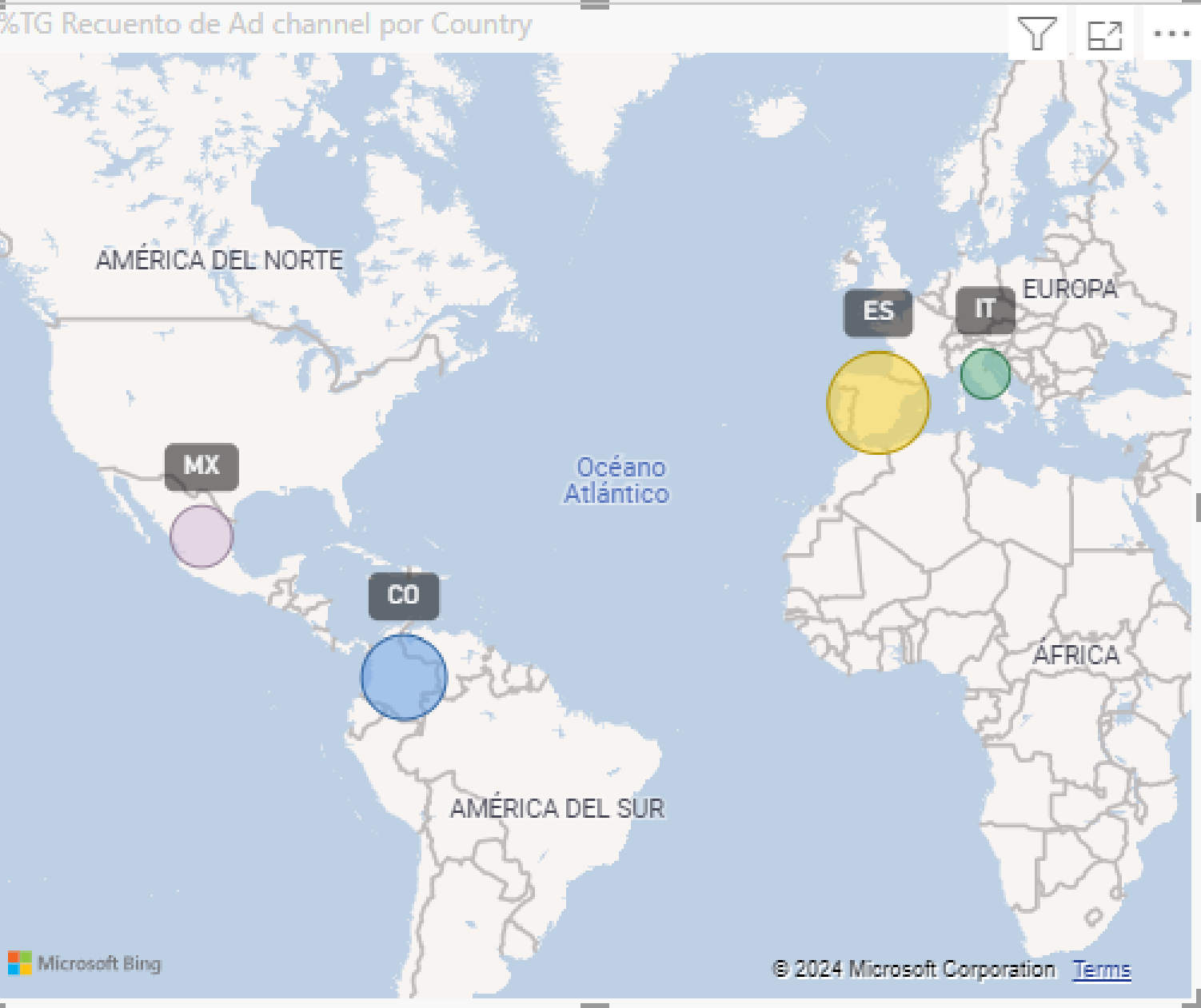
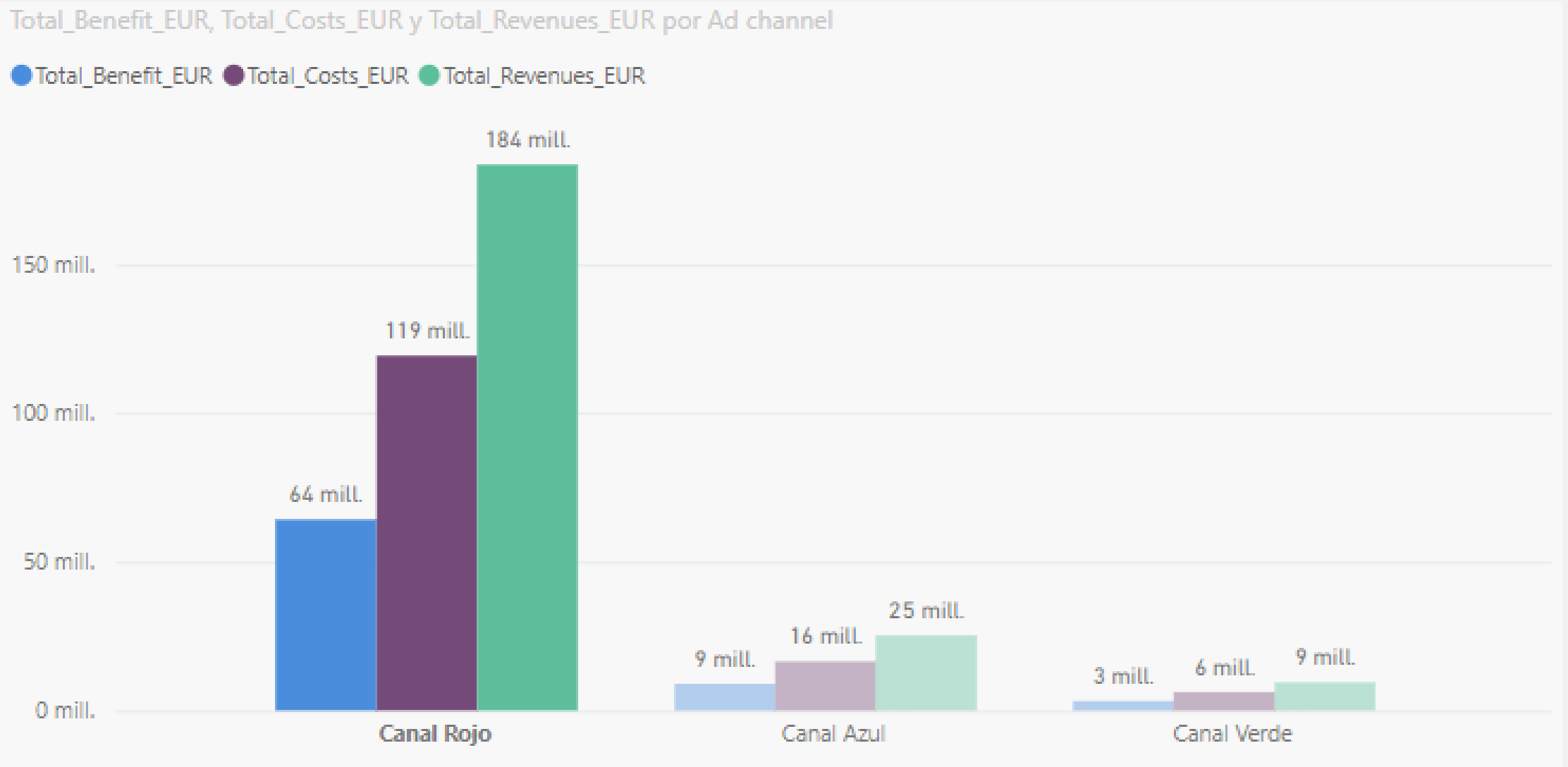
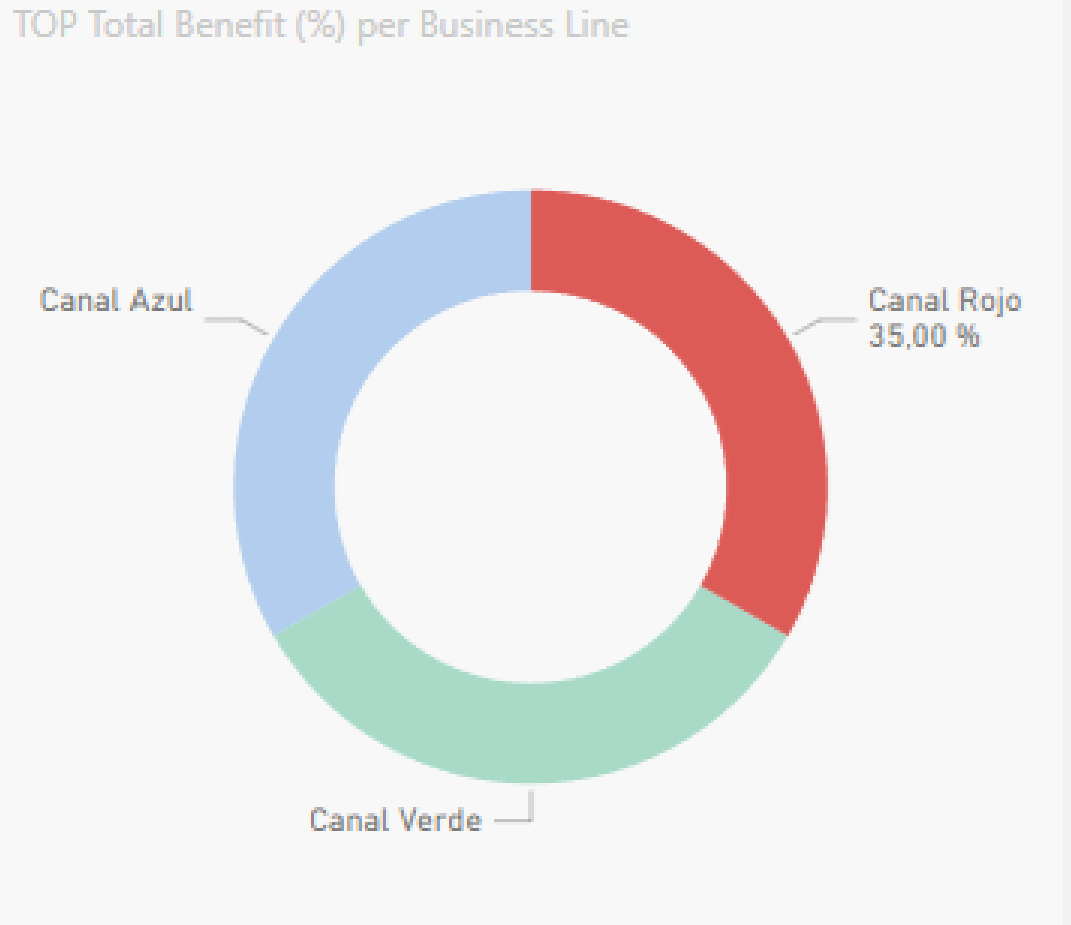
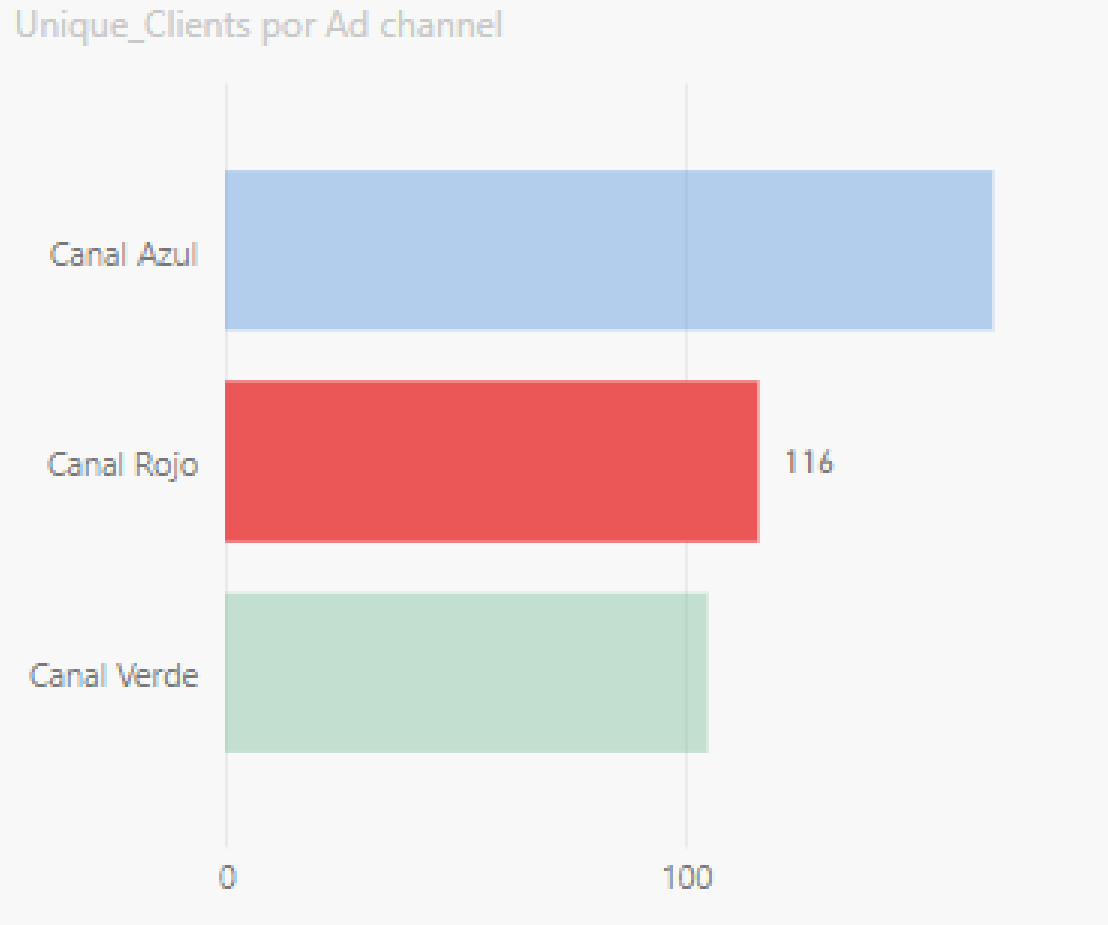
Total_Benefit_EUR, Total_Costs_EUR y Total_Revenues_EUR por Ad channel

● Total_Benefit_EUR ● Total_Costs_EUR ● Total_Revenues_EUR



*ECNOCOM and DI S.A. have been excluded

ANALYSIS OF ADVERTISING BUSINESS LINE



*ECNOCOM and DI S.A. have been excluded