



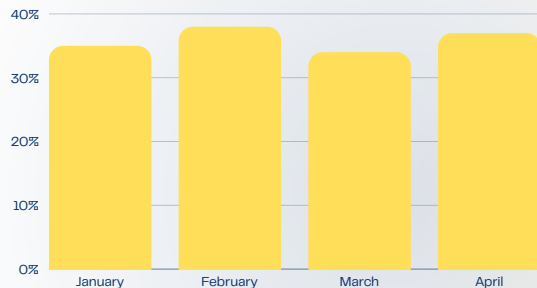
**impact**

The logo features the word "impact" in a bold, dark blue, sans-serif font. A bright yellow, four-pointed starburst graphic is positioned between the 'p' and 'a'. The text is centered within a background of two overlapping, light-colored ellipses: a light blue one on the left and a light yellow one on the right.



# Impression Analysis

Monthly gross post impressions percentages.



# Audience



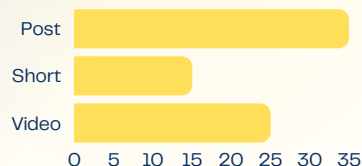
## Impressions Target



## Monthly Engagement



## Posts Type


[Company](#)
[Posts](#)
[Insights](#)
[Post Ratings](#)
[Trends](#)
[Settings](#)

A yellow four-pointed star icon.

## PURPOSE

Miglioramento di efficacia ed  
efficienza della strategia di  
social advertising.

A yellow four-pointed star icon.

## SCOPE

Algoritmo di valutazione dei post  
LLM comprensione commenti  
Servizio counseling  
Rappresentazione grafica interazioni post

A yellow four-pointed star icon.

## SUCCESS CRITERIA

Aumento visualizzazioni mensili  
Aumento revenue azienda  
Accuratezza algoritmo al 99%

Company

Activities

Flow Chart

GANTT

Budget

Agile

Kanban

## ✦ 3 TEAM

Web Developer



Programming



Data



## ✦ USERS

Stakeholders

Aziende

Social Users

## ✦ STAKEHOLDERS

Aziende che  
fanno ADV

Venture  
Capitalist

## ✦ RISK

Violazione Privacy

Inesattezza  
Algoritmo

Alta Concorrenza

Cybersecurity

Company

Activities

Flow Chart

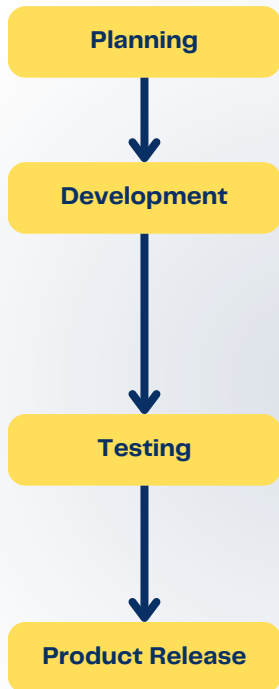
GANTT

Budget

Agile

Kanban

# Activities



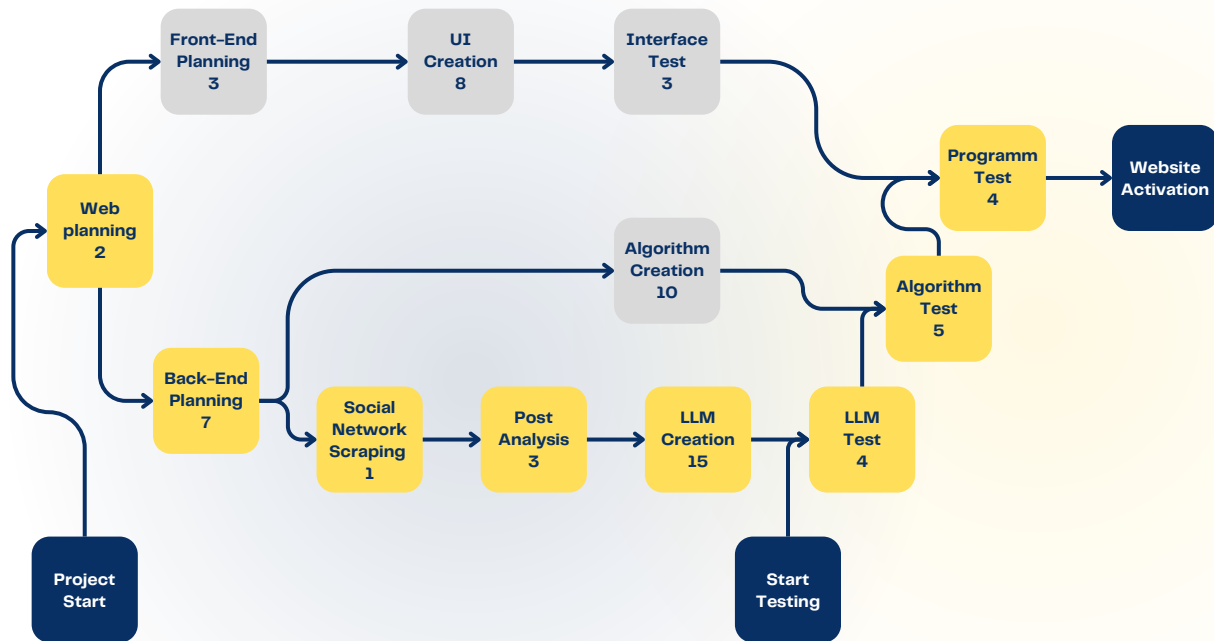
- Pianificazione Sito
- Pianificazione Front-End
- Pianificazione Back-End

- Creazione UI
- Creazione algoritmo comparazione
- Scraping post social media
- Analisi dei post
- Creazione LLM

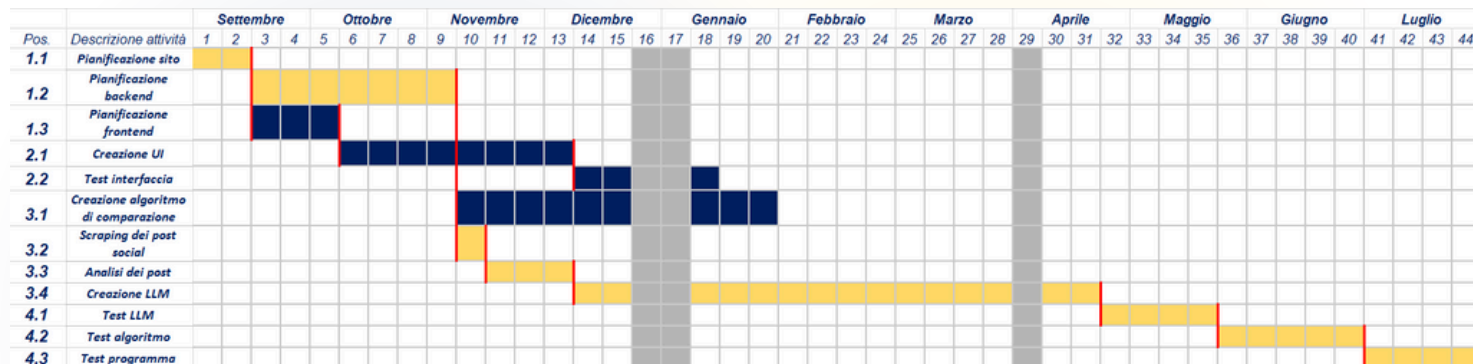
- Test Interfaccia
- Test LLM
- Test Algoritmo
- Test Programma

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# Flow Chart


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# GANTT

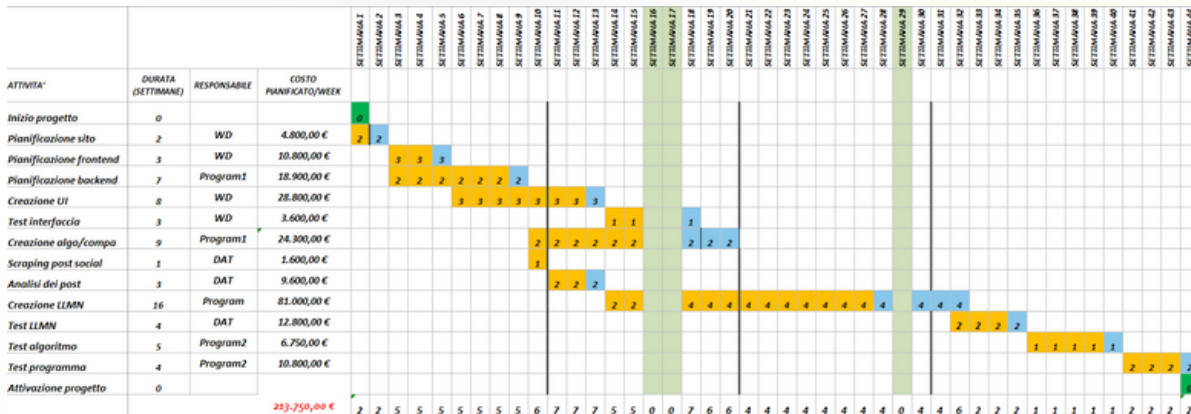


[LINK AL GANTT](#)

[GANTT](#)



# Budget

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[Kanban](#)


**\$216.925,00**

**WEB DEVELOPER**

**\$1200/WEEK**

**PROGRAMMER**

**\$1350/WEEK**

**DATA ANALYST**

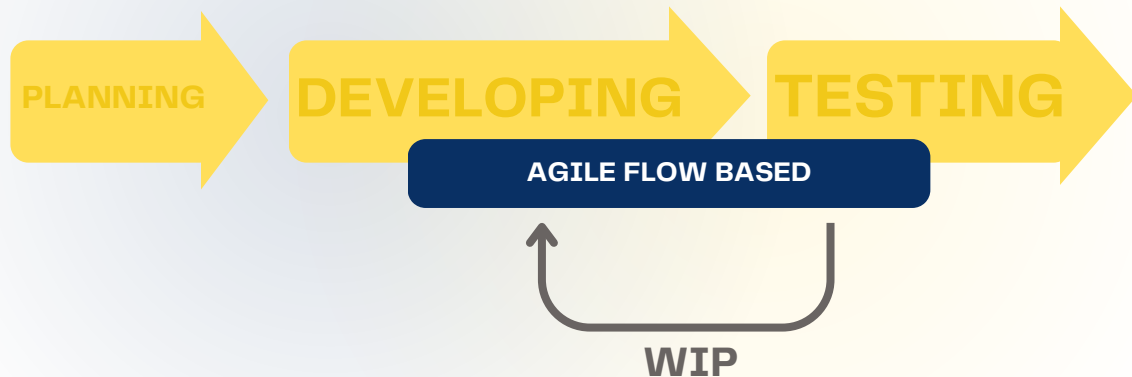
**\$1600/WEEK**

# Agile Flow Based

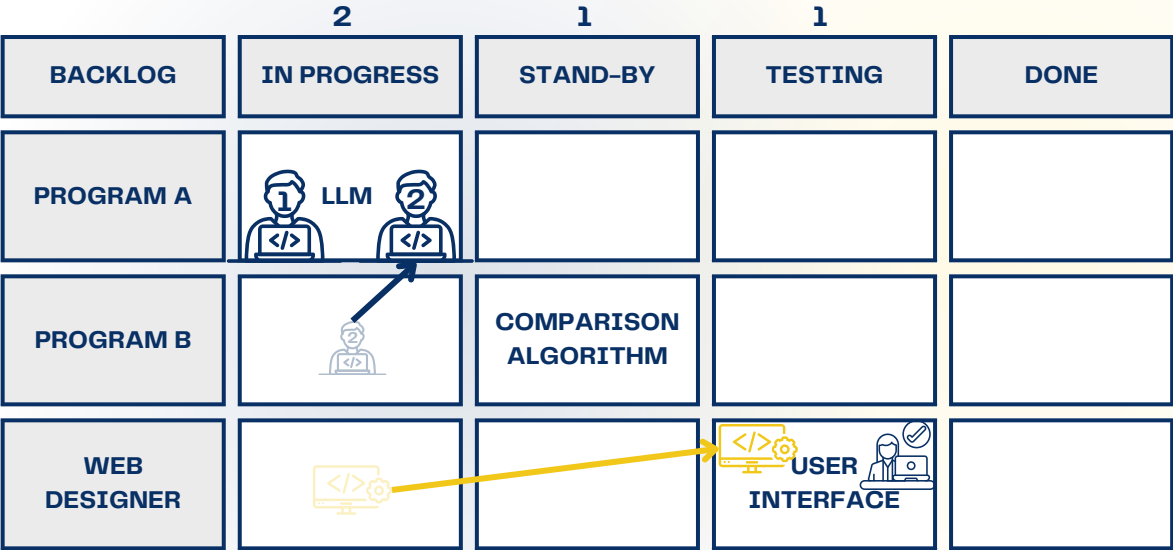
- ELEVATA INCERTEZZA
- FEEDBACK
- OBIETTIVO
- CAMBIAMENTO
- ECCELLENZA
- AUTO-ORGANIZZAZIONE

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## Agile Flow Based

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# Kanban



Company

Activities

Team

GANTT

Budget

Agile

Kanban

# Thank you



**Fumagalli  
Durante  
Amato  
Santeramo  
Giovagnoli**