

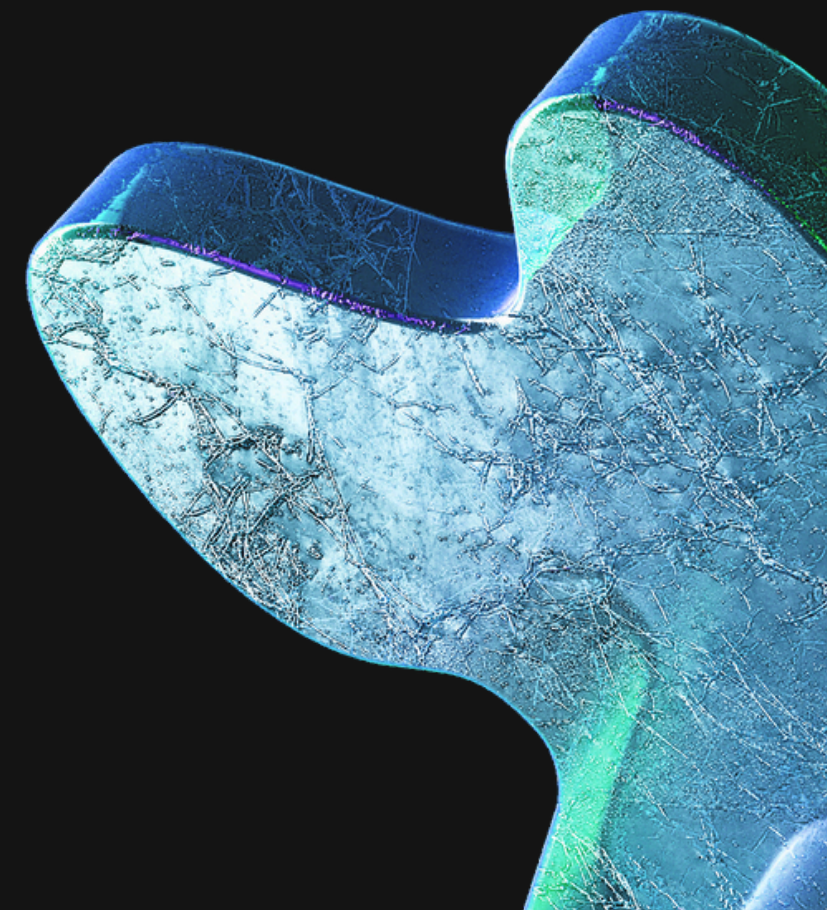


Automation of a Business Intelligence System



CLEVER
ADVERTISING

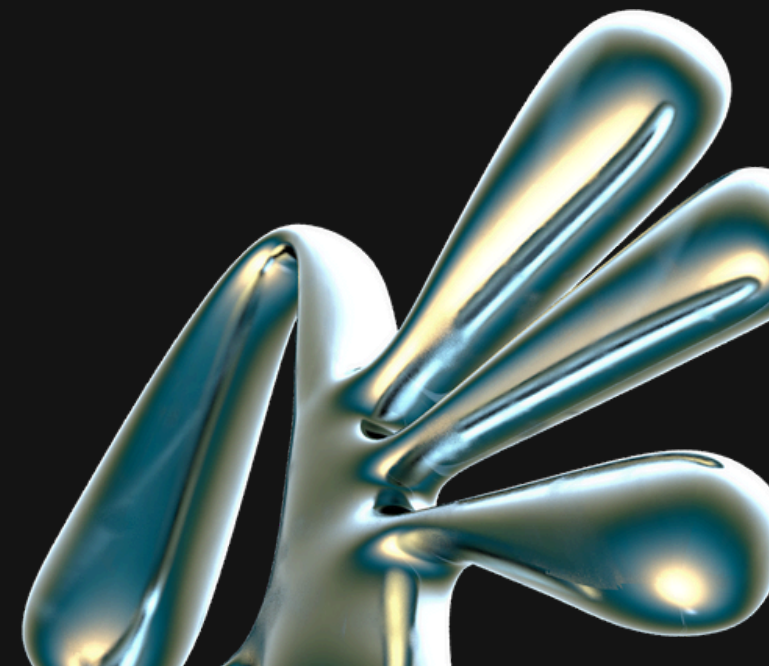
João Viterbo Vieira up202107689@up.pt





CLEVER
ADVERTISING

-
- 15+ years in digital marketing
 - Serving 50+ operators across 5 continents
 - **Bold Team** (SPECIALIZES IN INFLUENCER MARKETING)



Problem

- **Inefficiencies in Data Management**

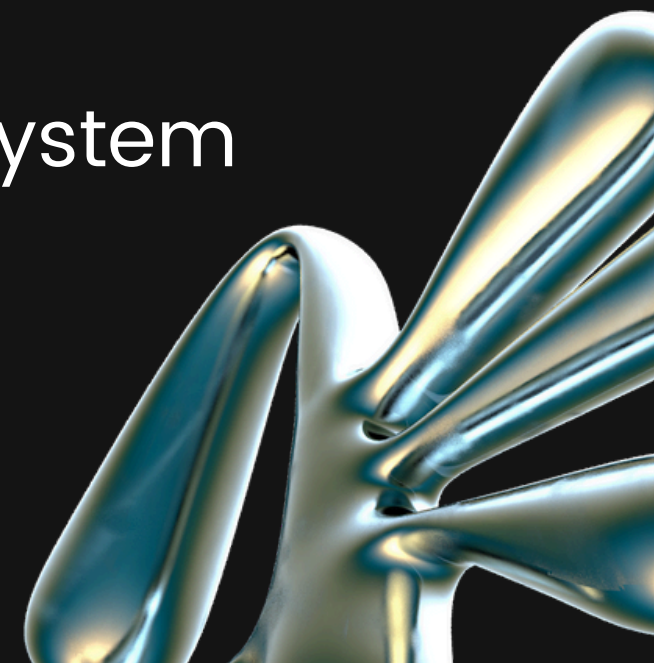
- Manual data collection and processing
- Time-consuming and prone to errors

- **Impact**

- Delayed and inaccurate decision-making

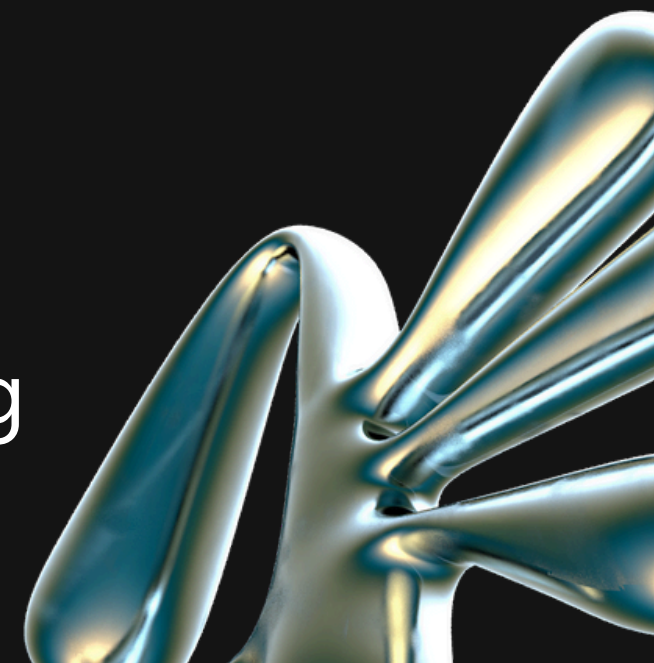
- **Need for Automation**

- Exponential growth of data
- Lack of automated ETL (Extraction, Transformation, and Loading) system
- Inability to monitor data



Solution

- **Automated Business Intelligence (BI) System**
 - Use of Google Apps Scripts (JavaScript) and APIs
 - Integration with Google Sheets for real-time collaboration
- **ETL Process Automation**
 - Daily data extraction, ensuring up-to-date and accurate information
 - API vs. web scraping
- **Reporting and Dashboards**
 - Automated performance reports with key KPIs in Google Sheets
 - Use of Power BI for in-depth data visualization
 - Real-time performance monitoring and strategic decision-making





Total Commission

Dados censurados



Clicks

51 800



Registrations

Dados censurados



Deposits

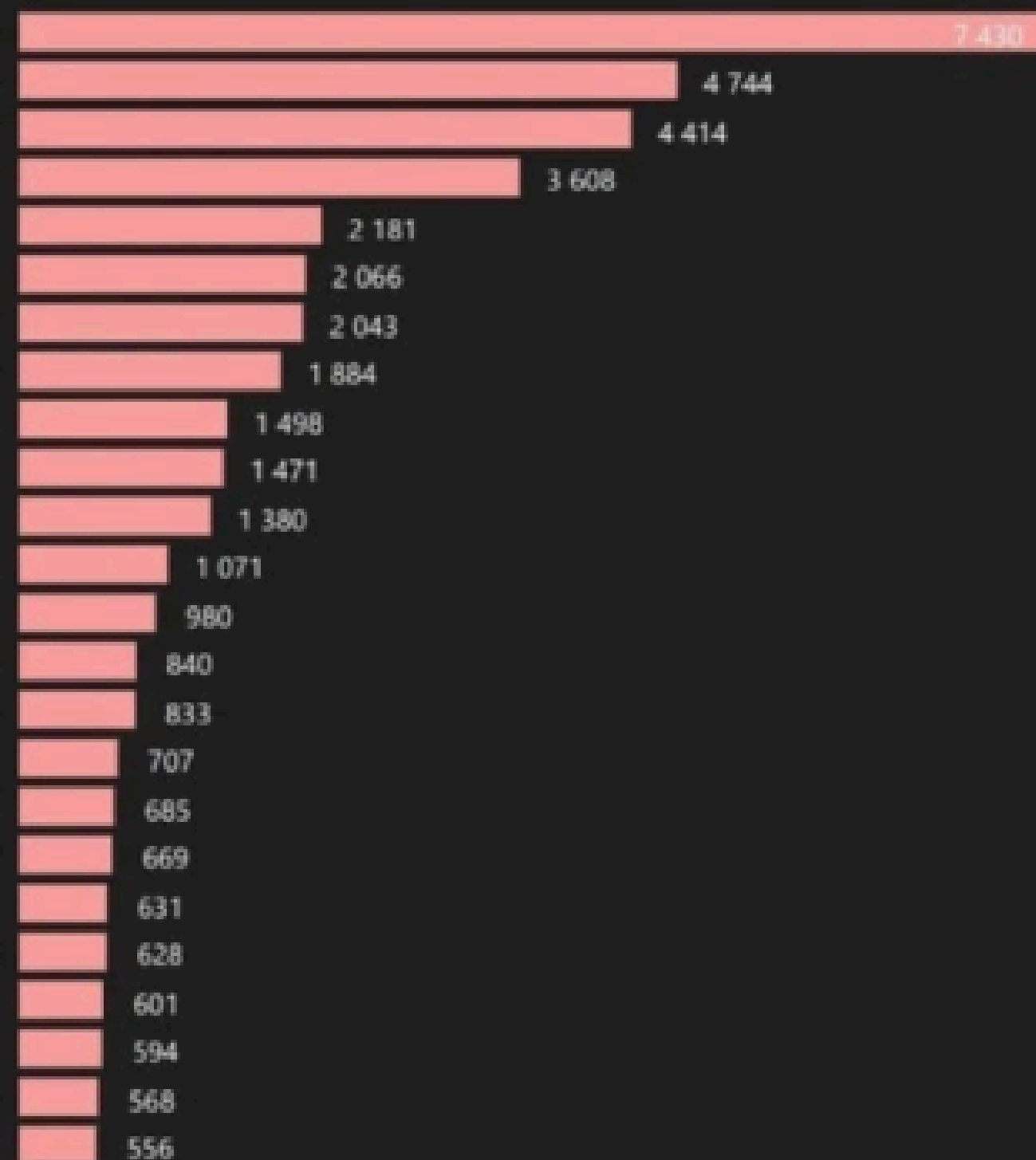
Dados censurados

Select Field

- ☒ Clicks
- ☐ Commission
- ☐ Deposits
- ☐ Impressions
- ☐ Installs
- ☐ Registrations

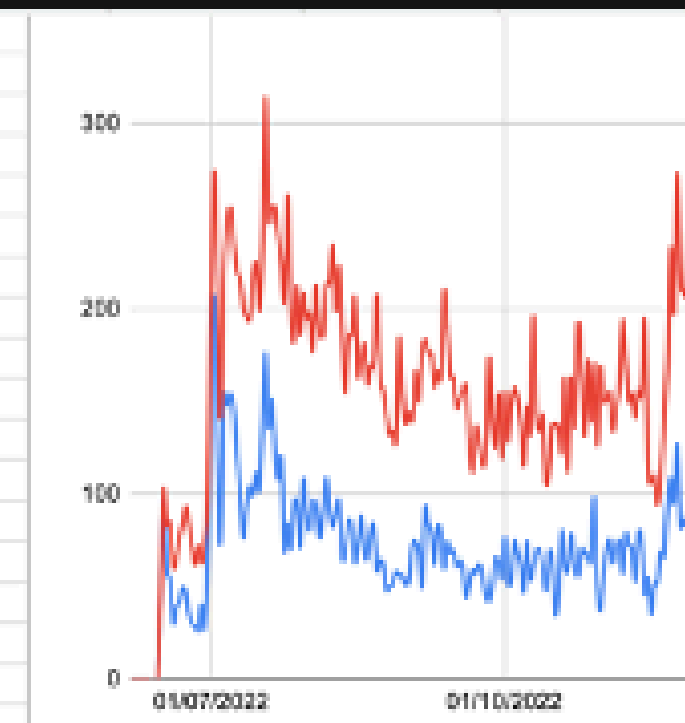
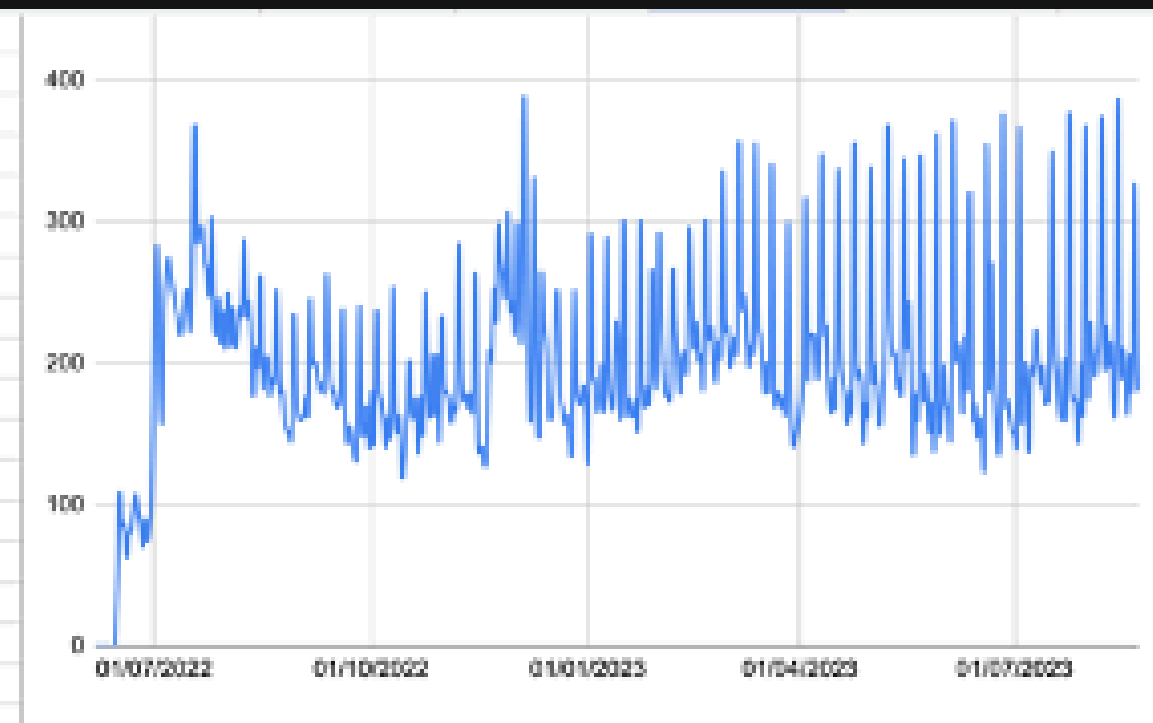
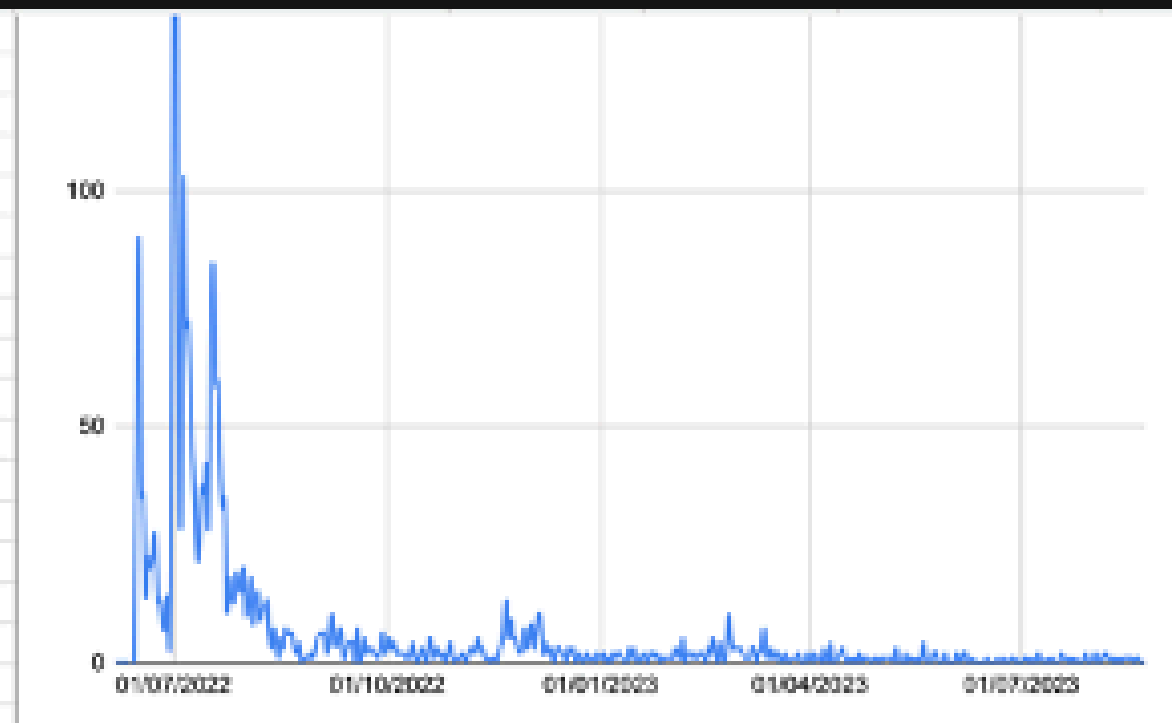
Clicks By Site

Influencers Censurados



Clicks Evolution





Alcance	
Taxe de Clique (CTR)	
Engagement	

Taxa de Rejeição (Bounce Rate)	
Taxa de Conversão	

CPA (Custo por Aquisição)	
Retorno sobre o Investimento (ROI)	

Investimento	
Comissão	
Clicks	
Visualizations	

[illegible]

Conclusion

- **Operational Efficiency**
 - Significant reduction in manual workload
 - Improved data accuracy and reporting capabilities
 - Time savings: 1h30m/ETL processes and 1h/report
- **Strategic Advantages**
 - Real-time insights for performance monitoring
 - Groundwork for future AI and ML integration
- **Scalability**
 - Enhanced practices with a scalable solution for future needs
- **Positive Impact**
 - Demonstrated improvements in efficiency and decision-making for Clever Advertising
 - Easy transition and user-friendly.

