

# GLOBAL INTERNET USERS



## TP Google Sheets y Looker Studio

### Consigna:

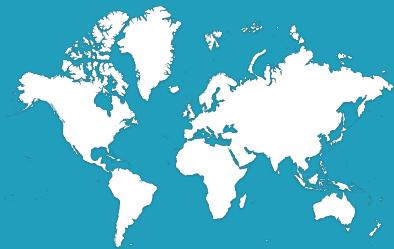
- Preparar los datos: Obtener los datos. Dar nombres de columna y formato de datos apropiados. Crear las combinaciones necesarias.
- Conectar los datos con Looker Studio (sólo las columnas necesarias).
- Además del uso correcto de los sets de datos, se tendrán en cuenta el diseño, el uso apropiado de las gráficas, y su personalización.
- Puede realizar el informe en inglés o español, pero todos los títulos, nombres de dimensiones y métricas deben ser mostradas en el idioma elegido.

Contexto:

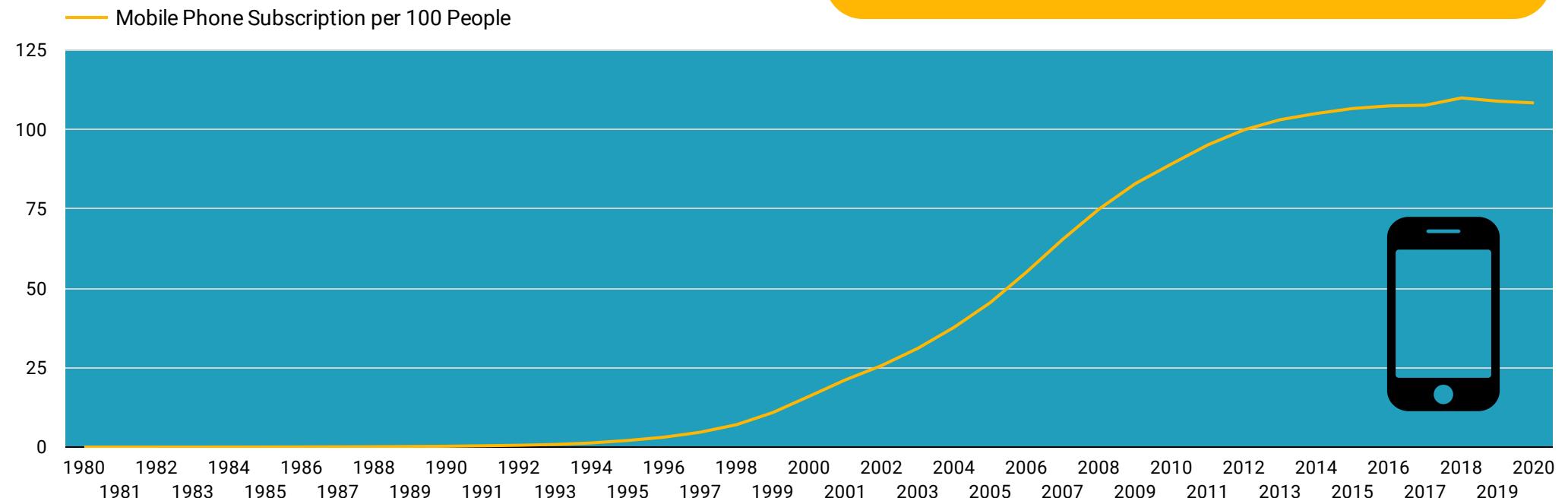
**Empresa que ofrece servicios vinculados a redes móviles en 5 países (China, Emiratos Árabes, India, Islas Caimán y USA), solicita un informe que muestre lo siguiente:**

1. Suscripciones a líneas móviles por cada 100 habitantes de 1980 a 2020
2. Suscripciones a Internet por cada 100 habitantes de 1998 a 2020
3. Mapa de usuarios de Internet (2001)
4. Mapa de usuarios de Internet (2020)
5. Top 5 países con más suscripciones a Internet por cada 100 habitantes (2020)
6. ¿Cuáles son los 3 tipos de aplicación más demandados en China?
7. Top 5 países con más usuarios de internet en los años 2001 y 2020. (TIP: Filtro World y filtro compuesto por 2 años)
8. Suscripciones a banda ancha y uso de celular en India, China, Islas Caimán, USA, Emiratos Árabes en 2020.
9. a) ¿Qué país tuvo el mayor número de usuarios con más de una línea de celular por persona en el año 2020?  
b) ¿Cuántos países no alcanzaron el promedio de un celular por persona para ese año?  
c) ¿Cuál fue el promedio de suscriptores a líneas de celular en este último grupo de países?
10. Top 5 de nuestros servicios más aceptados en cada país (una gráfica por país).

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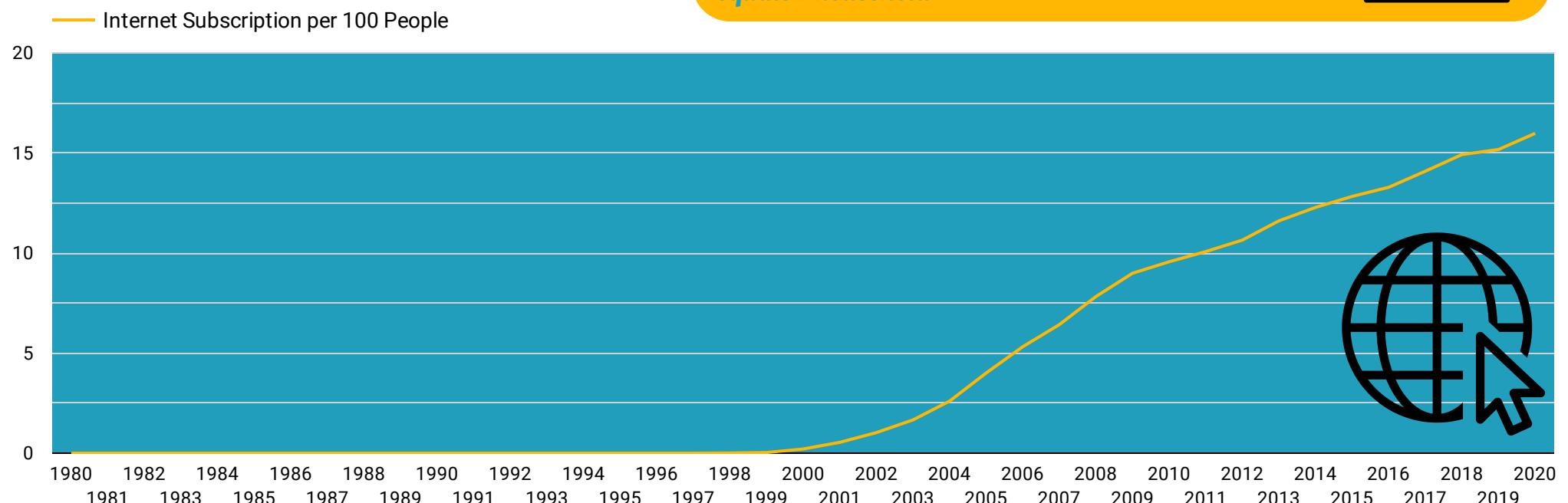
## Mobile phone subscriptions from 1980 to 2020



*Since the year 2012 the average mobile phone subscription is basically 1 per people*



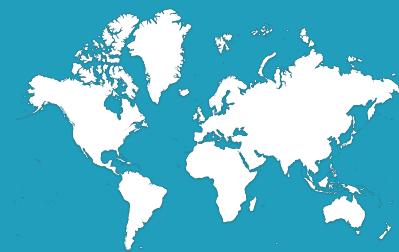
## Internet subscriptions from 1980 to 2020



*Coming to the year 2020 the internet subscriptions doesn't reach the minimum of 1 subscription per people, this could be because 1 internet subscription equals 1 household*



# GLOBAL INTERNET USERS



Internet Users Worldwide  
2001



Internet Users Worldwide  
2020

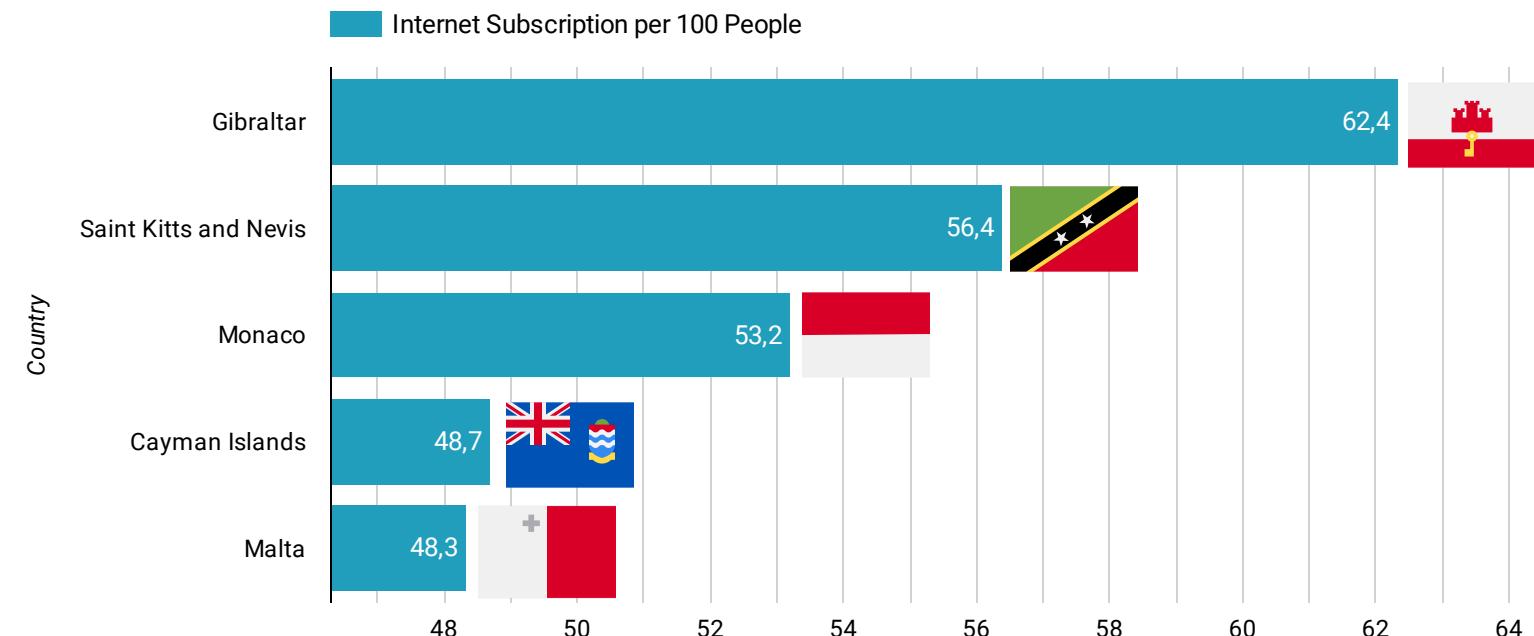


# GLOBAL INTERNET USERS



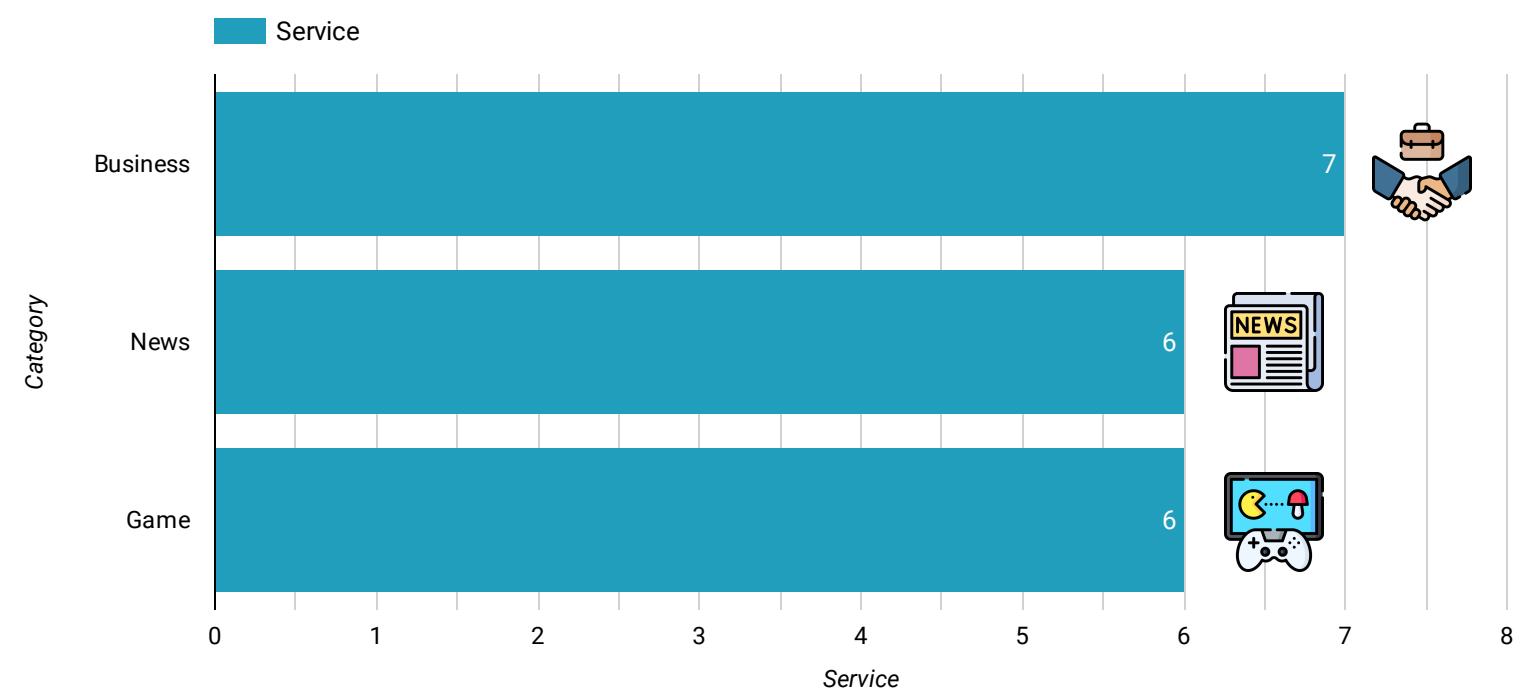
**TOP 5 Countries  
with most internet  
subscriptions  
2020**

*The country with the most  
subscription every 100  
people in the world  
is Gibraltar*



**Top 3  
Most demanded services  
in China**

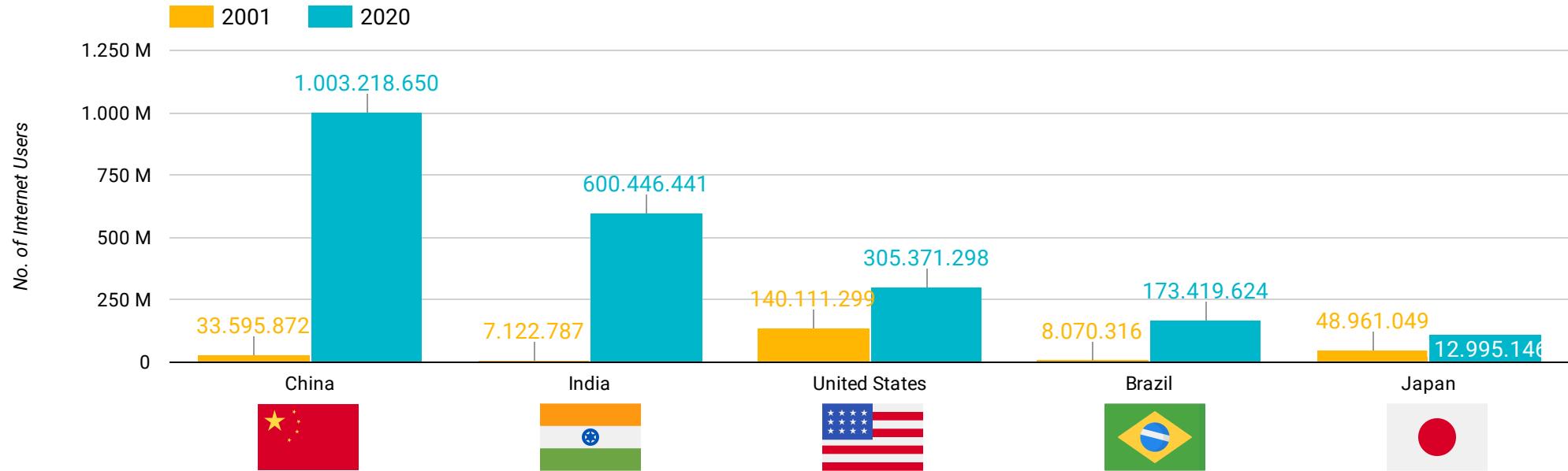
*In China the most  
demanded type of  
service is Business,  
follow by Game and News*



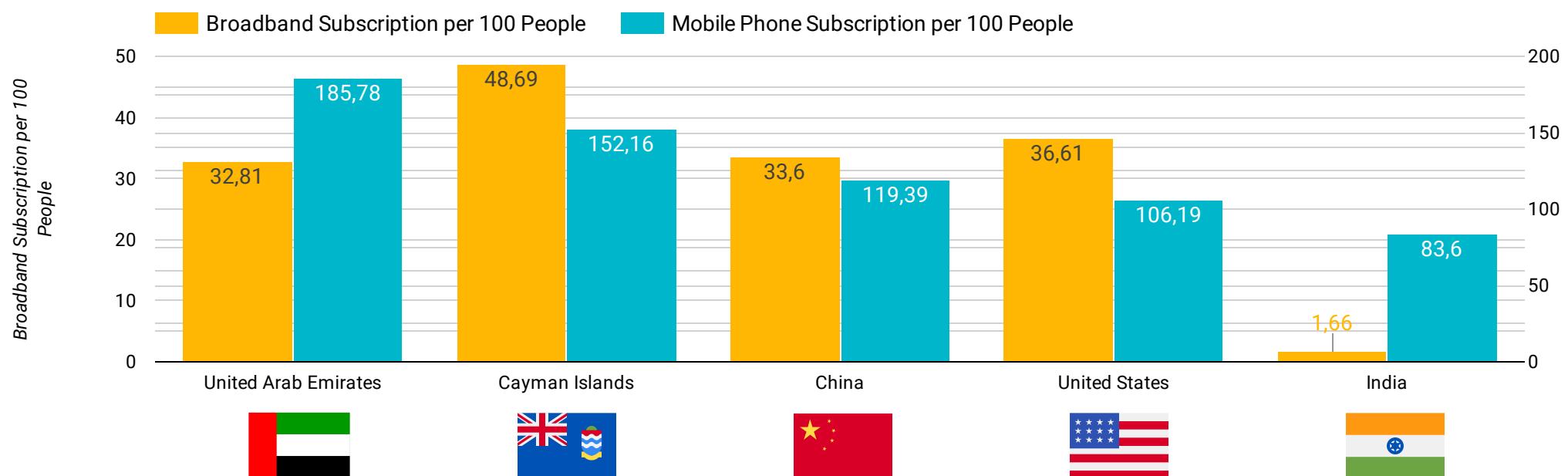
# GLOBAL INTERNET USERS



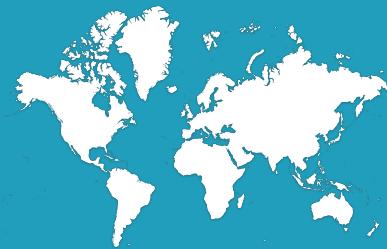
## TOP 5 Countries with most internet users 2001 vs 2020



**Broadband and Mobile Phone Subscriptions in the year 2020 from: United Arab Emirates - Cayman Islands - China - United States - India**



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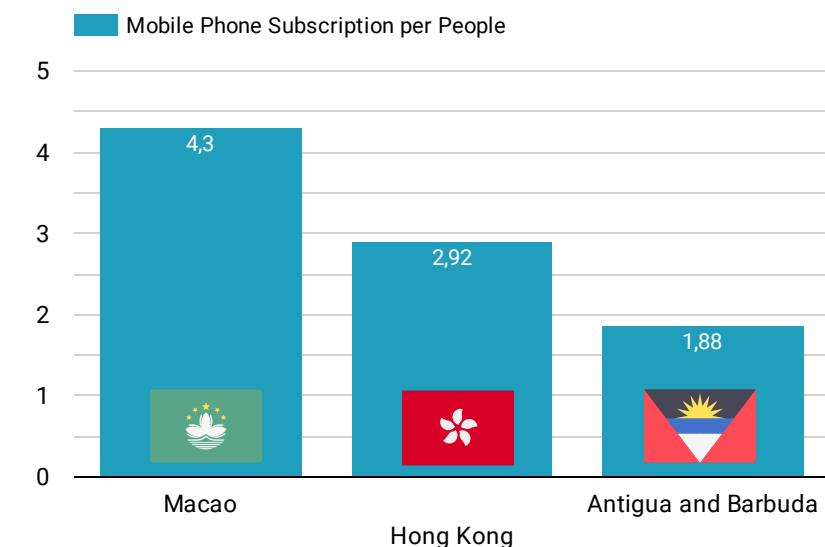
Which country had the biggest number of users with more than one mobile phone subscription in the year 2020?

Mobile Phone Subscriptions per People in Macao

4,3



As you can see in the bar chart, Macao is the country with the most number of user with more than one mobile phone subscription per people in the year 2020 with 4,3 subscriptions per people



How many countries didn't reach the average of one mobile phone subscription in the year 2020?

78 countries didn't reach the average in that year as you can see in the table chart, being South Sudan the lowest

P.D.: En la ultima clase dijo que eran 81 paises, pero hay 3 que en realidad no son paises: Low Income, Sub-Saharan Africa y South Asia (Los removi con el filtro: regions)

Country	Mobile Phone Subscription per People...
1. South Sudan	0,12
2. Micronesia (country)	0,19
3. North Korea	0,23
4. Marshall Islands	0,27
5. Liberia	0,33
6. Samoa	0,35

1 - 78 / 78



Average number of people with mobile subscription with less than 1 subscription per people

0,71



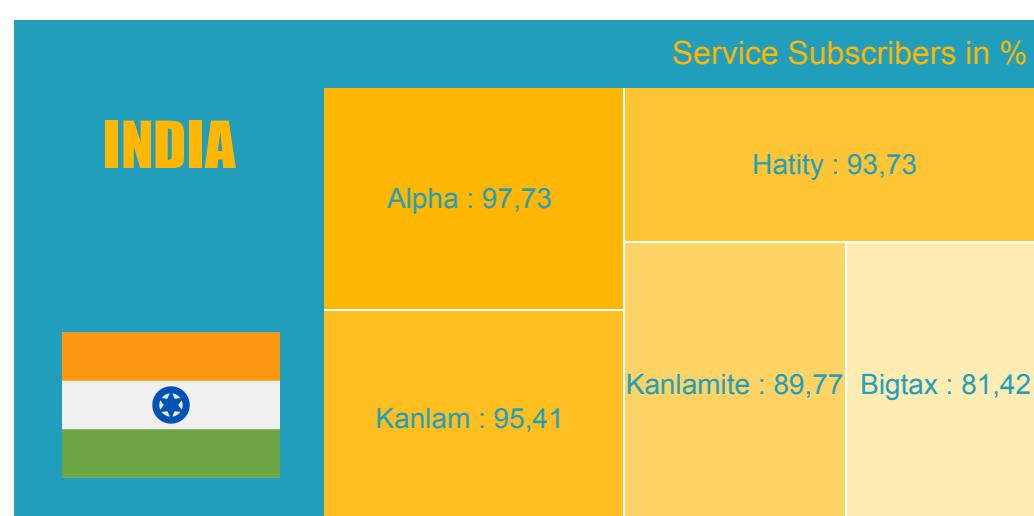
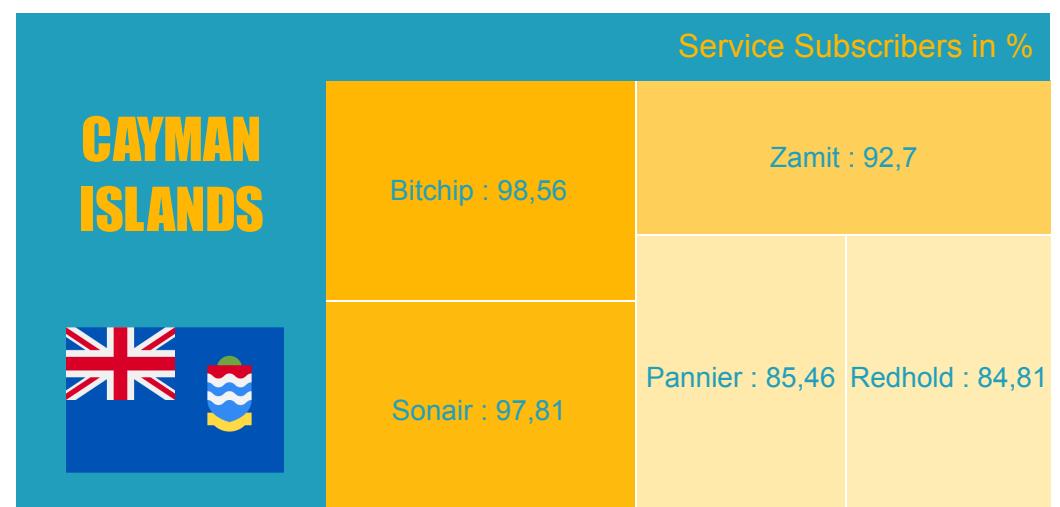
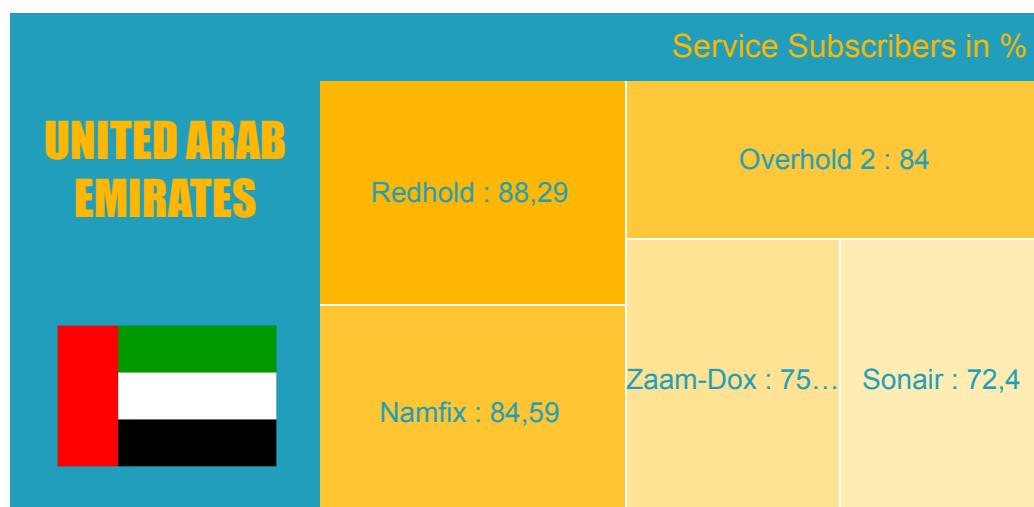
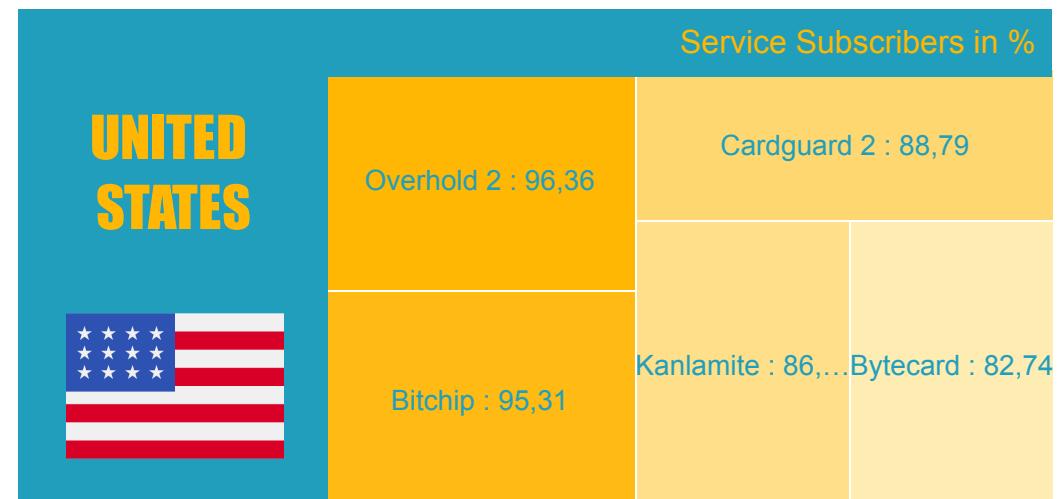
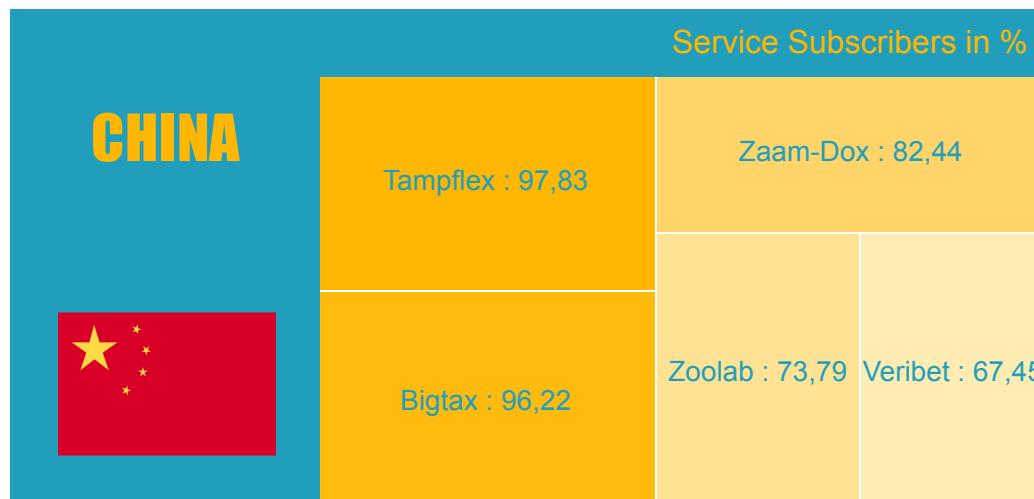
What was the average number of people with mobile phone subscription in this last group of countries?

The average number of people with mobile phone subscriptions in the 78 countries that didn't reach at least one subscription per people was: 0,71 subs per people

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**Top 5 of our most used services in each country**



*As you can see in every treemap we select the 5 most used services in each country, being Bigtax, Zaam-Dox, Redhold, Overhold 2, Sonair and Kanlamite repeating in at least two different countries*



# GLOBAL INTERNET USERS



## REFERENCES

DATASET GLOBAL INTERNET USERS:

<https://www.kaggle.com/datasets/ashishraut64/internet-users>

DATASET SERVICES:

[https://docs.google.com/spreadsheets/d/1H0tMz46A-P26D-hzIcZHz2MXkdKdXcNrluPBOZc3XTI/edit?usp=share\\_link](https://docs.google.com/spreadsheets/d/1H0tMz46A-P26D-hzIcZHz2MXkdKdXcNrluPBOZc3XTI/edit?usp=share_link)

[https://drive.google.com/file/d/15-RzpixUaahH\\_TM1-syOfaGJKEN18gQg/view?usp=share\\_link](https://drive.google.com/file/d/15-RzpixUaahH_TM1-syOfaGJKEN18gQg/view?usp=share_link)

COLOR PALETTE:

<https://colors.co/palette/8ecae6-219ebc-023047-ffb703-fb8500>

WORLD MAP IMAGE:

<https://www.pngwing.com/en/free-png-bnsdn>

PNG VECTOR DRAWINGS:

<https://www.flaticon.com/>

LINK TO LOOKER STUDIO FILE:

<https://lookerstudio.google.com/reporting/4957b936-53b0-479e-ada4-8af3dbfccec4>