

# Data Structuring & Visualization

## Data integration and visualization

We have vast experience integrating available data to improve visualization. We connect and make data accessible in real time and in a customized fashion depending on: objectives, departments and profiles. We aim to gain valuable insights, quickly.

**Our proposal successfully overcomes the numerous challenges that brands face:**

- › **DATA EXPLOSION**  
Multiple platforms and disjointed technologies.
- › **DEPARTMENTAL SILOS**  
Different views and interpretations.  
Multiple, inefficient or disunified reports.
- › **COHERENCE AND CONSISTENCY**  
Data redundancy and different interpretations (different technologies and labels between departments).
- › **BUSINESS IMPACT**  
Difficulty in understanding the departments' contribution to the business.
- › **CONCEPTUALIZATION AND SIMPLIFICATION**  
The need to prioritize and set KPIs that guide their actions.
- › **CULTURE**  
Evolution towards data-driven decision-making.

## How do we do it? – Our methodology



AUDIT



WORKSHOP



CONCEPT



ARCHITECTURE



SET-UP



ALWAYS ON

Data in

Analytics

Data out

## Benefits of data-driven visualization:

- › Standardized data for all the departments.
- › Efficient reporting.
- › A better understanding of activities and results:
  - Analysis and optimization of joint activity;
  - How each project contributes to achieve objectives.
  - How to optimize sponsorship, advertising and communication efforts.
  - What content works best.
  - Etc.

# Some visualization examples

Executive summary



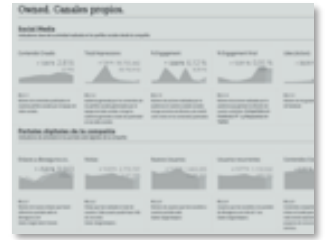
Corporate announcement



Own channels



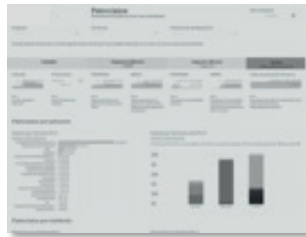
Content



Advertising



Advertising



Reputation



Projects

