



ConnectAmericas.com Data Analytics Dashboards

Trade and Investment Division



*Lisbon, Portugal
November 2018*



ConnectAmericas Data Visualization

The ConnectAmericas Data Visualization aims to provide the CA Team, the IDB, whitelabel clients and other partners with data analytics capabilities that combine two types of information:

- **User generated information:** this is the information that users enter into the platform as they create their company profiles, apply to purchasing announcements, and comment on communities
- **Behavioral information:** this is the information that users generate as they navigate the site, such as the pieces of contents they engage with (articles, videos, courses, etc...), the other users they connect with disseminating promotional materials about the tool.

ConnectAmericas Data Visualization

The objective of this tool is to provide real world data to help inform the decision-making on various fronts (such as, the design of new features and tools on CA, the design of IDB loan operations, the production of research, etc...).

The Data Visualization tool was created with financial support from the Portuguese Trust Fund at IDB. This initiative was carried on in three phases:

- **Data preparation and integration:** building, integrating and maintain the data warehouse tool to support data collection, interoperability, and real-time processing
- **Business Intelligence:** deploying the data visualization tool, reporting and monitoring capabilities to address CA's stakeholder requirements through multiple data representations
- **Marketing:** designing and disseminating promotional materials about the tool.

Engagement and Company Profile Information

REGISTRATION AND ACTIVATION

Users
225,315



WhiteLabel Users
15,251



Companies
43,945



Companies by country



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1 8,178

BUSINESS

Is main industry

(All)

Companies by industry



OK 5K 10K

Import Targets



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2 1,648

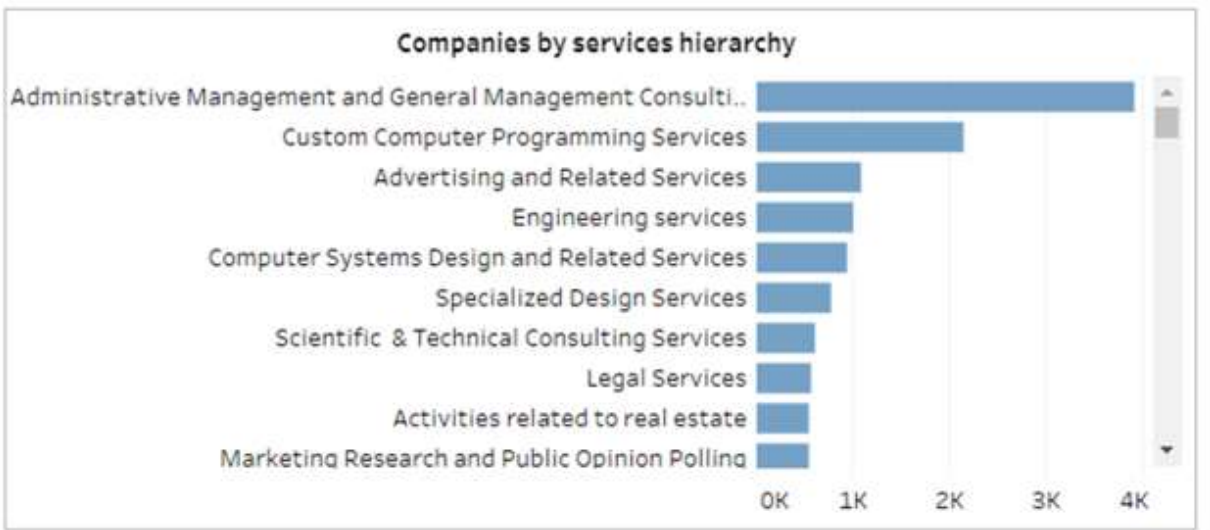
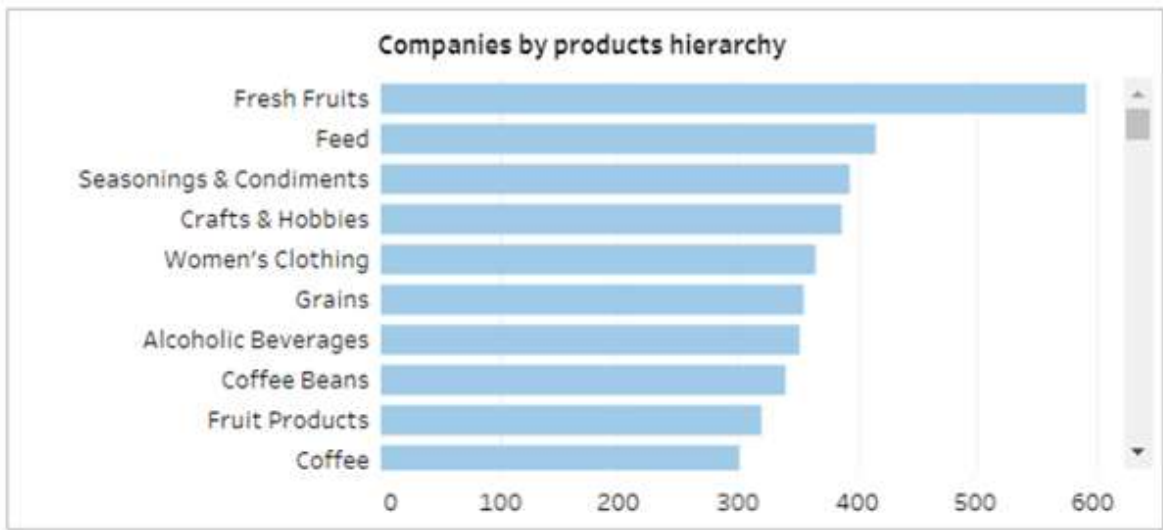
Export Targets



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1 1,618

Company Profile Information



ConnectAmericas Academy

LEARNING

Courses
12

Webinars
32

Users Enrolled
16,661

Registered users to webinars
19,589



Users enrolled by country



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1 2,019

INTERACTIONS

Sessions
3,518,309

Pageviews
11,933,013



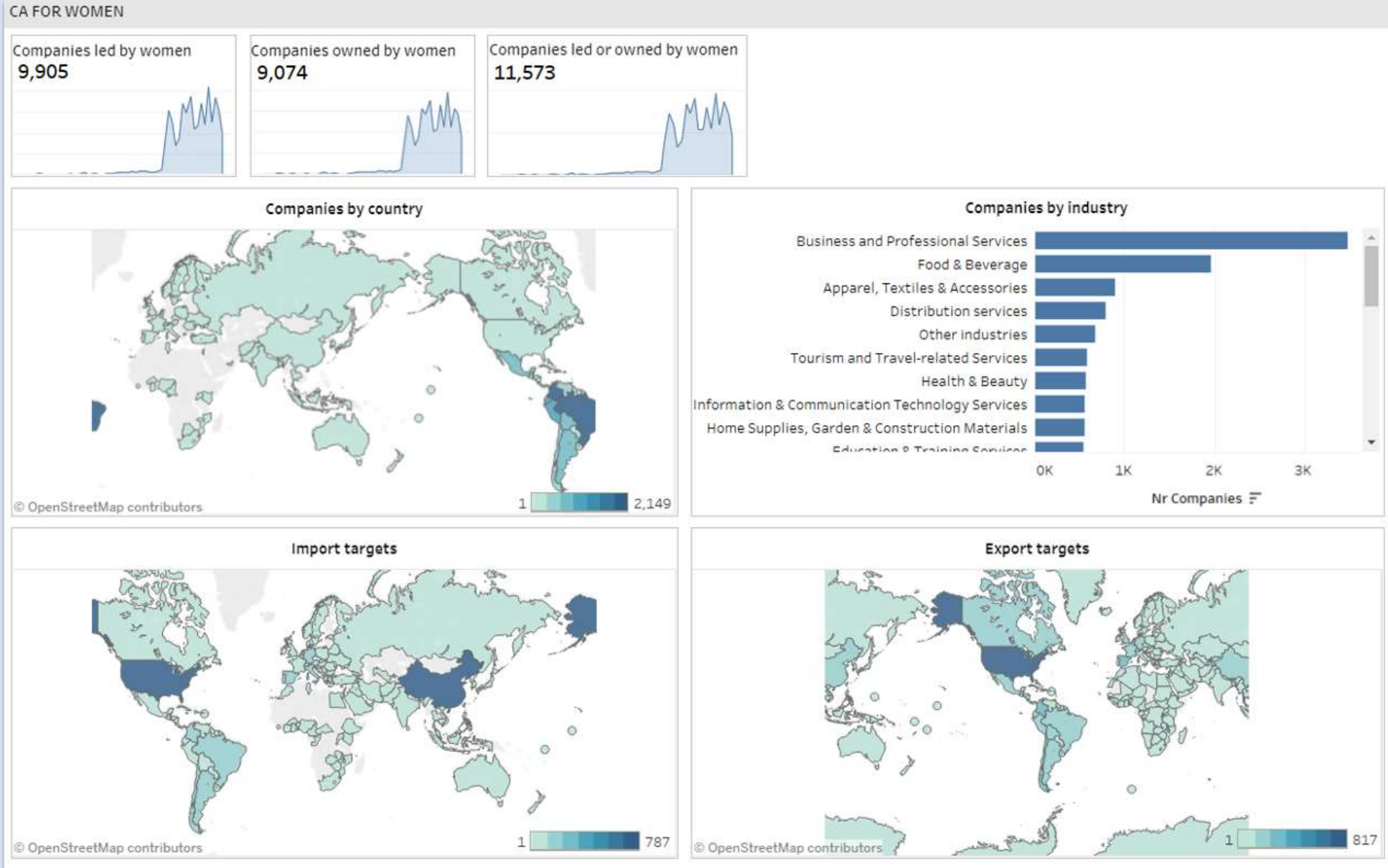
Sessions by country



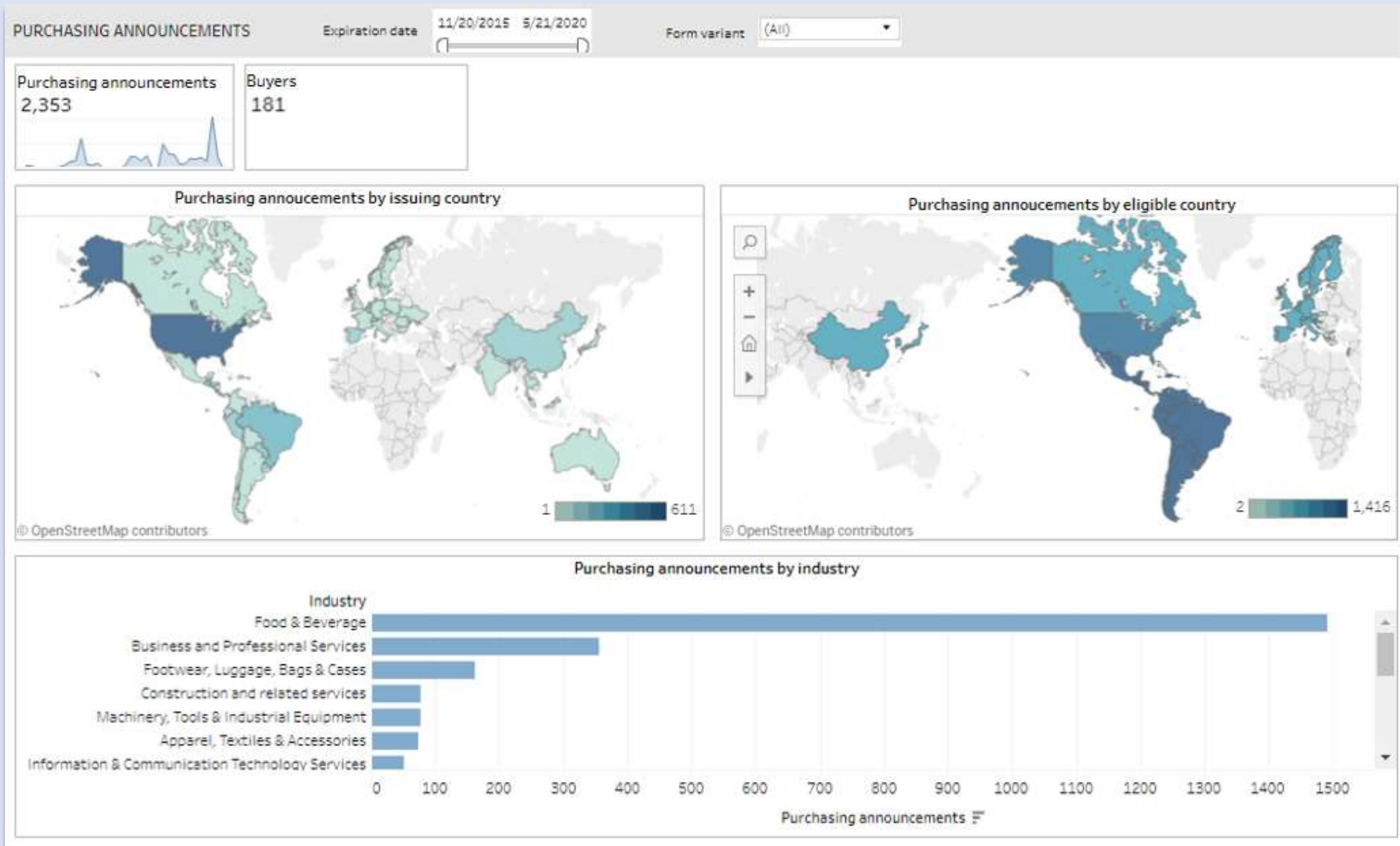
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1 179,347

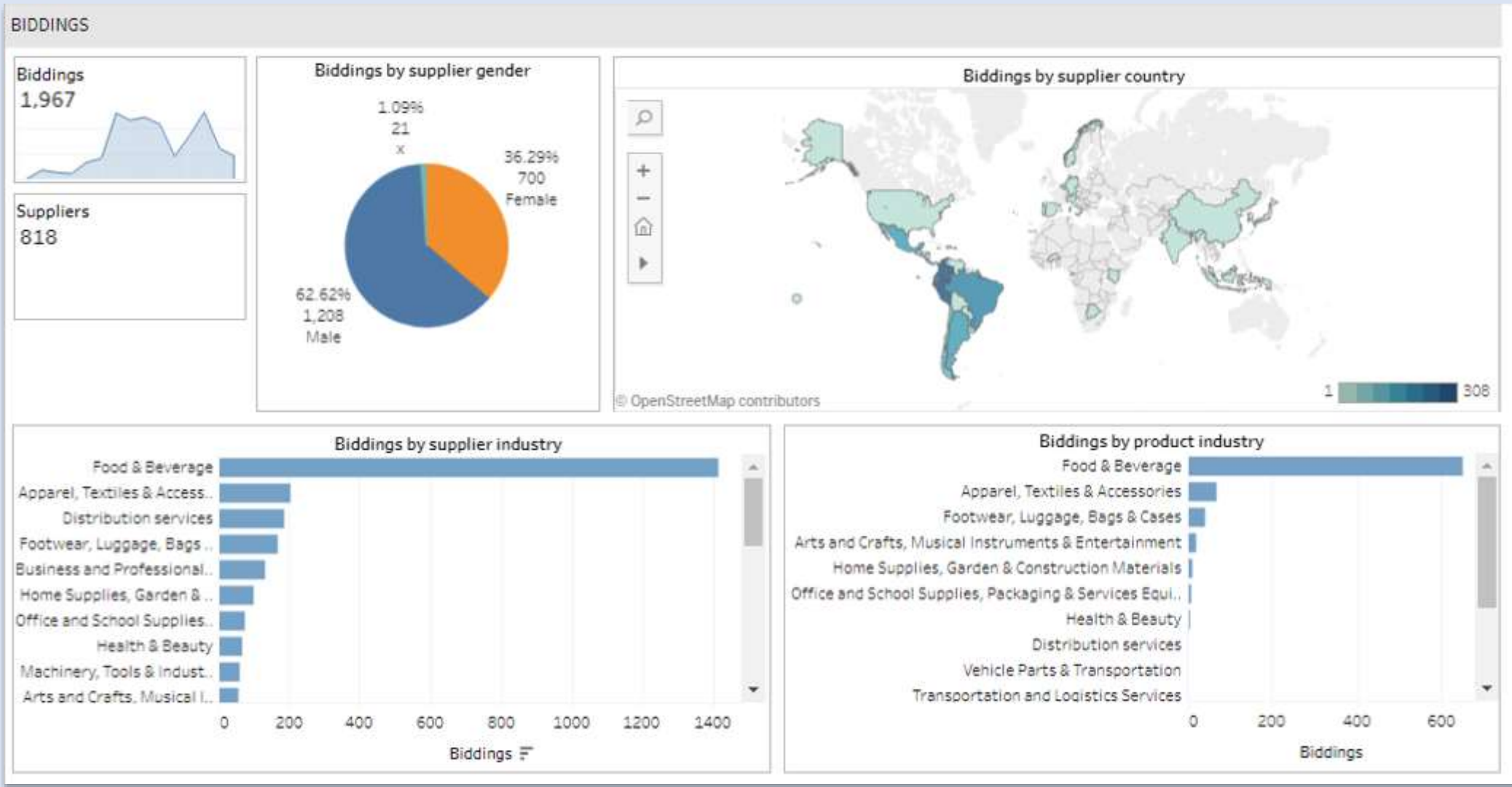
ConnectAmericas for Women



Purchasing Announcements



Purchasing Announcement Engagement



Business Communities

