

Page “Overview”

Chart 1 - Impact per product

Business Question	Formula	Visual type
What is an overall impact of the issues on every google product	Number of issues (countrows) by google product and impact	Bar chart

The LA call center has the best ratings from customers

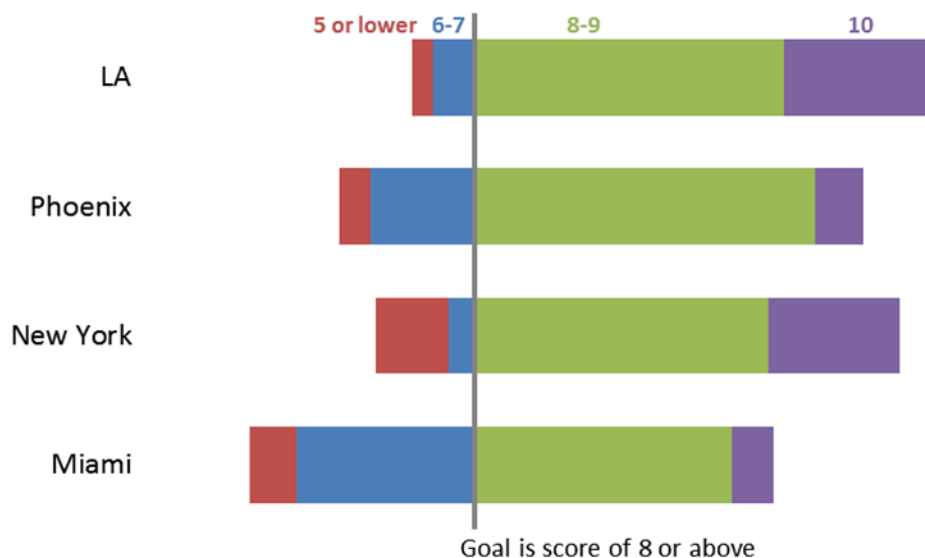


Chart 2 - Impact x likelihood

Business Question	Formula	Visual type
What is an overall impact and likelihood of all the issues	Number of issues (countrows) by google product and impact	Matrix with conditional formatting The segments would be colored according to this definition

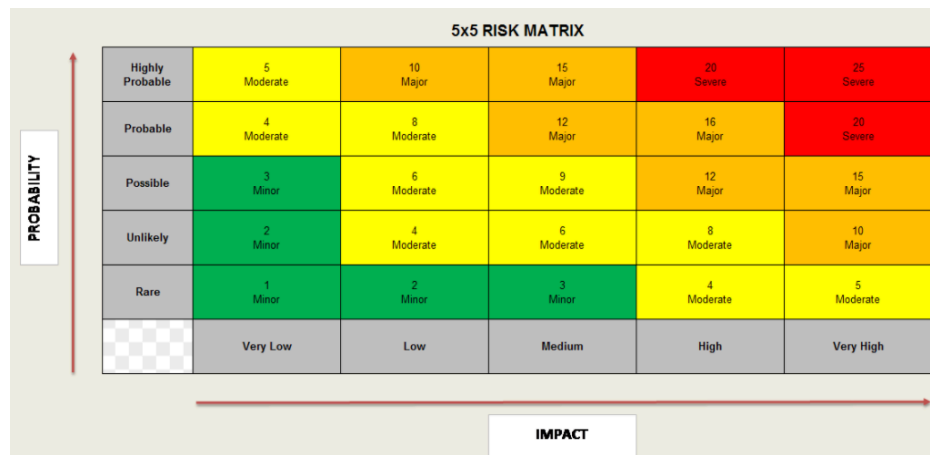


Chart 3 - map of issues

Business Question	Formula	Visual type
Where the issues occur	Number of issues (countrows) by country	A filled map

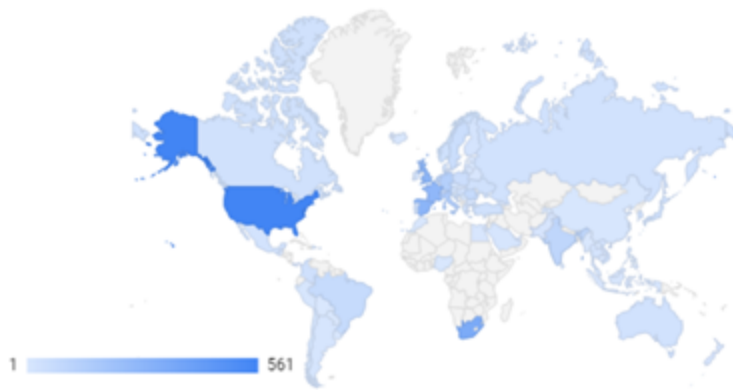


Chart 4 - timeline for the issues to take effect

Business Question	Formula	Visual type
When do legislations start impacting Google	Count of titles by enforcement date	Vertical bar chart

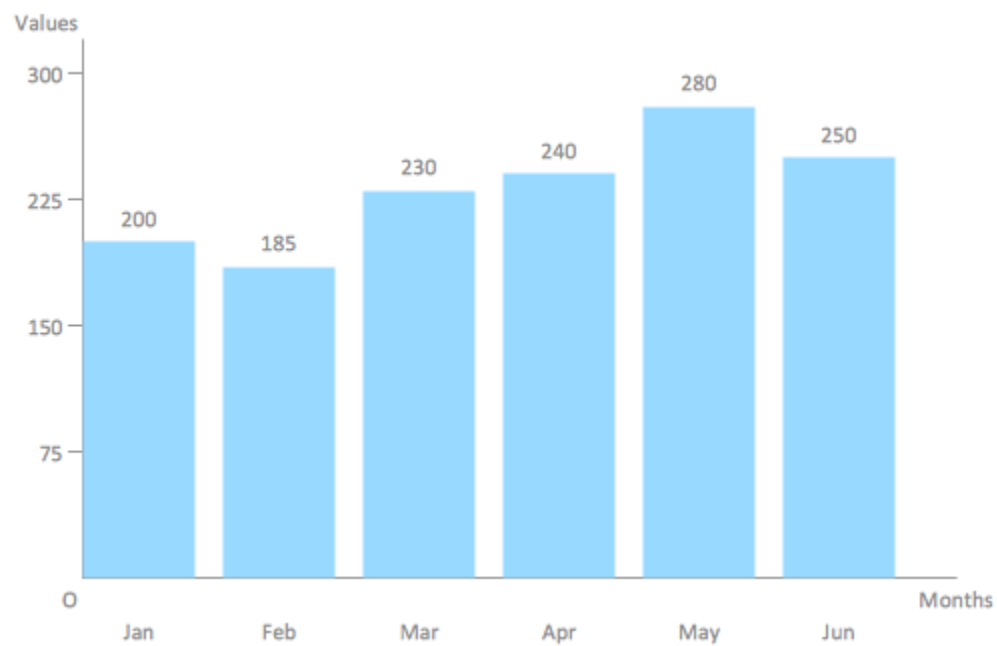
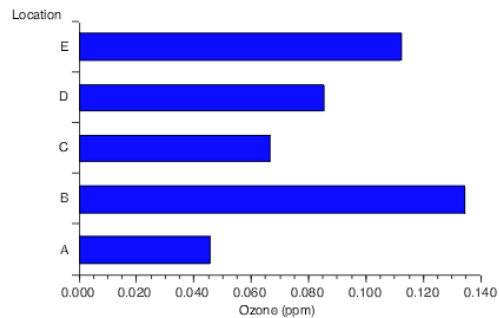


Chart 5 - issues by type

Business Question	Formula	Visual type
What type of the issues	Count of titles by type	Horizontal Bar Chart



Page “High Priority”

Chart 1 - Type of issues

Business Question	Formula	Visual type
What type of issues affect Google?	Count of titles by type	Horizontal bar chart

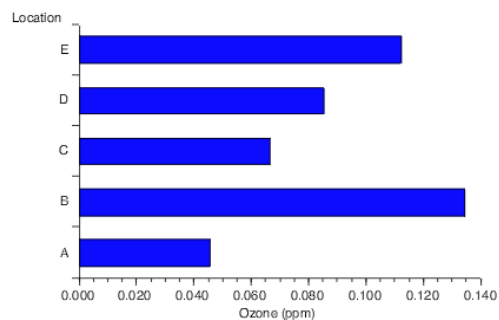


Chart 2 - What issues affect each product

Business Question	Formula	Visual type
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What issues affect each product	Count of titles by column “issue” and product	A pivot table with conditional formatting
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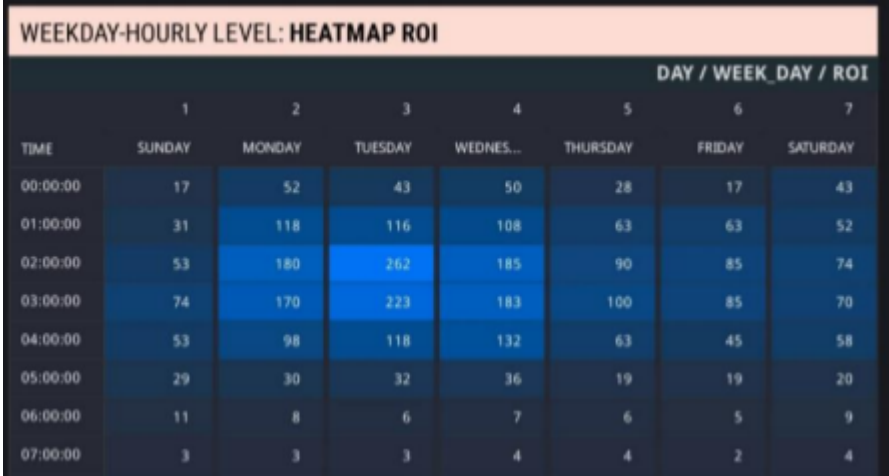


Chart 3 - when to be concerned

Business Question	Formula	Visual type
When do legislations start impacting Google	Count of titles by enforcement date	Vertical bar chart

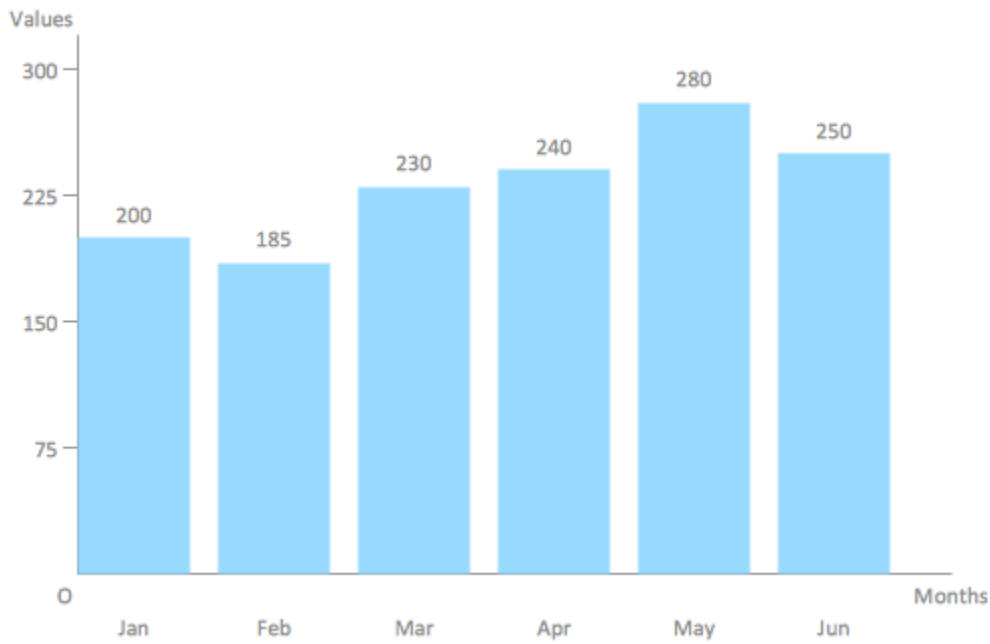


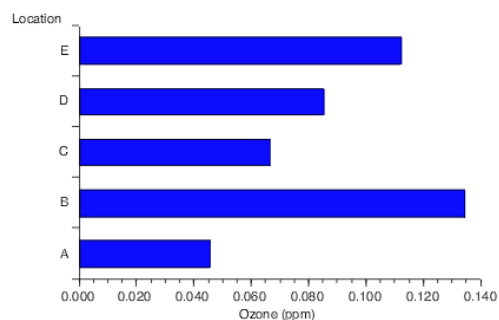
Chart 4 - Titles that touch many issues and products

Business Question	Formula	Visual type
Are there laws that touch a lot of areas of business or a lot of products?	Count of issues by title	A table sorted by count of issues. Columns: Title Count of issues Issues Count of products Products

Platform position	reach	cost	Impression to Cli...	Click to Convers...	AOV
feed	\$2,568,394	\$66,461	0.91%	2.7%	\$321.83
instagram_stories	\$530,791	\$6,424	0.42%	7.48%	\$104.9
instagram_explore	\$167,000	\$1,230	0.3%	14.12%	\$28.5
video_feeds	\$44,675	\$718	0.65%	11.22%	\$16.33

Chart 5 - number of titles by country

Business Question	Formula	Visual type
In which countries is the risk the biggest?	Count of titles by country	Horizontal bar chart



Page “Medium Priority”

Chart 1 - Number of titles by type

Business Question	Formula	Visual type
What type of issues is google affected by?	Count of titles by type	Horizontal bar chart

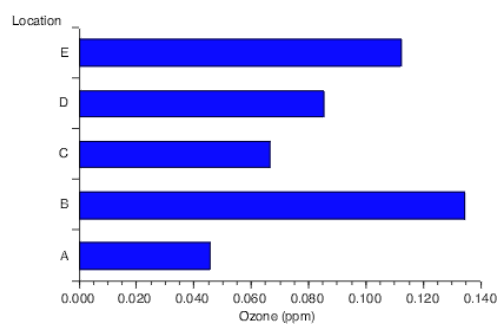


Chart 2 - what issues affect every product

Business Question	Formula	Visual type
What issues affect each product	Count of titles by column “issue” and product	A pivot table with conditional formatting

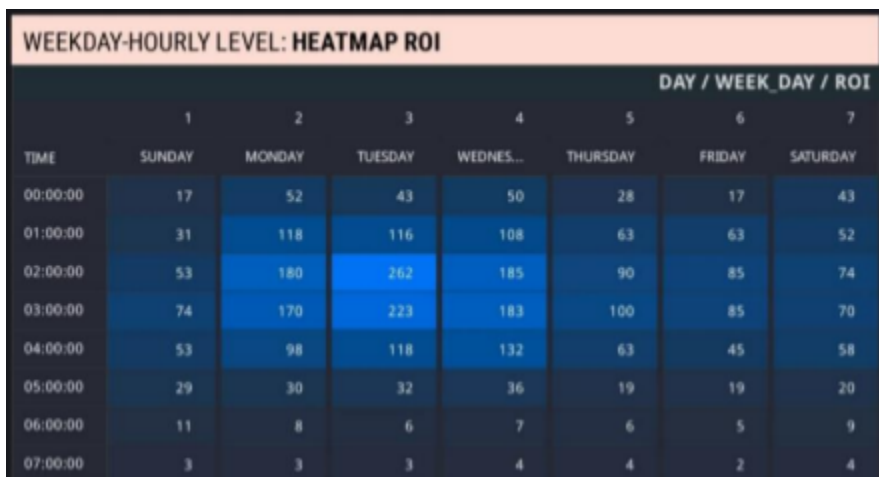


Chart 3 - when the impact starts?

Business Question	Formula	Visual type
When do legislations start impacting Google	Count of titles by enforcement date	Vertical bar chart

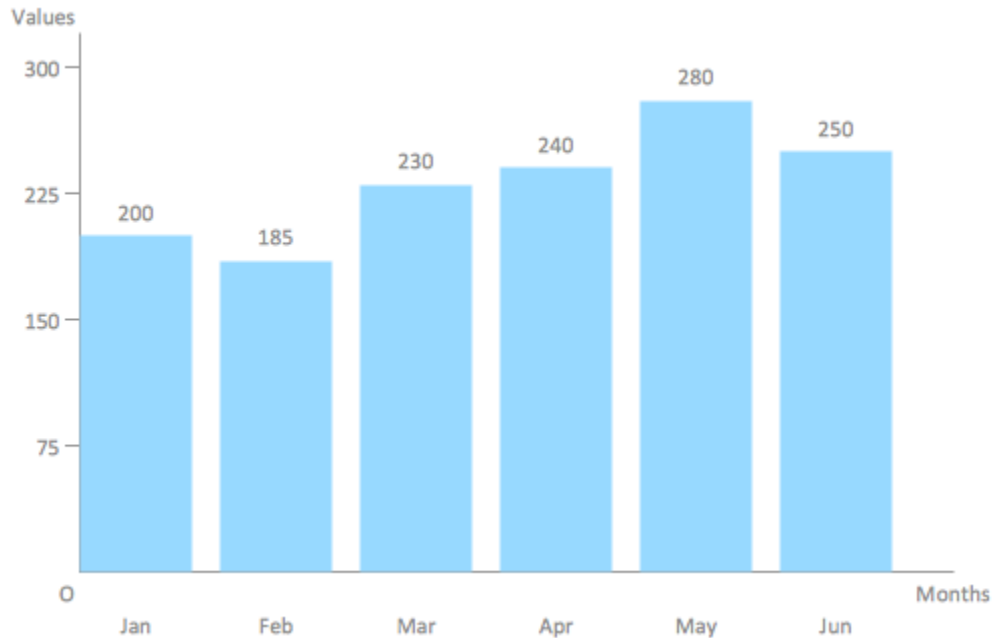


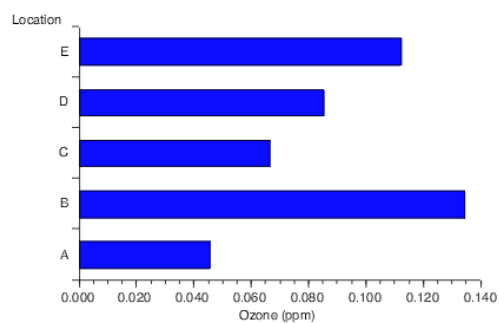
Chart 4 - Most impactful titles

Business Question	Formula	Visual type
Are there titles that touch a lot of areas of business?	Count of issues, count of products	<p>A table sorted by count of issues.</p> <p>Columns:</p> <ul style="list-style-type: none"> Title Count of issues Issues Count of products Products

Platform position	reach	cost	Impression to Cli...	Click to Conversi...	AOV
feed	\$2,568,394	\$66,461	0.91%	2.7%	\$321.83
instagram_stories	\$530,791	\$6,424	0.42%	7.48%	\$104.9
instagram_explore	\$167,000	\$1,230	0.3%	14.12%	\$28.5
video_feeds	\$44,675	\$718	0.65%	11.22%	\$16.33

Chart 5 - What countries are affected most?

Business Question	Formula	Visual type
In which countries is the risk the biggest?	Count of titles by country	Horizontal bar chart



Page “Positive Impact”

Chart 1 - In which products there is a positive impact?

Business Question	Formula	Visual type
What are the products that are positively affected and by what issues?	Count titles per product per issue	Pivot table with conditional formatting

WEEKDAY-HOURLY LEVEL: HEATMAP ROI							
DAY / WEEK_DAY / ROI							
	1	2	3	4	5	6	7
TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
00:00:00	17	52	43	50	28	17	43
01:00:00	31	118	116	108	63	63	52
02:00:00	53	180	262	185	90	85	74
03:00:00	74	170	223	183	100	85	70
04:00:00	53	98	118	132	63	45	58
05:00:00	29	30	32	36	19	19	20
06:00:00	11	8	6	7	6	5	9
07:00:00	3	3	3	4	4	2	4

Chart 2 - when is the positive impact starting

Business Question	Formula	Visual type
When does the positive effect starts	Count of titles by enforcement date	Vertical bar chart

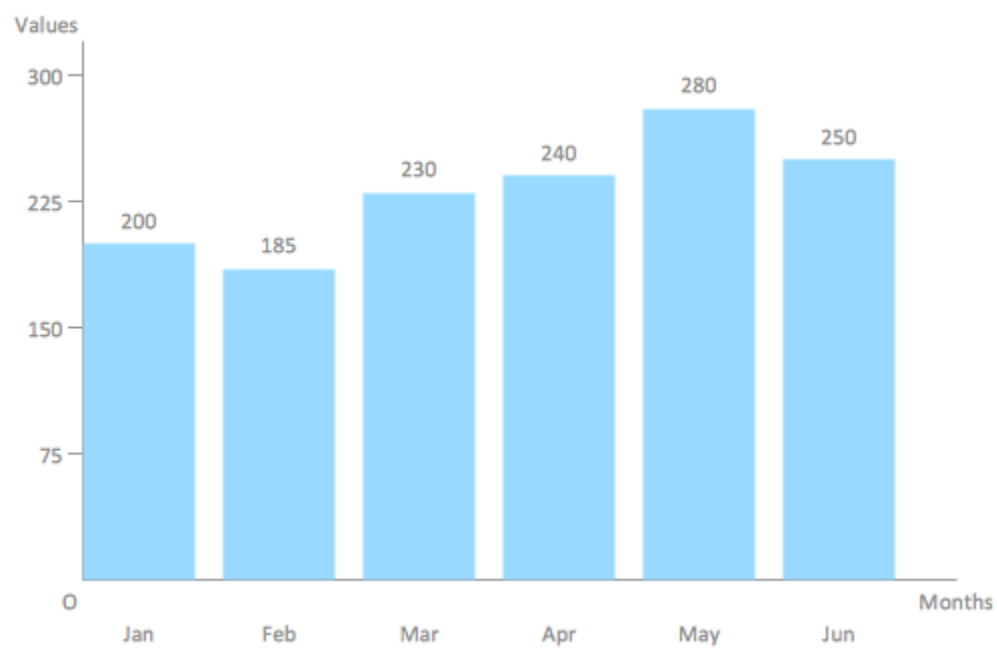


Chart 3 - number of titles by type

Business Question	Formula	Visual type
What are the types of titles?	Countrows by type	Horizontal bar

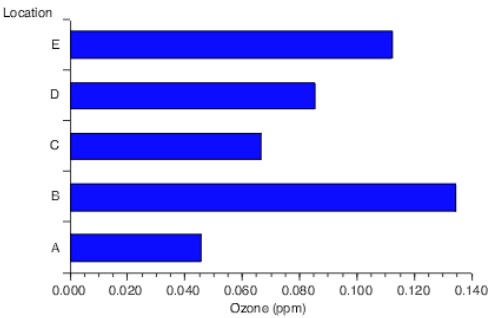


Chart 4 - number of titles by type

Business Question	Formula	Visual type
In which countries is the risk the biggest?	Count of titles by country	Horizontal bar chart

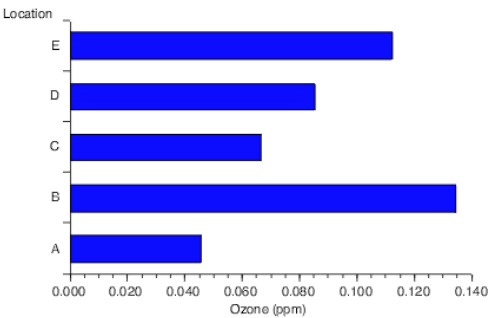


Chart 5 - Most Impactful titles

Business Question	Formula	Visual type
Are there titles that touch a lot of areas of business?	Count of issues, count of products	A table sorted by count of issues. Columns: Title Count of issues Issues Count of products Products

Platform position	reach	cost	Impression to Cli...	Click to Convers...	AOV
feed	\$2,568,394	\$66,461	0.91%	2.7%	\$321.83
instagram_stories	\$530,791	\$6,424	0.42%	7.48%	\$104.9
instagram_explore	\$167,000	\$1,230	0.3%	14.12%	\$28.5
video_feeds	\$44,675	\$718	0.65%	11.22%	\$16.33

Page “Potential Black Swans”

Chart 1 - what is the status of potential black swans

Business Question	Formula	Visual type
What is the legislation status for potential black swans?	Countrows by status	Horizontal bar

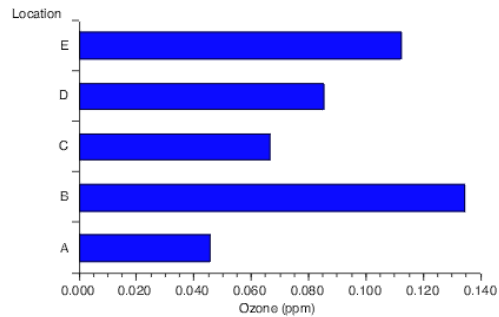


Chart 2 - when are the laws getting adopted?

Business Question	Formula	Visual type
How many potential black swans are getting adopted in the nearest month?	Countrows by adoption date	Vertical bar chart

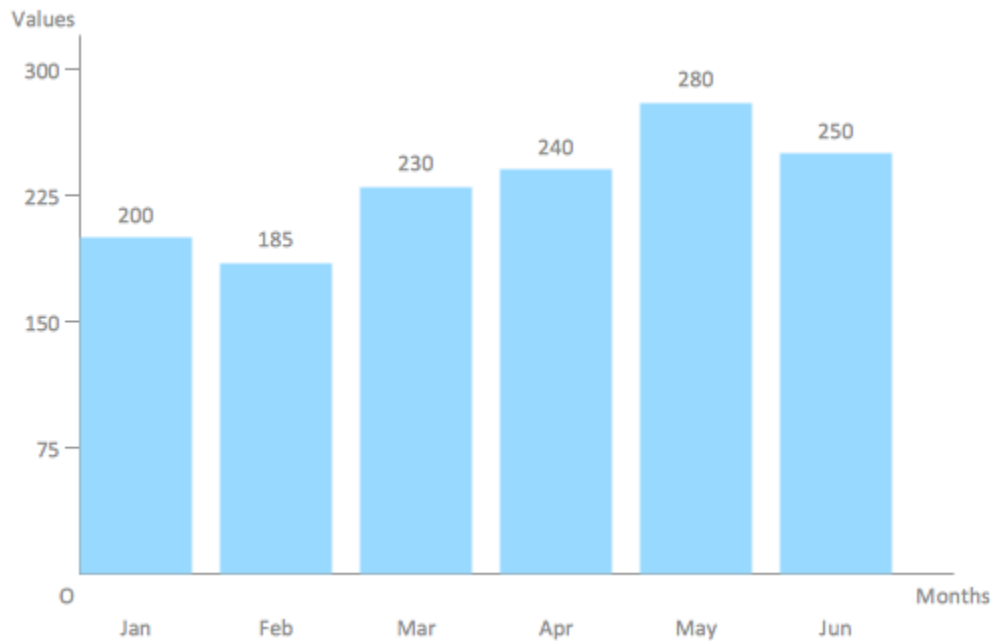


Chart 3 - What is the issue category

Business Question	Formula	Visual type
If a black swan appears, in what issue type is it more likely to appear?	Countrows by issue	Horizontal bar chart

Chart 4 - What is the issue type

Business Question	Formula	Visual type
If a black swan appears, in what area are they likely to touch?	Countrows by type	Horizontal bar chart

Chart 5 - titles that touch a lot of areas

Business Question	Formula	Visual type
Are there titles that touch a lot of areas of business?	Count of issues by title	A table sorted by count of issues. Columns: Title Count of issues Issues Count of products Products

Platform position	reach	cost	Impression to Cli...	Click to Conversi...	AOV
feed	\$2,568,394	\$66,461	0.91%	2.7%	\$321.83
instagram_stories	\$530,791	\$6,424	0.42%	7.48%	\$104.9
instagram_explore	\$167,000	\$1,230	0.3%	14.12%	\$28.5
video_feeds	\$44,675	\$718	0.65%	11.22%	\$16.33

Page “Low Priority”

Chart 1 - Impact x Likelihood

Business Question	Formula	Visual type
What is an overall impact and likelihood of all the issues	Number of issues (countrows) by google product and impact	Pivot table with conditional formatting

WEEKDAY-HOURLY LEVEL: HEATMAP ROI							
TIME	DAY / WEEK_DAY / ROI						
	1	2	3	4	5	6	7
	SUNDAY	MONDAY	TUESDAY	WEDNES...	THURSDAY	FRIDAY	SATURDAY
00:00:00	17	52	43	50	28	17	43
01:00:00	31	118	116	108	63	63	52
02:00:00	53	180	262	185	90	85	74
03:00:00	74	170	223	183	100	85	70
04:00:00	53	98	118	132	63	45	58
05:00:00	29	30	32	36	19	19	20
06:00:00	11	8	6	7	6	5	9
07:00:00	3	3	3	4	4	2	4

Chart 2 - Type of the low priority issues

Business Question	Formula	Visual type
What is the legislation type for titles?	Count titles by status	Horizontal bar

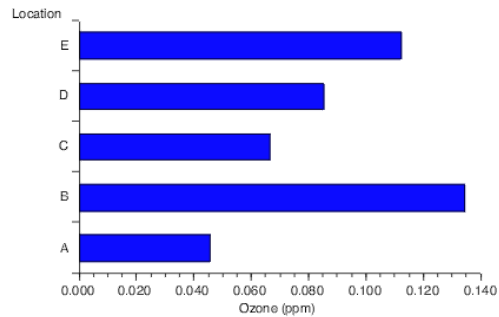


Chart 3 - Issue x Product

Business Question	Formula	Visual type
What issues affect each product	Count of titles by column "issue" and product	A pivot table with conditional formatting

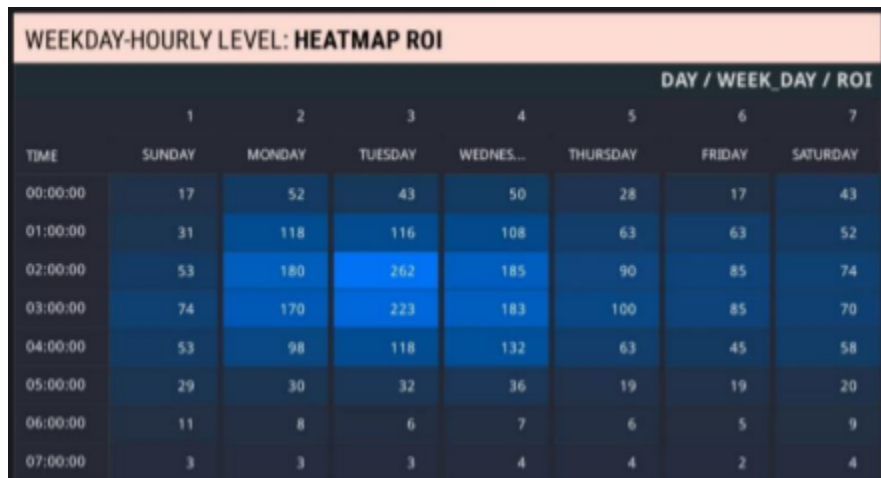


Chart 4 - Most Impactful issues

Business Question	Formula	Visual type
Are there titles that touch a lot of areas of business?	Count of issues by title	<p>A table sorted by count of issues.</p> <p>Columns: Title Count of issues</p>

		Issues Count of products Products
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Platform position	reach	cost	Impression to Cli...	Click to Conversi...	AOV
feed	\$2,568,394	\$66,461	0.91%	2.7%	\$321.83
instagram_stories	\$530,791	\$6,424	0.42%	7.48%	\$104.9
instagram_explore	\$167,000	\$1,230	0.3%	14.12%	\$28.5
video_feeds	\$44,675	\$718	0.65%	11.22%	\$16.33

Page “Geography of issues”

1. Check data for cumulative charts
2. Everyone on first date for this page.
 2. Also make the same page with tricky countries ONLY

Need to add european countries

Add filters by Google Product, issue type

Chart 1 - Where issues happen: change to bar graph

Initiatives by country bloc: Breakup and down in countries and Country bloc HL

Business Question	Formula	Visual type
Where do the issues arise?	Count Titles by country	Filled map

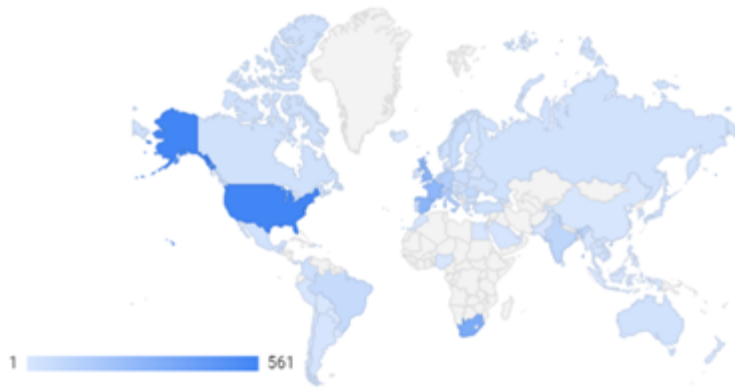


Chart 2 - how contagious the issues are

Business Question	Formula	Visual type
How quickly are the issues spreading to other areas?	Count of countries per issue	<p>Line chart</p> <p>Every line on this chart needs to represent an issue category (column D)</p> <p>The Y axis is the number of countries that an issue is touching</p> <p>The X axis should be column L "first created"</p>

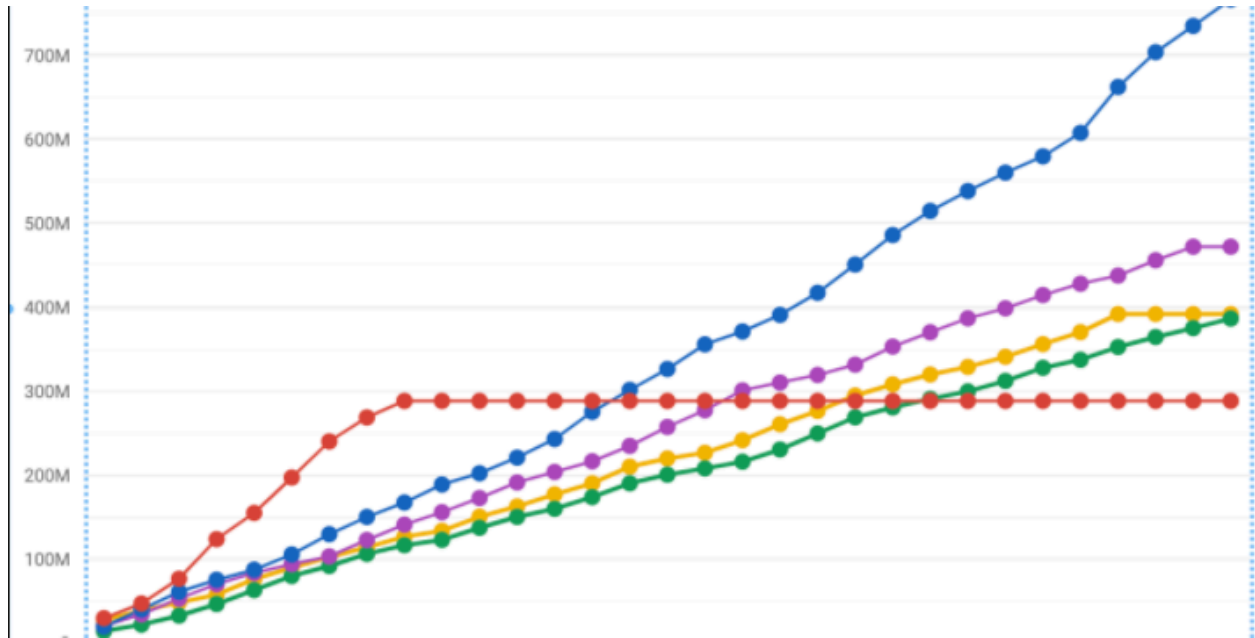


Chart 3 - the pattern for international spread of the issues

Business Question	Formula	Visual type
How quickly are the issues spreading to other areas?	Count of new titles	<p>Line chart</p> <p>Every line on this chart needs to represent a country block (column D here)</p> <p>The Y axis is the number of titles</p> <p>The X axis should be column L “first created”</p>

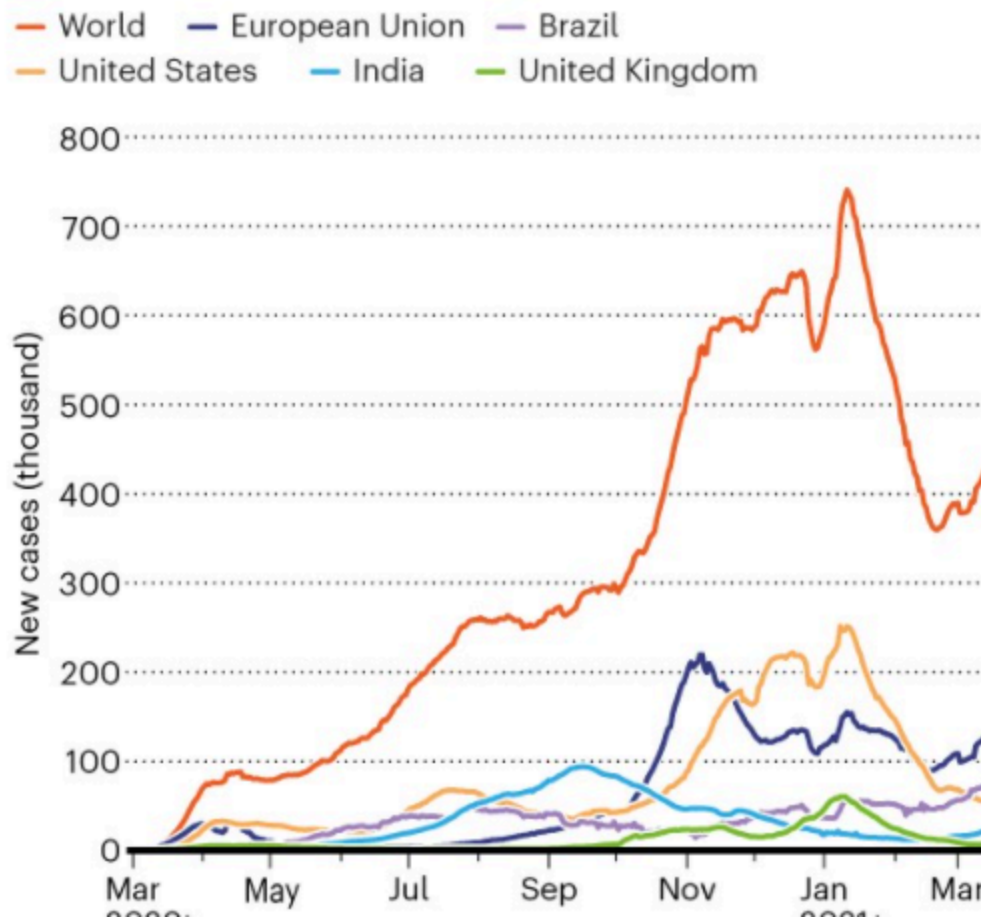


Chart 4-6 - Countries where issues may spread to

Business Question	Formula	Visual type
What countries can be issues spread to?	<p>Create the pivot tables from this sheet namely: Country blocks. EU, Tricky countries</p> <p>The value section would be the number of titles</p>	Simple tables

Chart 7 - Countries where issues may spread to

Tricky countries: same as below

Countries where issues may spread to

CountryBlock	Country	Title
LATIN AMERICA	Brazil	54
	Colombia	40
	Mexico	19
	Peru	19
	Argentina	11
	Chile	9
	Ecuador	5
	Panama	2
	Uruguay	1
US	United States (Federal)	72
	United States (State)	63
Grand total		593

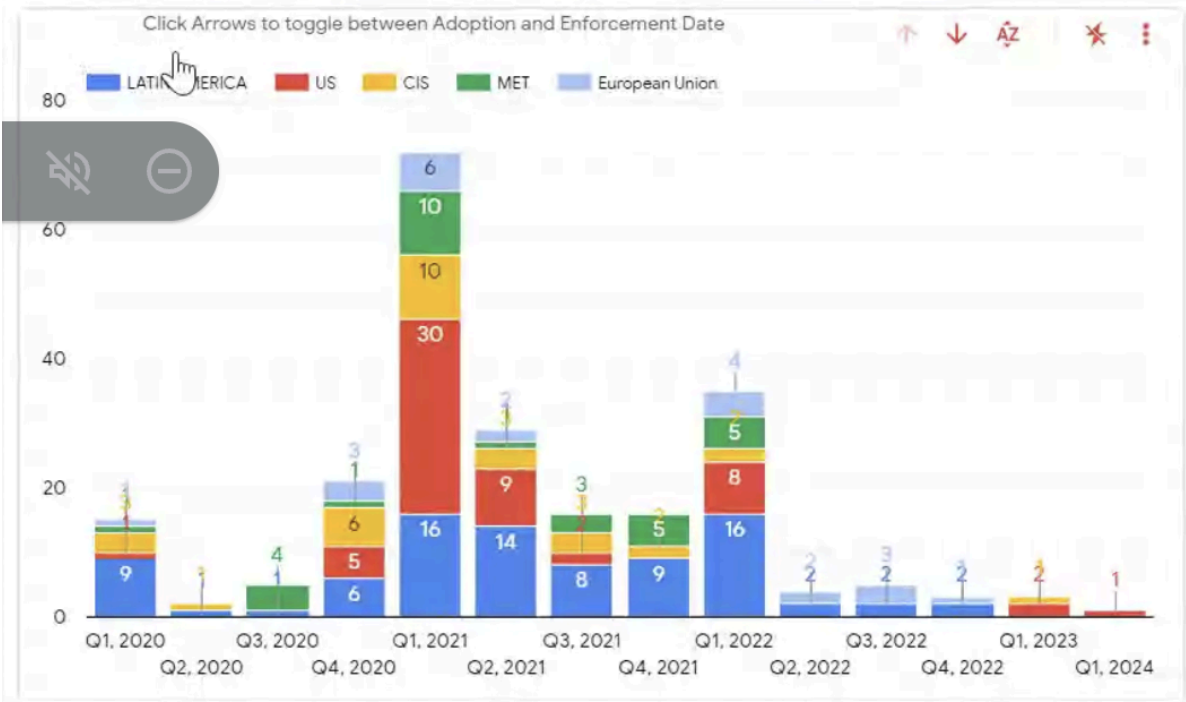
Chart 8 - Countries where issues may spread to EU: broken down by country, US states (federal and states)

Countries where issues may spread to

CountryBlock	Country	Title
LATIN AMERICA	Brazil	54
	Colombia	40
	Mexico	19
	Peru	19
	Argentina	11
	Chile	9
	Ecuador	5
	Panama	2
	Uruguay	1
US	United States (Federal)	72
	United States (State)	63
Grand total		593

Make same graph with country bloc HL

Initiatives by Country Block and Adoption/Enforcement Date



Page “US Issues”

Chart 1 - Where in the US issues happen

Business Question	Formula	Visual type
Which states of the US do issues arise in?	Count titles by state	Filled map

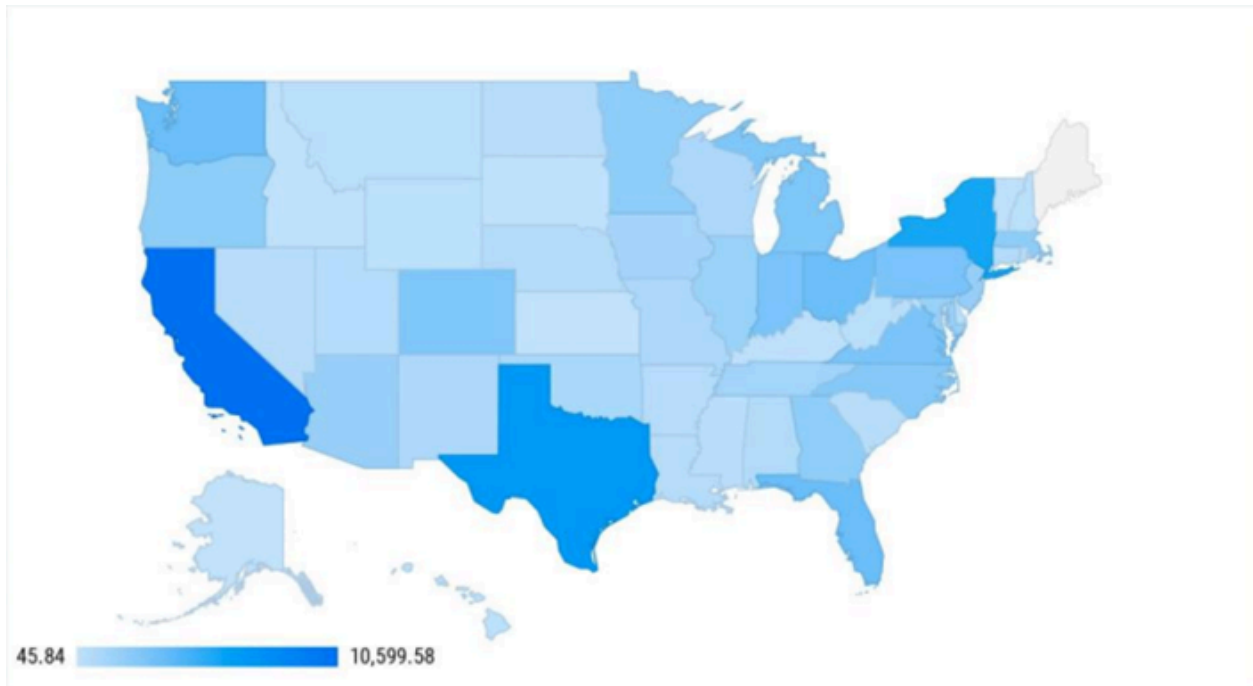
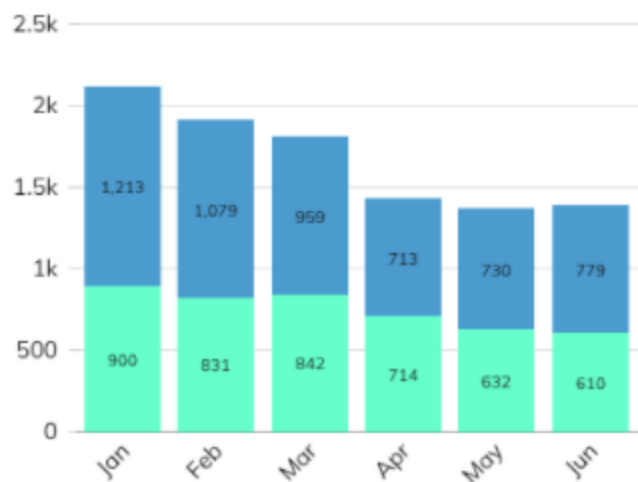


Chart 2 - where titles are likely to spread?

Business Question	Formula	Visual type
Which US state groups are titles likely to spread to?	Count titles by column countly block in this sheet	Filled map

Chart 3 - How many bills didn't pass in the US?

Business Question	Formula	Visual type
How many bills didn't pass every month?	Count of titles where type = legislation and status = failed or expired	Stacked bar chart



Page “Status of Titles”

Chart 1 - Status of issues

Business Question	Formula	Visual type
What is the status distribution of titles within every type	Count of titles	A Bar chart with a filter

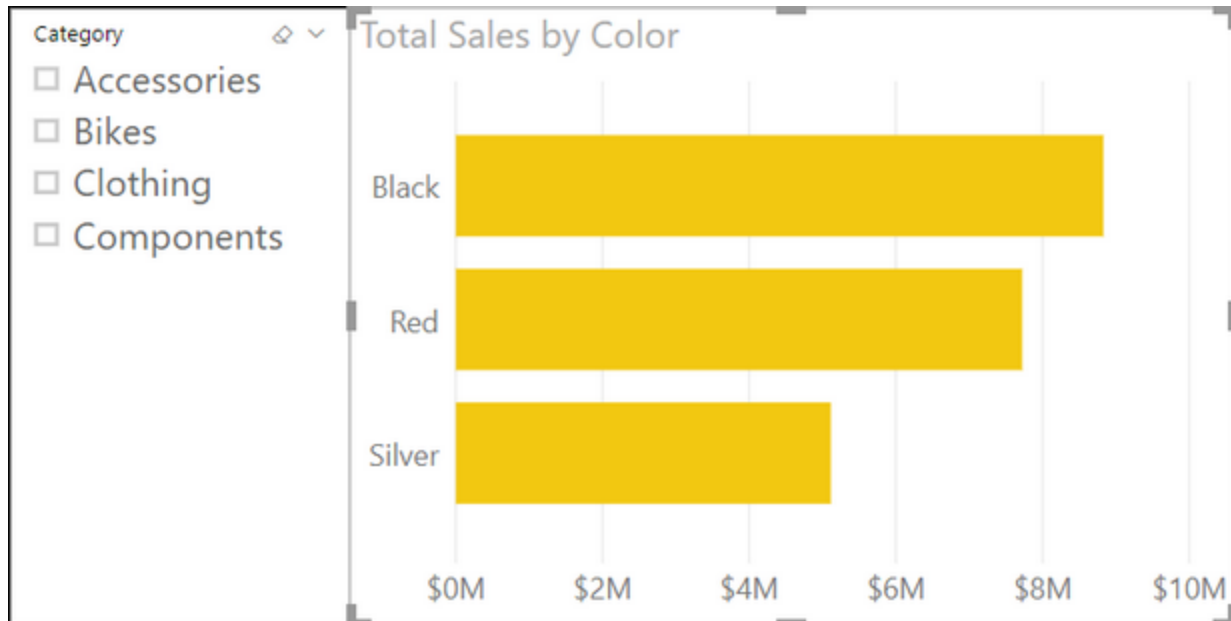
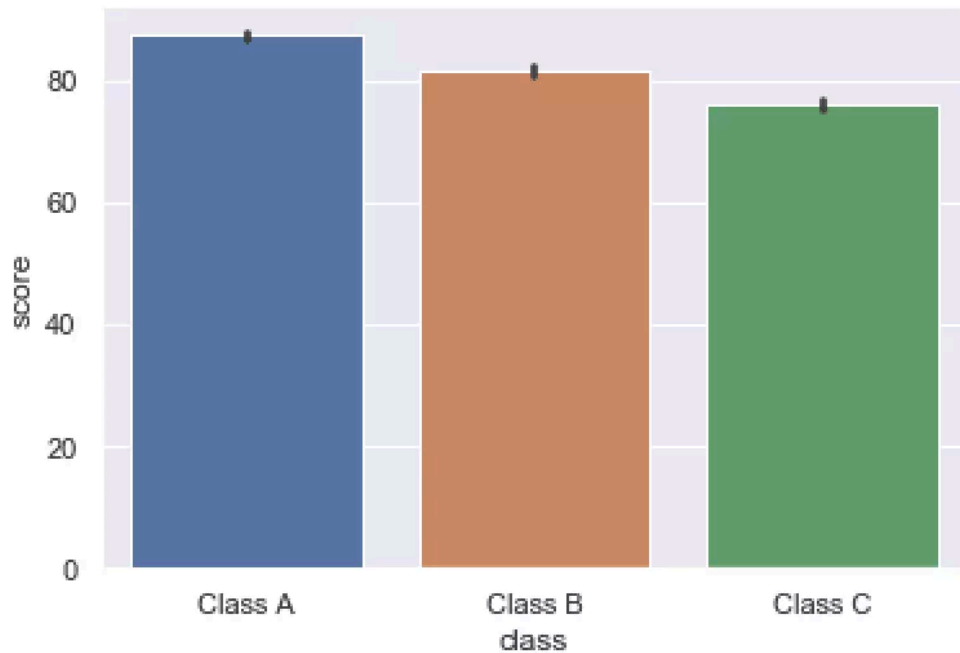


Chart 2 - Effectiveness of lobbying

Business Question	Formula	Visual type
How effective google have been advocacy	Count of titles where status = "Public Consultation" OR Private hearing Break it down by impact	Vertical bar chart



Sort by negative, unclear, neutral, positive

Chart 3 - Regulatory fines trend

Business Question	Formula	Visual type
How many regulatory fines Google has encountered	Count of titles where Title = "Regulatory fine" Use adopted date	Line chart with a trendline

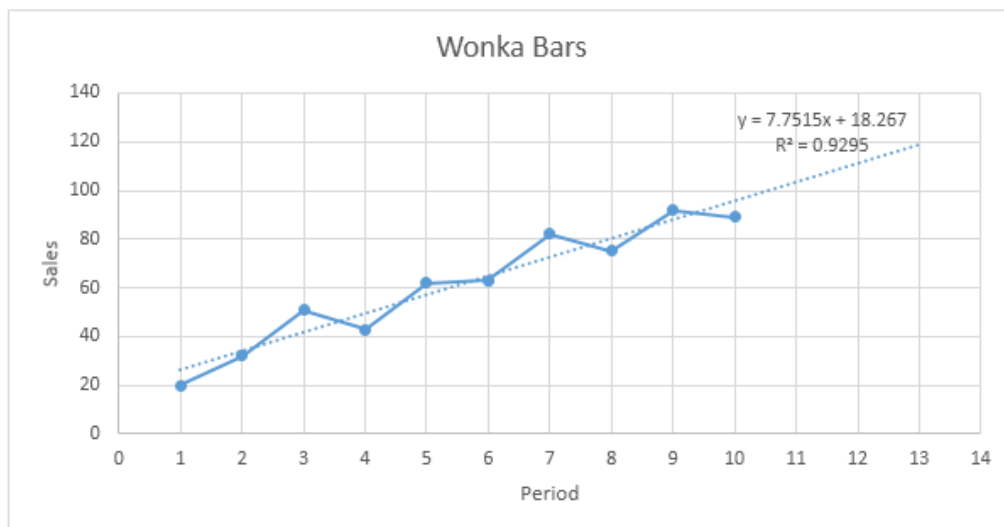
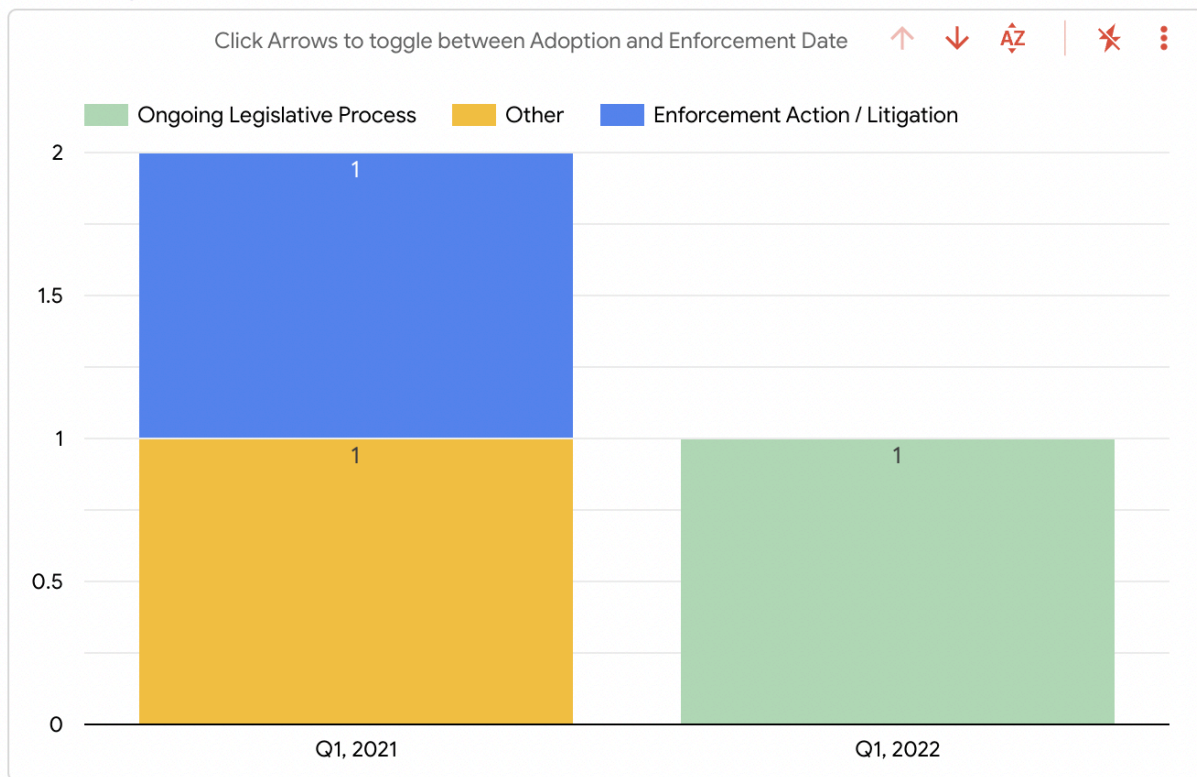


Chart 4 - Investigation trend

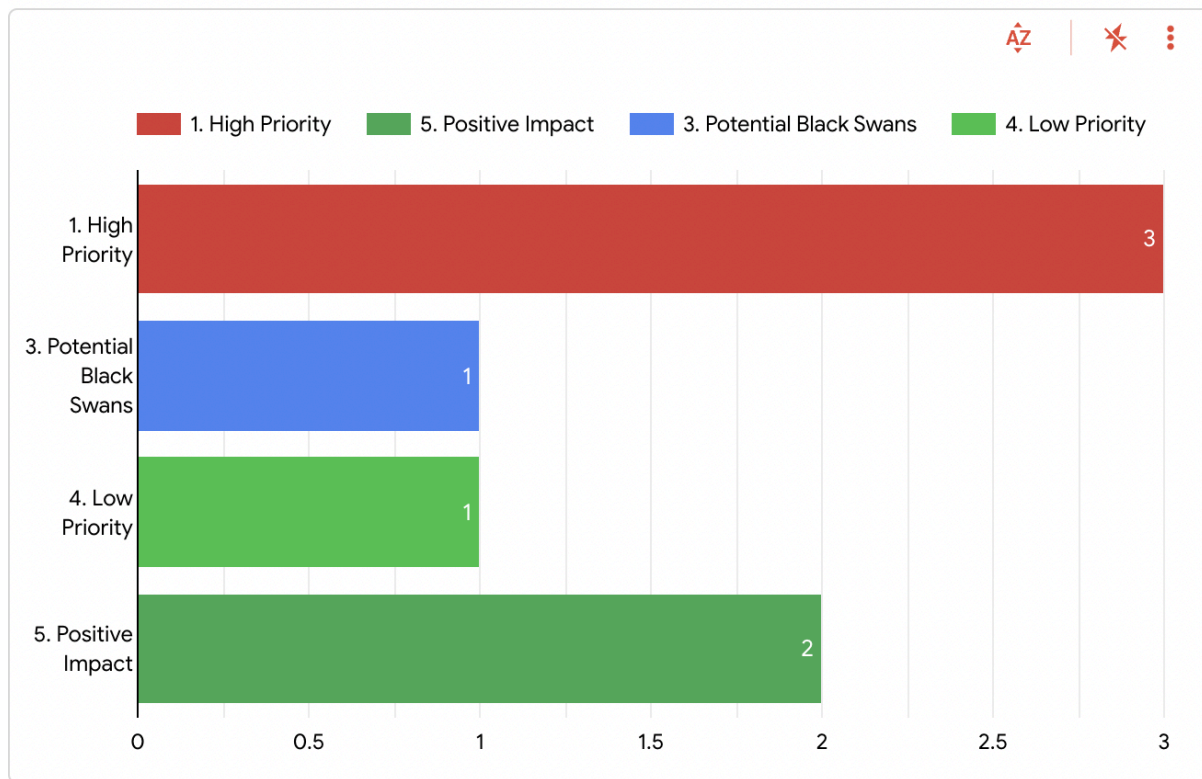
Business Question	Formula	Visual type
How many investigations happen against google	Count of titles where title = "Investigation/Enquiry" Use Status for legend Use adopted date for x axis	Stacked bar chart

Investigation trend



Change to pivot table instead – on region/type of issues

Impact of Public Hearing



Change to impact: Positive, negative unclear neutral