Localized Dissemination System

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Plan

- Purpose
- User groups
- Daily press releases
- Press Room press releases
- Future works
Purpose

Providing data and knowledge to support decisions

• Sending customized information to users
  – at the same time
  – at the same format
  – at the local level

• Nearly 23 thousand users

• 1 press release => 1 + 26 = 27 press releases
## User Groups

<table>
<thead>
<tr>
<th>User Groups</th>
<th>Number of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>VK - Governors, Mayors</td>
<td>VK - 1,918</td>
</tr>
<tr>
<td>M - Members of Parliament</td>
<td>M - 600</td>
</tr>
<tr>
<td>BY - Regional Managers</td>
<td>BY - 2,235</td>
</tr>
<tr>
<td>MY - Central Managers</td>
<td>MY - 330</td>
</tr>
<tr>
<td>BSN - Regional Media Institutions</td>
<td>BSN - 3,530</td>
</tr>
<tr>
<td>UBSN - National Media Institutions</td>
<td>UBSN - 357</td>
</tr>
<tr>
<td>OD - Union of Chambers</td>
<td>OD - 466</td>
</tr>
<tr>
<td>ÜN - Rector, Dean and Academicians</td>
<td>ÜN - 10,319</td>
</tr>
<tr>
<td>MH - Village Headman</td>
<td>MH - 2,439</td>
</tr>
<tr>
<td>DK - Other Users</td>
<td>DK - 495</td>
</tr>
</tbody>
</table>
# User Groups

|       | Total | İstanbul | Ankara | Antalya | Kayseri | ...
|-------|-------|----------|--------|---------|---------|-------
| Labour Force |       |          |        |         |         |       
| CPI    |       |          |        |         |         |       
| House Sales |     |          |        |         |         |       
| Foreign Trade |    |          |        |         |         |       
| Tourism |       |          |        |         |         |       
| ...    |       |          |        |         |         |       |
Daily Press Releases

Consumer Price Index, April 2019 (03/05/2019)

Turkey => Consumer Price Index (CPI) increased by 1.69% in April 2019

TR 72 (Kayseri, Sivas, Yozgat) => Consumer Price Index (CPI) increased by 1.18% in April 2019

Click for Press Release       Click for data

Sincerely

İbrahim ESENKAR
Kayseri Regional Manager

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Foreign Trade Statistics, March 2019 (30/04/2019)

Turkey => exports increased by 7.9% and imports decreased by 9.5%

Kayseri => exports increased by 6.3% and imports decreased by 7.1%

Sivas => exports increased by 15.9% and imports increased by 11.9%

Yozgat => exports decreased by 2.4% and imports decreased by 3.7%

Click for Press Release  Click for exports by provinces  Click for imports by provinces

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Press Room Press Releases

Birth and Death Statistics (03/02/2019)

While 146 babies are born every hour, 2 infants are died

Click for News for Press Room

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Future Works

- Automatization of sending process (now manually)
- Directly from database to the user’s e-mail
- More users

Providing data and knowledge to support decisions
THANK YOU