

Modulus.



SEPTEMBER 2026

Weekly digital analytics.

The Master's Academy International

REPORTING WEEK

September 1-7, 2026

DEMONSTRATION EDITION

Synthetic data. No client metrics.

The week at a glance

WEBSITE 1,200 up +20.0% vs prior Sessions 900 active users	VIDEO 450 down -10.0% vs prior Views 30.0h watch time	SOCIAL 240 flat vs prior Interactions 8 posts	EMAIL 2.5% up +25.0% vs prior Click rate 5,000 delivered
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Synthetic data only Every value was authored for this public demonstration. The report describes no real organization, audience, or campaign.	What changed in this fixture Website sessions rose 20%; video views fell 10%; social interactions were flat. These movements demonstrate the renderer's comparison states.
A missing value stays missing Social reach is intentionally absent. Its card says Not supplied instead of converting the missing value into a zero.	How to read the example Counts, rates, prior-period comparisons, and source definitions remain separate. This fixture illustrates presentation and validation, not business performance.

THIS WEEK'S HIGHLIGHT PER CHANNEL

WEBSITE EXAMPLE MOVEMENT 1,200 sessions 200 more than the prior synthetic period.	VIDEO EXAMPLE MOVEMENT 450 views 50 fewer than the prior synthetic period.	SOCIAL EXAMPLE GAP Reach not supplied Unknown stays distinct from zero.	EMAIL EXAMPLE RATE 2.5% click rate 125 unique clickers / 5,000 delivered.
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WEBSITE

Website

Synthetic website activity. All values were authored for demonstration; the acquisition categories reconcile to the sessions total.

SESSIONS

1,200

up +20.0% vs prior

Visits in the synthetic period.

ACTIVE USERS

900

up +12.5% vs prior

Distinct synthetic active users.

ENGAGEMENT RATE

60.0%

up +9.1% vs prior

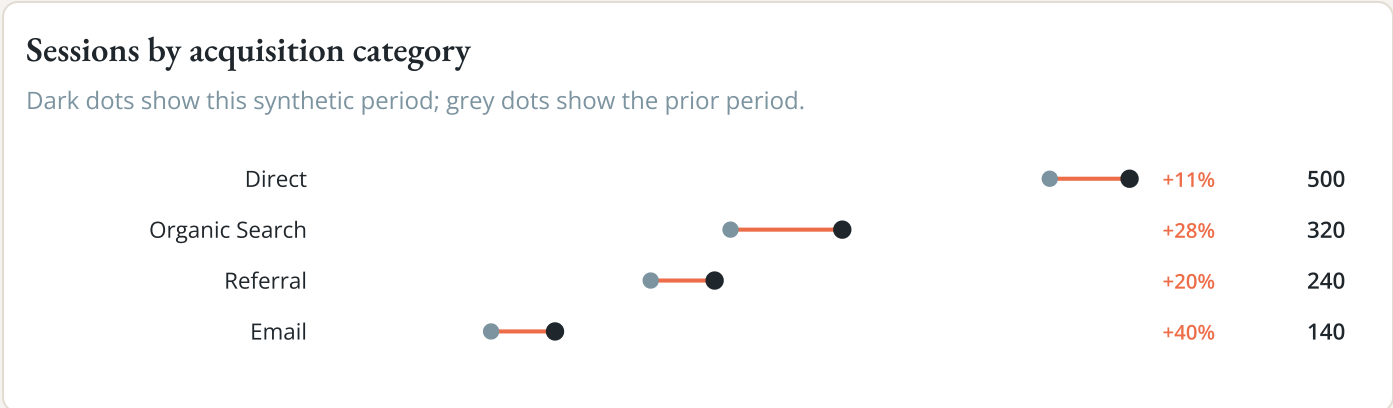
Share of synthetic visits marked engaged.

ENGAGEMENT TIME

42.0s

up +10.5% vs prior

Synthetic engagement seconds per session.



Recommendation

Verify the total. The four current categories sum to 1,200 sessions; the prior categories sum to 1,000. This is a fixture consistency check, not a growth recommendation.

VIDEO

Video

Synthetic video activity. Daily points sum to the period totals shown above the chart.

VIEWS

450

down -10.0% vs prior
Synthetic video views.

WATCH TIME

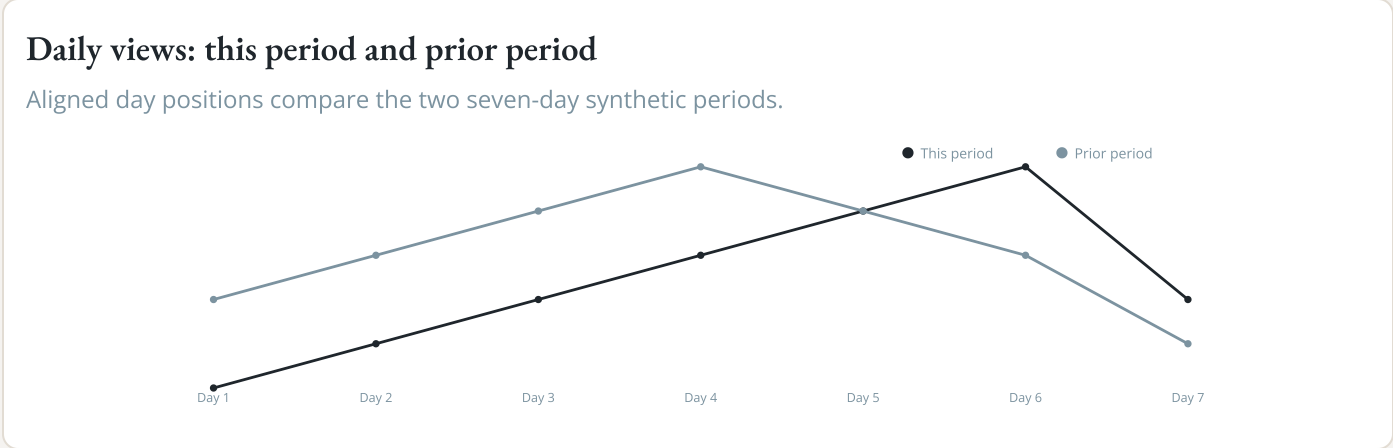
30.0h

down -6.2% vs prior
Synthetic viewing hours.

SUBSCRIBERS GAINED

12

up +20.0% vs prior
Synthetic new subscribers.



Recommendation

Interpret the comparison carefully. A 10% decline is a property of the demonstration data. No conclusion about a real audience or content strategy follows from it.

Social

Synthetic social activity with an intentional missing-data example. Interactions and reach represent different quantities.

INTERACTIONS

240

flat vs prior

Synthetic visible post actions.

POSTS

8

flat vs prior

Synthetic posts in the period.

REACH

Not supplied

No comparison

Distinct people reached; omitted in this fixture.

Interactions by category

Each category compares this period with the prior synthetic period.

Likes

Period	Value
Last	150
This	160

+6.7% vs prior

Comments

Period	Value
Last	60
This	50

-17% vs prior

Shares

Period	Value
Last	30
This	30

+0% vs prior

Recommendation

Preserve the unknown state. Reach is not supplied. An exposure-based engagement rate cannot be calculated from these inputs.

Data gaps: Reach is intentionally absent from the synthetic fixture.

Email

Synthetic email activity. Click rate uses delivered messages as its denominator; campaign names are invented.

CLICK RATE

2.5%

up +25.0% vs prior

Unique clickers divided by delivered messages.

DELIVERED

5,000

flat vs prior

Synthetic delivered messages.

UNIQUE CLICKERS

125

up +25.0% vs prior

Synthetic distinct recipients who clicked.

Synthetic campaign detail

Two invented campaigns reconcile to the aggregate counts.

CAMPAIGN	DELIVERED	CLICKERS	CLICK RATE
Sample newsletter A	3,000	75	2.5%
Sample newsletter B	2,000	50	2.5%

Recommendation

Keep the denominator visible. 125 unique clickers divided by 5,000 delivered messages equals 2.5%. The change from 2.0% is 0.5 percentage points, or 25% relative.

Glossary and sources

Plain-language definitions for the terms used throughout, so the report stands on its own for any reader.

Synthetic fixture

Values authored solely to demonstrate software behavior; not real observations.

Percentage points

The arithmetic difference between two percentages; 2.5% minus 2.0% is 0.5 points.

Source lineage

Each chart, metric, and summary points to its synthetic input source.

Prior-period change

(Current minus prior) divided by the absolute prior value, expressed as a percent.

Missing data

An unavailable value, represented separately from a measured zero.

Rendering checks

The actual renderer checks overflow, SVG text bounds, page numbering, and the final physical page count.

Where the numbers come from. Website synthetic fixture, Video synthetic fixture, Social synthetic fixture, Email synthetic fixture. All sources are read-only; nothing is posted or changed.