



Clickstream para Learning analytics en Moodle



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1. Moodle, entorno de múltiples realidades
2. Negociación
3. Script Google Analytics



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1

Moodle es un entorno de múltiples realidades



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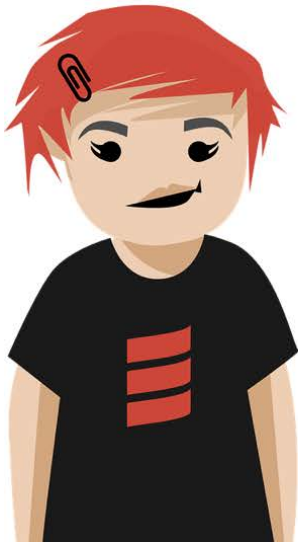
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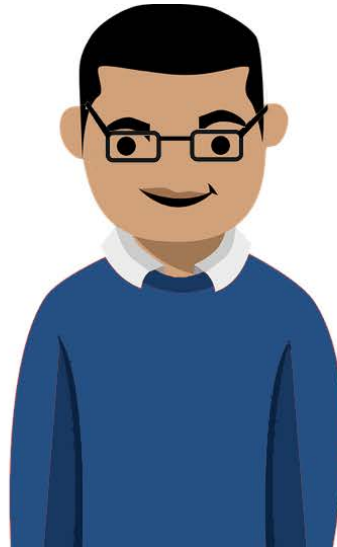
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Administradores



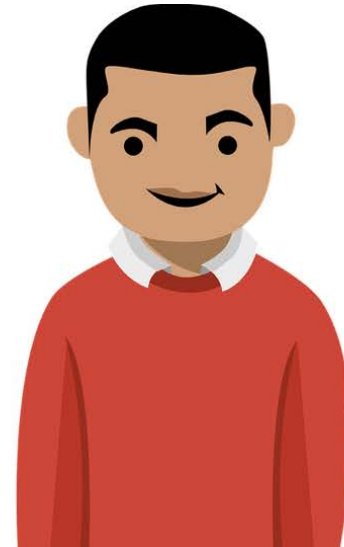
Developer
altruista



Principal



Docente



Investigador



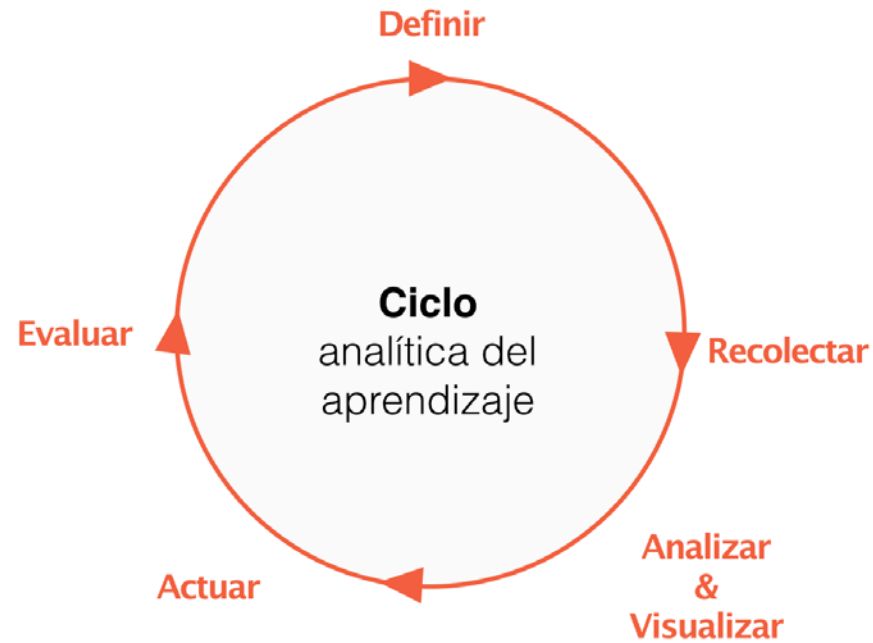
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xRealidades = xIntereses

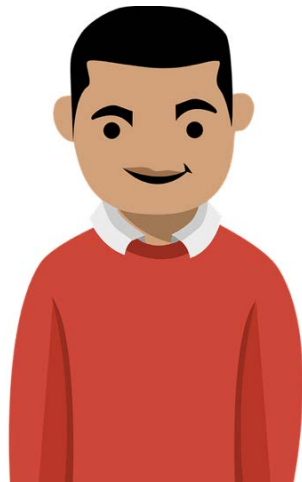


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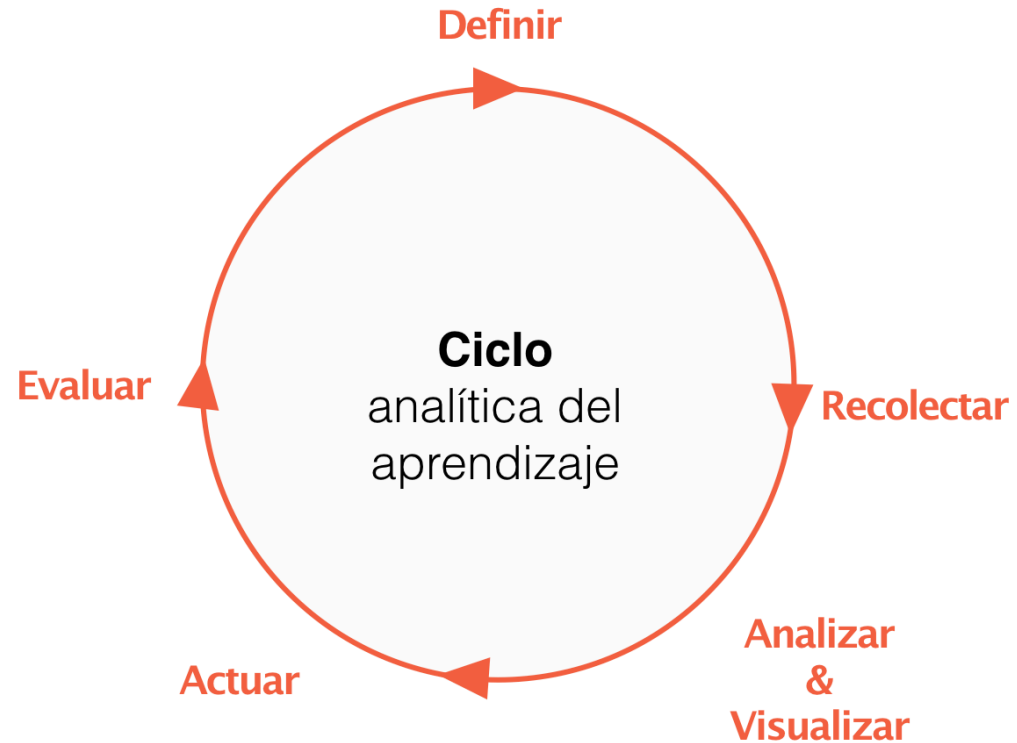
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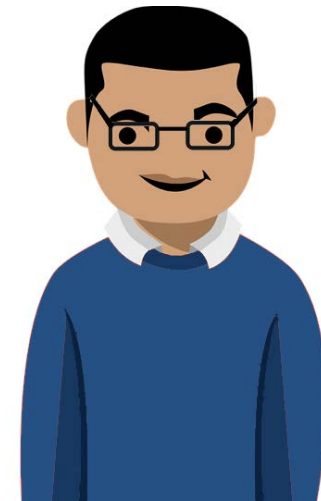
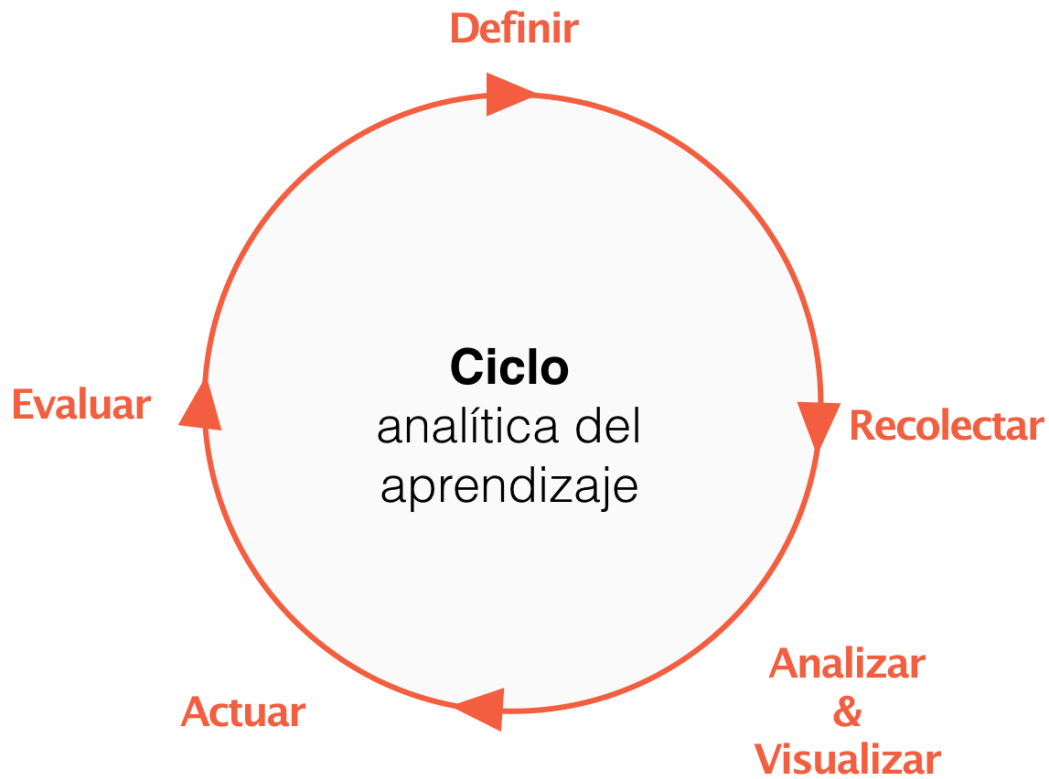
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Investigador





Principal

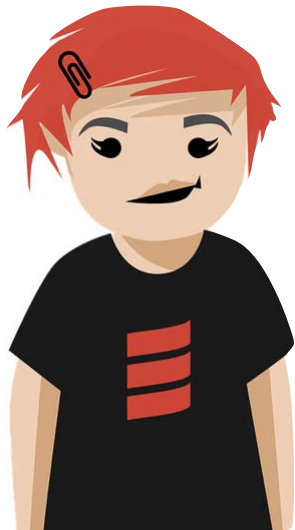


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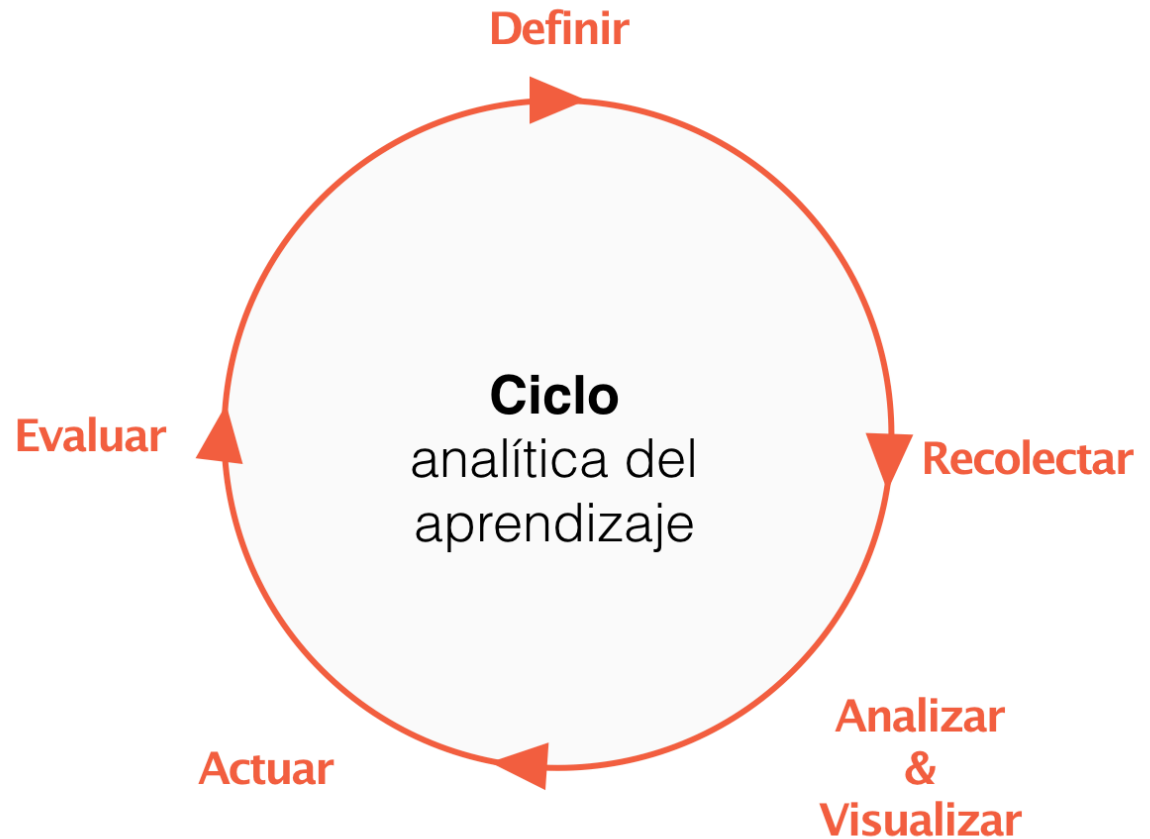
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¿Docente?

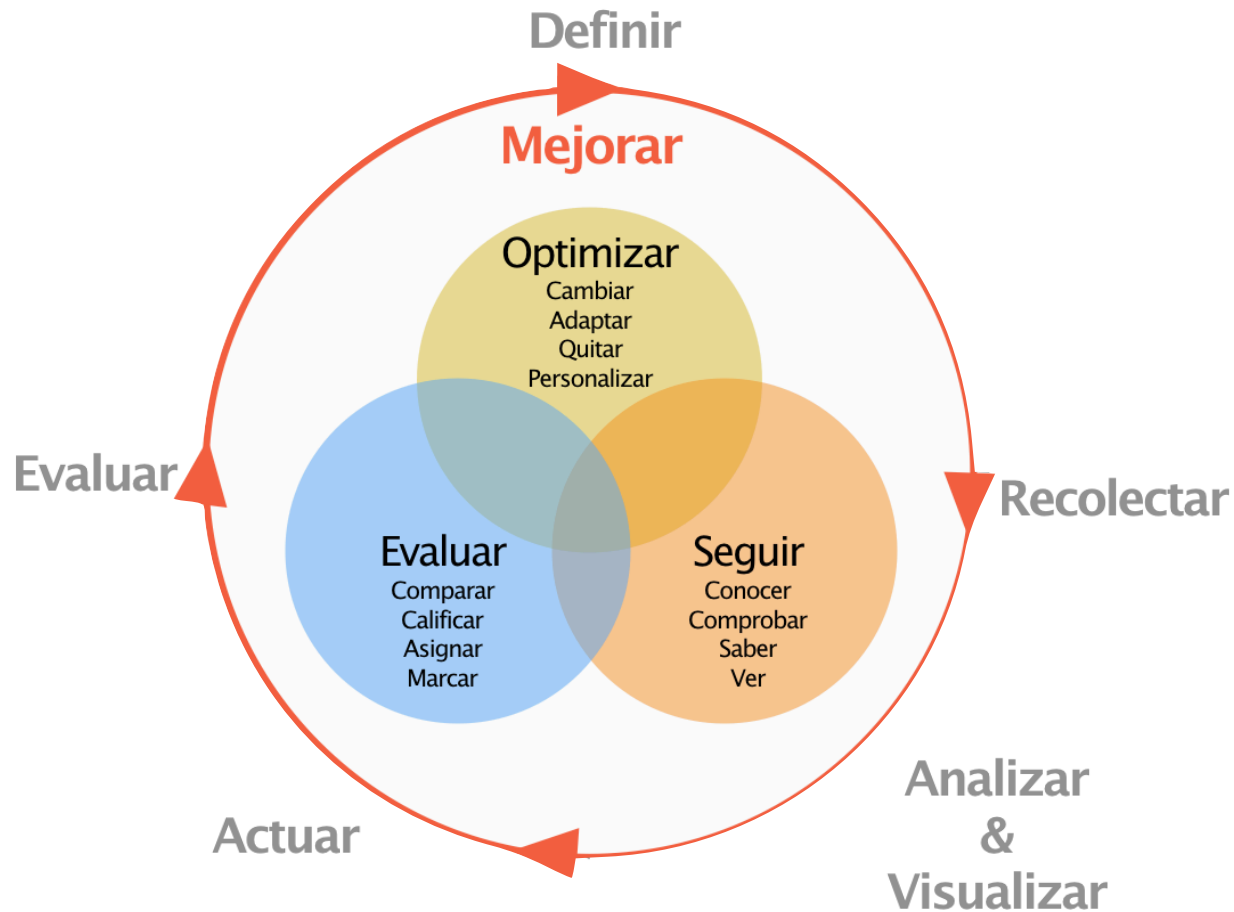


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2

Negocificación

Aplicar técnicas de negocio a entornos de no negocio: **ClickStream**



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2.1

Desarrollos externos

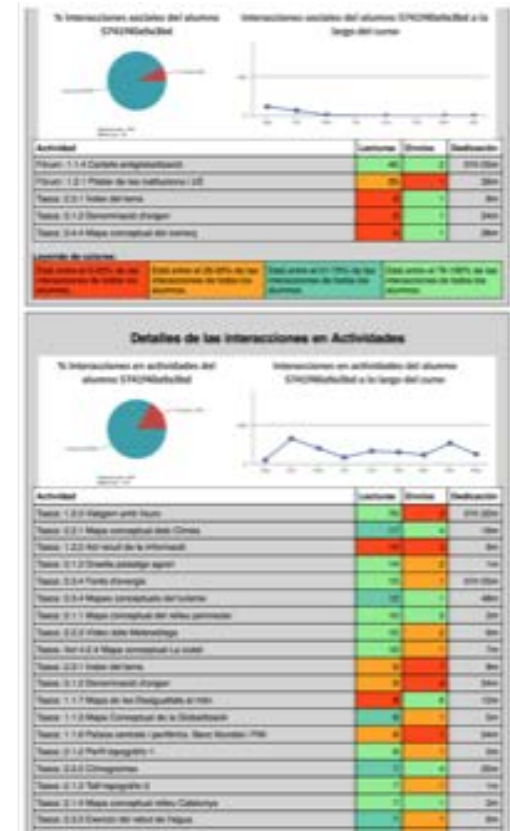


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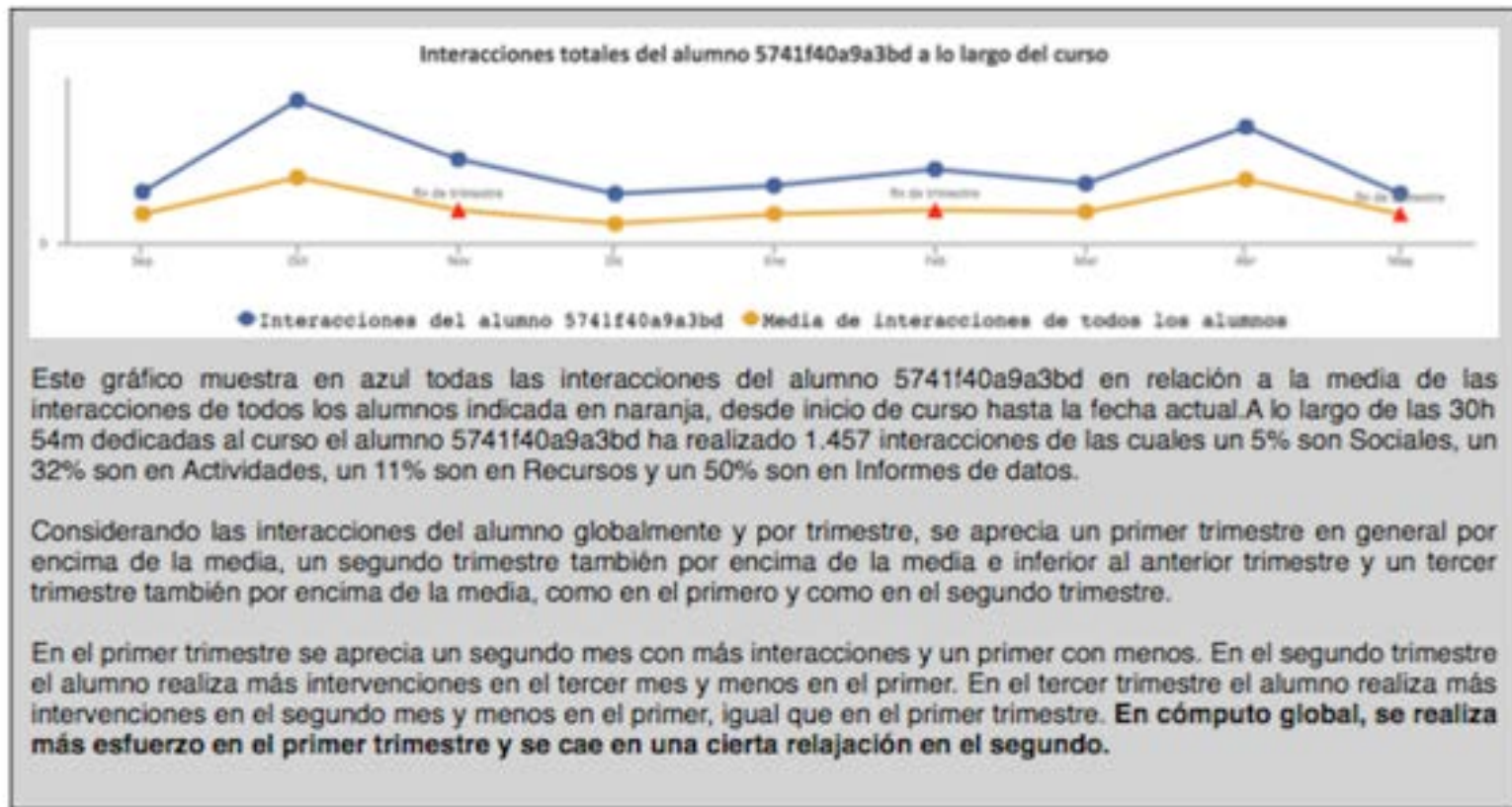
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2.- Visualizaciones de las interacciones y tendencia a lo largo del curso

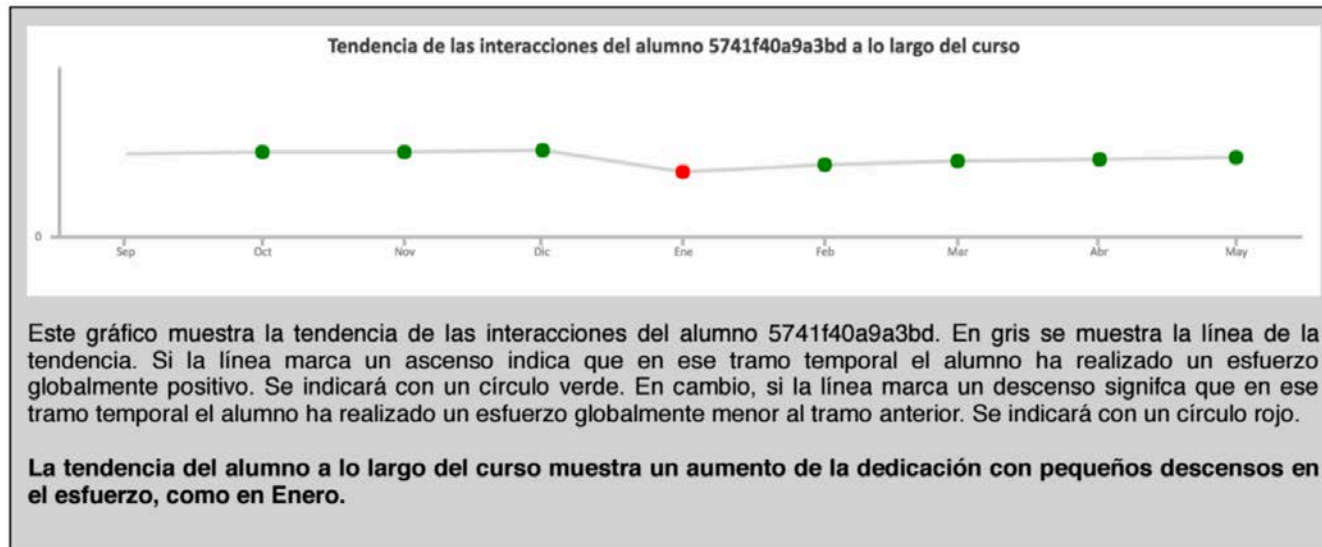


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4.- Conclusiones

A lo largo de las 30h 54m dedicadas al curso el alumno 5741f40a9a3bd ha realizado 1.457 interacciones de las cuales un 5% son Sociales, un 32% son en Actividades, un 11% son en Recursos y un 50% son en Informes de datos.

Considerando las interacciones del alumno globalmente y por trimestre, se aprecia un primer trimestre en general por encima de la media, un segundo trimestre también por encima de la media e inferior al anterior trimestre y un tercer trimestre también por encima de la media, como en el primero y como en el segundo trimestre.

En el primer trimestre se aprecia un segundo mes con más interacciones y un primer con menos. En el segundo trimestre el alumno realiza más intervenciones en el tercer mes y menos en el primer. En el tercer trimestre el alumno realiza más intervenciones en el segundo mes y menos en el primer, igual que en el primer trimestre. **En cómputo global, se realiza más esfuerzo en el primer trimestre y se cae en una cierta relajación en el segundo.**

La tendencia del alumno a lo largo del curso muestra un aumento de la dedicación con pequeños descensos en el esfuerzo, como en Enero.



2.2

Clickstream

Aproximación para mejorar el seguimiento del alumno a un nivel más profundo



+



Google Analytics

(+



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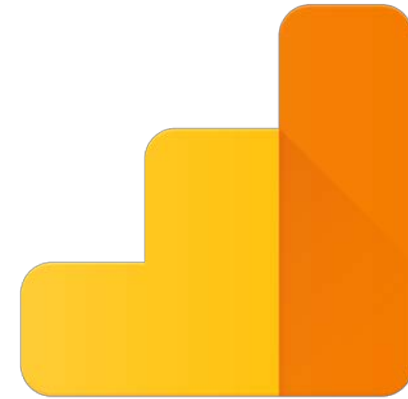
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¿Qué ofrece?

- 99% de la información que ofrecen los plugins de analítica de Moodle.
- Nivel más detallado de las interacciones de los alumnos.
- Muchas más posibilidades de análisis de las interacciones de los alumnos.



Google Analytics



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Seguimiento a tiempo real

Por alumno y actividad

Captura de interacciones a tiempo real

Overview

Create Shortcut **BETA** 

Right now

1

active users on site

DESKTOP

100%

Pageviews

Per minute

15

10

5

-26 min

-21 min

-16 min

-11 min

-6 min

...

Per second

1.5

1

0.5

-60 sec

-45 sec

-30 sec

-15 sec

Top Referrals:

Source	Active Users	↓
There is no data for this view.		

Top Active Pages:

Active Page	Active Users	↓
1. /ESOMOOC/#ESOMOOC14MA+-+l...iles/Presentaciones/admin	1	100.00%



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Seguimiento mediante segmentación

Análisis selectivo

Por datos demográficos

SaveCancelPreviewSegment is visible in any View [Change](#)

Demographics

Technology 1

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Demographics

Segment your users by demographic information.

Age ? ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65+

Gender ? ☐ Female ☐ Male ☐ Unknown

Language ? contains

Affinity Category (reach) ? contains

In-Market Segment ? contains

Other Category ? contains

Location ? Continent contains

Summary

62.49%

of users

Users
633

Sessions
5,048
79.91% of sessions

Technology

Operating System: contains "Windows"



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Por tecnología

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Demographics

Technology 1

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Technology

Segment your users' sessions by their web and mobile technologies.

Operating System ?

contains

Windows

Operating System Version ?

contains

Browser ?

contains

Browser Version ?

contains

Screen Resolution ?

contains

Device Category ?

contains

Mobile (Including Tablet) ?

☐ Yes ☐ No

Summary

62.49%

of users

Users

633

Sessions

5,048

79.91% of sessions

Technology ✕

Operating System: contains "Windows"



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Por comportamiento

SaveCancelPreviewSegment is visible in any View [Change](#)

Demographics

Technology 1

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions

Sequences

Behavior

Segment your users by how often they visit and conduct transactions.

Sessions ?

= ▼

Days Since Last Session ?

= ▼

Transactions ?

per user ▼ = ▼

Session Duration ?

per user ▼ = ▼

Summary

62.49%

of users

Users
633

Sessions
5,048
79.91% of sessions

Technology ×
Operating System: contains "Windows"



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Condicional

Demographics

Technology 1

Behavior

Date of First Session

Traffic Sources

Advanced

Conditions 1

Sequences

Conditions

Segment your users and/or their sessions according to single or multi-session

Filter

Sessions ▾

Include ▾

Page ▾

matches regex ▾

— C

+ Add Filter



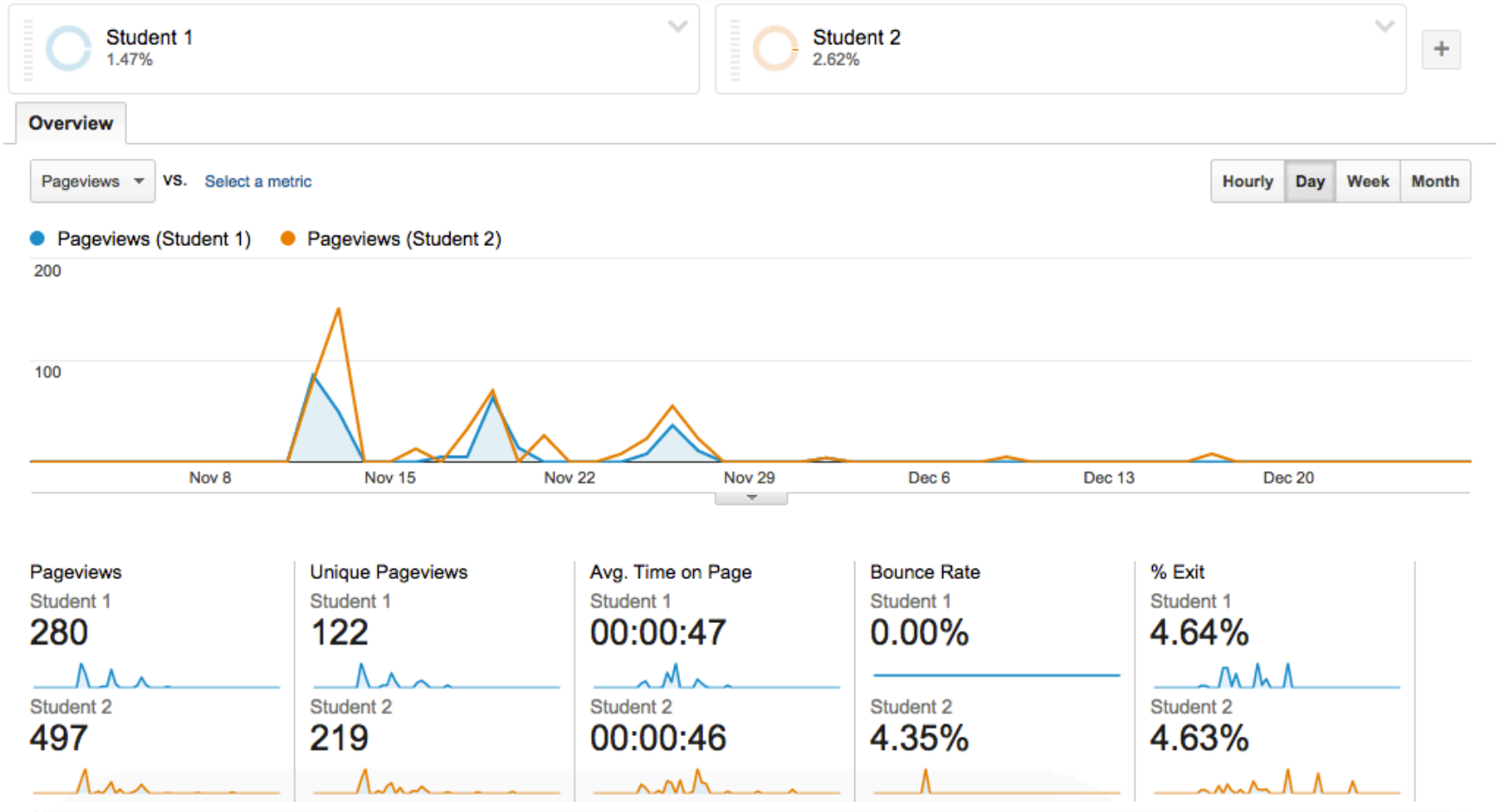
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¡Seguimiento comparativo!



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Seguimiento mediante el tiempo de dedicación

Conocer el esfuerzo en base a la variable tiempo

Dedicación por tramos de segundos

Distribution

Session Duration [Page Depth](#)

Curso Moodle Tecnología
Manu Rodríguez

Sessions

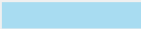
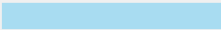
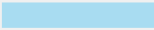
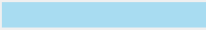
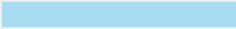
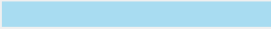
5,048

% of Total: 79.91% (6,317)

Pageviews

19,169

% of Total: 81.40% (23,549)

Session Duration [?]	Sessions [?]	Pageviews [?]
0-10 seconds	1,131 	2,060 
11-30 seconds	1,272 	3,263 
31-60 seconds	708 	2,279 
61-180 seconds	738 	3,039 
181-600 seconds	581 	3,491 
601-1800 seconds	527 	3,990 
1801+ seconds	91 	1,047 



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Dedicación por profundidad de páginas

Distribution

Session Duration Page Depth

Curso Moodle Tecnología

Sessions

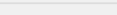
5,048

% of Total: 79.91% (6,317)

Pageviews

19,169

% of Total: 81.40% (23,549)

Page Depth ?	Sessions ?	Pageviews ?
1	301 	301 
2	1,909 	3,818 
3	1,299 	3,897 
4	397 	1,588 
5	332 	1,660 
6	198 	1,188 
7	166 	1,162 
8	96 	768 
9	77 	693 
10	56 	560 
11	44 	484 



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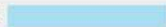
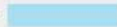
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Dedicación comparada con grupo clase

Distribution

Session Duration [Page Depth](#)

Curso Moodle Tecnología	Sessions 5,048 % of Total: 79.91% (6,317)	Pageviews 19,169 % of Total: 81.40% (23,549)
All Users	Sessions 6,317 % of Total: 100.00% (6,317)	Pageviews 23,549 % of Total: 100.00% (23,549)

Session Duration ?	Sessions ?	Pageviews ?
0-10 seconds		
Curso Moodle Tecnología Manu Rodriguez	1,131 	2,060 
All Users	1,548 	2,778 
11-30 seconds		
Curso Moodle Tecnología Manu Rodriguez	1,272 	3,263 
All Users	1,492 	3,784 
31-60 seconds		
Curso Moodle Tecnología Manu Rodriguez	708 	2,279 
All Users	830 	2,658 
61-180 seconds		



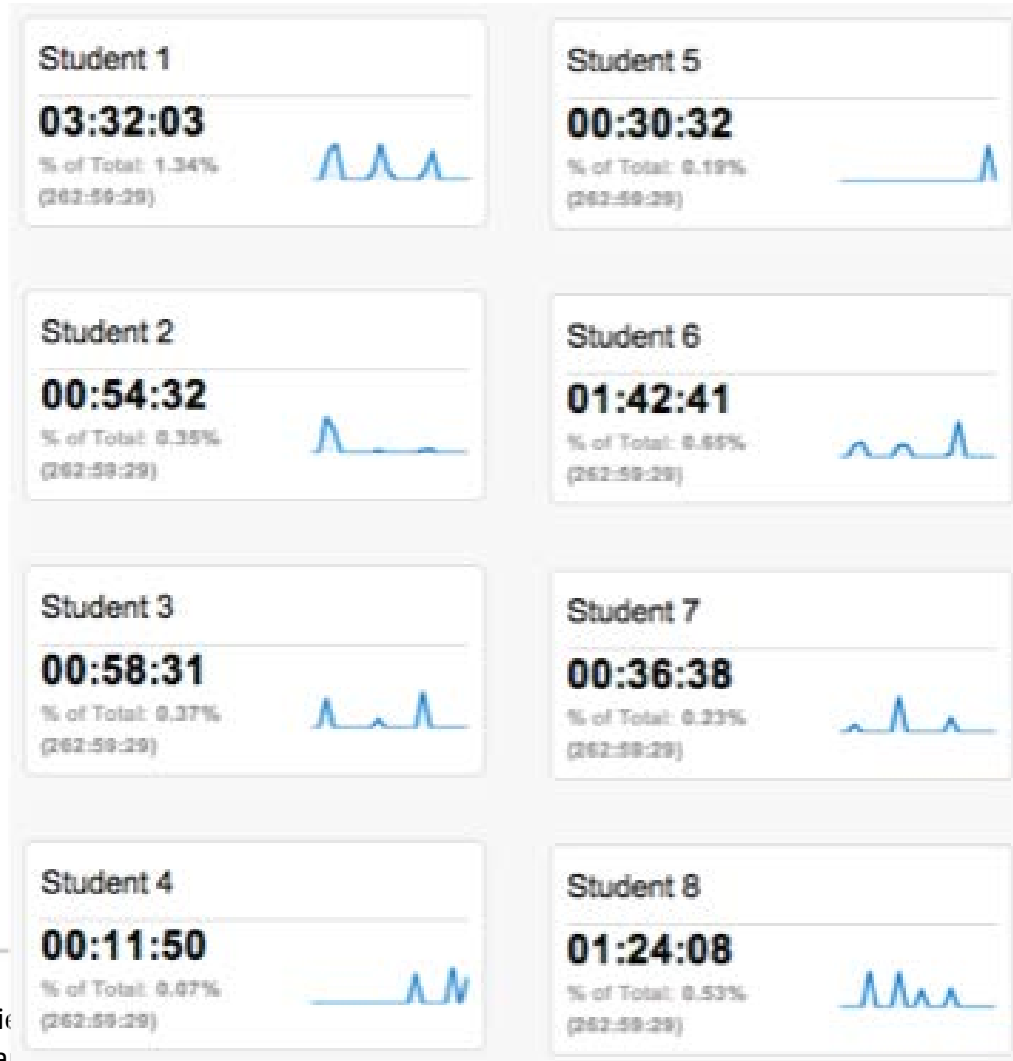
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Dashboard esfuerzo/tiempo



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El tiempo de dedicación es solo una variable

de todas las disponibles en el Clickstream

Seguimiento mediante eventos

Control de recursos como saber cuántas veces se ha visto un vídeo, qué minutos ha repetido, si ha leído todo un documento o se ha quedado a la mitad, si ha reproducido todo un audio y si lo ha hecho ha habido momentos en que ha tirado para atrás...

¡Incluso se puede gamificar si se les asigna valor!

Total Events

10,296



Unique Events

9,163



Event Value

1,663,798



Avg. Value

161.60



Sessions with Event

2,515



Events / Session with Event

4.09



Top Events

Event Category

Event Action

Event Label

Event Category

1. Reading

Total Events

10,296

% Total Events



100.00%

[view full report](#)

Top Events

Event Category

Event Action

Event Label

Event Action

1. ArticleLoaded

2. StartReading

3. ContentBottom

4. PageBottom

Total Events

4,260

3,459

2,499

78

% Total Events

41.38%

33.60%

24.27%

0.76%

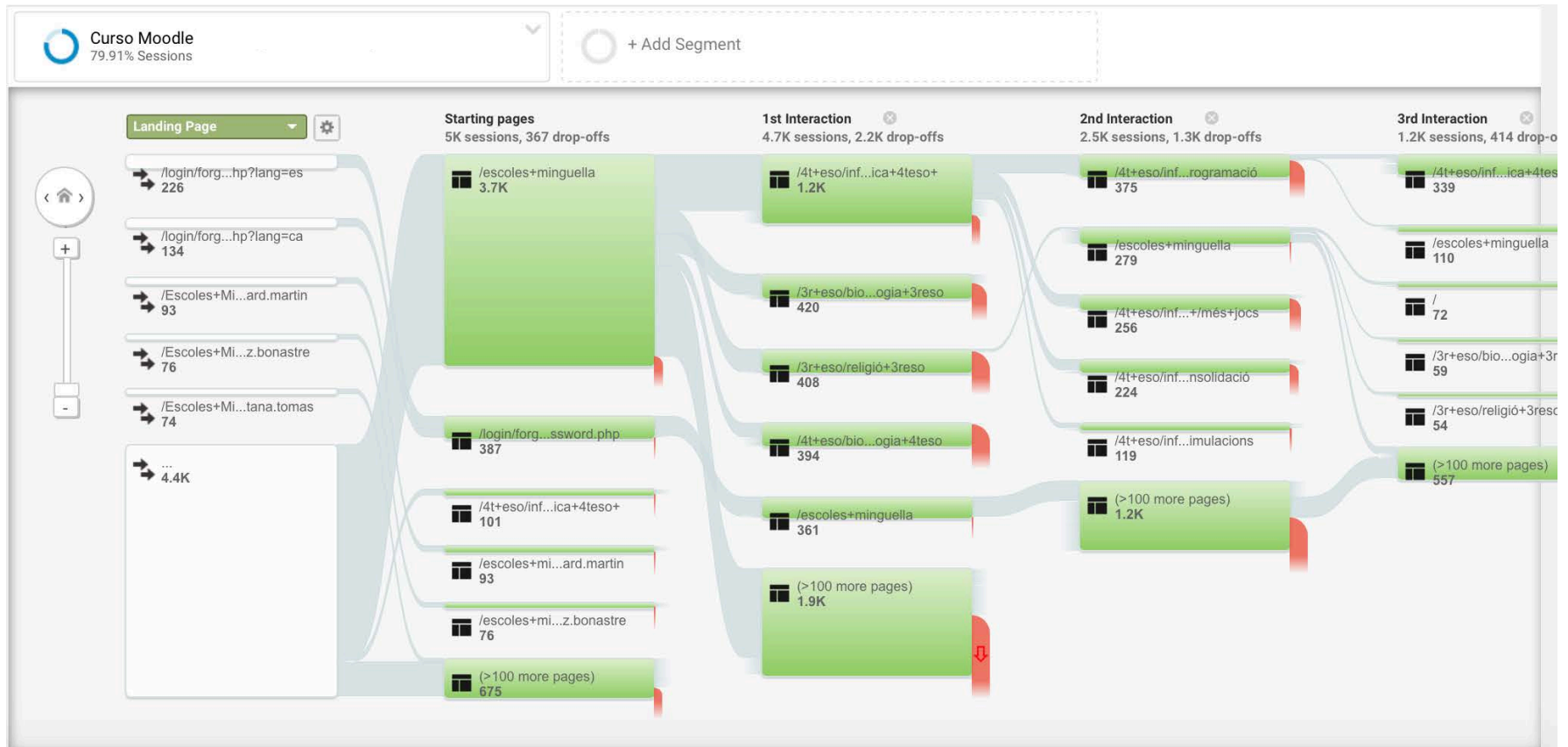
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Seguimiento mediante el Flow de comportamiento

Conocer qué ha hecho el alumno desde que entra en el EVA hasta que sale

De dónde viene y a dónde va según accesos



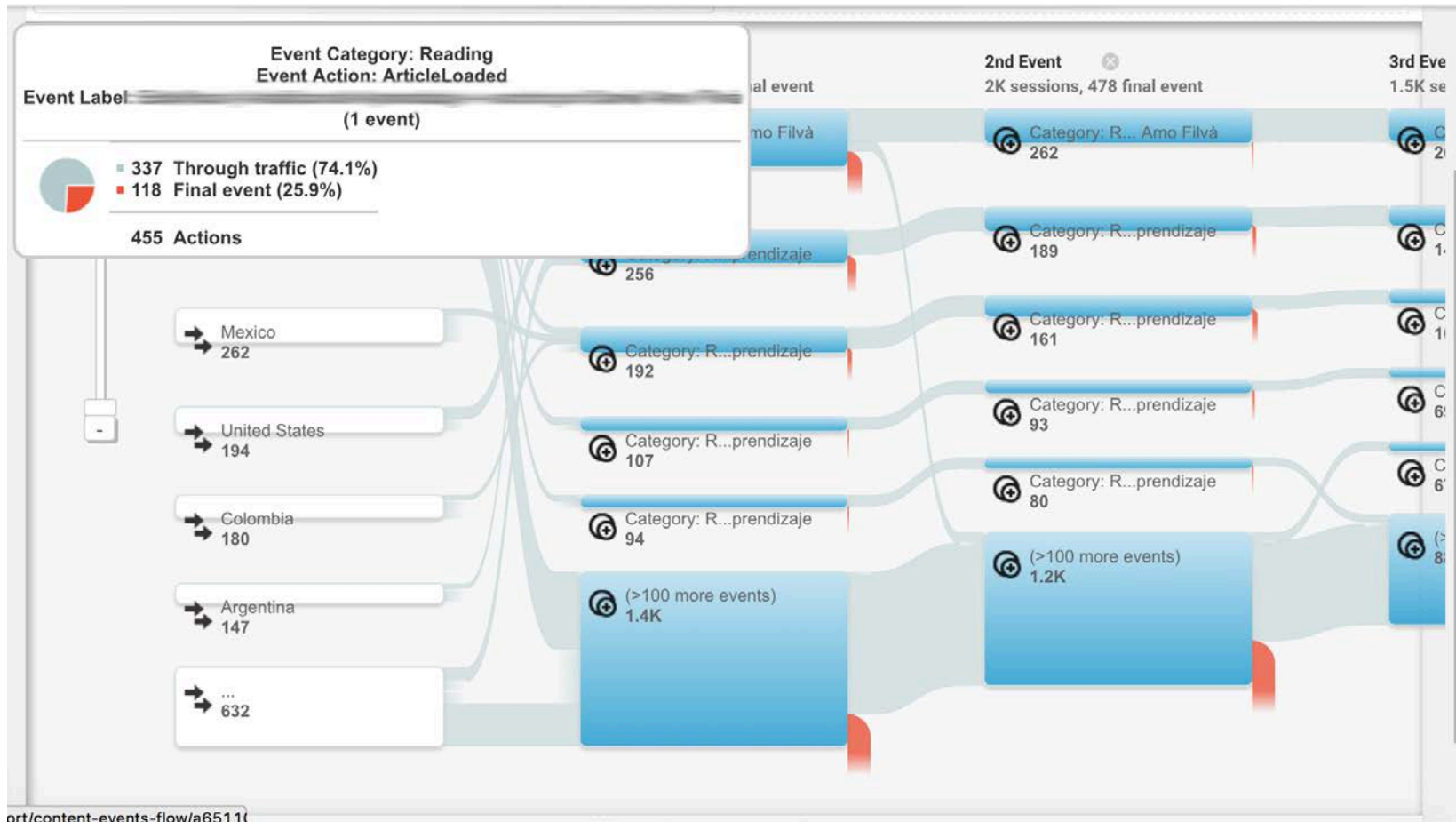
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De dónde viene y a dónde según eventos



ort/content-events-flow/a6511f



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Seguimiento mediante Machine Learning

Conocer qué ha hecho el alumno desde que entra en el EVA hasta que sale mediante la agrupación automática de Google Analytics

Agrupación predictiva de usuarios

User Explorer

Client Id [?]	Sessions [?] ↓	Avg. Session Duration [?]	Bounce Rate [?]	Revenue [?]	Transactions [?]	Goal Conversion Rate [?]
1. 189386908.1475738405	103 (1.63%)	00:05:17	1.94%	\$0.00 (0.00%)	0 (0.00%)	0.00%
2. 14610911.1476951798	102 (1.61%)	00:04:46	1.96%	\$0.00 (0.00%)	0 (0.00%)	0.00%
3. 706399837.1475835254	97 (1.54%)	00:03:07	1.03%	\$0.00 (0.00%)	0 (0.00%)	0.00%
4. 1070651185.1478258265	89 (1.41%)	00:06:02	7.87%	\$0.00 (0.00%)	0 (0.00%)	0.00%
5. 446168743.1478258554	89 (1.41%)	00:03:20	6.74%	\$0.00 (0.00%)	0 (0.00%)	0.00%
6. 1019166665.1475749030	88 (1.39%)	00:05:27	3.41%	\$0.00 (0.00%)	0 (0.00%)	0.00%
7. 879700113.1476179967	83 (1.31%)	00:05:29	6.02%	\$0.00 (0.00%)	0 (0.00%)	0.00%
8. 1636317499.1475745630	80 (1.27%)	00:03:29	2.50%	\$0.00 (0.00%)	0 (0.00%)	0.00%
9. 1160143586.1476431094	77 (1.22%)	00:04:58	3.90%	\$0.00 (0.00%)	0 (0.00%)	0.00%
10. 1638266142.1477400373	76 (1.20%)	00:06:07	3.95%	\$0.00 (0.00%)	0 (0.00%)	0.00%

Show rows: Go to: 1 - 10 of 1013



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Información detallada



Client Id
189386908.1475738405

 **Acquisition Date**
Nov 04, 2016

 **Acquisition Channel**

 **Device Category**
desktop

[Return to User Explorer Report](#)

103
Sessions

09:03:38
Session Duration

\$0.00
Revenue

Create Segment

4 selected

Filter by

Sort by

Descending

Expand All

Collapse All

May 30, 2017

1 session

4:38 PM

00:36

Direct

3

☐ 4:38 PM  Viewed **Curs: Religió 3rESO** /3r+ESO/Religió+3rESO/

☐ 4:37 PM  Viewed **Escoles** /Escoles+

☐ 4:37 PM  Viewed **Contraseña olvidada** /login/forgot_password.php

May 16, 2017

1 session

4:14 PM

00:17

Direct

2



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Seguimiento por alertas

Avisos según sucedan eventos y otro tipo de variables a un nivel más profundo de lo que permite Moodle.

Google Analytics personaliza por **página**, y/o por **usuario**... per además con **otras métricas** (todas las de clickstream)

Alerta personalizada

Alert name:

Apply to: **Totes les dades de llocs web** and

Period:

☐ Send me an email when this alert triggers.

 [Setup your mobile phone](#) to receive a text message about Intelligence Alerts

Alert Conditions

This applies to

Condition

Value

Alert me when

Condition

Value

[Save Alert](#)

[Cancel](#)



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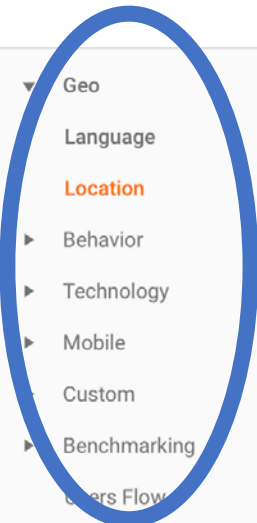
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Seguimiento de datos de acceso

Conocer

- En qué lugares se conectan
- Qué tecnología usan
- Qué navegador prefieren
- Desde qué dispositivo se conectan



		Acquisition			Behavior			Conversions	
	Country ?	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?
		6,317 % of Total: 100.00% (6,317)	11.86% Avg for View: 11.83% (0.27%)	749 % of Total: 100.27% (747)	6.62% Avg for View: 6.62% (0.00%)	3.73 Avg for View: 3.73 (0.00%)	00:03:49 Avg for View: 00:03:49 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)
☐	1.  Spain	6,286 (99.51%)	11.49%	722 (96.40%)	6.25%	3.74	00:03:50	0.00%	0 (0.00%)
☐	2.  United States	11 (0.17%)	100.00%	11 (1.47%)	90.91%	1.09	<00:00:01	0.00%	0 (0.00%)
☐	3.  Brazil	7 (0.11%)	100.00%	7 (0.93%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
☐	4.  Russia	3 (0.05%)	0.00%	0 (0.00%)	0.00%	2.00	00:07:29	0.00%	0 (0.00%)
☐	5.  United Kingdom	2 (0.03%)	100.00%	2 (0.27%)	50.00%	1.50	00:00:05	0.00%	0 (0.00%)
☐	6.  Italy	2 (0.03%)	100.00%	2 (0.27%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
☐	7. (not set)	2 (0.03%)	100.00%	2 (0.27%)	100.00%	1.00	00:00:00	0.00%	0 (0.00%)
☐	8.  Andorra	1 (0.02%)	0.00%	0 (0.00%)	0.00%	3.00	00:00:25	0.00%	0 (0.00%)



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Seguimiento del rendimiento del LMS

Conocer la carga de servidor según la variable tiempo

20 of pageviews sent page load sample

Avg. Page Load Time (sec)

Curso Moodle Tecnologi...

8.81

Avg. Redirection Time (sec)

Curso Moodle Tecnologi...

0.74

Avg. Domain Lookup Time (sec)

Curso Moodle Tecnologi...

<0.01

Avg. Server Connection Time (sec)

Curso Moodle Tecnologi...

0.08

Avg. Server Response Time (sec)

Curso Moodle Tecnologi...

1.38

Avg. Page Download Time (sec)

Curso Moodle Tecnologi...

0.11

Site Speed

Browser

Country

Page

Page

Avg. Page Load Time (sec)

1.	/login/forgot_password.php?lang=es		2.68
2.	/index.php		2.74
3.	/course/view.php?id=13		5.05
4.	/		7.36
5.	/mod/page/view.php?id=1153		8.38
6.	/course/view.php?id=27		11.75

[view full report](#)



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Centralización de las visualizaciones

Concentrar todos los datos en Dashboards, Informes personalizados o Dashboard studio

Dashboard plantillas

The screenshot shows a web interface for a dashboard template gallery. On the left, there are filters for sorting and filtering by category. The main area displays three dashboard templates, each with a title, author, date, rating, and a brief description. The templates are: 'Occam's Razor Awesomeness' by Avinash Kaushik, 'New Google Analytics User Starter Bundle' by The Google Analytics Team, and 'Content Analysis Dashboard' by Vagelis Varfis | Nudge Digital. Each template has an 'Import' button and a 'More by' link. At the bottom right, there are links for 'Go to Gallery' and 'Close'.

Sort by

- ☒ Most popular
- ☐ Latest
- ☐ Highest rating

Filter by ranking

1 2 3 4 5

☒ Show unrated

Filter by category

- ☒ Show all categories
- ☐ Acquisition
- ☐ Analytics Academy
- ☐ Branding
- ☐ Campaign
- ☐ Conversion
- ☐ Display Advertising
- ☐ Ecommerce
- ☐ Engagement
- ☐ Enhanced Ecommerce
- ☐ Lead Generation
- ☐ Mobile
- ☐ Organic Search
- ☐ Paid Search

All Solutions **Type: Dashboard** X

Occam's Razor Awesomeness
By Avinash Kaushik Aug 20, 2013
★★★★★ (301) 217,868 Like Tweet
A collection of my top Segments, custom reports and dashboards critical for any Analytics user.
[Import](#) [More by Avinash Kaushik](#)

New Google Analytics User Starter Bundle
By The Google Analytics Team Sep 20, 2013
★★★★★ (137) 205,722 Like Tweet
A bundle of the must-have dashboards, custom reports and segments for any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom...
[Import](#) [More by The Google Analytics Team](#)

Content Analysis Dashboard
By Vagelis Varfis | Nudge Digital Mar 14, 2014
★★★★★ (78) 91,338 Like Tweet
This Content Analysis Dashboard is all about analysing and providing insightful data that will help you evaluate the efficiency of the content in your website. Based on these widgets you will be able to see which one of the pages are underperforming/overper...
[Go to Gallery](#) [Close](#)



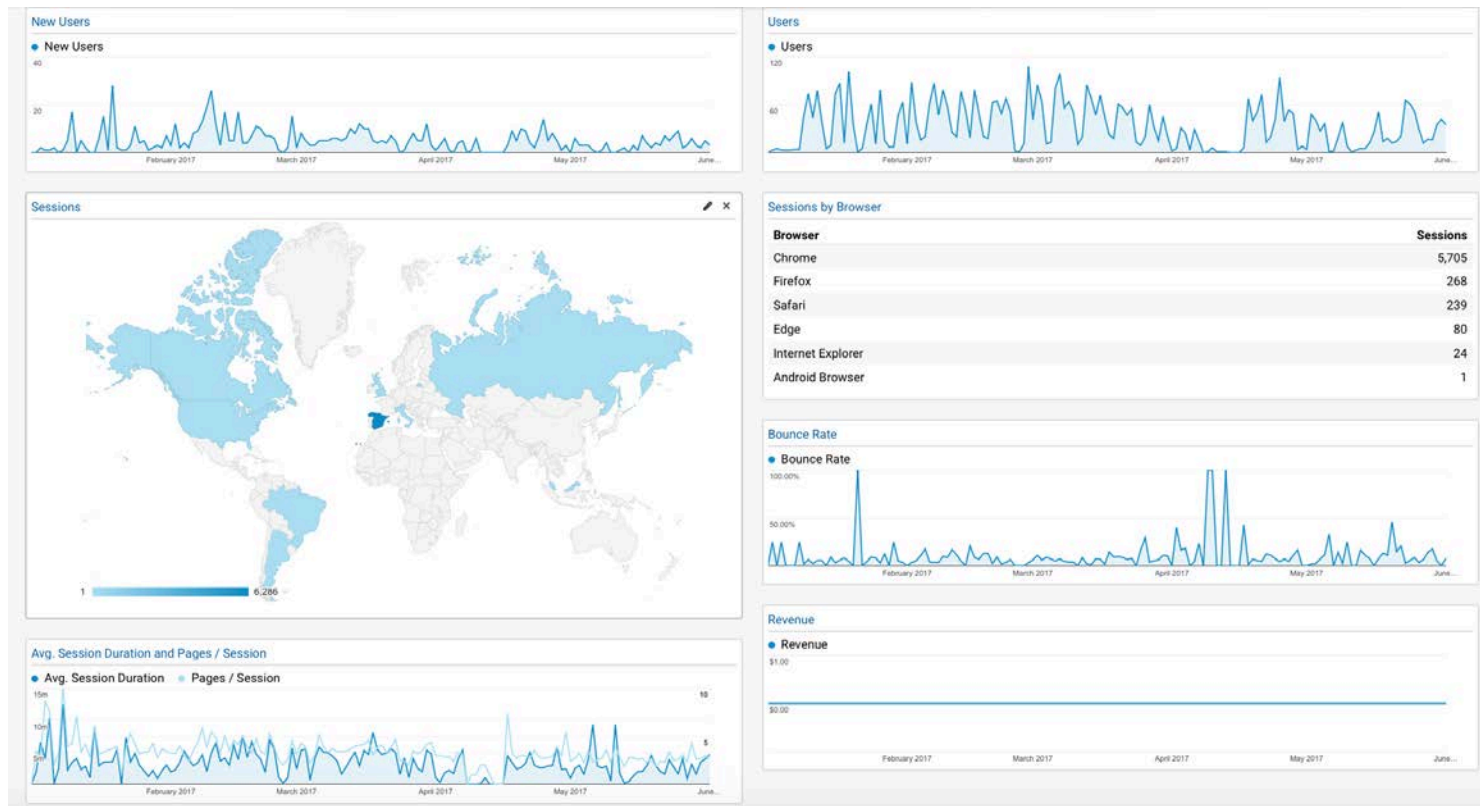
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Dashboard general



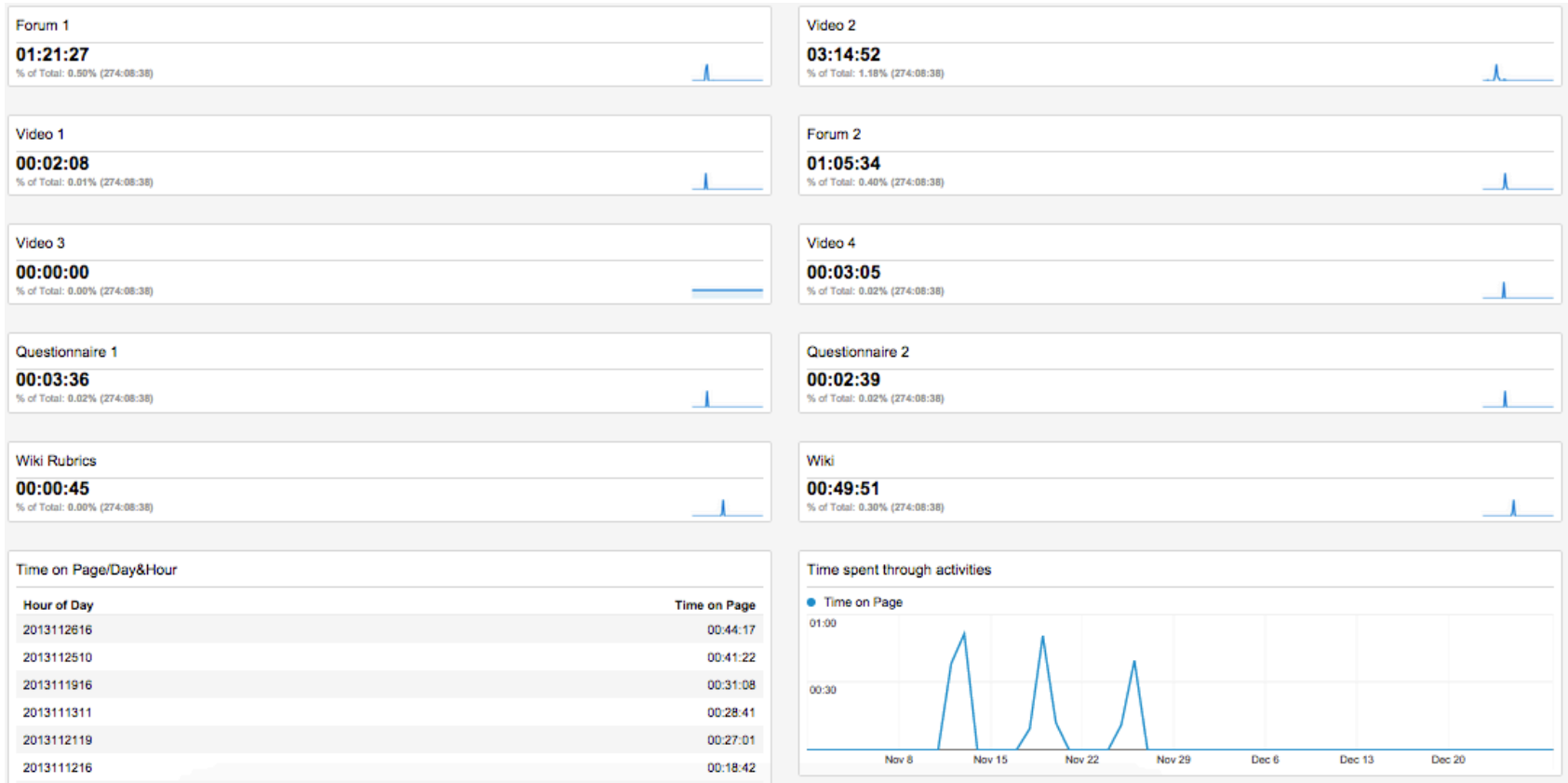
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Dashboard de un alumno



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Informes personalizados

The screenshot shows the 'Create Custom Report' interface. On the left is a sidebar with a search bar and navigation links: CUSTOMIZATION (with sub-links for Dashboards, Custom Reports, Shortcuts, and Custom Alerts), Reports (with sub-links for REAL-TIME, AUDIENCE, ACQUISITION, BEHAVIOR, and ADMIN), and a back arrow. The main area is titled 'Create Custom Report' and contains several sections: 'General Information' with a 'Title' field set to 'New Custom Report'; 'Report Content' with a 'Report Tab' tab selected and a '+ add report tab' link; a 'Name' field set to 'Report Tab' with a 'Duplicate this tab' link; a 'Type' section with buttons for 'Explorer', 'Flat Table', and 'Map Overlay'; 'Metric Groups' with a 'Metric Group' field, a '+ add metric' button, and a '+ Add metric group' button; 'Dimension Drilldowns' with a '+ add dimension' button; and 'Filters - optional' with a '+ add filter' button.



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Google Data Studio

The screenshot displays the Google Data Studio beta interface. At the top, there's a navigation bar with the Google Data Studio logo, a 'Home' button, and a user profile icon. Below this, a 'Start a new report' section offers a 'Blank' template (represented by a large blue plus sign) and three pre-built templates: 'Acme Marketing' (Google Analytics), 'Search Console Report' (Search Console), and 'AdWords Overview' (Google Adwords). To the right of these templates is a link to 'ALL TEMPLATES'. Below the templates, there's a filter bar with 'ALL', 'OWNED BY ME', 'SHARED WITH ME', and 'TRASH' options, along with a search bar and a sort icon. The main content area shows a list of reports under the 'REPORTS' tab. The list includes a table with columns for 'Earlier', 'Owner', and 'Last opened by me'. The reports listed are: '[Sample] Acme Marketing Website', '[Sample] Population Sample Report', 'Welcome to Data Studio! (Start here)', '[Sample] YouTube Channel Report', and '[Sample] AdWords Overview Report'. All reports are owned by 'Google Data Studio'. A large blue plus icon is visible in the bottom right corner of the interface.

Earlier	Owner	Last opened by me
[Sample] Acme Marketing Website	Google Data Studio	--
[Sample] Population Sample Report	Google Data Studio	--
Welcome to Data Studio! (Start here)	Google Data Studio	--
[Sample] YouTube Channel Report	Google Data Studio	--
[Sample] AdWords Overview Report	Google Data Studio	--



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Script Google Analytics + LMS (y más allá)



<http://www.eduliticas.com/2017/06/divulgacion/negocificacion-google-analytics-y-seguimiento-mas-alla-de-los-lms/>



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¡Gracias!

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