

A new way to connect: WeChat

WeChat is a mobile text and voice messaging communication service developed by Tencent in China, first released in January 2011. As of August 2014, WeChat has 438 million active users with 70 million outside of China.

It is worth noting that WeChat allows public account to send one message to its audience daily, but only very few public accounts would have sent their group messages to audience. Based on their own topic areas and content targeting, the majority of public accounts would send valuable news, which they think worthy of attention, or send interesting messages, which they think that audience may be interested in, to audience.

Since WeChat public platform includes accounts of different fields, it is important for the company to analyze whether they operate their platforms effectively and whether they would have made better use of the public platform.

Please build the mathematical modelling to solve the following questions:

- 1、 Look for references to analyze the fields of WeChat public accounts and model to predict the growth trend of public accounts corresponding to different fields.
- 2、 Model to analyze whether public accounts with different fields are effective and explain the advantages and disadvantages of your model.
- 3、 If you are given a WeChat public account: mathematical modelling, explain how you will operate it and predict the growth trend of the amount of attention.