

Data Understanding:

In the initial stage of data analysis, it is crucial to gain a comprehensive understanding of the social media performance dataset. This involves exploring the dataset's structure, variables, and relevant columns specific to social media metrics such as impressions, engagements, and media types. By examining these aspects, we can assess the dataset's suitability for analysis and identify any potential limitations or challenges.

Pre-processing:

To prepare the social media performance data for analysis, pre-processing steps are undertaken. This phase involves various tasks to ensure the data is in a suitable format and ready for further analysis. Tasks include handling missing values by imputation or removal, addressing outliers, standardizing variable formats, and normalizing numerical values if necessary. These actions are essential for ensuring the accuracy and consistency of the data.

Data Cleaning:

Data cleaning is a critical step in improving the quality and reliability of the social media performance dataset. It involves identifying and resolving data quality issues such as duplicate entries, inconsistent or incorrect values, and data entry errors. By thoroughly cleaning the data, we enhance its integrity and reduce the likelihood of erroneous analysis results.

The initial stages of data analysis, including data understanding, pre-processing, and data cleaning, are fundamental for conducting meaningful analyses of social media performance. By investing time and effort into these steps, we ensure the accuracy, reliability, and quality of the data, enabling us to derive valuable insights and make informed decisions regarding social media strategies and optimization.

Answers to the questions asked in the assessment:**1. What is the typical engagement rate we can expect? What's the likelihood that we can achieve a 15% engagement rate?**

Based on the analysis of the data set, the typical engagement rate we can expect is approximately 40.64%. However, the likelihood of achieving a 15% engagement rate is relatively low, with only a 6.35% chance of reaching that level of engagement.

2. Does day of the week and time of posting affect engagement rates?

The analysis of the data set reveals notable variations in the average engagement rates across different days of the week. Among the weekdays, Tuesday stands out with the highest average engagement rate of 1258.04, followed by Thursday at 1096.64 and Sunday at 1043.46. In contrast, Saturday shows the lowest average engagement rate of 464.22.

When examining the posting times, it becomes evident that certain periods yield higher engagement rates. For instance, posting at 03:00:15 results in an average engagement rate of 2259.0, while 02:38:37.314000 achieves 274.0 engagements on average. Conversely, some posting times experience minimal or no engagement, as seen with 00:10:23 and 23:14:00.898000, both having an average engagement rate of 0.0.

From these findings, it is clear that both the day of the week and the specific posting time can significantly influence engagement rates. To maximize engagement and optimize social media performance, it is advisable to leverage the patterns observed in the average engagement rates. By strategically scheduling posts during high-engagement periods and avoiding times with low or no engagement, the social media team can enhance the overall reach and impact of their content.

3)How are our game titles doing in terms of social performance? Is there a specific game we should focus more on or less?

Based on the provided data, the social performance of the game titles can be analyzed. The game titles exhibit varying levels of engagement, with the following results:

CSGO: The "CSGO" game title shows 0.0 engagements, indicating a lack of social interaction and potentially lower social performance.

Content Creators: The "Content Creators" game title demonstrates 35.0 engagements, suggesting a moderate level of social performance.

DOTA2: The "DOTA2" game title exhibits 153.0 engagements, indicating a relatively higher level of social performance compared to other game titles.

General: The "General" game title stands out with a substantial number of engagements, totaling 8067.0. This suggests a strong social performance and highlights the game title as a potential focus for further development and engagement.

Valorant: The "Valorant" game title records 0.0 engagements, similar to CSGO, indicating a lower level of social performance.

Based on these findings, it is recommended to focus more on the "General" game title, as it demonstrates the highest number of engagements and represents a successful social performance. Conversely, the "CSGO" game title, with its lack of engagements, should receive less emphasis in social media efforts. By allocating resources and attention to the high-performing game titles,

the social media team can effectively expand their presence and maximize engagement with the target audience.

4)What media type performs the best?

Based on the average engagement rates, the media type that performs the best is "Photo" with an average engagement rate of 8044.0. This indicates that posts with photos tend to generate the highest engagement among the different media types in the dataset.

5)What is our best performing campaign?

Based on the data provided, the best performing campaign is "Community Engagement."

6)Define a posting strategy for our social channels based on your discoveries.

Based on the insights and discoveries from the data analysis, here is a suggested posting strategy for our social channels:

Focus on the best performing game titles: General, DOTA2, and Valorant. Allocate more resources and content towards these games as they have shown higher social performance.

Prioritize media types: Photo and Video have demonstrated higher engagement rates compared to Link and Text. Emphasize creating visually appealing content in the form of photos and videos to capture audience attention and drive engagement.

Leverage the power of specific days: Tuesday and Thursday have shown higher average engagement rates compared to other days of the week. Schedule important and engaging posts on these days to maximize reach and interaction.

Optimize posting times: Analyze the engagement rates based on posting times to identify the most effective time slots. Consider posting during peak engagement periods, such as early evening or late afternoon, when the audience is more active and likely to interact with the content.

Monitor and adapt: Continuously monitor the performance of different campaigns, game titles, media types, and posting strategies. Analyze the engagement metrics regularly to identify trends, patterns, and areas for improvement. Adapt the posting strategy based on the evolving audience preferences and social media trends.

7)What suggestions would you give to the social media team if they want to expand their presence (e.g. if our CSGO youtube channel is doing well should we expand to TikTok)?

If the social media team wants to expand their presence and explore new platforms, here are some suggestions:

Assess the target audience: Determine if the target audience for the CSGO YouTube channel aligns with the user demographics and preferences on TikTok. Conduct research to understand if there is an overlap in the audience or if TikTok attracts a different user base. This will help evaluate the potential for expansion to TikTok.

Analyze platform suitability: Evaluate if TikTok is a suitable platform for the type of content the social media team creates. Consider the nature of the content, its format, and the engagement patterns on TikTok. Determine if the content can be adapted to fit the TikTok format and if it aligns with the platform's trends and user behavior.

Research platform usage and trends: Investigate the popularity and growth of TikTok, especially within the gaming community. Look for successful gaming-related accounts on TikTok and analyze their strategies and content. Understand the platform's algorithms, features, and best practices to optimize content visibility and reach.

Resource allocation: Assess the resources available within the social media team and the feasibility of expanding to TikTok without compromising the quality and consistency of content on the existing channels. Consider the time, effort, and skill required to create TikTok-specific content and manage the additional platform.

Set goals and metrics: Define clear goals for expanding the social media presence on TikTok. Determine the desired outcomes, such as increased brand awareness, audience reach, or engagement. Establish metrics to measure the success of the expansion, such as follower growth, video views, and user engagement.

Test and learn: Start with a small-scale experiment on TikTok to gauge the response and audience engagement. Create a content strategy specifically tailored to TikTok and track its performance. Analyze the results, iterate based on feedback, and refine the approach to optimize the content and maximize the platform's potential.

Cross-promotion and integration: Leverage the existing social media channels, including the CSGO YouTube channel, to promote the expansion to TikTok. Cross-promote the TikTok content on other channels and encourage the audience to follow and engage on multiple platforms. Find opportunities to integrate the content and messaging across platforms to maintain consistency and reinforce the brand presence.