



Bubble Cleaning Facebook analysis for years 2019-2020

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Executive Summary

In **2019** we didn't advertise at all and the results were almost zero.

In **2020** we advertised for 5 months, February till June and 13354 people saw our posts (59 unpaid and 2 paid).

We spent in total 513 €

The month with the most organic was May and the best day for posting was Sunday.

For **2021** we can spend less money (i.e. 480 €) in a different way (4 months, 8 paid and 40 unpaid posts) and we can achieve much more better results. We can reach more than 19000 people.

In the excel file 'Predictive senarios 2021.xlsx' we will see many option and we can choose the best which fits best for our need and budget

Introduction

In this analysis we will see:

- What happened in years 2019 & 2020 in our FB page (people, reactions, etc)

In 2019 we didn't post anything and in 2020 we posted the 5 months February to June

- Which months are the best for advertisement
- Which days are the best for posting
- Which is the best target group to advertise
- Prediction analysis for 2021. Results vs Costs

Collection of Data for 2019 & 2020

The data are based on:

- **Results** : The number of people who viewed our posts
- **Engagements**: The number of people who reacted on our posts (likes, click, share, comment)
- **Impressions** : The number of times our post was displayed on people's screen

The data were collected from the Bubble Cleaning's facebook page:

- Insights

Export Data from "Page data" and "Post data"

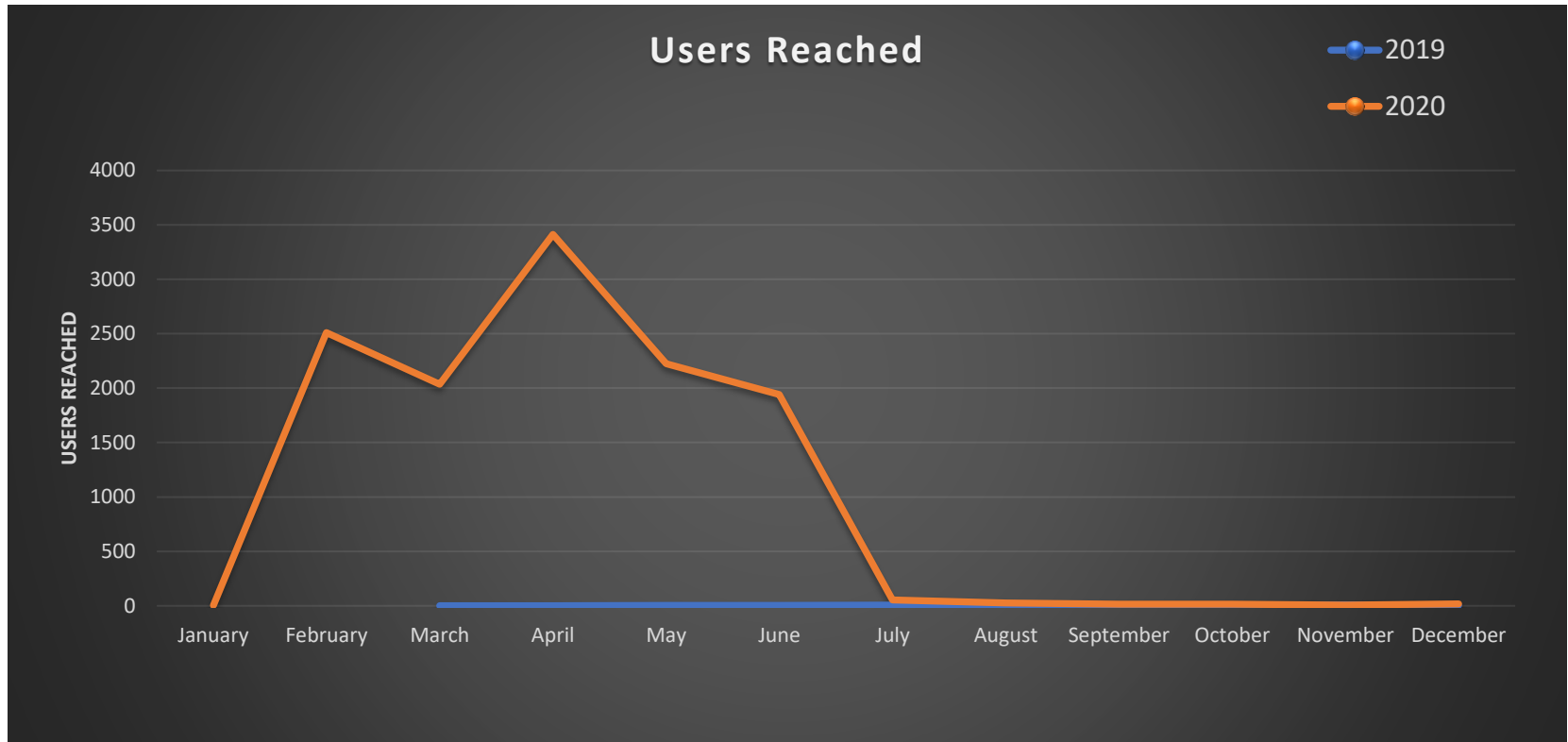
- Ad Center/All Ads/Ads Manager

Prediction for 2021

Regression analysis was used for our prediction model.

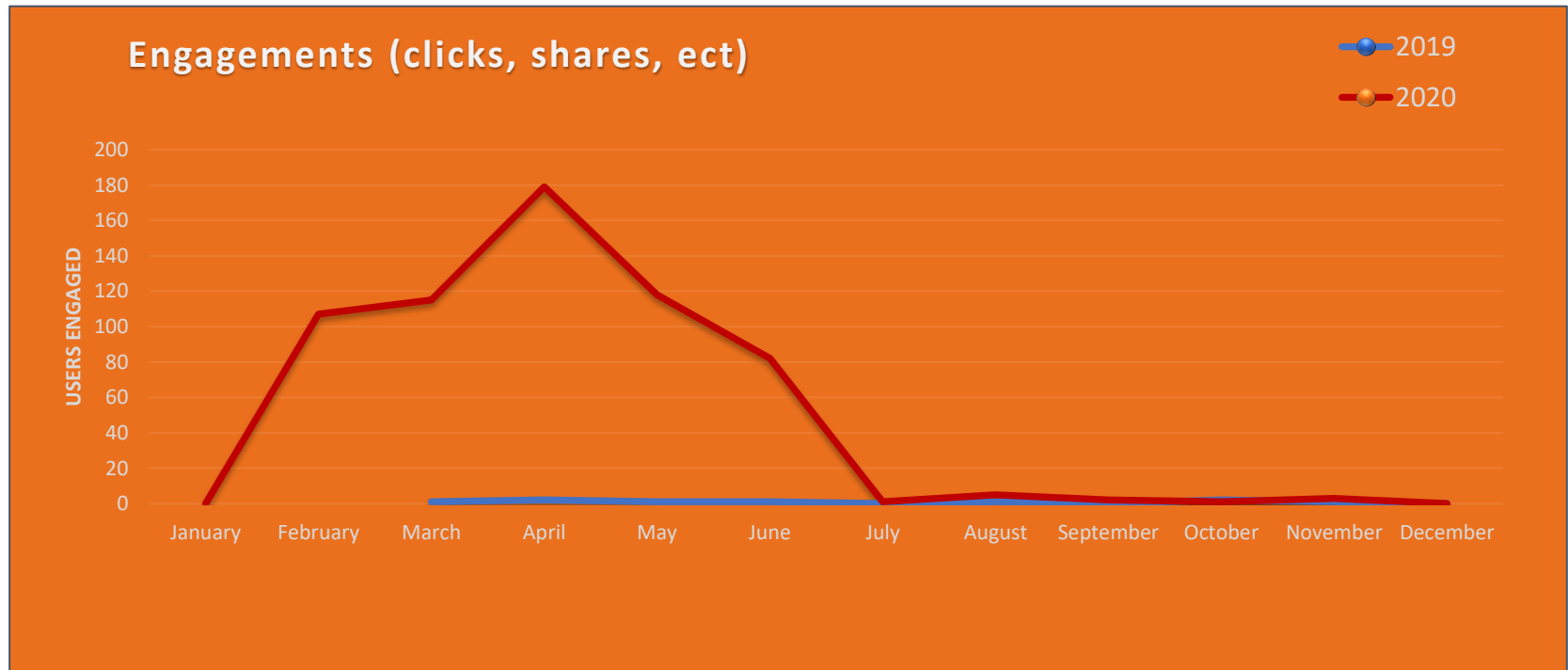
We see how many results and engagement we will have based on specific costs

Results



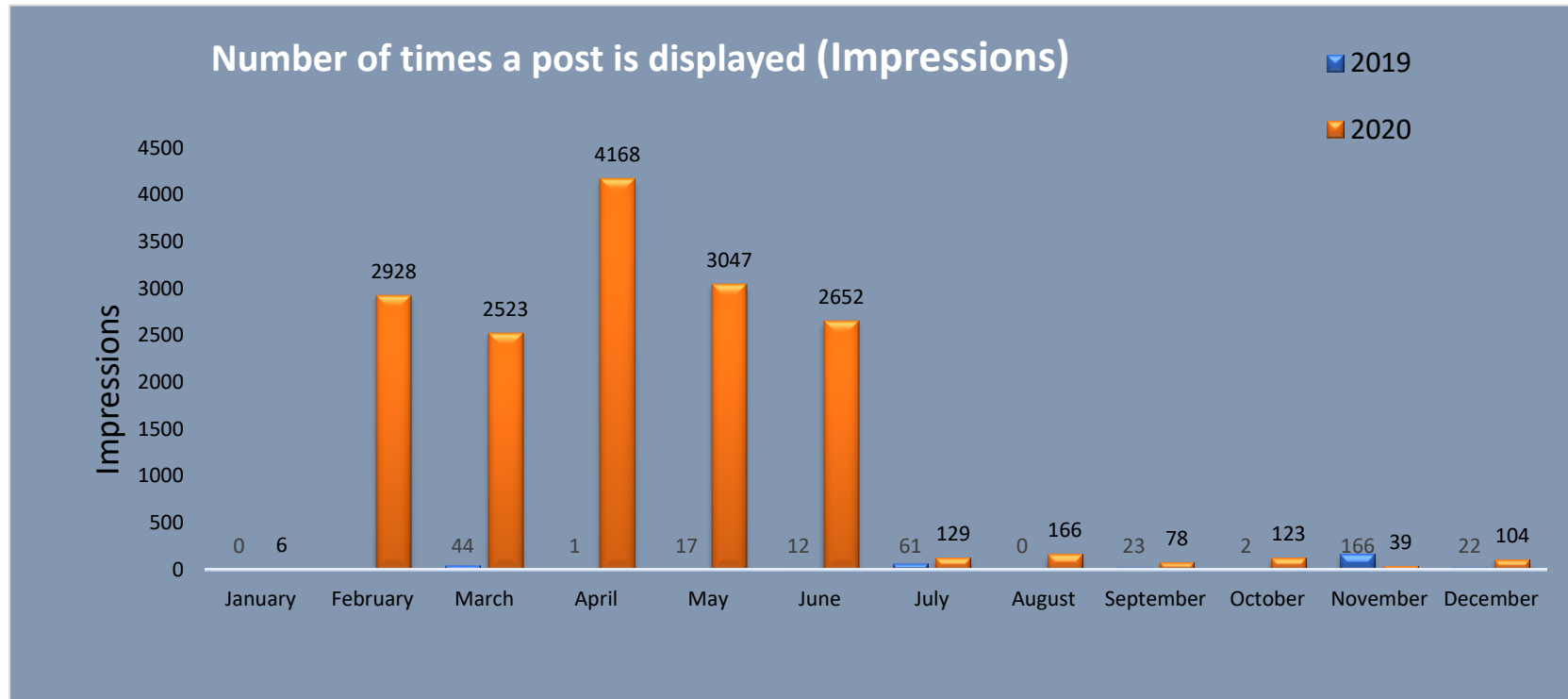
In this chart we see how many people saw our posts (paid & unpaid) each month

Results



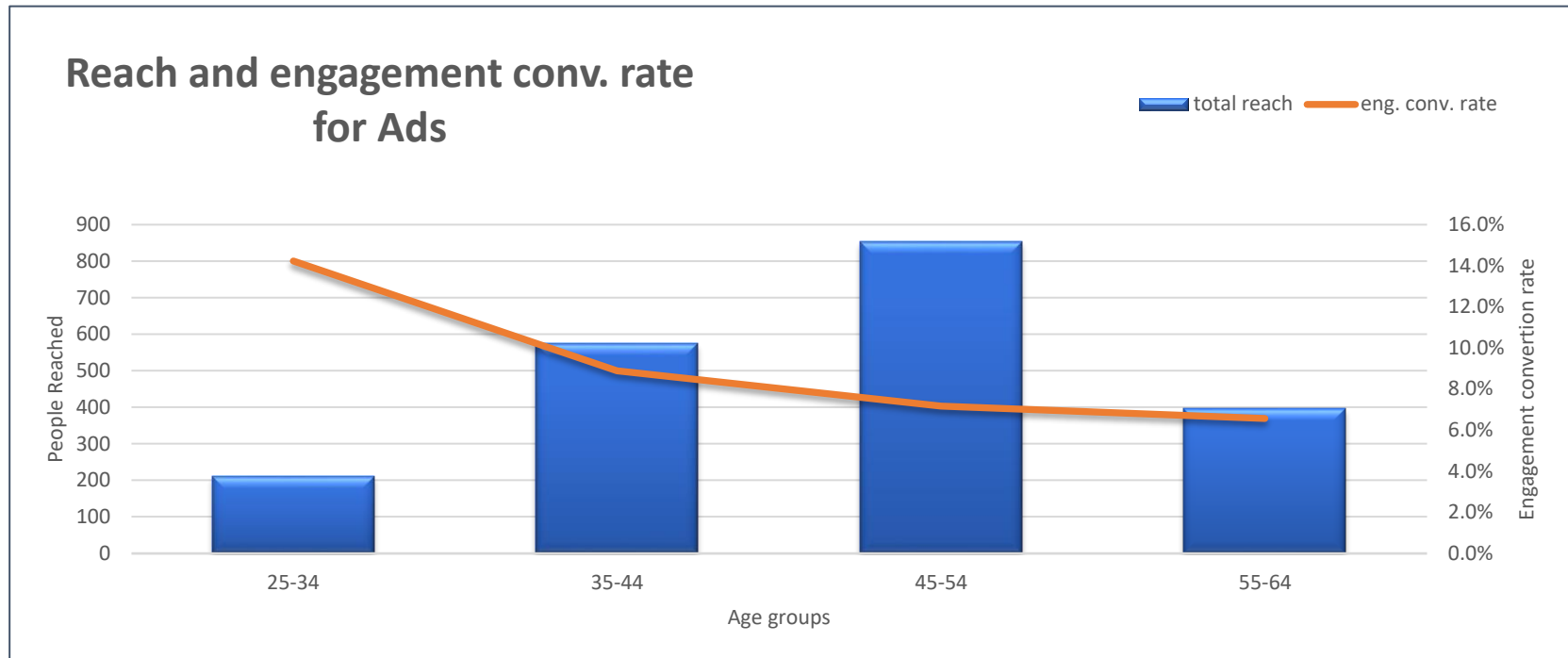
In this chart we see how many people engaged with our posts (paid & unpaid) each month (likes, share, clicks, comments)

Results



In this chart we see how many times a post was displayed on people's screen

Results

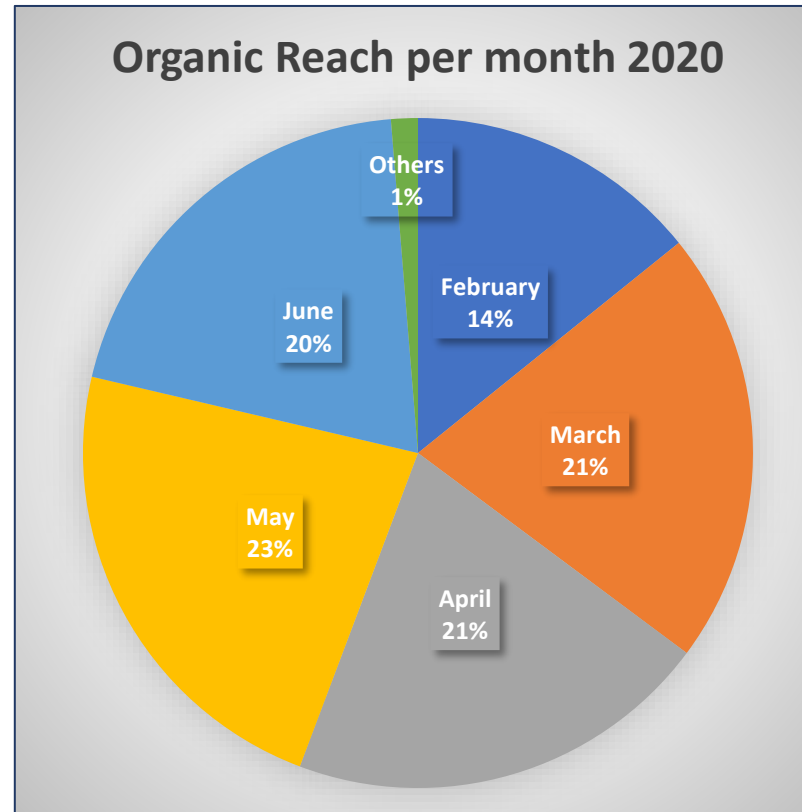


In this chart we see the number of people who saw our posts (Reach) per age group and the conversion rate of engagement (Engagement/Reach).

We see that the group 25-34 has the best conversion rate. This means that they react more in our posts.

The group 55-64 don't react very well

Results

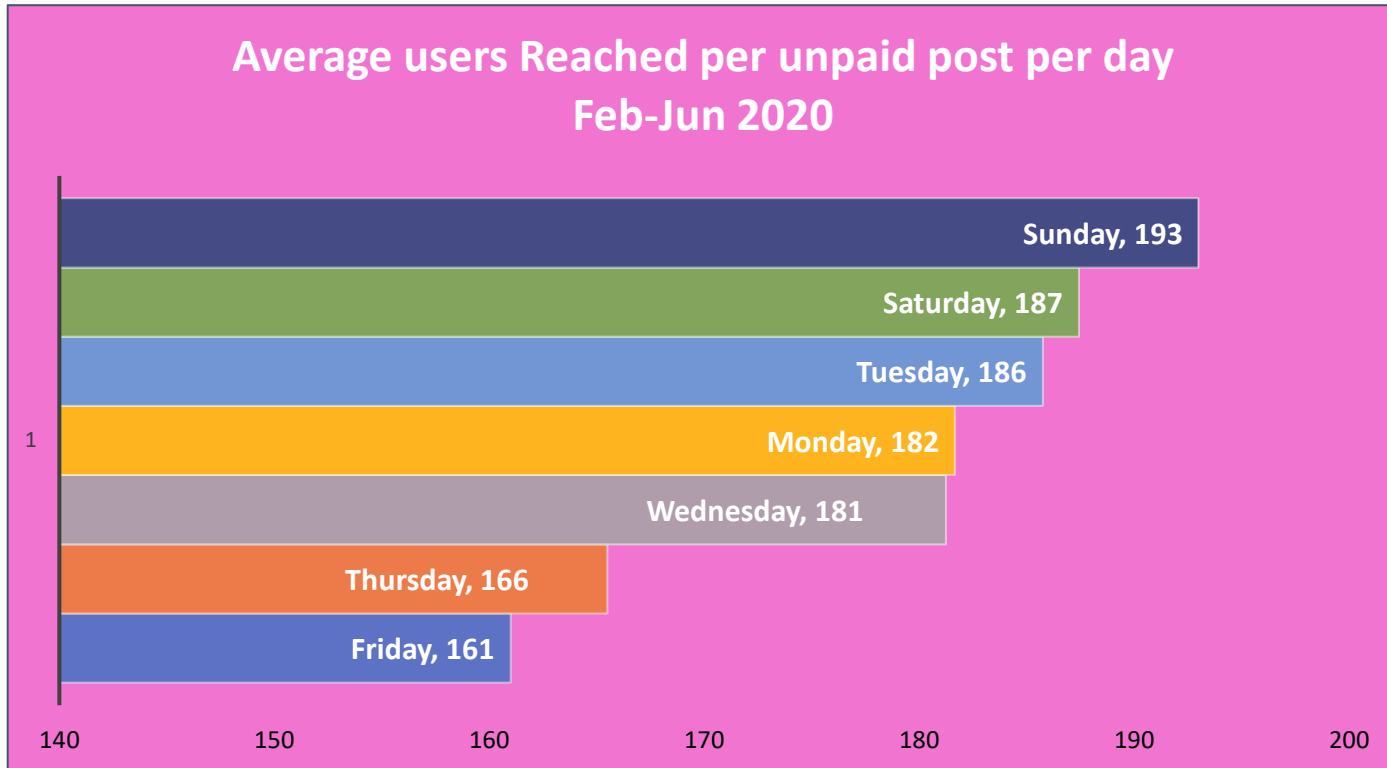


In this chart we see the presentence of people who viewed our posts each month. (organic/unpaid posts)

We see that the best months for advertisement are

1. May
2. March & April
3. June

Results



In this chart we see the average of people who viewed our posts each day of the week. (organic/unpaid posts)

We see that the 3 best days for posting are Sunday, Saturday and Tuesday

Prediction for 2021

All the analysis is in the excel file 'Predictive senarios 2021'. Here is the conclusion:

Good scenario:

4 months of posting and advertisements | 4 ads per month / 10 € each

Fix cost: 400 € Ads cost: 160 € Total cost: 560 €

Total people reached: 26738 Cost per person: 0.021 €

Total engagements: 1363 Cost per engagement: 0.411 €

Medium scenario:

4 months of posting and advertisements | 2 ads per month / 10 € each

Fix cost: 400 € Ads cost: 80 € Total cost: 480 €

Total people reached: 19219 Cost per person: 0.025 €

Total engagements: 997 Cost per engagement: 0.481 €

Bad scenario:

4 months of posting and advertisements | 1 ads per month / 10 € each

Fix cost: 400 € Ads cost: 40 € Total cost: 440 €

Total people reached: 15460 Cost per person: 0.028 €

Total engagements: 814 Cost per engagement: 0.541 €

Conclusion

Advertisement's target group

We found out that the age group 25-34 has the smaller number of people viewed our posts but they react better than all the other age groups. The worse age group based on the reaction is 55-64. Generally, the younger age, the highest reaction rate.

We will advertise more to younger people and less to older.

Advertisement's period

The best period for advertisement is March, April, May and the best days for posts are Sunday, Saturday and Tuesday

Budget

In 2020 we spent over all 513 € and we reached 13354 people.

With the medium scenario, in 2021 we can spend 480 € and we will reach 19219 people. We will spend 6.5% less and we will get 44% more

Appendix

- All the charts are included in a dashboard in excel file 'Dashboard_19_20.xlsx'
 - The prediction analysis is in excel file 'Predictive senarios 2021.xlsx'
- in the sheet: Senarios
- The analysis of the raw data was done in excel file 'bc_19-20_final.xlsx'
 - The export file of posts is the excel file 'Predictive senarios 2021.xlsx'
- in the sheet: Posts 2020
- The cleaning of data was done in file 'FB Bubble Cleanings 2019-2020 analysis.ipynb'