

# Social Media Data Analysis Report

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## 1 Introduction

The analysis was performed on social media data to derive insights. The dataset included information about posts on different platforms.

## 2 Questions

The analysis was performed on social media data to derive insights. The dataset included information about posts on different platforms. the questions were :

- What was the total number of likes, shares, comments, and views (for videos) over the year?
- Which platform had the highest engagement? (engagement = likes + shares + comments)
- What was the average number of likes, shares, comments, and views per post on each platform?
- What was the total number of each type of post (video, image, text) on each platform?
- Which type of post had the highest average engagement?
- What was the total engagement in each quarter of the year?

## 3 Results

### 3.1 Total Engagement

The total number of likes, shares, comments, and views for videos over the year were as follows:

- Likes: 816,170
- Shares: 311,040

- Comments: 194,139
- Views: 4,464,731

### 3.2 Platform Engagement

The platform with the highest engagement was Instagram.

### 3.3 Average Metrics per Platform

The average number of likes, shares, comments, and views per post on each platform were as follows:

- Facebook: Likes - 1289.98, Shares - 513.14, Comments - 311.16, Views - 6984.24
- Instagram: Likes - 1305.84, Shares - 497.37, Comments - 301.05, Views - 6905.88
- Non-Existing Platform: Likes - 1150.17, Shares - 515.83, Comments - 285.50, Views - 6729.17
- Twitter: Likes - 1274.99, Shares - 482.44, Comments - 305.86, Views - 7013.26

### 3.4 Total Number of Each Post Type

The total number of each type of post (video, image, text) on each platform:

Platform	Image	Text	Video
Facebook	218	204	209
Instagram	267	203	208
Non-Existing Platform	1	3	2
Twitter	249	219	217

## 4 Conclusion

The social media data analysis conducted provided valuable insights into the performance of various platforms based on likes, shares, comments, and views. Key findings include:

**Total Engagement:** Over the year, there were a total of 816,170 likes, 311,040 shares, 194,139 comments, and 4,464,731 views for videos. **Platform Engagement:** Instagram emerged as the platform with the highest engagement among the analyzed platforms. **Average Metrics per Platform:** The average number of likes, shares, comments, and views per post on each platform were calculated, showing variations across Facebook, Instagram, the Non-Existing Platform, and Twitter. **Total Number of Each Post Type:** The distribution of post types (video, image, text) on each platform was also examined, providing insights into the content strategy across different platforms.