

# Two Circles - Case Study

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## Problem Statement

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Create a comprehensive database for ingesting, standardizing, and modeling disparate datasets.



## Business Value

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**Effective Partnerships  
yield Long-Term Income**

Allows for evaluation of partnership value on both sides.



## Approach

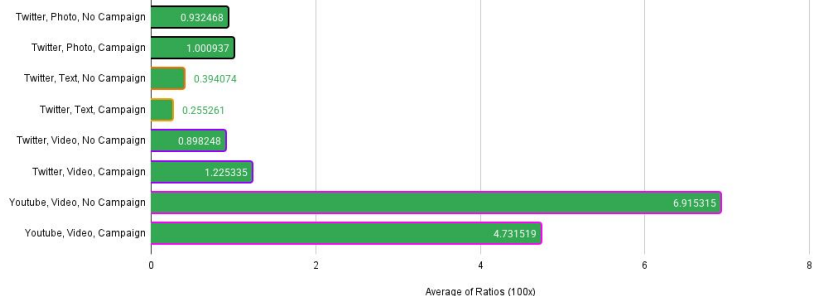
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Understanding, cleaning, standardize, and model data.

Create summative visualization of data and insight-driven takeaways.

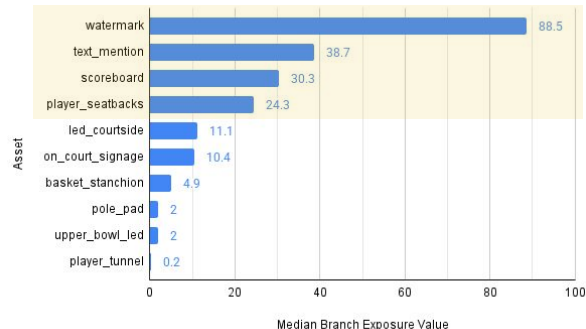
# Portfolio-Wide Insights

Engagement-to-Impressions Ratio

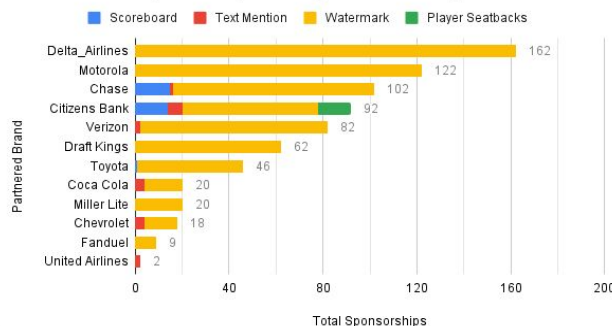


- Campaigns have a significant effect on Twitter
- Twitter Videos make up 86% of this dataset
- Youtube engagement is multitudes higher than Twitter

Assets by Median Brand Exposure Value

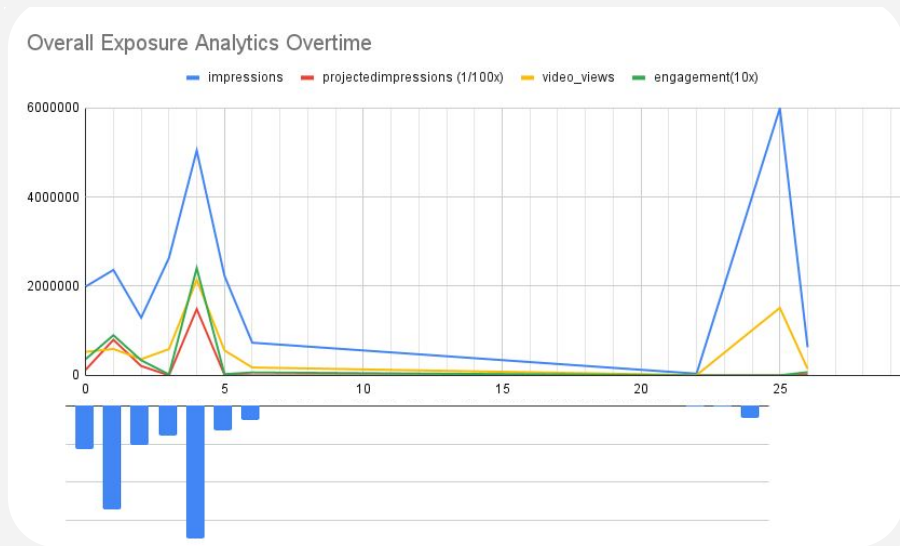


Total Partner Sponsorships of Highest Brand Exposure Assets



- Highest exposure but not necessarily highest value or efficiency
- Less price sensitive?

# Portfolio-Wide Summaries

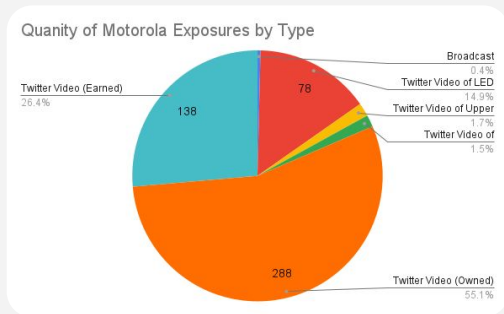


- Season start has low engagement compared to start of year
- Main influx of attention is start of January and February
- Efficiency in start of year is lower than end of year

# Partner-Specific Analysis

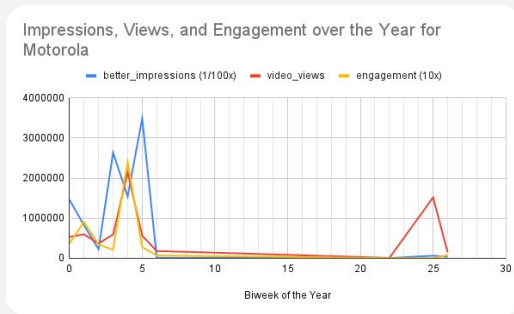
Motorola

## Exposure Breakdown



- Most of Motorola's exposure spend is inorganic social media posts

## Analytics Overtime



- NHL season aligns with winter time
- Motorola prefers advertising closer to end of season

## Relative Effectiveness

Slightly Lower Median Post Value

**3073 vs. 3803**

Slightly Higher Non-Organic Post Prevalence

**58% vs 54%**

**Ranked 12 of 15**

In number of Impressions

**Ranked 10 of 15**

In number of Exposures