**Tableau - Newsfeed Analysis**

**Objective**

The main objective of this project is to showcase the use of Tableau tools and abilities such as data connection to Tableau, joining different data sets to work with (data blending), use of interactive filters and chart/dashboard creation and formatting.

This data visualization showcase is done by analysing a data set containing information related to a website’s newsfeed, in this data set we have information like the number of posts, type of posts, and user interaction information such as likes and comments, as well as number of visits to the newsfeed and active users.

**Key Findings**

1. Regarding average likes per post, which post subtype is the least favored?

By using the filters created, we can see that the post subtypes with the lowest average like per post count are both *Collection* and *Level* ones. This insight might lead to different decisions according to the importance of the post, for example, if the posts engagement is considered important for the business for whatever reason, we might want to look at why is this interaction low in these categories, on the other side, if this kind of posts are not as important as the others, it may be suitable to choose options like automation of the process to lead the efforts in more important posts or directly stop this kind of posts in the case that it is possible and the benefits are so low that it would be of no use to waste time on these.

1. In absolute terms, which types of posts are most common, and which are the rarest on the newsfeed?

If we take a look at the Subtype Post Distribution Chart, we can see that the highest number of posts is for the *Level* kind, this already may ring the alarm since we saw in the previous point that this kind of posts are the ones with the least likes, however, as many decisions to be made, it is a matter of context on how important this relation may be. This kind of posts are most commonly automated according to a user’s progress so it may not be something to look out for, in the same way, for the lowest number of post subtype, the *Career Track Certificate* ones, this are also automated post, but it is not an achievement to appear every day for the common user, so, as alarming as it may seem, the context tells us that this is a normal standard.

1. What percentage of visitors to the newsfeed actively interacted with the feature?

By dividing the *Active Users Count* value by the *Visited Count* one we obtain the percentage of visitors of the newsfeed that interacted actively with the feature. We obtained an estimate of 10% which may be a low number if we take into account that the users’ active interaction in this space may be directly related to their adherence to their studies, resulting in a more stable number of clients of the platform.