**Analysis of Social Posting Behaviour Across Categories**

In this project, I looked at how different types of Facebook Pages post content and how people react to those posts. I worked with two Excel files – one with post details and another with user comments. I analyzed the data using different Excel tools and charts to find out which categories got more likes and when people were more active in reacting or commenting.

**Posting Time Patterns**

First, I checked when the posts were being made by Traffic Police Pages like Bengaluru, Hyderabad, and Kolkata. I split the 24-hour day into 15-minute time blocks and counted how many posts were made in each block. I found that most posts were shared during the daytime, especially between 10 AM to 4 PM, which are office hours. Not many posts were made late at night or early morning. This shows that admins mostly post while they’re working.

**When Do People React the Most?**

Then I looked at how users reacted to posts on Flipkart, Amazon, Snapdeal, and Myntra pages. I noticed that people mostly commented or reacted around lunchtime (12 PM to 2 PM) and again in the evening (8 PM to 10 PM). So even though the posts were usually made during office hours, people actually respond more during breaks or after work. This means if the pages post during those hours, they might get more engagement.

**Average Likes by Category**

I also calculated how many likes each post got on average, based on the post's category. I made a chart in Excel to compare this. Some categories like Politics and E-commerce had more average likes, while others like Healthcare or NGOs had fewer likes. This shows that certain topics naturally get more attention.

**Word Clouds**

To understand what people are saying in the comments, I created word clouds for each brand (like Flipkart or Amazon). These word clouds show which words were used the most. For example, people on Flipkart’s page used words like “order,” “refund,” and “delivery” a lot, which makes sense because they’re talking about their shopping experience. On Traffic Police pages, people used words like “helmet,” “fine,” and “signal,” which shows they’re talking about road safety and rules.

**Some Takeaways**

* Pages usually post during work hours, but people are more active in reacting during breaks or evenings.
* E-commerce and political pages get more attention, maybe because they are more relatable or interesting to people.
* Word clouds helped me understand what topics are most talked about by users in the comments.

Overall, this project helped me understand how timing and topic matter a lot when posting on social media to get better engagement.