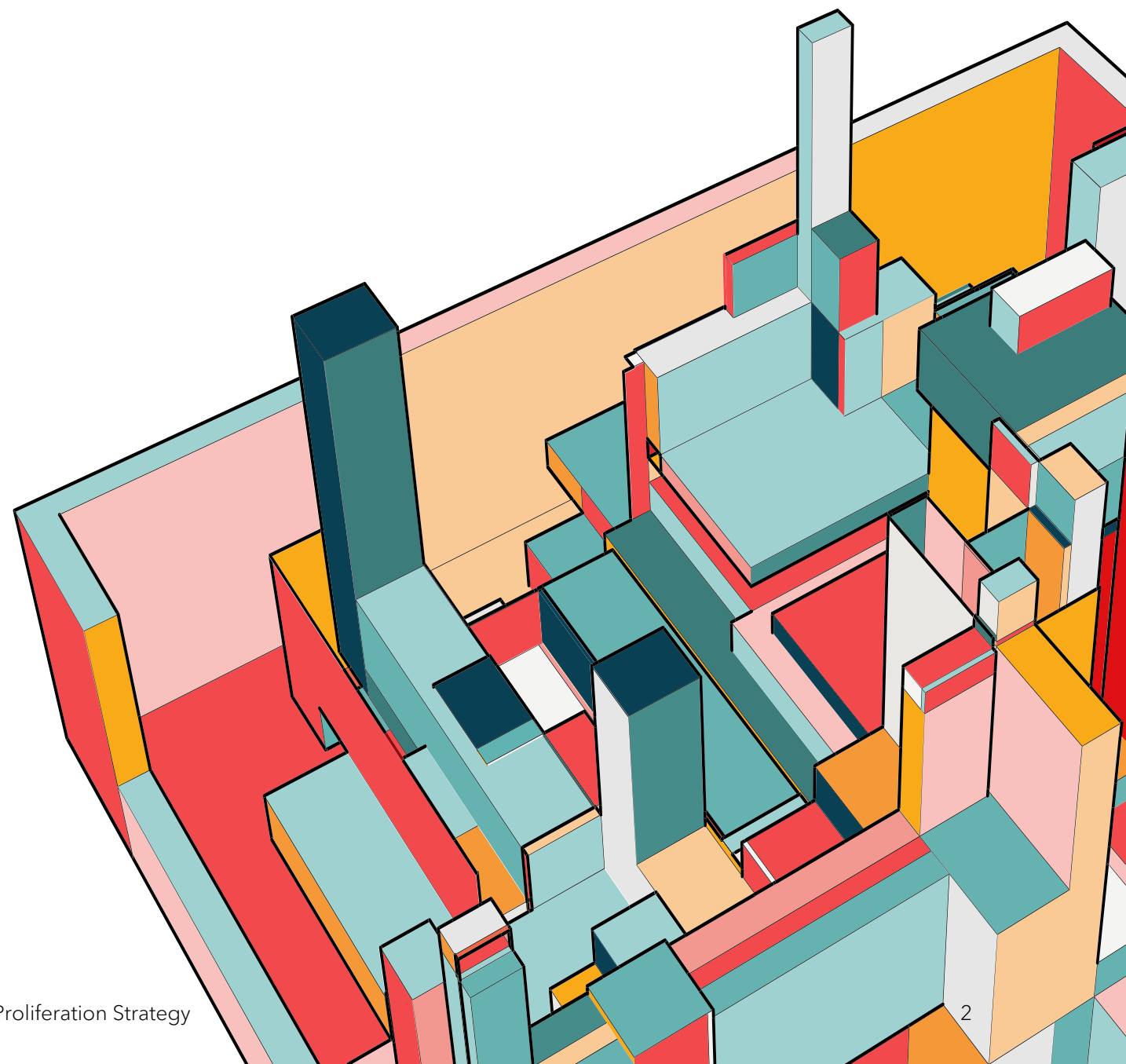# LANGUAGE PROLIFERATION STRATEGY

Giovanni Misseri

OBJECTIVES

- Analyze and determine the impact the launch of the 'Accuse Moi Si Tu Peux' channel had on 'Riddle Me This'

- Decide whether the language proliferation is a good strategy for 'Beauty Hacks' or 'Beauty Wow' and suggest a language
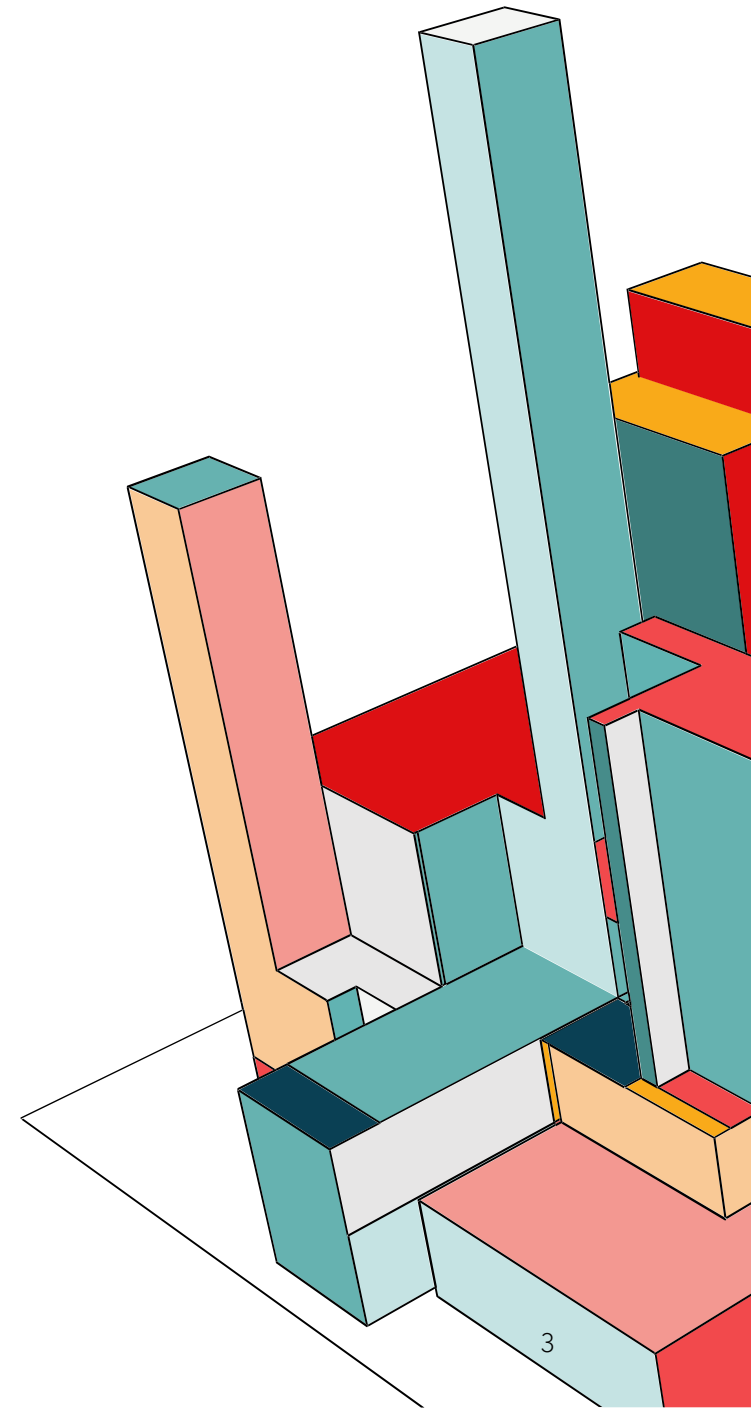
Language Proliferation Strategy

DATA OVERVIEW

Behavior

Data regarding the audience interaction with a specific channel

Audience

Data regarding a specific channel audience statistics, generally focusing on fidelity

Stories

Data regarding stories statistics, with a focus on story visualization and audience reached

Language Proliferation Strategy

IMPACT OF LAUNCHING A NEW CHANNEL

Language Proliferation Strategy
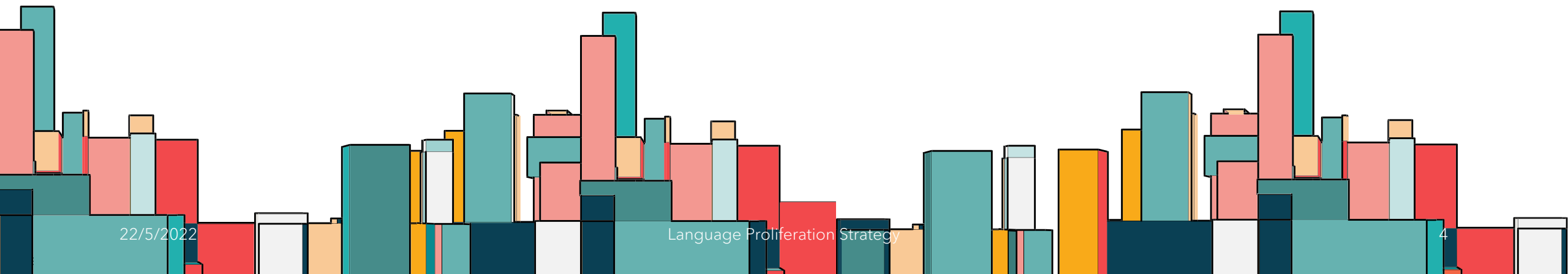
BEHAVIOR

Shape: 369 rows, 11 cols

Analysis period from 2018-06-27 to 2018-11-11

Number of analysis days: 137

Number of analysis days per channel:
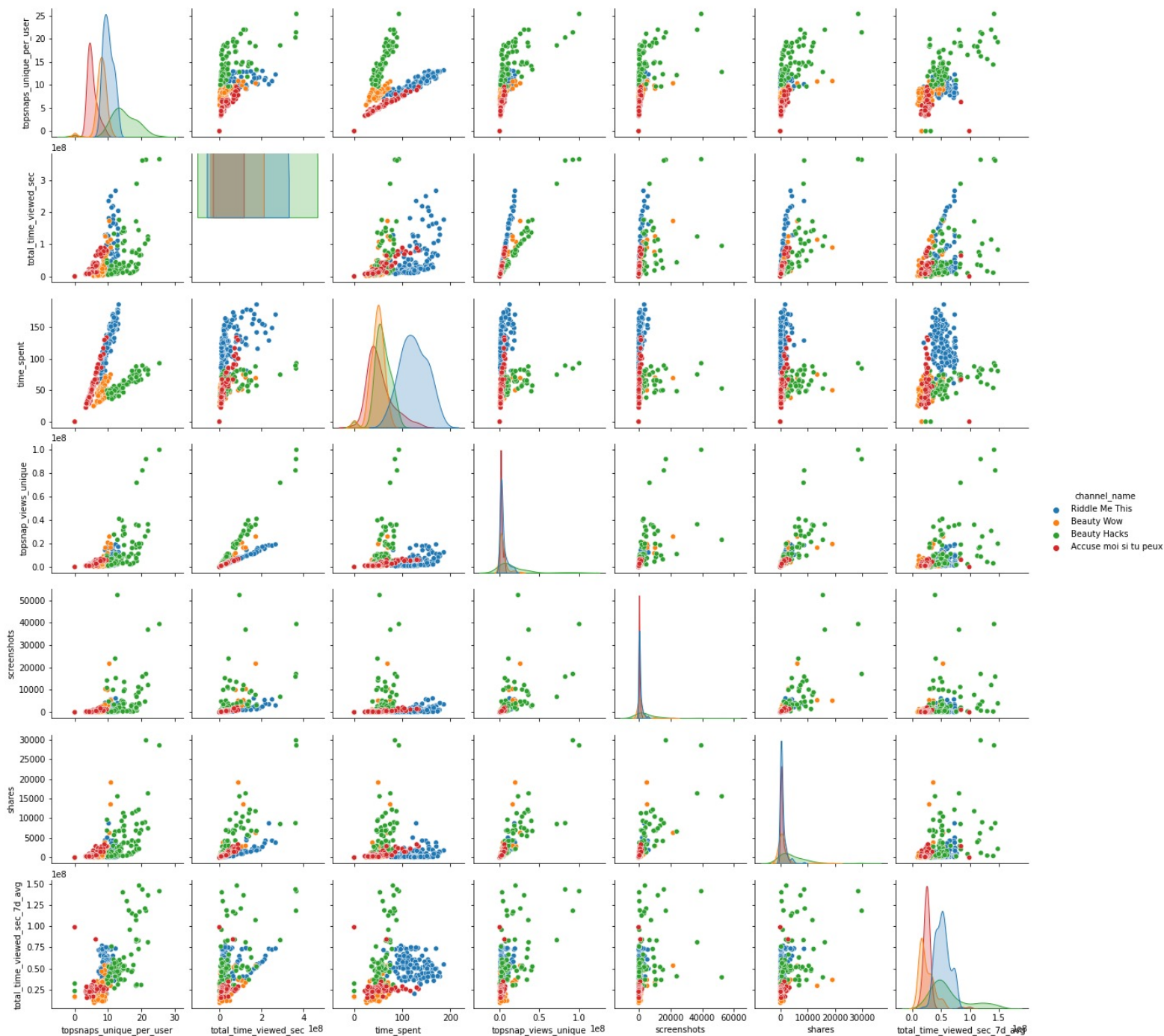
channel_name	min	max	count	days_obs
Accuse moi si tu peux	8/24/2018	11/11/2018	80	79
Beauty Hacks	8/28/2018	11/11/2018	76	75
Beauty Wow	8/28/2018	11/11/2018	75	75
Riddle Me This	6/27/2018	11/11/2018	138	137

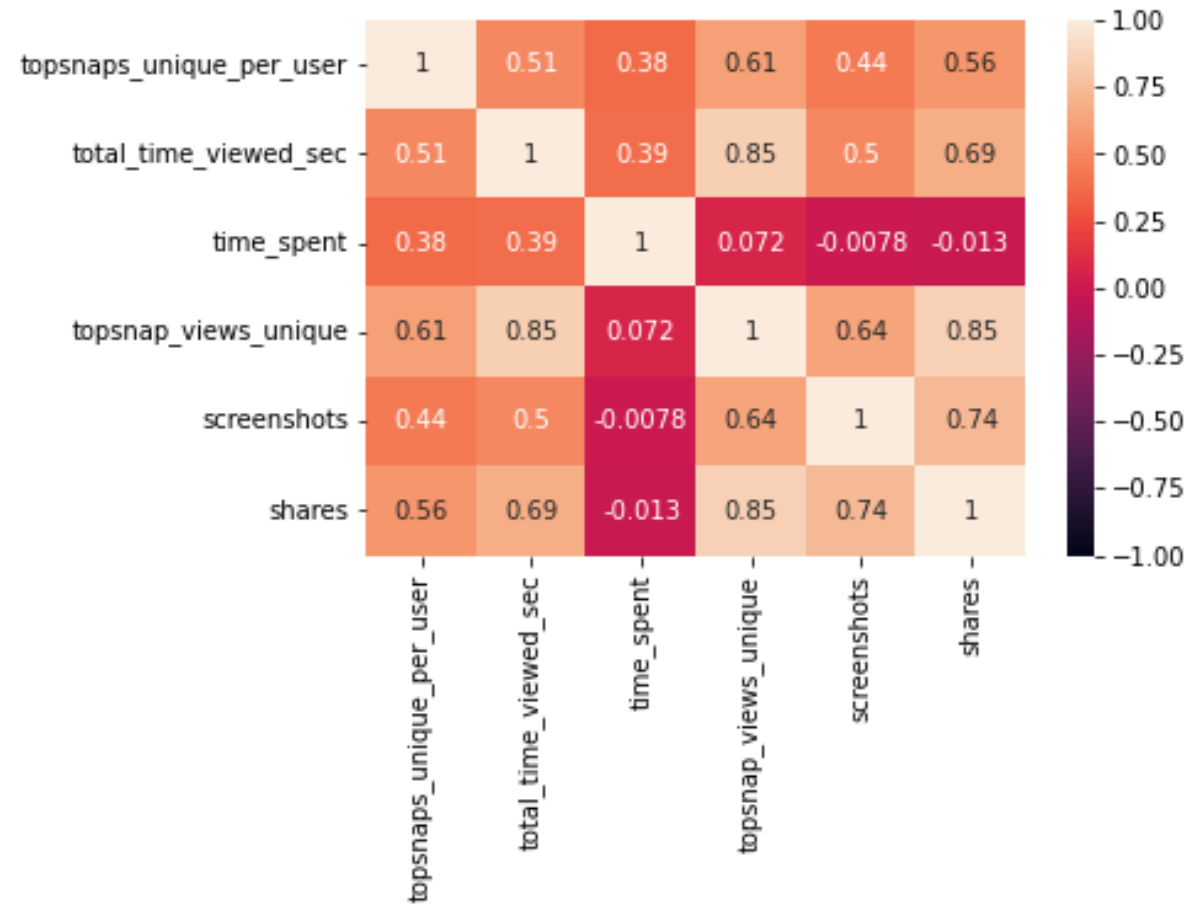In Beauty Wow the data from 2018-08-30 are missing

BEHAVIOR

VARIABLES INTERACTION

BEHAVIOR

VARIABLES CORRELATION

Language Proliferation Strategy

BEHAVIOR – RIDDLE ME THIS

Let's take the topsnap unique views as an example, given the stories publication calendar the data shows a clear seasonality.

So, visualize a week aggregation of the series could be a good idea

Total number of unique Topsnaps viewed by snapchatters engaging Riddle Me This
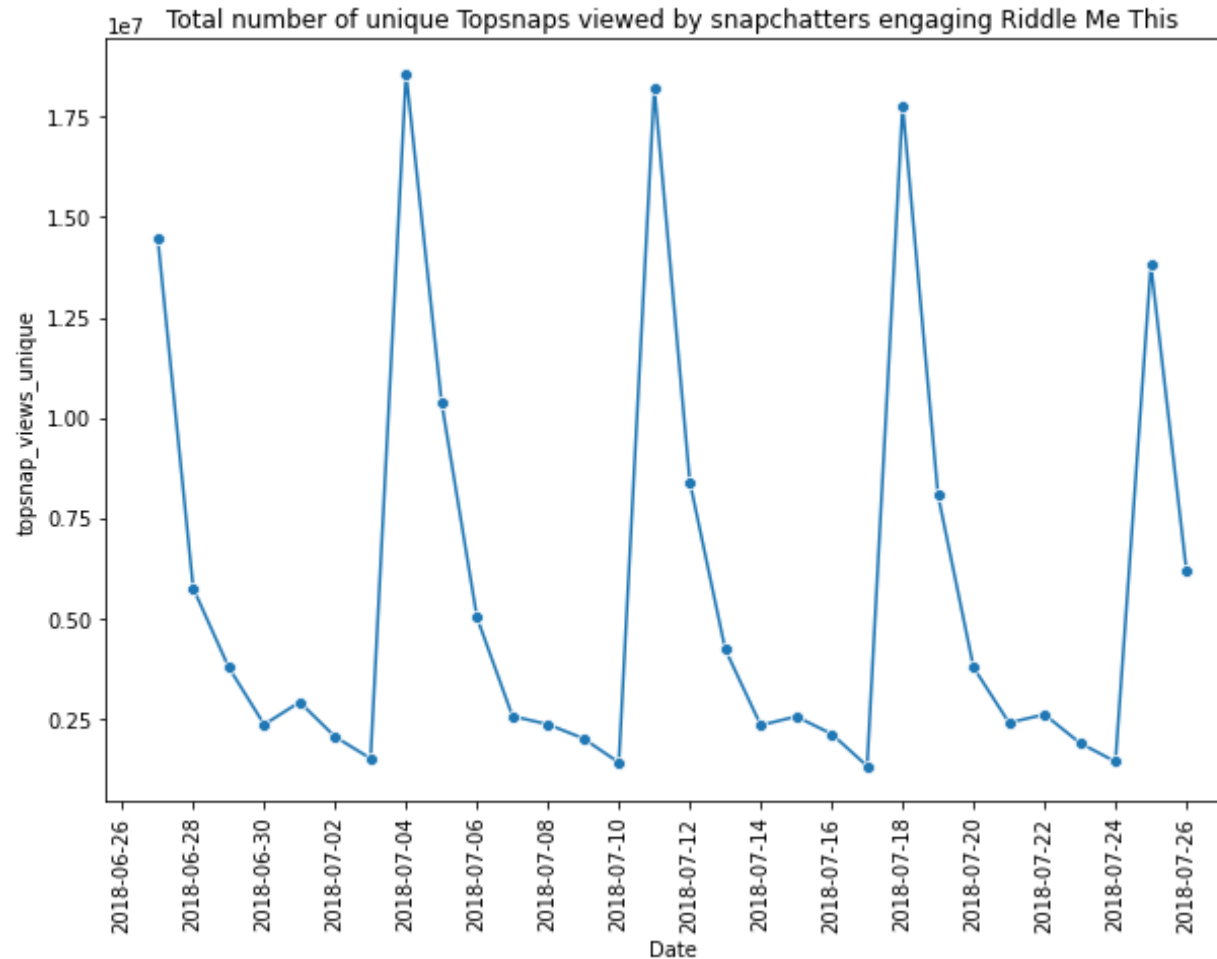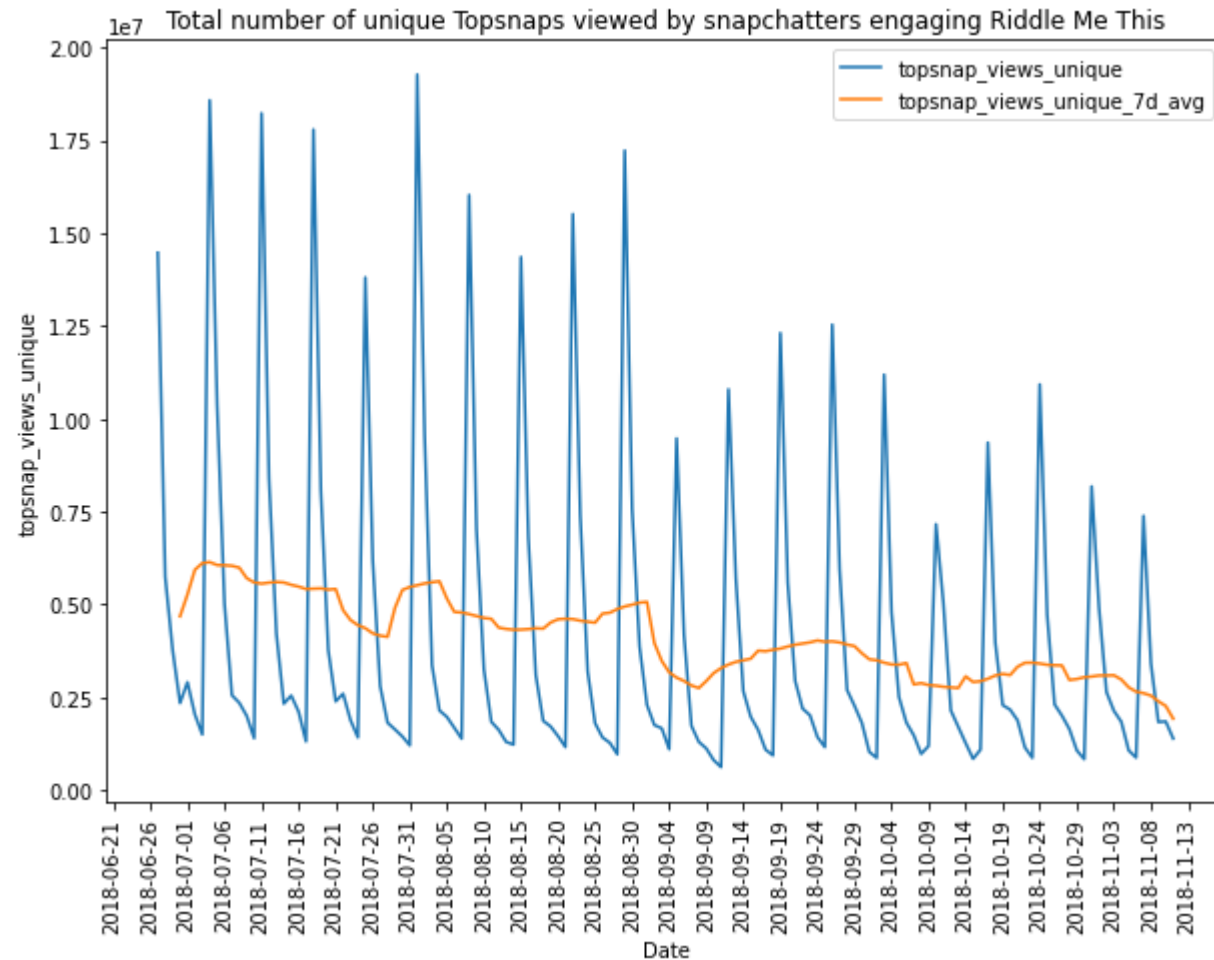
BEHAVIOR – RIDDLE ME THIS

Applying a moving average with a 7 days window we can distinguish between the general trend and the weekly seasonality effect.

We observe a generally decreasing trend into the total unique views of snapchatters engaging Riddle Me This.

Total number of unique Topsnaps viewed by snapchatters engaging Riddle Me This

BEHAVIOR – IMPACT ANALYSIS

Looking at the weekly time series of Riddle Me This on unique views, compared with the Accuse moi si tu peaux time series, we observe no special change in the original trend, this could suggest that the new channel didn't affect the old one in a positive nor a negative way.

We will try to formally verify this guess.

Total number of unique Topsnaps viewed by snapchatters engaging
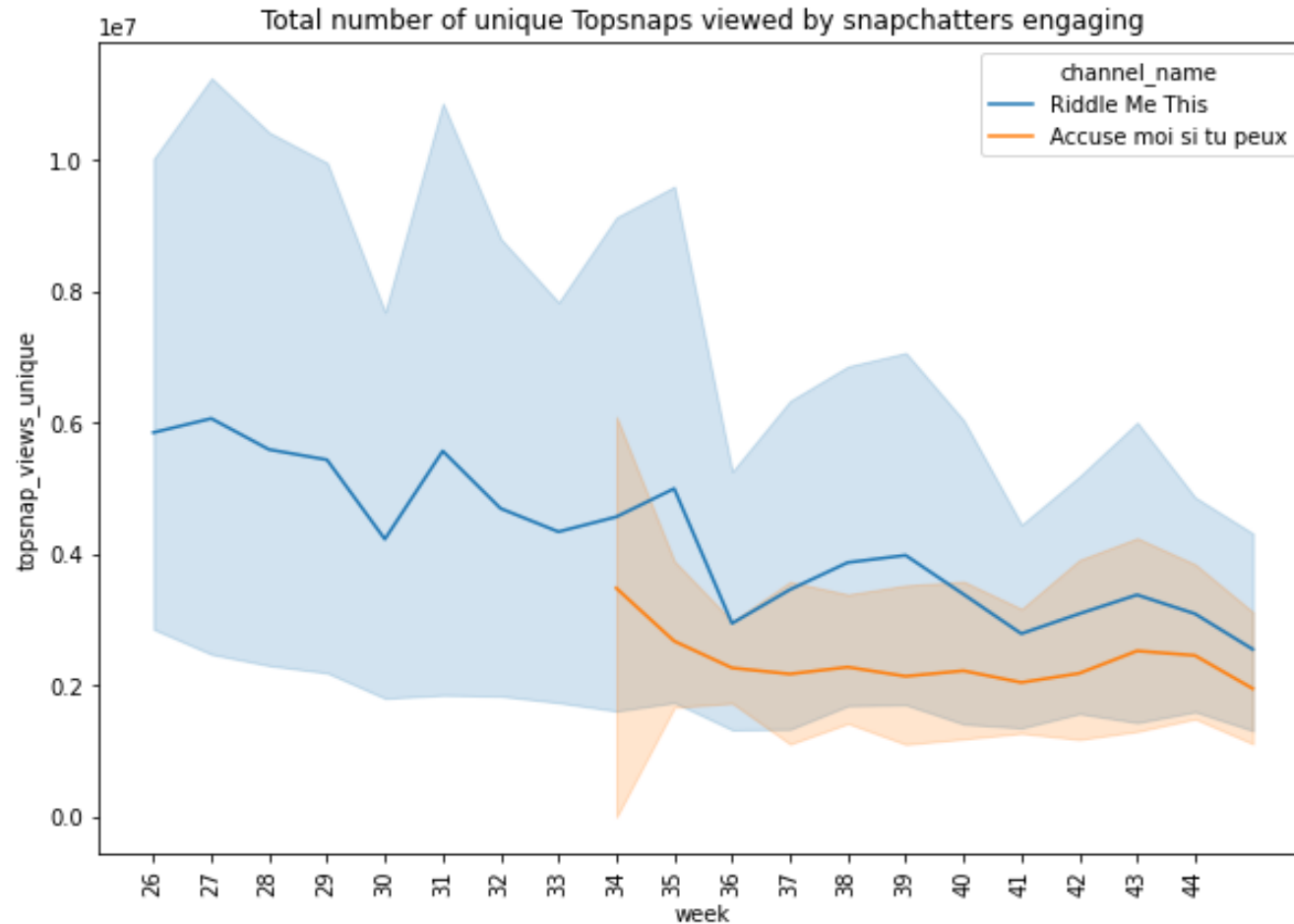
IMPACT ANALYSIS
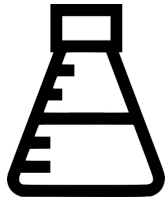
TEST STABILITY

First we test time series stability and differentiate the non stable series

CLEAN DATA

Remove from data the possible outliers

COMPARE TRENDS

Test the difference of the before and after sets of data.

FINDINGS

STABILITY

All the behavior features but shares are not stable, so there is an underlining trend, generally decreasing.

TREND COMPARISON

Setting up a t-test on the mean difference between week change of before Accuse moi si tu peux lauch and after conceptually corresponds to testing whether the trend and occorences around it are comparable or not.

From my tests the two periods doesn't seem to differ significatively. The only feature that showed some difference between the two period is 'share'. Further investigation would try to establish a possible cause to its change.

For now I would say that there is no significative change in behavior features

AUDIENCE

Shape: 369 rows, 15 cols

Analysis period from 2018-06-27 to 2018-11-11
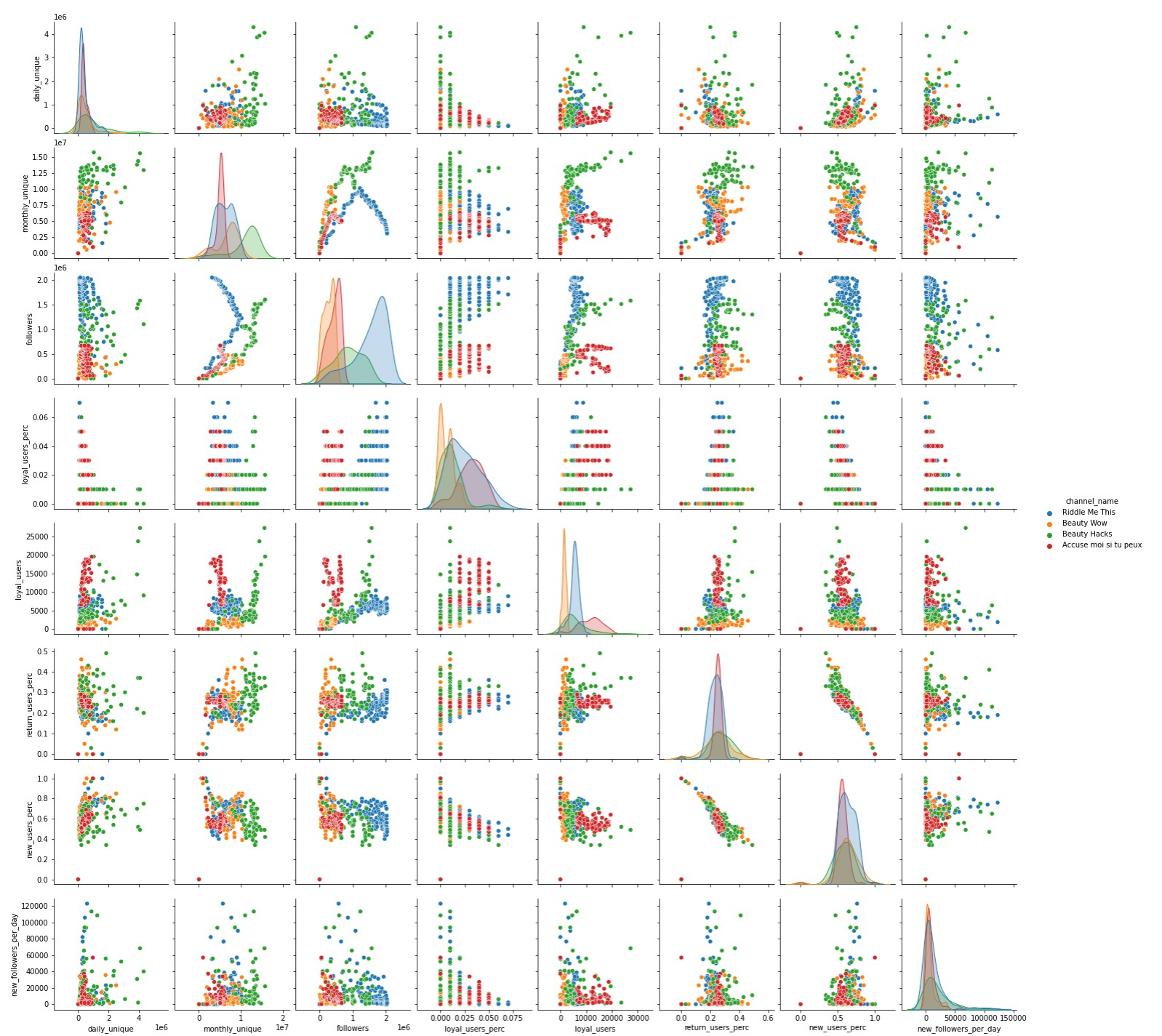
Number of analysis days: 137

Number of analysis days per channel:

channel_name	min	max	count	days_obs
Accuse moi si tu peux	8/24/2018	11/11/2018	80	79
Beauty Hacks	8/28/2018	11/11/2018	76	75
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Riddle Me This	6/27/2018	11/11/2018	138	137

In Beauty Wow the data from 2018-08-30 are missing

AUDIENCE

VARIABLES INTERACTION

AUDIENCE

VARIABLES CORRELATION

AUDIENCE – IMPACT ANALYSIS

Looking at the weekly time series of Riddle Me This on unique users, compared with the Accuse moi si tu peaux time series, we observe no special change in the original trend, this could suggest that the new channel didn't affect the old one in a positive nor a negative way.

We will try to formally verify this guess.
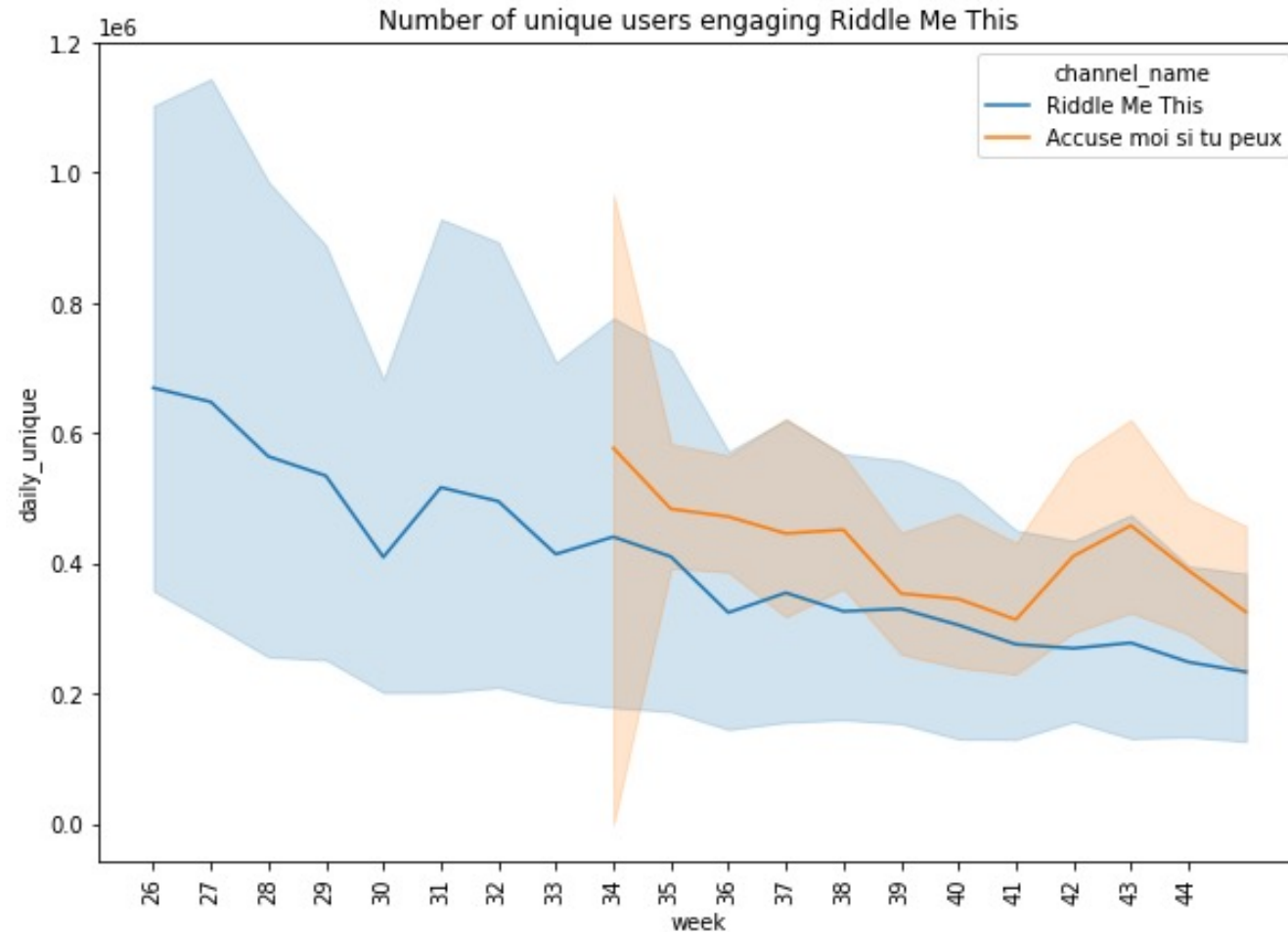
IMPACT ANALYSIS

TEST STABILITY

First we test time series stability and differentiate the non stable series

CLEAN DATA

Remove from data the possible outliers

COMPARE TRENDS

Test the difference of the before and after sets of data.

FINDINGS

TREND COMPARISON

From my tests the two periods doesn't seem to differ significatively for a series of attributes ('loyal_users_perc', 'frq_users_perc', 'frq_users', 'return_users_perc', 'return_users', 'new_users_perc') but on the other side there seems to be significative difference on other ones ('daily_unique', 'monthly_unique', 'new_users', 'new_followers_per_day', 'followers', 'loyal_users').

Further investigation would try to deeper investigate on possible causes to tends changes.

For now I would say that there is no significative change in part of audience features, but further check are needed for daily unique and guesses need to be formally confirmed. Apossible way would be comparing the trend of our channel with the one of the same maturity, in order to check whether the found differences are time dependent or not.

FINDINGS – SOME GUESSES
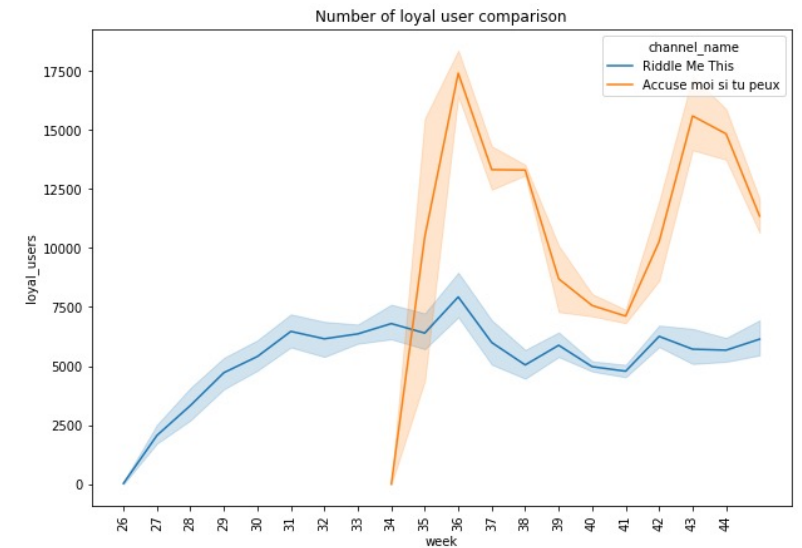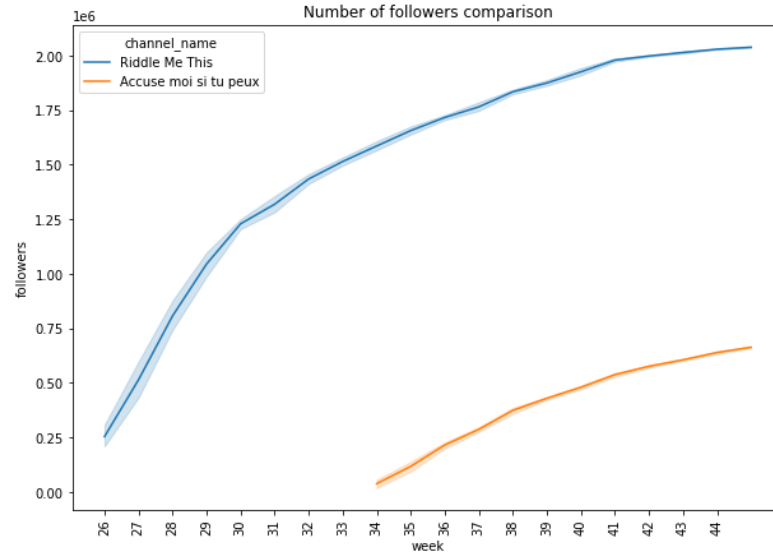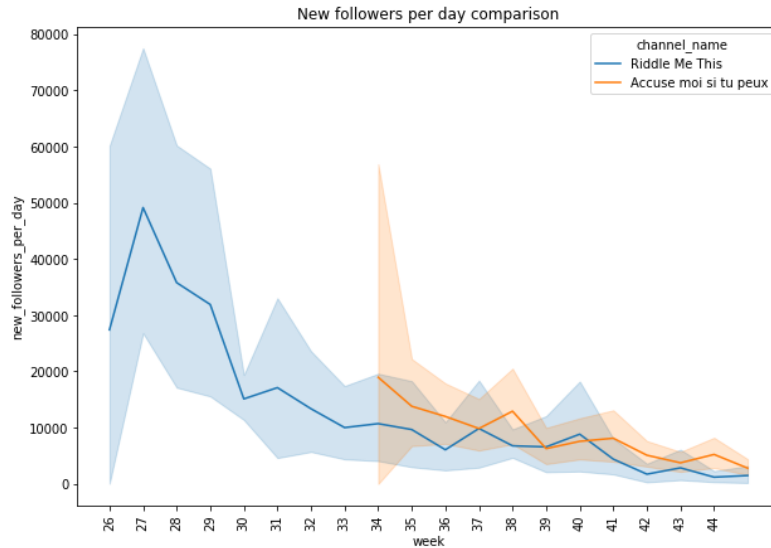
For now I would say that there is no significative change in part of audience features, but further check are needed for daily unique and guesses need to be formally confirmed.
 A possible way would be comparing the trend of our channel with the one of the same maturity, in order to check whether the found differences are time dependent or not.

STORIES

Shape: 155110 rows, 29 cols

Analysis period from 2018-06-27 to 2018-11-11

Number of analysis days: 137

Distribution of stories presence in days per channel:

Channel Name	stories presence in days	publication_date min	publication_date max	publication_date count
Accuse moi si tu peux	-17845	11/10/2018	11/10/2018	525
Accuse moi si tu peux	7	8/25/2018	11/3/2018	11578
Beauty Hacks	-17845	11/10/2018	11/10/2018	4485
Beauty Hacks	2	8/30/2018	11/8/2018	36268
Beauty Hacks	5	9/1/2018	11/3/2018	33243
Beauty Wow	-17846	11/11/2018	11/11/2018	612
Beauty Wow	2	8/31/2018	11/9/2018	12410
Beauty Wow	5	9/2/2018	11/4/2018	12779
Riddle Me This	-17842	11/7/2018	11/7/2018	1207
Riddle Me This	0	9/12/2018	9/12/2018	1820
Riddle Me This	7	6/27/2018	10/31/2018	40183

STORIES

VARIABLES CORRELATION

Language Proliferation Strategy
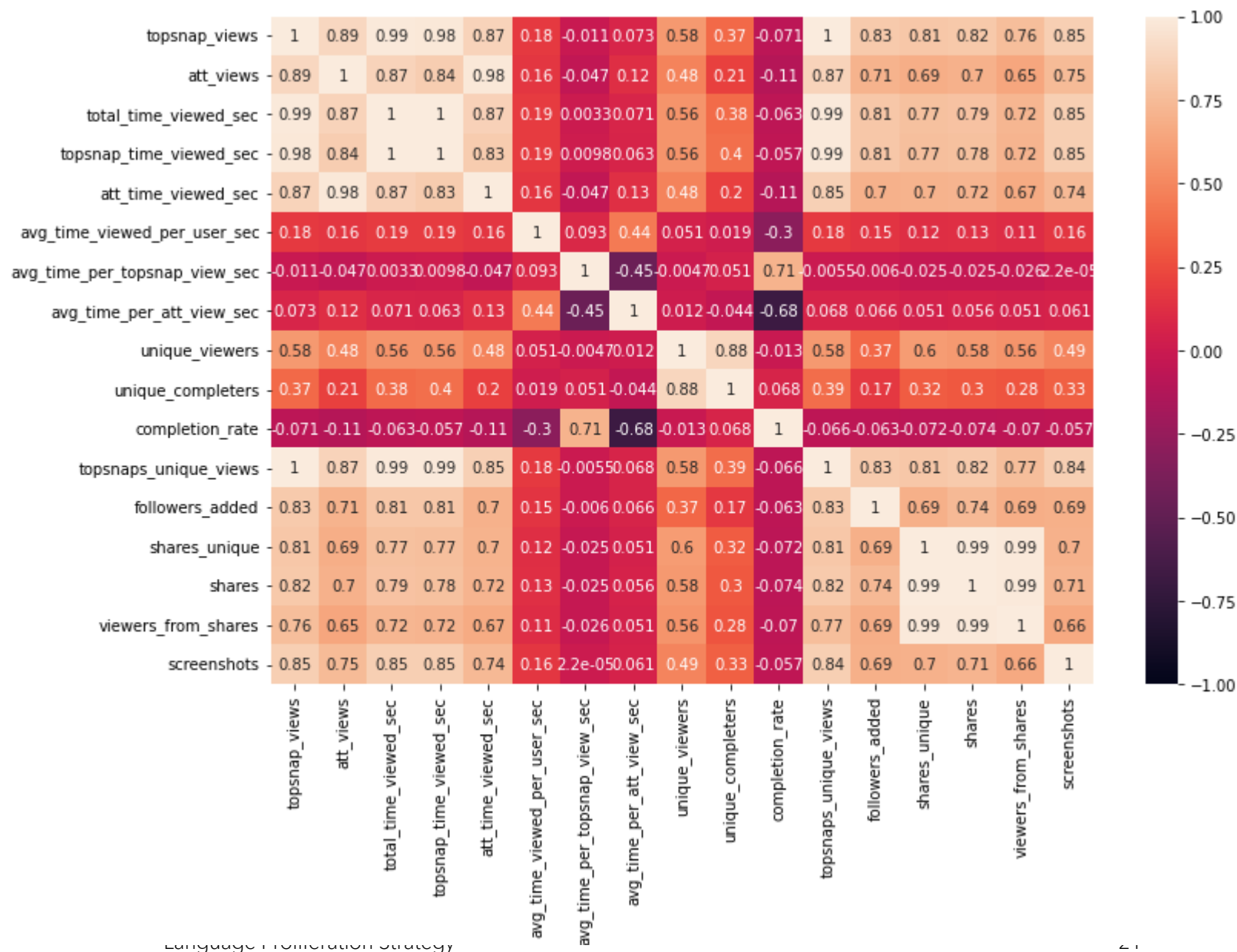
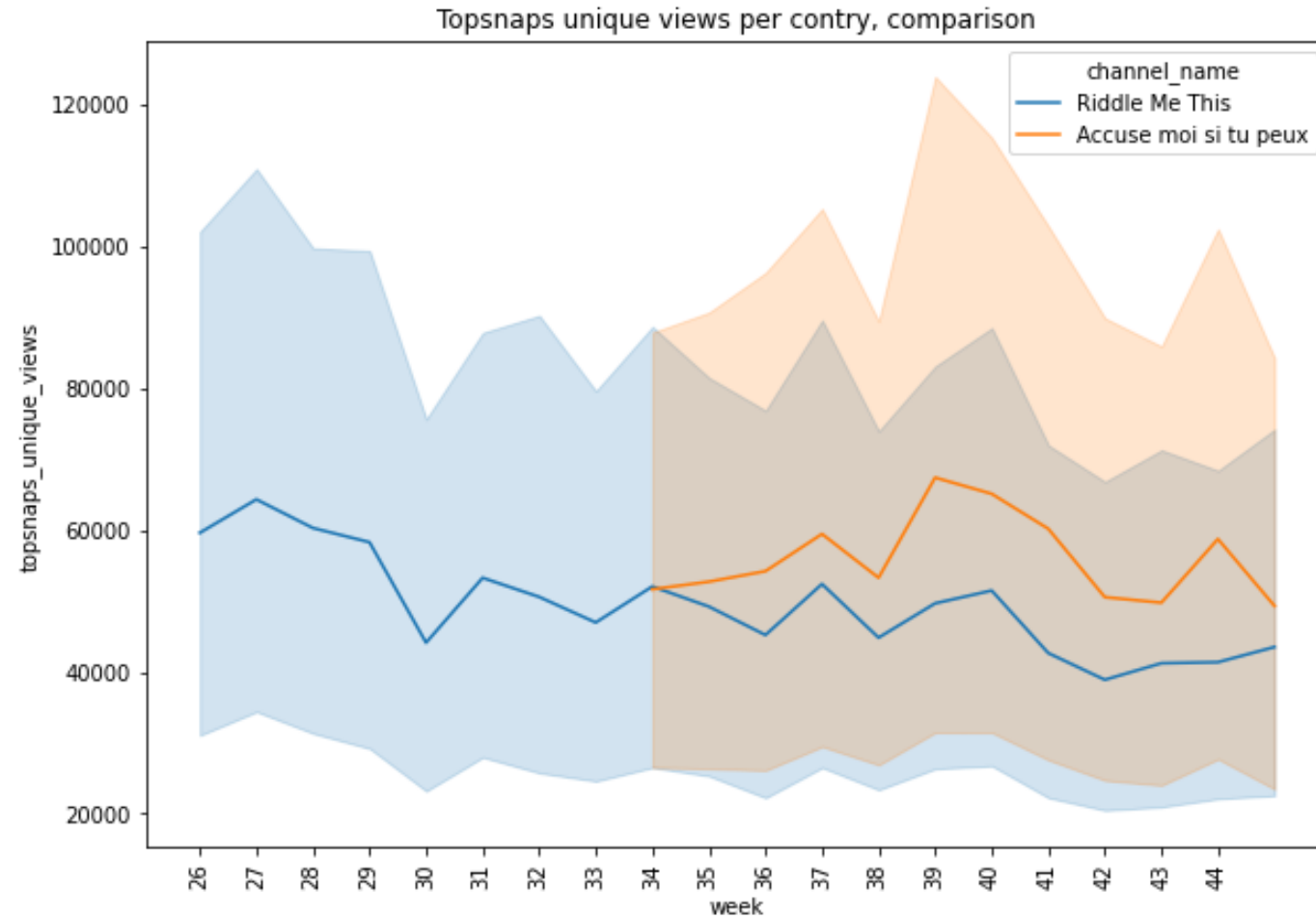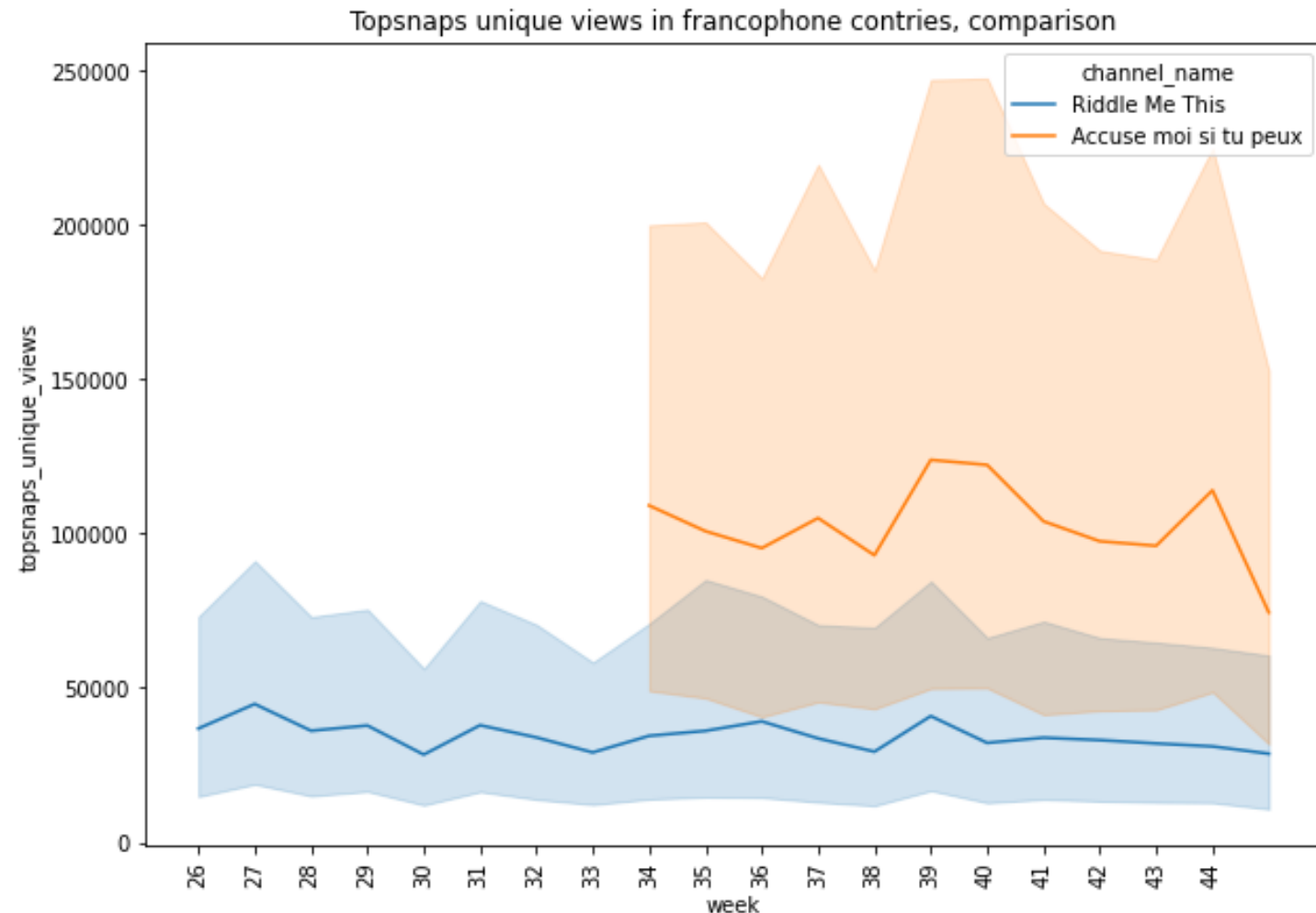# SORIES – IMPACT ANALYSIS

Looking at the weekly time series of Riddle Me This on topsnaps unique views, compared with the Accuse moi si tu peaux time series, we observe no special change in the original trend, this could suggest that the new channel didn't affect the old one in a positive nor a negative way.

We will try to formally verify this guess.

Topsnaps unique views per contry, comparison

SORIES – IMPACT ANALYSIS

francophone countries: Belgium, Benin, Burkina Faso, Burundi, Cameroon, Canada, Chad, the Ivory Coast, the Democratic Republic of the Congo, Djibouti, Equatorial Guinea, France, Haiti, Luxembourg, Madagascar, Mali, Monaco, Niger, Rwanda, Senegal, Seychelles, Switzerland, Togo and Vanuatu
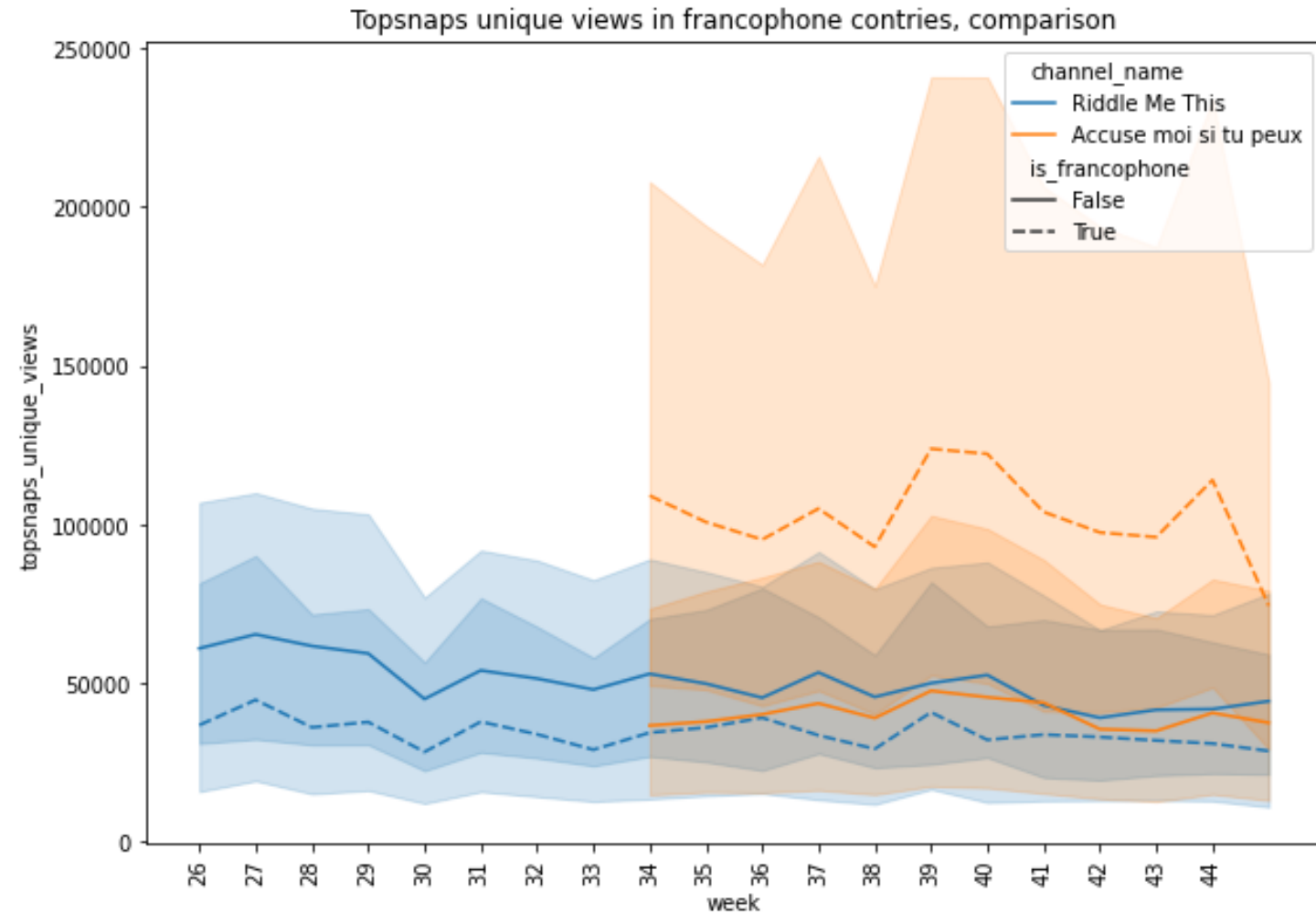

22/5/2022

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SORIES – IMPACT ANALYSIS

francophone countries: Belgium, Benin, Burkina Faso, Burundi, Cameroon, Canada, Chad, the Ivory Coast, the Democratic Republic of the Congo, Djibouti, Equatorial Guinea, France, Haiti, Luxembourg, Madagascar, Mali, Monaco, Niger, Rwanda, Senegal, Seychelles, Switzerland, Togo and Vanuatu

FINDINGS

TREND COMPARISON

In this case the topsnaps unique viewers in francophone countries does not significatively changes before and after Accuse moi si tu poix lauch.

This is indeed visible a lower consumption of Riddle Me This contents from francophone countries with respect the average non francophone consumption

In conclusion Accuse moi si tu poix seems to cover a different target with respect Riddle Me This and given the short time it reached good performances can be considered a good initiative.
If similar conditions are encountered could be a good idea to replicate the language proliferation also for Beauty content.
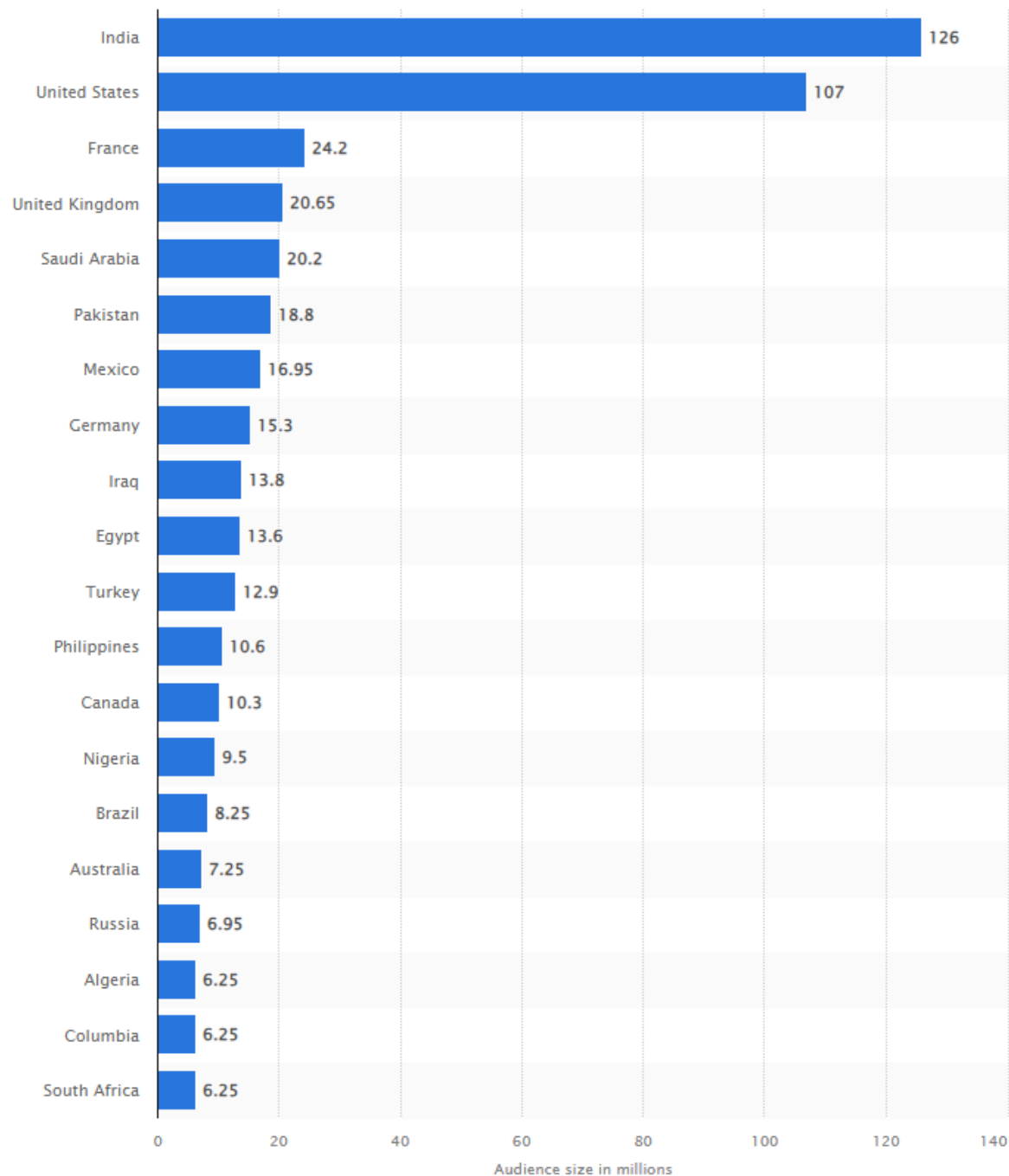
IDENTIFY A CONVENIENT LANGUAGE FOR A NEW CHANNEL

Language Proliferation Strategy

SNAPCHAT USERS BY COUNTRY

2022 DATA

NO DATA FROM 2018 AVAILABLE

| Country	Audience size in millions
India	126
United States	107
France	24.2
United Kingdom	20.65
Saudi Arabia	20.2
Pakistan	18.8
Mexico	16.95
Germany	15.3
Iraq	13.8
Egypt	13.6
Turkey	12.9
Philippines	10.6
Canada	10.3
Nigeria	9.5
Brazil	8.25
Australia	7.25
Russia	6.95
Algeria	6.25
Columbia	6.25
South Africa	6.25

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SPANISH

Spanish countries: Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela, Puerto Rico, Spain, Equatorial Guinea

Both Beauty Wow and Beauty Hacks Spanish consumption significatively differ from the non-Spanish one.

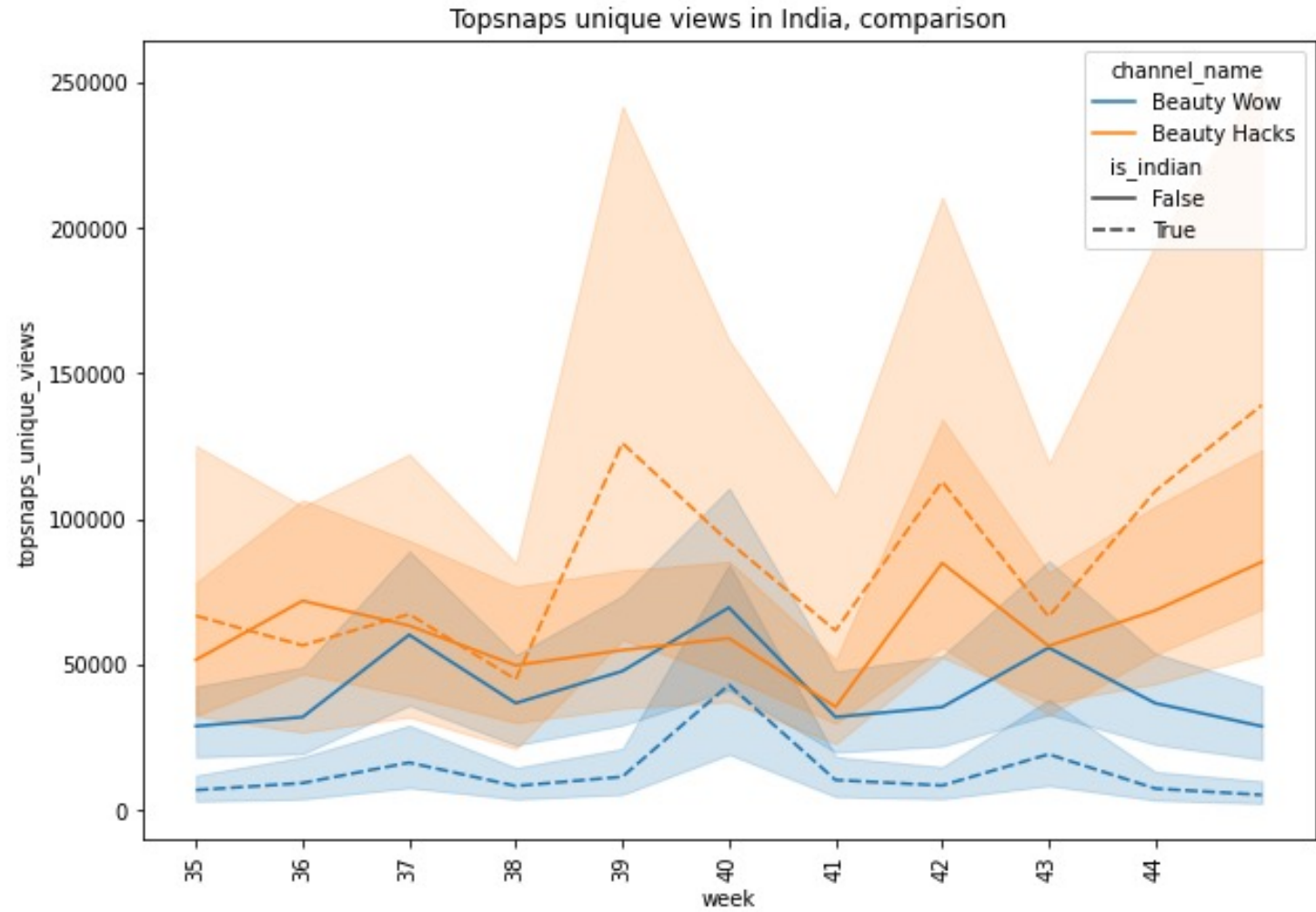Topsnaps unique views in spanish contries, comparison
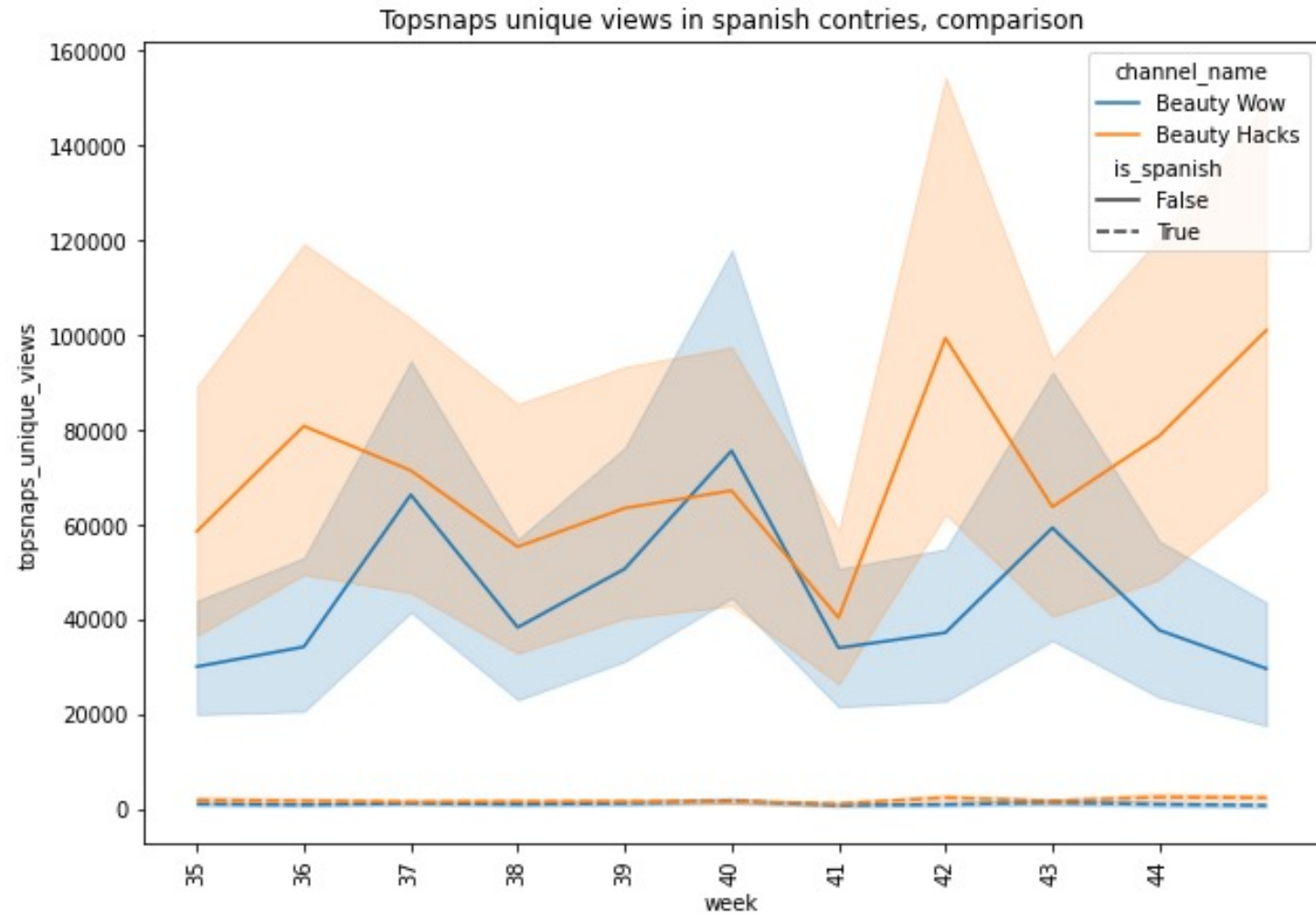
FRENCH

francophone countries: Belgium, Benin, Burkina Faso, Burundi, Cameroon, Canada, Chad, the Ivory Coast, the Democratic Republic of the Congo, Djibouti, Equatorial Guinea, France, Haiti, Luxembourg, Madagascar, Mali, Monaco, Niger, Rwanda, Senegal, Seychelles, Switzerland, Togo and Vanuatu

Statistical test shows uncertainty about the different in Beauty content for francophone and non-francophone countries

Topsnaps unique views in francophone contries, comparison
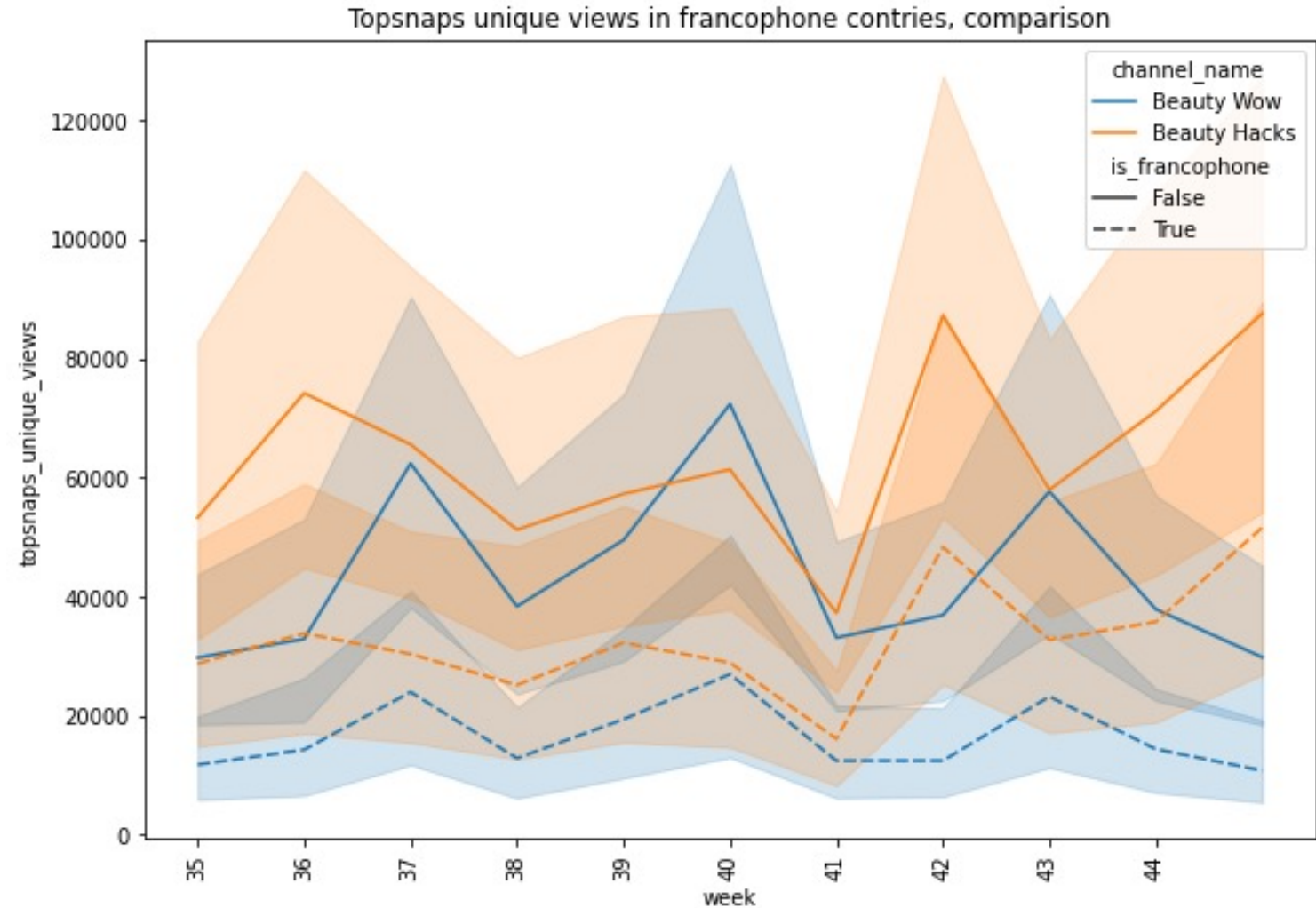
HINDI

Here no significant change in consumption

Topsnaps unique views in India, comparison

MOST PROMISING COUNTRIES

Beauty Wow

country	p-value
AL	0.061284
NG	0.061438
MX	0.062293
FI	0.063575
PR	0.063825

This should be weighted with the users per country, but here you get the idea

Beauty Hacks

country	p-value
MV	0.088964584
DZ	0.089323474
MK	0.091044105
DO	0.091056647
BG	0.091143485
GR	0.091233472
HU	0.092250645
JP	0.092269296
HK	0.092504765
LT	0.092633367

THANK YOU

Giovanni Misseri

Language Proliferation Strategy