**1: Which platforms and post types generate the highest engagement or views?**

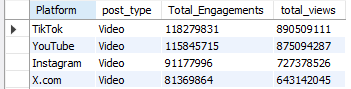
select Platform,post\_type,sum(engagement) as Total\_Engagements, sum(Views)as total\_views

from social

group by Platform,post\_type

order by Total\_Engagements desc, total\_views desc

limit 5;



**2: -- What content categories (e.g., product promotion, educational) drive the best performance across different regions?**

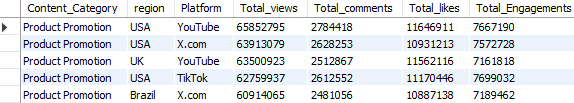
select Content\_Category, region,Platform, sum(views) as Total\_views,sum(Comments)as Total\_comments,sum(Likes)as Total\_likes,sum(engagement) as Total\_Engagements

FROM social

group by Content\_Category,Region,Platform

order by Total\_views desc,Total\_comments desc,Total\_likes desc,Total\_Engagements desc

limit 5;



-- Content\_Category VS region Vs Total\_Engagements

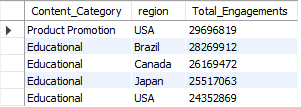
select Content\_Category, region, sum(engagement) as Total\_Engagements

FROM social

group by Content\_Category,Region

order by Total\_Engagements desc

limit 5;



-- Content\_Category VS region Vs Total\_views

select Content\_Category,Platform, region, sum(views) as Total\_views

FROM social

group by Content\_Category, Platform,Region

order by Total\_views desc

limit 5;



-- Content\_Category VS region Vs Total\_likes

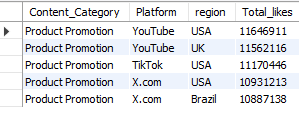
select Content\_Category,Platform, region, sum(likes) as Total\_likes

FROM social

group by Content\_Category, Platform,Region

order by Total\_likes desc

limit 5;



- 3: **How do performance metrics vary by platform, post format, or hashtag usage?**

-- performance vs platform

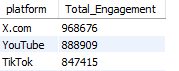
select platform,sum(engagement) as Total\_Engagement

from social

group by Platform,engagement

order by Total\_Engagement desc

limit 5;



-- performance vs postformant

select Post\_Type, sum(engagement) as Total\_Engagement

from social

group by Post\_Type,engagement

order by Total\_Engagement desc

limit 5;



-- performance vs hastag

-- performance vs postformant

select Main\_Hashtag, sum(engagement) as Total\_Engagement

from social

group by Main\_Hashtag,engagement

order by Total\_Engagement desc

limit 5;



-- Combining Platform, Post Format & Hashtags

select platform, post\_type,Main\_Hashtag, sum(engagement) as Total\_Engagement

from social

group by platform, post\_type,Main\_Hashtag

order by Total\_Engagement desc

limit 5 ;



**4: What are the ideal days and hours to publish content for maximum engagement?**

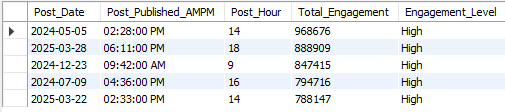
select Post\_Date ,Post\_Published\_AMPM,Post\_Hour,sum(engagement) as Total\_Engagement,Engagement\_Level

from social

group by Post\_Hour,Post\_Date,Post\_Published\_AMPM,Engagement\_Level

order by Total\_Engagement desc

limit 5;



**5: -- Are there regional differences in engagement and click-through performance**

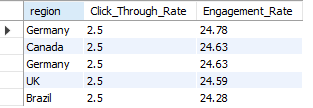
select region, Click\_Through\_Rate, Engagement\_Rate

from social

group by Region,Click\_Through\_Rate, Engagement\_Rate

order by Click\_Through\_Rate desc, Engagement\_Rate desc

limit 5;



-- regions by highest Engagement\_Rate

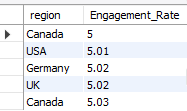
select region, Engagement\_Rate

from social

group by Region, Engagement\_Rate

order by Engagement\_Rate

limit 5;



-- regions by highest click-through rate

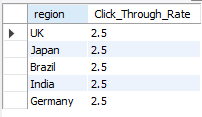
select region, Click\_Through\_Rate

from social

group by Region,Click\_Through\_Rate

order by Click\_Through\_Rate

limit 5;



**6: -- What hashtags are most effective in increasing impressions or clicks**

-- hastags with highest impression

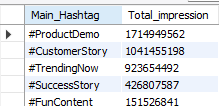
select Main\_Hashtag, sum(impressions) as Total\_impression

from social

group by Main\_Hashtag

order by Total\_impression desc

limit 5;



-- hastags with highest clicks

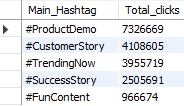
select Main\_Hashtag, sum(clicks) as Total\_clicks

from social

group by Main\_Hashtag

order by Total\_clicks desc

limit 5;



**7: -- Which countries or regions consistently show high video view counts or live stream interest?**

-- region with highest video view

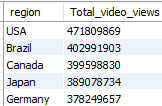
select region, sum(Video\_Views) as Total\_video\_views

from social

group by region

order by Total\_video\_views desc

limit 5;



-- region with highest live stream

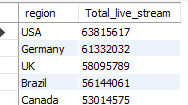
select region, sum(Live\_Stream\_Views) as Total\_live\_stream

from social

group by region

order by Total\_live\_stream desc

limit 5;



**8: - Are there correlations between engagement levels and content categories or publishing time?**

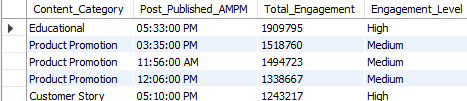
select Content\_Category,Post\_Published\_AMPM,sum(Engagement)as Total\_Engagement,Engagement\_Level

from social

group by Content\_Category,Engagement\_Level,Post\_Published\_AMPM

order by Total\_Engagement desc

limit 5 ;



-- Are there correlations between engagement levels and content categories

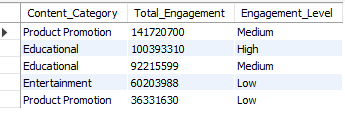
select Content\_Category,sum(Engagement)as Total\_Engagement,Engagement\_Level

from social

group by Content\_Category,Engagement\_Level

order by Total\_Engagement desc

limit 5 ;



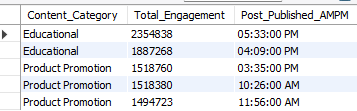
select Content\_Category,sum(Engagement)as Total\_Engagement,Post\_Published\_AMPM

from social

group by Content\_Category,Post\_Published\_AMPM

order by Total\_Engagement desc

limit 5 ;



**10: -- How do organic vs. promoted content types compare in terms of reach and performance?**

select Content\_Type,sum(Engagement)as Total\_Engagement

from social

group by Content\_Type

order by Total\_Engagement desc

limit 5;

