



RESEARCH OF USER INTERACTION WITH YANDEX.ZEN CARDS

PERFORMED BY: FEDOR IVANNIKOV

DATA SOURCE: YANDEX.ZEN

DASHBOARD:

[HTTPS://PUBLIC.TABLEAU.COM/APP/PROFILE/FEDOR.IV
ANNIKOV/VIZ/YANDEX_ZENPROJECT/DASHBOARD1](https://public.tableau.com/app/profile/fedor.ivannikov/viz/Yandex_ZenProject/Dashboard1)

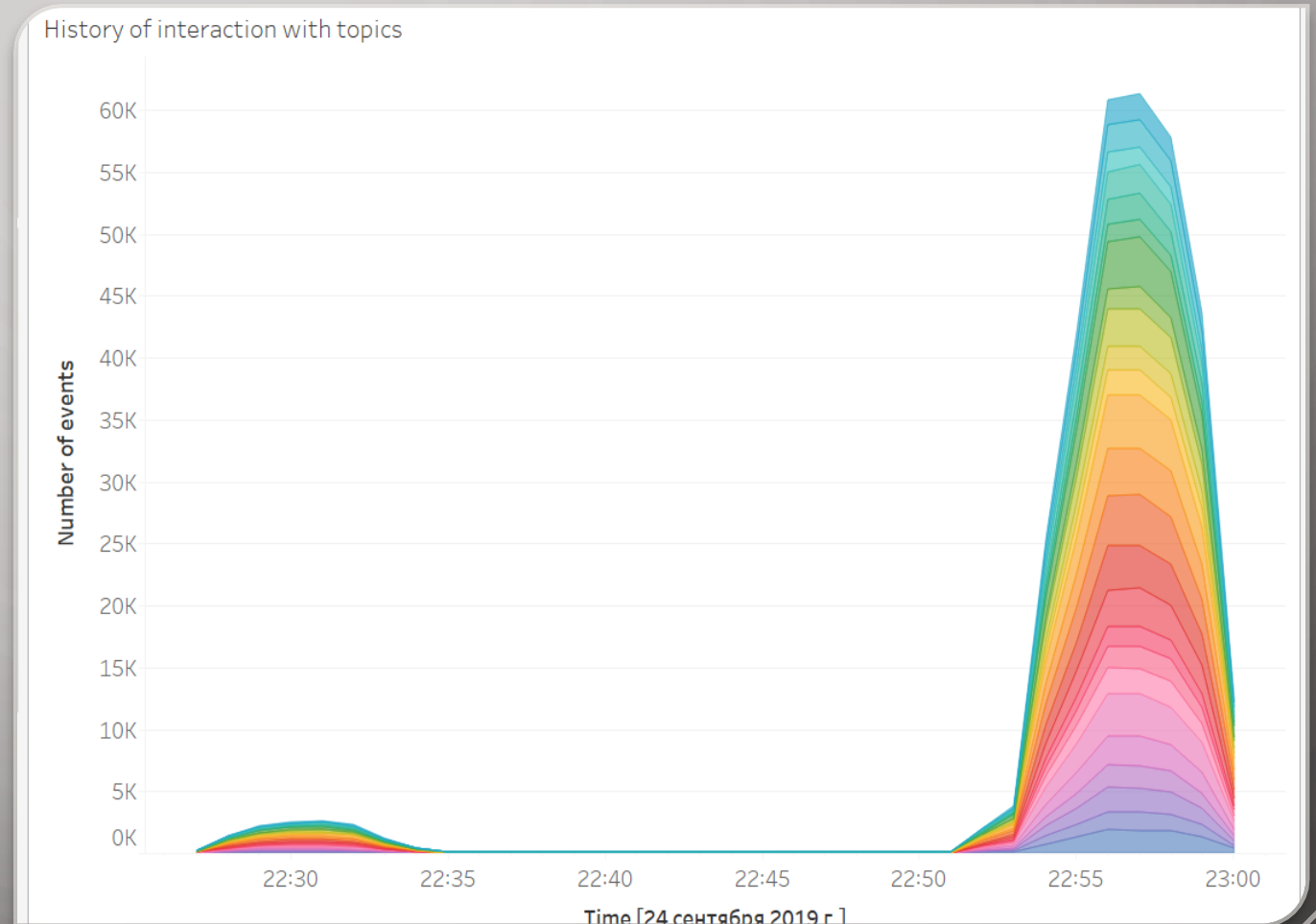
The study was conducted on 09.11.2022

CONCLUSIONS

1. At the peak of visits to the Yandex.Zen resource, according to current data, the number of interactions from users is more than 60,000.
2. The most popular card themes are Relationships, Science, and Interesting Facts.
3. Least popular PsychoShows, Shows, Women's psychology
4. Cards with the theme Science at the peak moment cover up to 13% of resource users
5. Most cards are generated by sources with the main theme: "Family Relations" (36000), Russia (31000), Useful Tips (2800)
6. The maximum interaction occurs in the sources about Travel, in the topic Stories (4760)
7. Noteworthy is the popularity of all the themes of the cards, with the theme of the sources "Russia" and "Useful advice". The intersection of Science and Cinema is also very popular.

• HOW MANY USER INTERACTIONS WITH CARDS OCCUR IN THE SYSTEM, BROKEN DOWN BY CARD TOPICS?

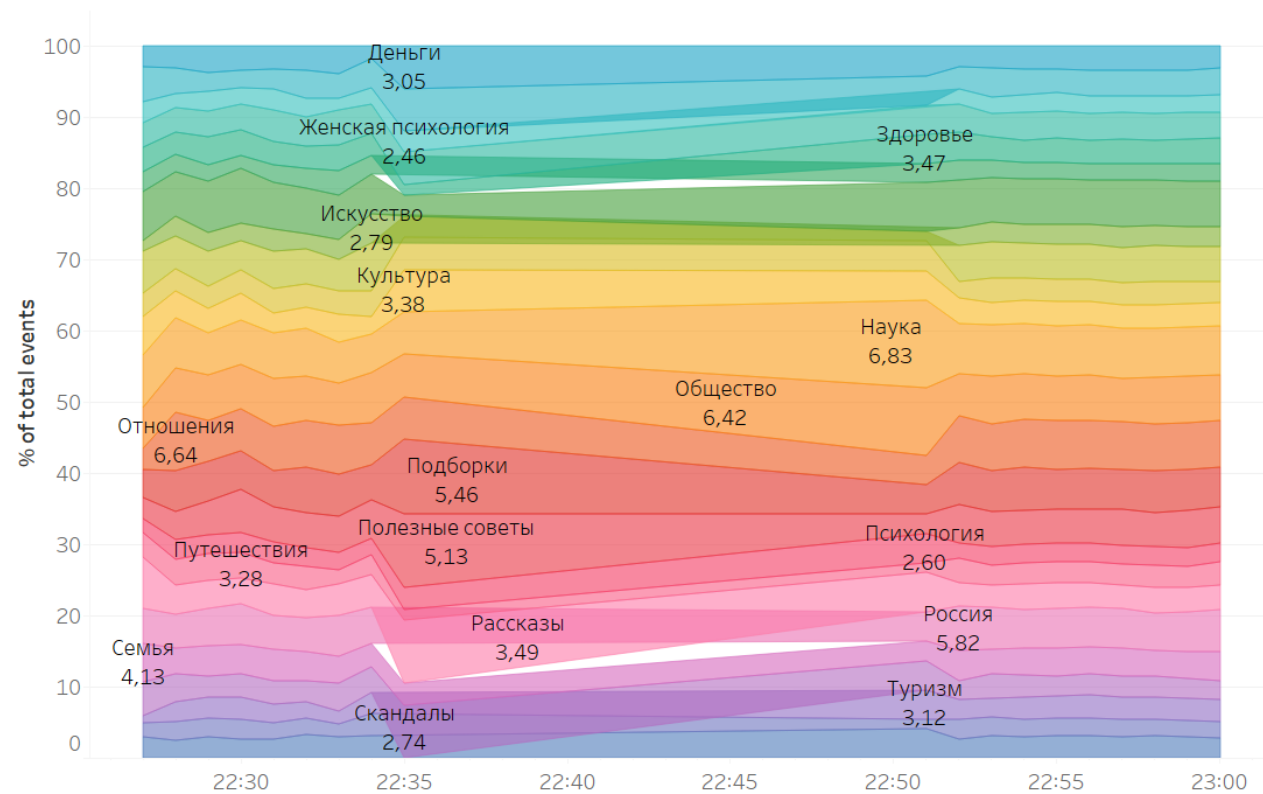
- The maximum number of interactions is more than 60,000
- Most popular topics: Relationships (4134), Science (4312), Interesting facts (4028)
- Unpopular Topics: Psychology (1574), Psychology of Women (1551), Shaw (1506)



HOW MANY USER INTERACTIONS WITH CARDS OCCUR IN THE SYSTEM, BROKEN DOWN BY CARD TOPICS?

- All-time percentage in the lead: Science, Society, and Relations
- At the peak moment, Science took up to 13% of the audience

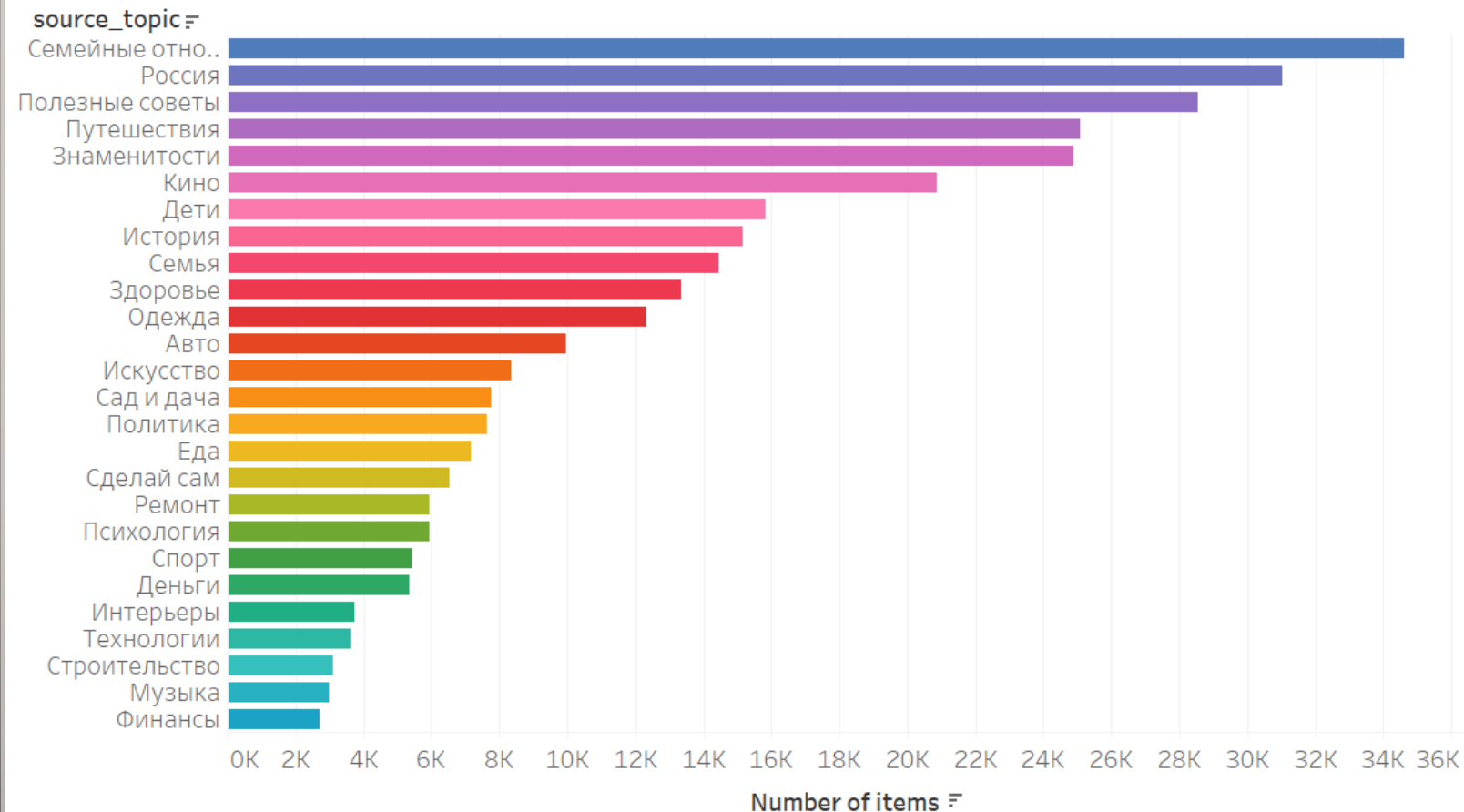
History of interaction with topics, %



HOW MANY CARDS DO SOURCES WITH DIFFERENT TOPICS GENERATE?

- Most cards are generated by sources with the main theme: "Family Relations" (36000), Russia (31000), Useful Tips (28000)
- The least cards are given by sources: "Finance" (2719), "Music" (2974), "Construction" (3111)

Source items





THE PERCENTAGE OF INTERACTION WITH RESOURCE TOPICS IS FULLY CORRELATED WITH THE GENERATION OF CARDS BY THEM, THE SAME ONES ARE IN THE LEAD: FAMILY RELATIONS, RUSSIA, USEFUL TIPS

Как соотносятся темы карточек и темы источников?

- The maximum interaction occurs in the sources about Travel, in the topic Stories (4760)
- The popularity of all the themes of cards with the theme of the sources "Russia", "Family Relations" and "Useful Tips" is noteworthy.
- The intersection of Science and Cinema is also very popular.

Relation between source and item topics

item_t...	source_topic															
	Кино	Муз..	Одеж..	Поле..	Поли..	Псих..	Путе..	Ремо..	Росс..	Сад и..	Сдел..	Семе..	Семья	Спорт	Стро..	Техн..
Деньги	1 072	42	101	1 131	985	314	554	375	1 167	103	140	732	359	140	69	88
Дети	486	9	336	1 609	137	133	451	182	565	663	373	1 237	581	21	107	32
Женск..	279	5	482	440	24	482	330	13	685	50	19	2 152	793	27		40
Женщи..	353	45	571	1 035	80	260	203	71	409	127	230	2 367	1 031	212	58	7
Здоров..	163	23	533	2 440	125	221	413	148	742	563	574	842	262	207	110	78
Знаме..	426	56	487	183	35	91	305	4	2 368	21	6	791	241	447	53	166
Интерес..	1 073	333	869	2 105	358	461	1 506	183	2 659	861	355	1 375	635	189	237	224
Искусс..	1 297	235	215	345	128	99	694	182	658	45	135	779	423	58	56	61
История	1 137	169	325	889	721	236	2 730	172	1 557	226	154	1 394	725	199	9	298
Красота	492	38	445	1 270	293	176	817	175	278	526	480	780	281	31	180	41
Культу..	1 602	185	305	234	319	82	449	169	1 529	103	79	929	508	49	92	48
Наука	3 417	425	406	1 941	252	298	1 892	432	1 851	236	373	1 765	846	438	106	767
Общес..	599	81	365	1 380	1 260	951	926	190	3 617	79	169	2 834	1 461	353	105	121
Отнош..	703	146	1 475	2 817	863	208	1 326	533	2 354	975	530	1 079	212	318	533	123
Подбо..	1 464	197	1 667	2 899	44	409	1 554	491	920	545	376	1 445	429	288	372	455
Полез..	146	131	917	1 464	51	451	2 183	510	424	264	702	1 854	843	138	81	304
Психол..	230	20	188	889	230	148	270	35	981	87	47	891	681	127	90	24
Путеш..	300	35	398	929	63	132	666	465	614	521	133	750	316	93	88	47
Расска..	379	38	30	378	67	239	4 760	125	430	209	97	903	565	234	77	1
Россия	960	335	286	756	235	39	1 131	360	2 979	87	117	2 041	634	724	185	323
Семья	511	41	565	1 358	82	186	358	467	544	569	449	1 543	1 178	4	363	35
Сканда..	735	135	292	54	393	18	288	13	1 615	24	58	983	395	618		288
Туризм	263	81	254	757	318	139	500	421	899	539	714	1 643	296	83	77	40
Шоу	2 280	99	416	38	542	8	120	7	525			1 547	161	144	8	
Юмор	517	70	396	1 196	17	148	648	208	650	333	211	1 958	609	289	55	11

The slide features a dark gray background with a subtle pattern of concentric circles. In each of the four corners, there are decorative white line art elements resembling electronic circuit traces or a stylized city skyline, with small circles at the end of the lines.

THANKS FOR ATTENTION

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