**COMPANY DATA SPONSORSHIP INSIGHTS**

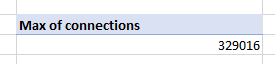
KPI’S

1. Provide the maximum number of followers
2. Provide the maximum number of connections
3. Provide the minimum number of connections
4. Provide the minimum number of connections by city
5. Provide the maximum number of connections by city
6. Communicate the total number of connections
7. Communicate the total number of followers
8. Insights drawn from the data and communication on what to do to improve the revenue coming in on partnership with these companies.
9. **The maximum number of followers is**:



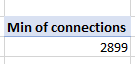
Upon doing your pivot table, check under the edit field settings to change the configuration to Max from sum. This is to get the maximum number of followers.

1. **The maximum number of connections is**:



Upon doing your pivot table, check under the edit field settings to change the configuration to Max from sum. This is to get the maximum number of connections.

1. **The minimum number of connections is**:



Upon doing your pivot table, check under the edit field settings to change the configuration to Max from sum. This is to get the minimum number of connections.

1. **The minimum number of connections by city is**:



KIA MOTORS AMERICA has the minimum number of connections. Their branch in IRVINE, CA has the minimum number of connections.

1. **The maximum number of connections by city is**:



Mc DONALD’s has the maximum number of connections. Their branch in CHICAGO, ILLINOIS has the maximum number of connections.

1. **The total number of connections**:



The sum of connections is the same as the total number of connections. Therefore, the total number of connections is given as the above. This is done with the aid of pivot table’s rows and values.

1. **Total number of followers**:



The sum of followers is the same as the total number of followers. Therefore, the total number of followers is given as the above. This is done with the aid of pivot table’s rows and values.

**INSIGHT ON THE DATA**

From the data above, the social media engagement is okay but based on the followers and connections, the most impactful partnership will be McDonalds because of the huge number of connections they got. So it’s likely our product will reach a wider audience with the help of McDonalds. If we are looking for more social media views or publicity, its reasonable to look at Unilever as they have a large fan base/ followers.