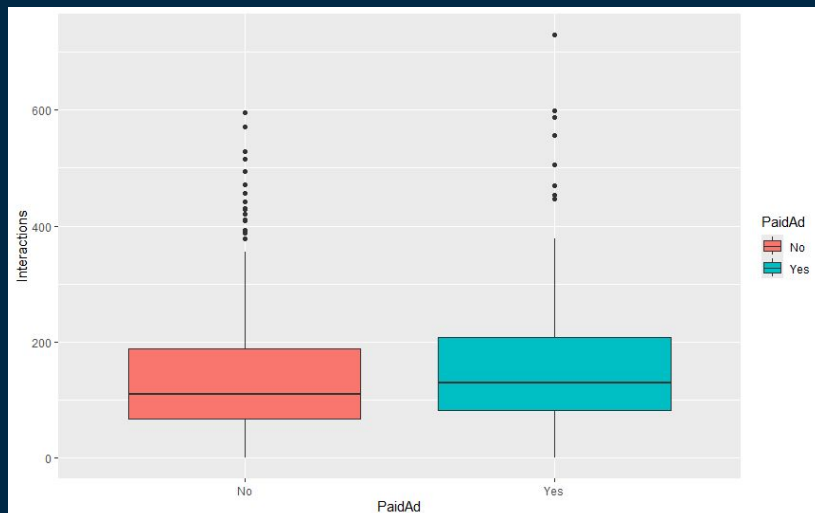
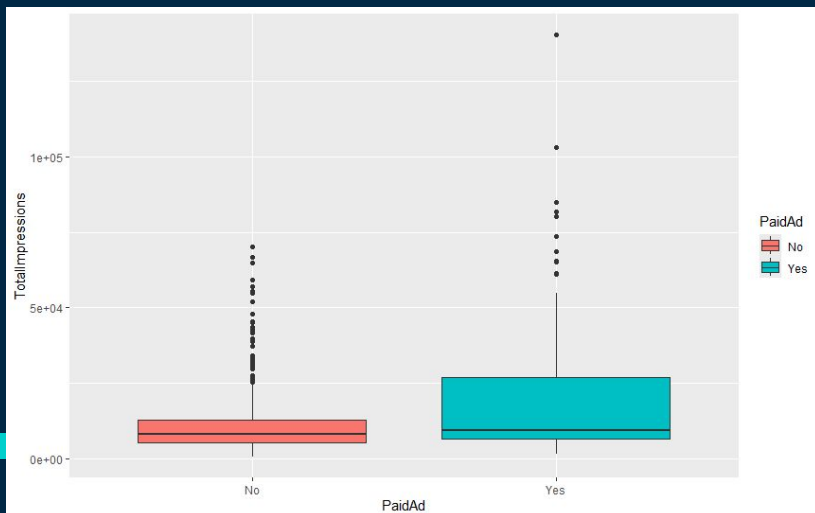


Question 1 Challenge 5

- mean increase of **30.41 interactions** and **9,194 impressions** when a post has a **paid** advertisement
- **77.48% increase** in impression when paid
 - $\text{Impression when paid} / \text{Impression when non-paid}$
- **21.85% increase** in interactions when paid
 - $\text{Interaction when paid} / \text{Interaction when non-paid}$



Question 2 Challenge 9

- **Photos** lead to the **least** amount of reach and impression for both paid and non-paid
- **Videos** lead to the **most** amount of reach and impressions for both paid and non-paid,
- **Status** lead to the **most** relative increase in reach and impressions
- **Link** and **Photo** has the least relative increase
 - paid ads may not be worth the investment
- **Status** and **Video** paid ads are worth the investment

