Historical-Report-2020-01-01--2021-03-01 contains Facebook posts of some companies. Please use Alteryx to complete the following steps:

1.Clean data: remove the rows which has null value in column “User Name”

Graphical user interface, text, application

Description automatically generated

2.Filter out the posts which are from the accounts whose names contain “boston” ( If the “User Name” contains “boston”, we should filter these posts out)

Table

Description automatically generated

3.Use “Select” tool to change the datatype based on your needs

Graphical user interface, application, table

Description automatically generated

4.Remove the Facebook Pages which have less than 10 posts (<10)

Table

Description automatically generated

5.Group by “User Name” , count how many posts for each Facebook page, and answer the questions:  
     “which three Facebook pages have the most likes? ”  ( Answer the question with the “comment” tool)  
     “which three Facebook pages have the most comments? ” ( Answer the question with the “comment” tool)

Likes -

Graphical user interface, table

Description automatically generated with medium confidence

Comments –

Table

Description automatically generated

6.Do label encoding on “Page Admin Top Country” (classify the country as “US”, “CA” “Others”), and visualize the counts of each category in a bar chart.

Chart, bar chart

Description automatically generated

7.Visualize the relationship between “Likes” and “Comments” with scatter plot.

Chart, scatter chart

Description automatically generated

8.Bonus:  
Create a new column, called “my\_interaction”, and the value of it is the sum of “Likes”, “Comments” and “Shares”  
Group by year and month of “post\_year” and answer the question “Which three months have the most interaction?”

Timeline

Description automatically generated with medium confidence