

GoPro Social Media Analytics Dashboard

Socaial Media Network	Followers	Posts
youtube	10900000	2591
tiktok	2900000	316
instagram	20636676	7823

GoPro Post Statistics

x

youtube

x

tiktok

x

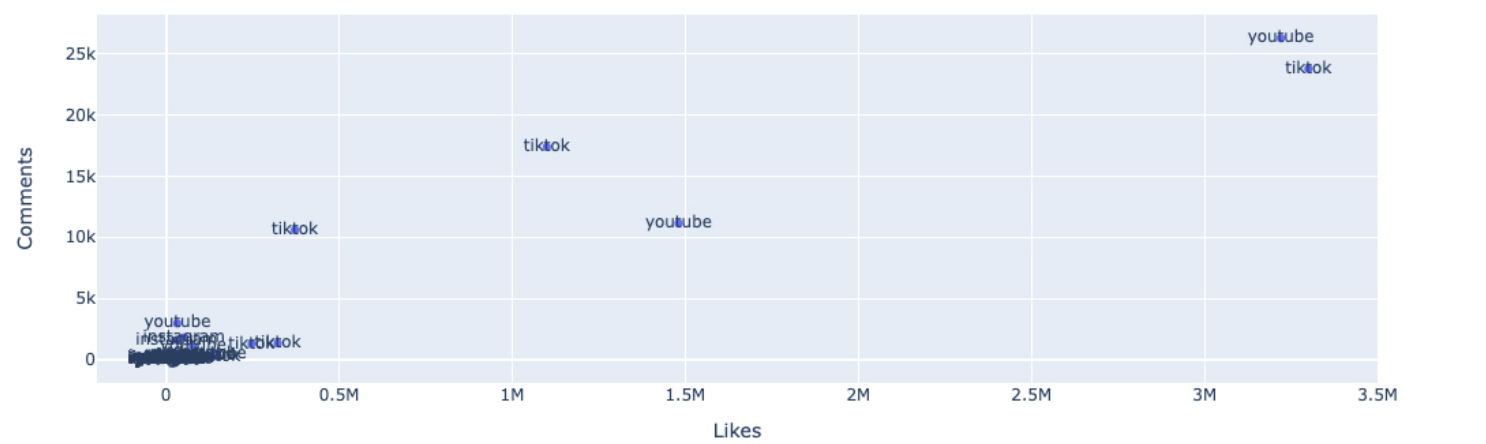
instagram

x

Post_id	channel_type	Post_type	Likes	Comments	Views	Engagement_rate	Engagement_rat	Publish_date
Im8HPvQ0yys	youtube	video	517	64	9059	0.01	6.41	2023-10-06
a9PdU9xQeXk	youtube	video	2211	15	36251	0.02	6.14	2023-10-02
sB60FSm6fcw	youtube	video	14688	66	283265	0.14	5.21	2023-10-01
XBoqsmBYG4Q	youtube	video	4889	15	91775	0.04	5.34	2023-09-29
0h1aX7fQn3Y	youtube	video	788	33	19630	0.01	4.18	2023-09-29
tvjdwJg-Kfg	youtube	video	17915	79	229196	0.17	7.85	2023-09-28
Qom3kEymw_M	youtube	video	136742	472	2311976	1.26	5.93	2023-09-23
RgwU5ePYu5A	youtube	video	1317	43	47684	0.01	2.85	2023-09-22
K4KUzJe4DRc	youtube	video	17322	86	308957	0.16	5.63	2023-09-21
HzVJVIXGedc	youtube	video	11751	74	231050	0.11	5.12	2023-09-19

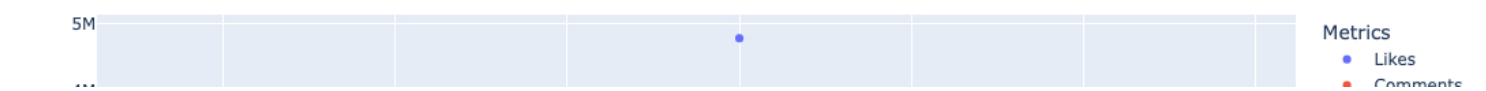
GoPro Posts - Likes vs. Comments

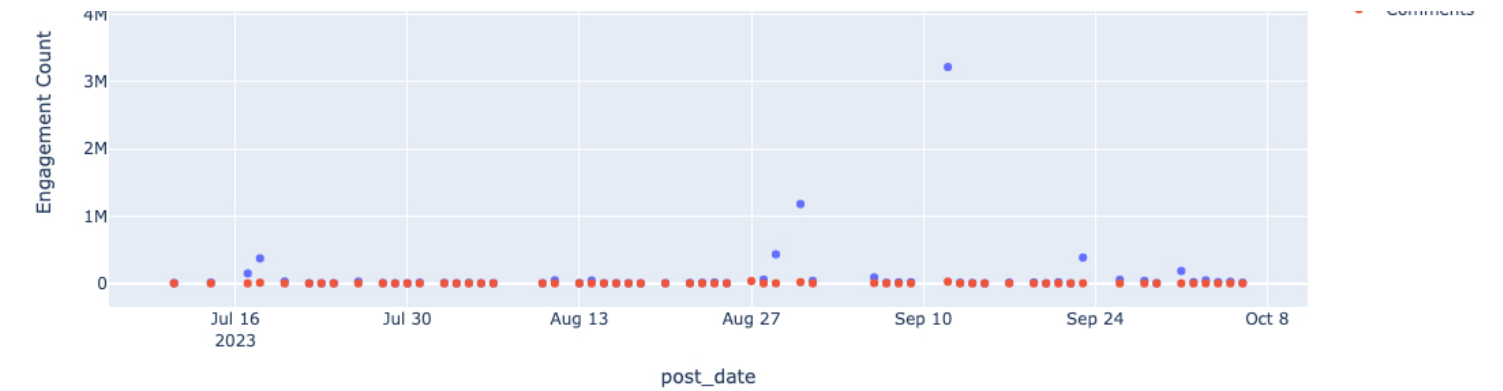
GoPro Social Media Posts - Likes vs. Comments



Time Series Analysis of GoPro Posts

Time Series Analysis of GoPro Posts Engagement



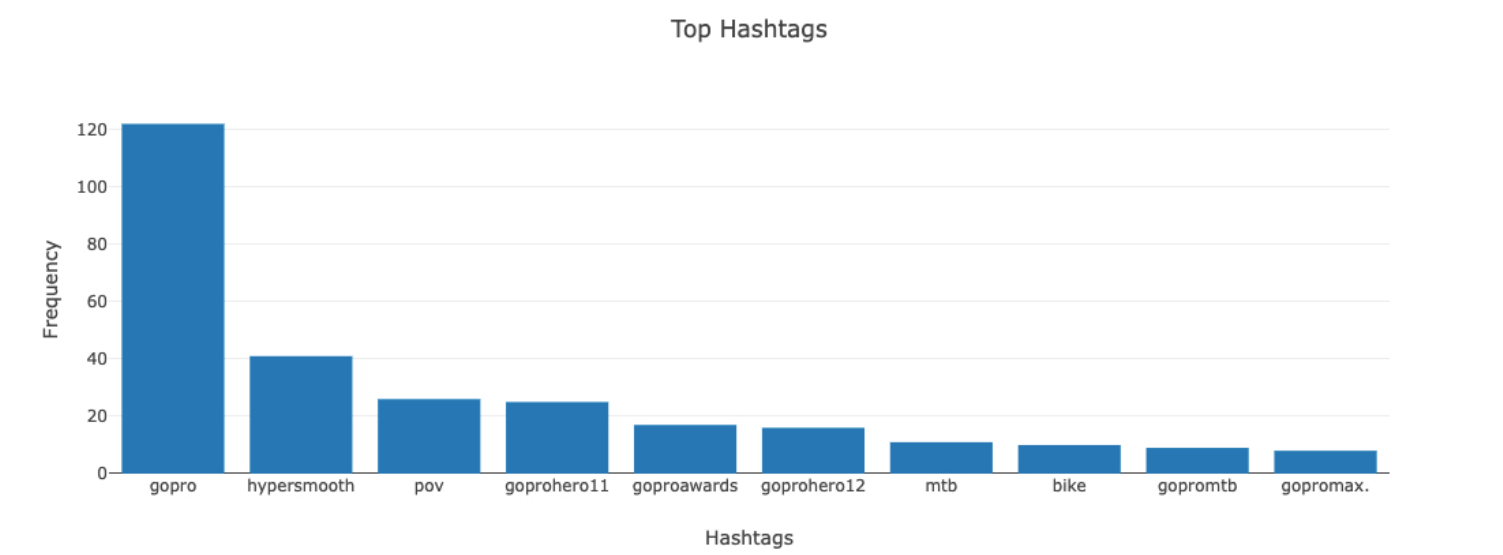


GoPro - Diffusion of Information

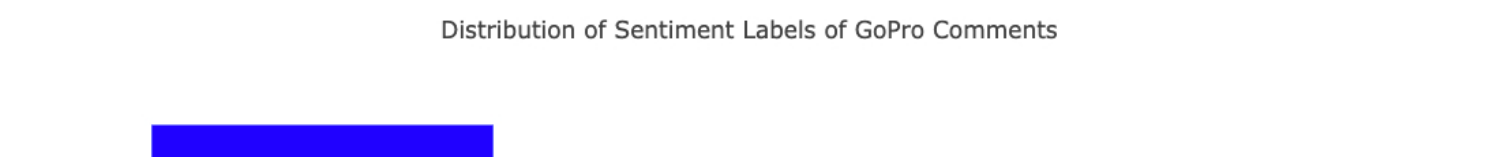
GoPro Top Influential Users

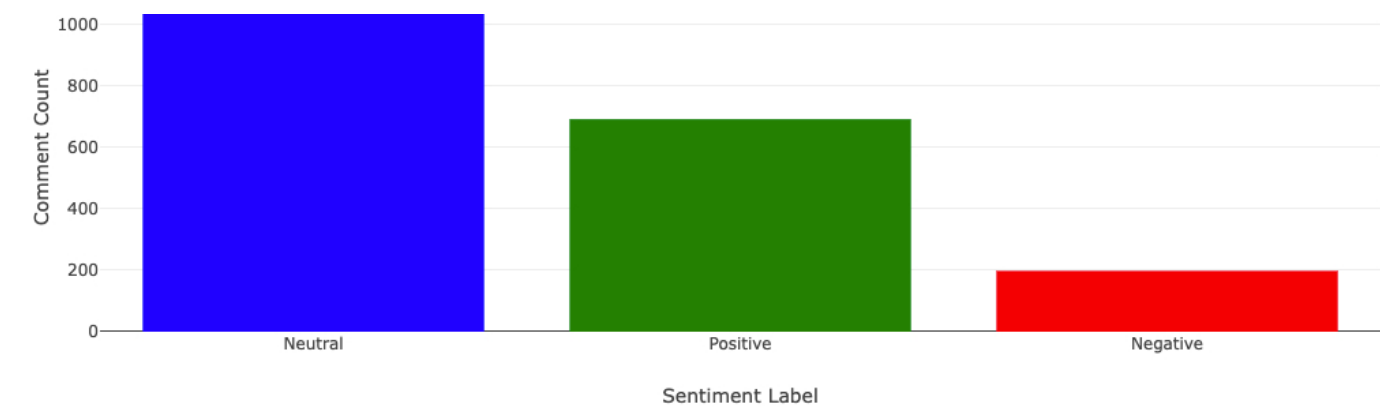
User ID	User Name	Influence Score (Degree Centrality)
UC-Ga0r5CIApxtrzv0e9n8mg	Jayden Lawson	0.006911217437533227
UCUUid8Jb0_DLCq94EGwN6bQ	Pete R	0.006911217437533227
UCqWH1XPwP7yzFMiJy4uBGhQ	Burakgulerstore	0.004784688995215312
UCtzkCk0-AG9WkuNfCEIj0nw	Dystopic	0.004253056884635832
UCiZFFD_HcPZ-49R3Eci-M0A	Markiyan Hapyak	0.002658160552897395
UCQm0NRXCRzoHvGB0qeyjgEQ	MrLandShark2000	0.002658160552897395
UCKtIFKEIxXAaEbsDGFbhYjg	Alix Hasner	0.002126528442317916
UC4GKt7Yi1BmHuwLUE1f9yRQ	Gelsoftforlife	0.002126528442317916
UCsPHh46gw2v6Dcdcc-Nt4NA	Richard Barkway-Smith	0.002126528442317916
UCNndIWV5iGmGGkKrv7Um4vA	David Silberhorn	0.002126528442317916

GoPro Hashtags Analysis



Sentiment Analysis of GoPro Comments





GoPro User Centrality Measurements

User ID	User Name	Post ID	Degre Centrality	Eigenvector Centrality
UC_tmHfAtUtsFH4LwBBihKKg	januda bosilu	Im8HPvQ0yys	0.00027329871549603714	0.0000044026444167183764
UCeT6T0nA9qh7z0cwaC4bMMQ	Kirill Emelianov	Im8HPvQ0yys	0.00027329871549603714	0.0000044026444167183764
UCq0baSD74sZ0Vaw24N-1R6g	Ihor Zver	Im8HPvQ0yys	0.00027329871549603714	0.0000044026444167183764
UCZgdydnQKn8MuSXkDDeTVjg	Аллен Авдеев	Im8HPvQ0yys	0.00027329871549603714	0.0000044026444167183764
UCv1lu-0eUCyneciKnoDigAQ	Sai Star	Im8HPvQ0yys	0.00027329871549603714	0.0000044026444167183764
UCpk_i3yju03mA5wJxC6HPww	Patrick Mills	Im8HPvQ0yys	0.00027329871549603714	0.0000044026444167183764
UCSBcaYXvZV0A02WUtyKSFvQ	hank吳和翰	Im8HPvQ0yys	0.00027329871549603714	0.0000044026444167183764
UCJtQmp0C8Eu7nyWq60UDx1g	AS	Im8HPvQ0yys	0.00027329871549603714	0.0000044026444167183764
UC7BqYvfYWgtjn4DqeLWXc4g	J T H	Im8HPvQ0yys	0.00027329871549603714	0.0000044026444167183764
UCWZb1KUDF3EoFo8DPIIiweA	Maxl	Im8HPvQ0yys	0.00027329871549603714	0.0000044026444167183764

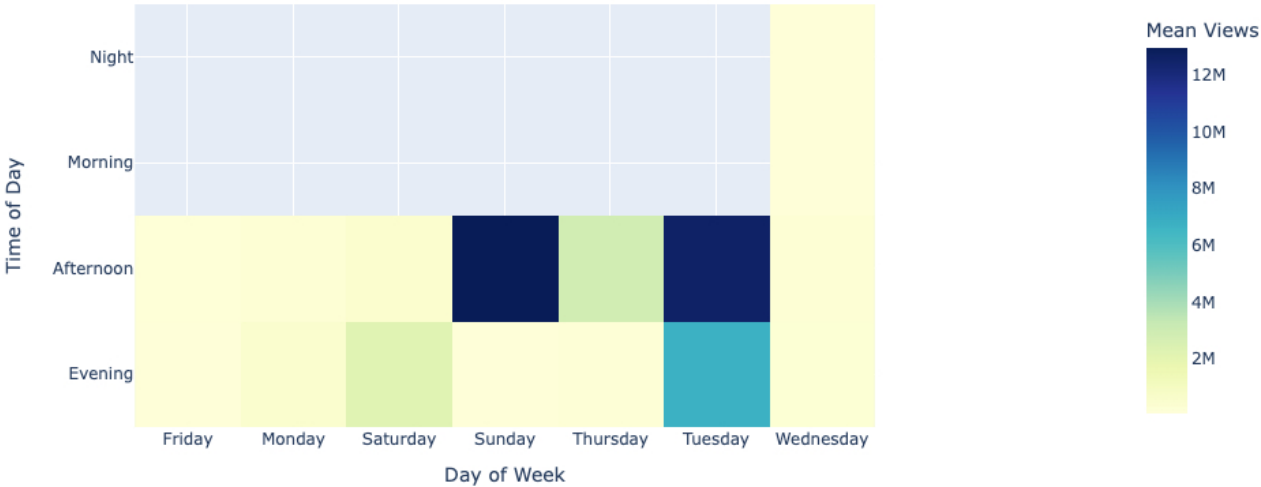
GoPro Content Publishing Calender

Day of Week	Time of Day	Platform	Post Content
Friday	Evening	youtube	<p>GoPro Awards recipient "KW00N" is one talented + creative musician. His dream is to play live music in the most spectacular places on Earth-in nature, the wild, + where nobody has played a guitar solo before. In this iteration of his dream, KW00N performed a live recording of a new song while his chrome guitar floated 101,000 feet into space via a weather balloon. Thanks to GPS tracking, he was able to find the landing site + recover the GoPro + its footage so you could enjoy this music video from the stratosphere. -----</p> <p>----- Recommended Gear:</p> <p>HER012 Black: https://GoPro.com/HER012 Protective Housing: https://GoPro.com/ProtectiveHousi- Enduro Battery: https://GoPro.com/Enduro -----</p> <p>----- Shot 100% on GoPro: https://GoPro.com/ Get stoked and subscribe: http://goo.gl/HgVXpQ Music Courtesy of Epidemic Sound https://www.epidemicsound.com/ For more from GoPro, follow us: Facebook: https://www.facebook.com/gopro Twitter: https://twitter.com/gopro Instagram: https://instagram.com/gopro TikTok:</p>

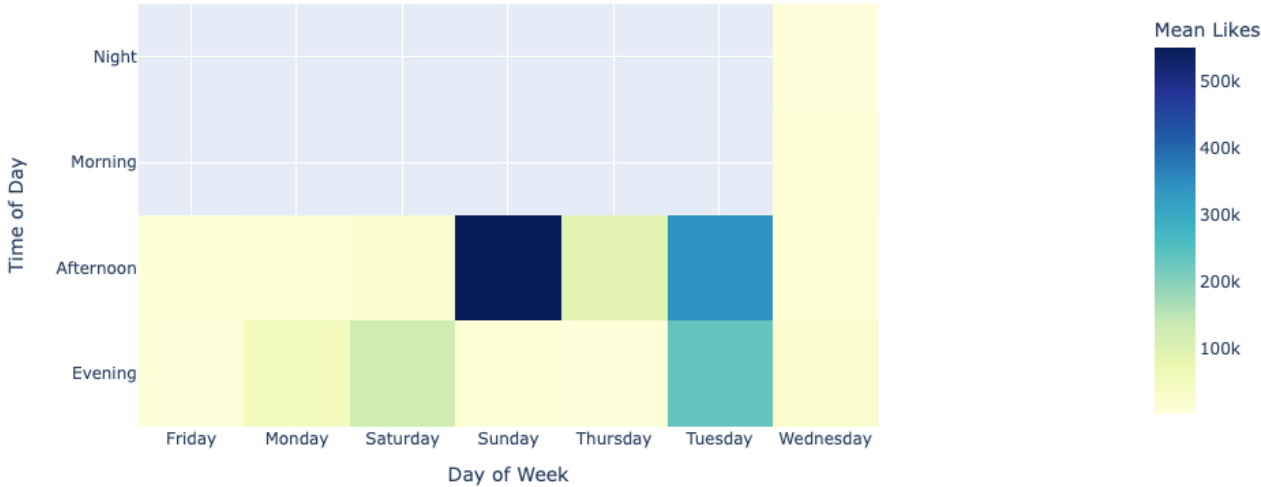
			https://www.tiktok.com/@gopro The Current: https://gopro.com/news GoPro: #GoPro #HyperSmooth #Space #Guitar #Music
Monday	Afternoon	youtube	It's rush hour on the Kenyan plains 🦒 \$500 #GoProAwards recipient JC Pieri had his GoPro ready for the herd + was not disappointed with the footage when he returned to pick up his camera. #GoPro #Elephant #Africa #Wildlife #wildlifephotography
Sunday	Afternoon	youtube	\$500 #GoProAwards recipient Sajid Chougale lives life to the fullest. He slung himself into flight with this unique contraption above the Fjords of Norway. Shot on our 360° camera, #GoProMAX. #GoPro #HyperSmooth #BASE #BASEJumping #Norway #Fjords

Predictive Analysis for Content Publishing Schedule

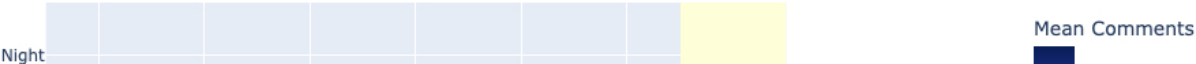
Best Posting Date and Time for Views

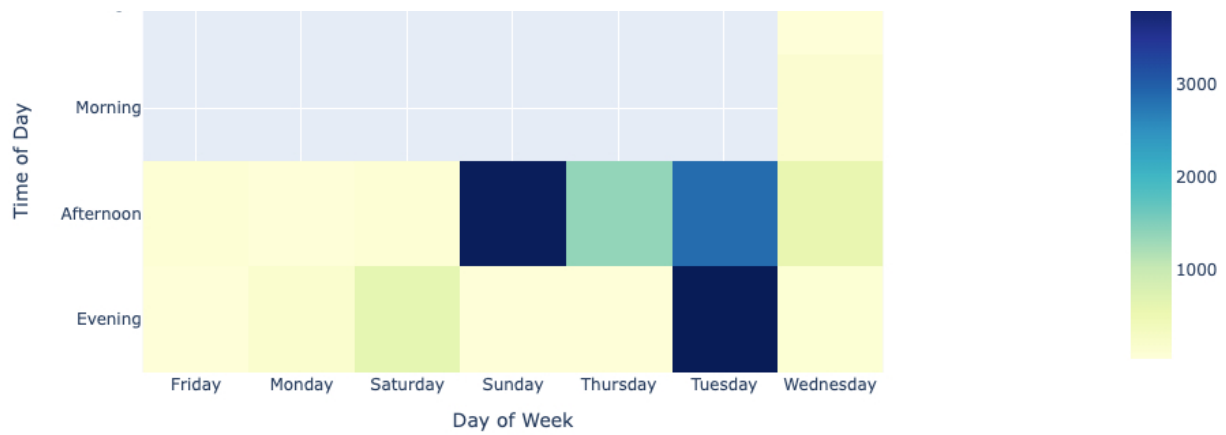


Best Posting Date and Time for Likes



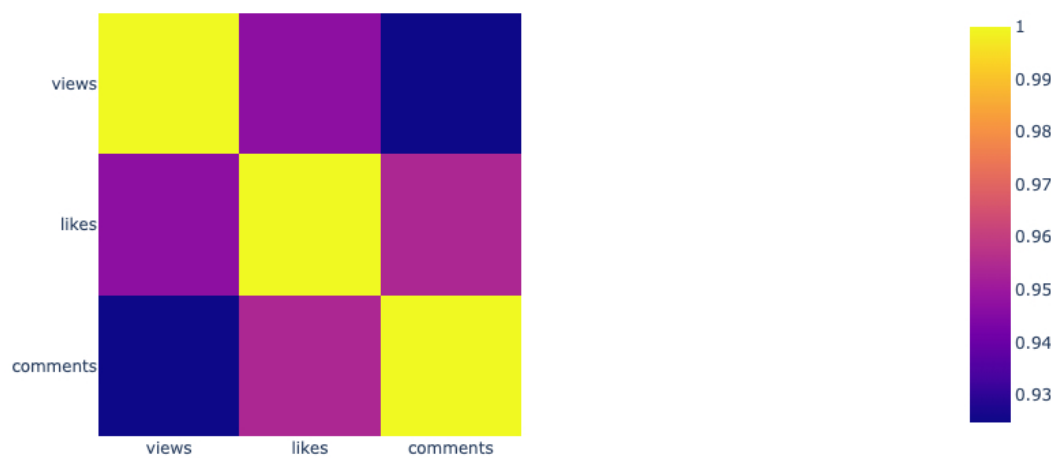
Best Posting Date and Time for Comments





Analysis of interaction with social media content

GoPro User Engagement Heatmap (Likes, Views, Comments)



GoPro User Engagement Timeline

