

The goal with this project is to

- Analyse engagement metrics and trends across TikTok, Instagram, Twitter, and YouTube.
- Identify top-performing content types
- Understand audience engagement patterns
- Assist content creators and marketers with insights
- Understand what makes content go viral

The engagement metrics used are

- Views
- Likes
- Shares
- Comments

Statistical Summary

- Views Mean = 2.49M Views Median = 2.5M
- Likes Mean = 251K Likes Median = 249K
- Shares Mean = 50.5K Shares Median = 50.8K
- Comments Mean = 24.9K Comments Median = 25.0K
- Skewness close to meaning engagement
- Kurtosis is negative, meaning fewer extreme outliers (not many ultra-viral posts)

Best Content Type Distribution

1. Reel
2. Video
3. Post

Factors that Influence Engagement

- Platform
- Hashtag
- Region

Conclusions

- Short form videos perform best
- TikTok and Instagram lead in engagement
- Hashtag strategy matters
- Region-wise targeting improves reach

Advice

- Focus on engaging content types (Shorts/Reels)
- Customize by region and Platform
- Use trending hashtags