

Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

Performance Testing

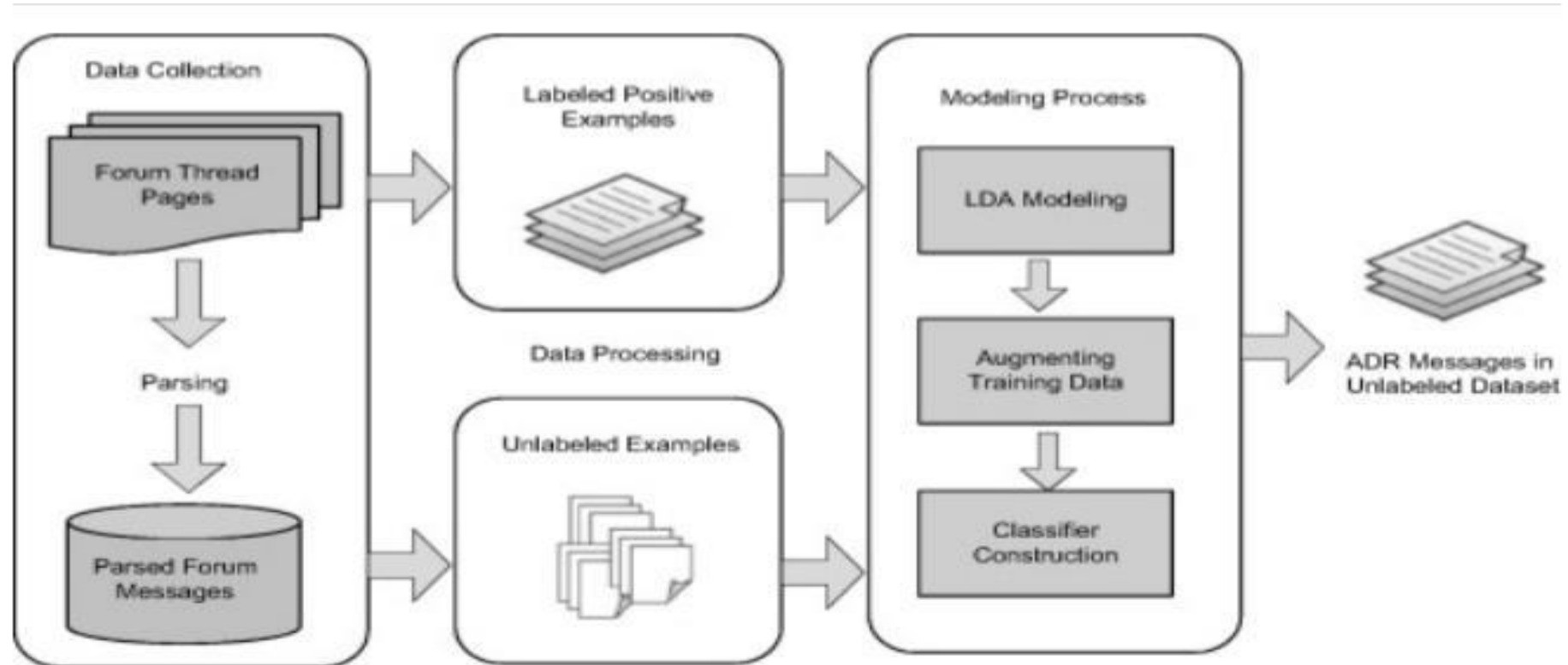
Amount Of Data Rendered To Db2:

- IBM Db2 is the cloud - native database built to power low-latency transactions and real-time analytics at scale. It provides a single engine for DBAs, enterprise architects and developers to keep critical applications running, store and query anything, and power faster decision-making and innovation across your organization.
- Built on decades of innovation in data security, scalability and availability, you can use Db2 to keep your applications and analytics protected, highly performant and resilient, anywhere.

Db2:

- Db2 solution from ibm is Data Lake. Data Lake is an analytics solution focused on unlocking value from unstructured data sets. Known for its agility in helping enterprises build data-backed solutions, tapping into otherwise unstructured data sets provides another useful resource for building real-time analytics programs and applications.
- Precisely can help you optimize your Db2 environment with our suite of Db2 performance tools. Improve running times and reduce resource costs by improving your SQP execution metrics.

Utilization Of Data Filters:



No.Of Calculation Fields:

- One of the most common ways is to add up your total likes, comments, shares, and saves, and divide the total by your number of followers. Then multiply by 100 to get a percentage.
- Social media ROI = $(\text{Earnings} - \text{Costs}) \times 100 / \text{Costs}$
- Earnings will include the revenue you earned from your campaign. Your costs are the expense items you calculated above (hours, content, etc).

Calculation for social media:

	% engagement Previous month	% engagement Current month	% difference augmentation between the two months	# FANS Previous month	# FANS Current month	% difference augmentation between the two months
INSTAGRAM	1.8%	1.9%	0.1%	90856	90804	0.10%
TWITTER	1.0%	1.4%	0.4%	8067	8423	3.80%
FACEBOOK	2.5%	1.7%	-0.8%	32393	32500	0.30%
TIKTOK	5.2%	5.2%	0.0%	2053	2352	2.70%

No.of Visualizations /Graphs:

