

## **Report of the Trend Analysis**

### **Trend Analysis**

The top trend overall was oversized blazers, although engagement rates differed across all trends but remained relatively similar. However, the most engaging trend varied by country and age group:

- Key Age Group Differences:
  - 18-25 & 26-35: Boho Chic had the highest average engagement, while streetwear and minimalist had the lowest.
  - 36-45: Streetwear had the highest engagement, while Boho Chic had the lowest.
- Regional Differences:
  - UK & France: Boho Chic had the highest engagement.
  - Japan & USA: Y2K fashion was the top trend.
  - Italy: Streetwear had the highest engagement.

Recommendation: Use trends with the highest average engagement rates to target marketing campaigns more effectively, aligning product promotions with audience preferences in different age groups and regions to increase sales and revenue.

### **Engagement & Platform Insights**

The overall average engagement rate across all countries, age groups, and platforms was 5.42.

- Platform Performance:
  - Engagement rates were fairly consistent across platforms, ranging from 5.57 (TikTok - highest) to 5.29 (Twitter - lowest).
- Age Group Engagement:
  - The highest engagement rate was in the 18-25 age group, while 36-45 had the lowest, though the difference was minimal (0.37).
  - Each age group preferred different platforms:
    - 18-25: Most engaged on TikTok, least on Instagram.
    - 26-35: Most engaged on TikTok, least on Twitter.
    - 36-45: Most engaged on Instagram, least on Twitter.

Recommendation: Focus marketing efforts on platforms with the highest engagement rates for each age group to maximize campaign effectiveness.