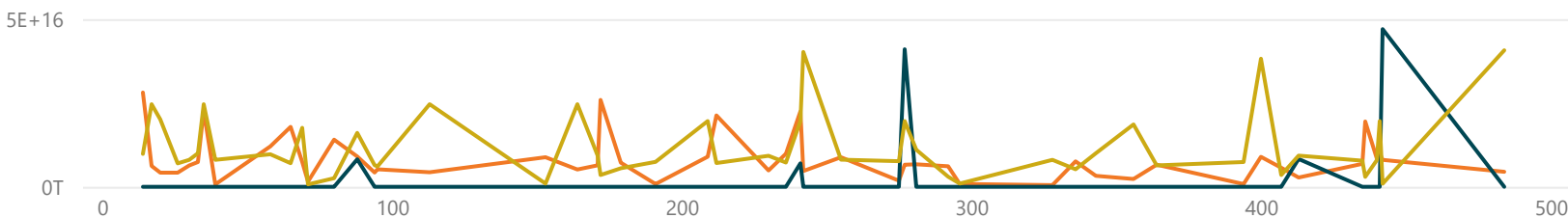


# User Engagement and Purchase Behavior Analysis

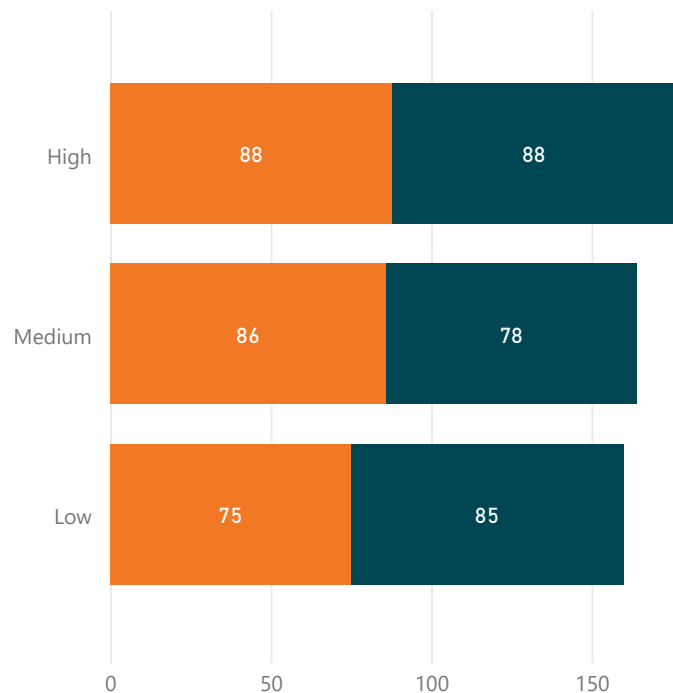
Average of Likes, Comments and Shares

● Likes ● Comments ● Shares



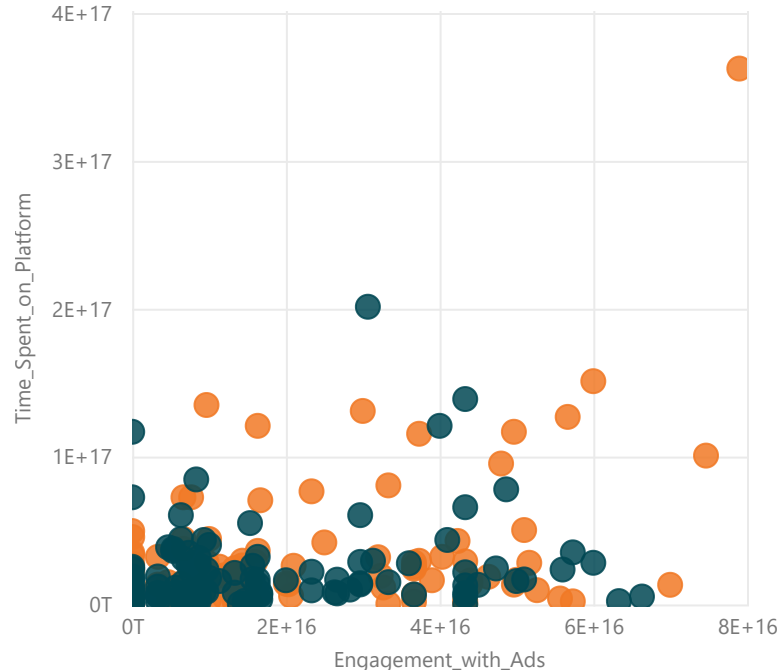
Engagement\_Level and Purchase\_Likelihood

Purchase\_Likelihood ● 0 ● 1



Engagement\_with\_Ads and Time\_Spent\_on\_Platform

Purchase\_History ● 0 ● 1



Avg Engagemen...  
8.36E+15

Avg Time Spent  
1.19E+16

Avg Time Spent (Hig...  
1.18E+16

Average of Clicks  
443.20T

Average of Comments  
1.21E+15

Average of Likes  
1.06E+16

Count of Users  
500

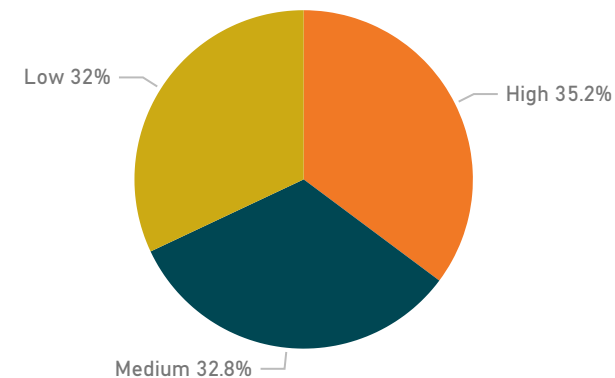
Average of Shares  
1.08E+16

High Engagement...  
42.05%

Likely Purchase Conversion Rate  
50.20%

Purchase Conversion Rate  
44.80%

Engagement\_Level



Total of Likes, Comments and Shares

● Likes ● Comments ● Shares

