

- To **Analyze** COVID-19's global business impact, particularly its varying effects on small businesses. Leveraging Facebook data and the **Activity Quantile metric** (with 0.5 as anomaly threshold) measures level of activity relative to a baseline period
- **Objective** is to provide actionable insights for businesses, analysts, and policymakers.
- **Activity percentage**: 7-day rolling sum of total activity as a percent of the average weekly baseline average, Influenced by outliers.



Dataset Explains

- ✓ Baseline Period Selection
- ✓ Removal of Long-Term Trends
- ✓ Activity Quantile Metric
- ✓ Downtime Detection

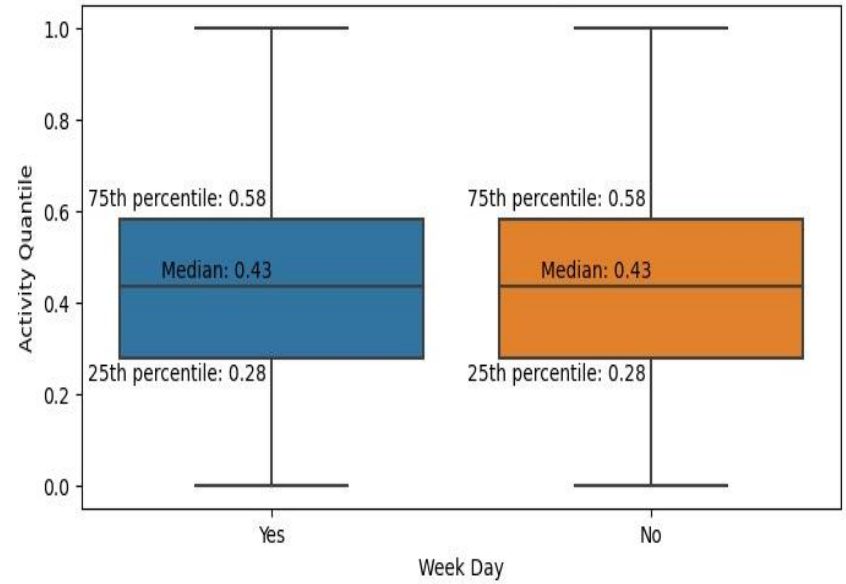


Dataset Lacks

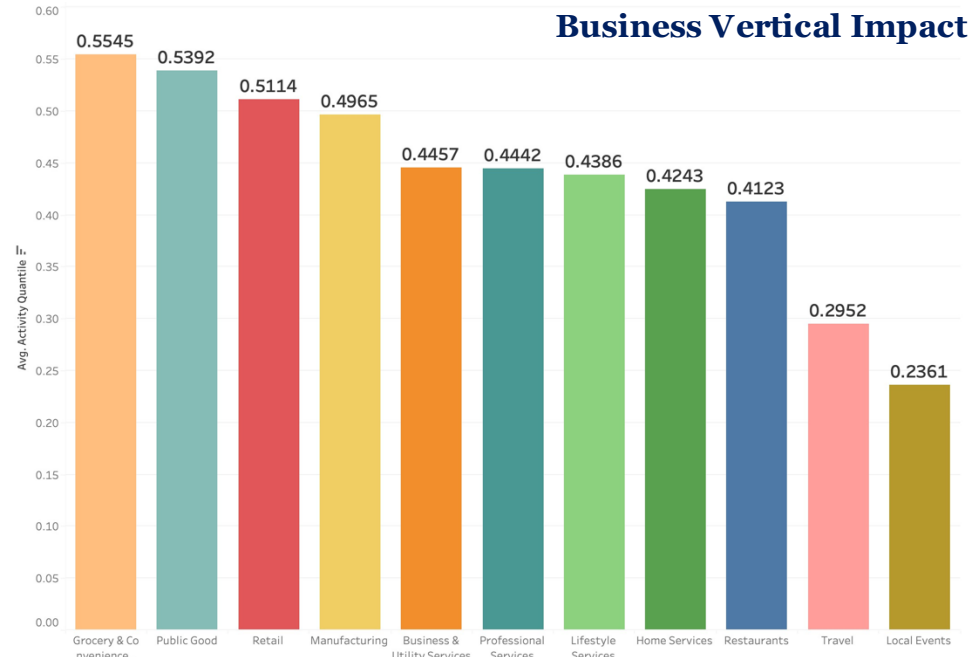
- ! Incomplete Economic Toll
- ! Regional and Sector Variations
- ! Fixed Cohort Approach
- ! Interpretation Sensitivity

FACEBOOK BUSINESS ACTIVITY TRENDS

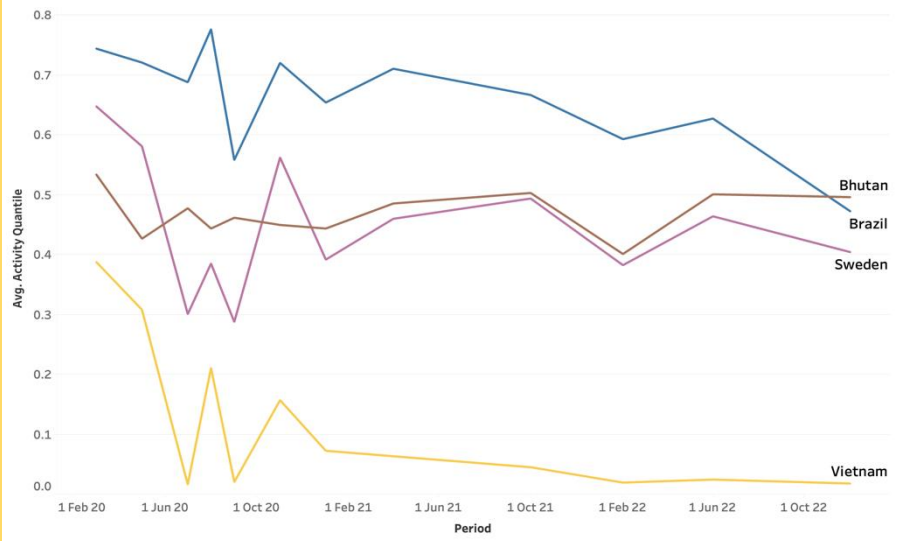
Weekend vs Weekday Impact



Business Vertical Impact



High Impact Countries



Continent Wise Impact

