Social Media Data Analysis Project

Here is a list of 20 questions in my project based on the social media engagement dataset:

1. Which platform has the highest average engagement (likes + comments + shares)?
2. How does engagement vary across platforms for different post types?
3. What type of content (image, video, carousel, poll) generates the most engagement?
4. List all unique post types used in the dataset.
5. Which day of the week sees the highest engagement overall?
6. What time of day (morning, afternoon, night) is best for posting?
7. What is the most common post type on Instagram?
8. Which platform gets more comments relative to likes?
9. Are polls getting more shares compared to other types of posts?
10. Do positive posts consistently get more likes than neutral or negative ones?
11. Is there any platform where negative sentiment posts perform better?
12. How many posts have more than 1000 likes?
13. Do posts on weekends perform better than weekdays?
14. If you wanted to increase shares, what post type and day would you recommend?
15. What platform and post type combination would be best for boosting comments?
16. Which platform has the most consistent engagement across all post types?
17. Are there noticeable differences in engagement for similar sentiment posts across platforms?
18. Which post got the most comments?
19. Show top 5 posts with the highest total engagement (likes + comments + shares)?
20. How many posts were made on each post type?