

## VibeMagazine\_Analytics

- **Total Views** → How many times people opened or looked at the magazine.
- **Total Likes** → How many times people clicked "like" on the magazine.
- **Total Comments** → How many messages or feedback were written on the magazine.
- **Total Saves** → How many times people saved the magazine to check later.
- **Total Engagement** → All actions combined (Views + Likes + Comments + Saves).
- **Engagement Rate (%)** → Shows how active people are with the magazine.
- Formula:

$$\text{Engagement Rate} = \frac{(\text{Likes} + \text{Comments} + \text{Saves})}{\text{Views}} \times 100$$



## Example

- Views = 100
- Likes = 10
- Comments = 5
- Saves = 5

$$\text{Engagement Rate} = \frac{(10 + 5 + 5)}{100} \times 100 = 20\%$$

That means 20% of the people who viewed the magazine also interacted with it.