Assessment Questions

1. What was the total number of likes, shares, comments, and views (for videos) over the year?

* Total number of likes is 815438
* Total number of shares is 311331
* Total number of comments is 194620
* Total number of views is 448484

1. Which platform had the highest engagement? (engagement = likes + shares + comments)

* Instagram had the highest engagement with 1426679 total reacts

1. What was the average number of likes, shares, comments, and views per post on each platform?

* For Facebook:

the average number of likes is 1288.8,

the average number of shares is 496.7,

the average number of comments is 305.9,

and the average number of views is 6964.3

* For Instagram:

the average number of likes is 1289.7,

the average number of shares is 497.2,

the average number of comments is 305.8,

and the average number of views is 6966.6

* For Twitter:

the average number of likes is 1291.1,

the average number of shares is 497.3,

the average number of comments is 305.9,

and the average number of views is 6966.9

1. What was the total number of each type of post (video, image, text) on each platform?

* For Facebook:

the total number of videos is 209,

the total number of images is 218,

and the total number of texts is 204

* For Instagram:

the total number of videos is 208,

the total number of images is 267,

and the total number of texts is 203

* For Twitter:

the total number of videos is 217,

the total number of images is 249,

and the total number of texts is 219

1. Which type of post had the highest average engagement?

* Text had the highest average engagement with 2131.5

1. What was the total engagement in each quarter of the year?

* The total engagement in quarter 1 is 342687.
* The total engagement in quarter 2 is 322944.
* The total engagement in quarter 3 is 298809.
* The total engagement in quarter 4 is 356939.

