

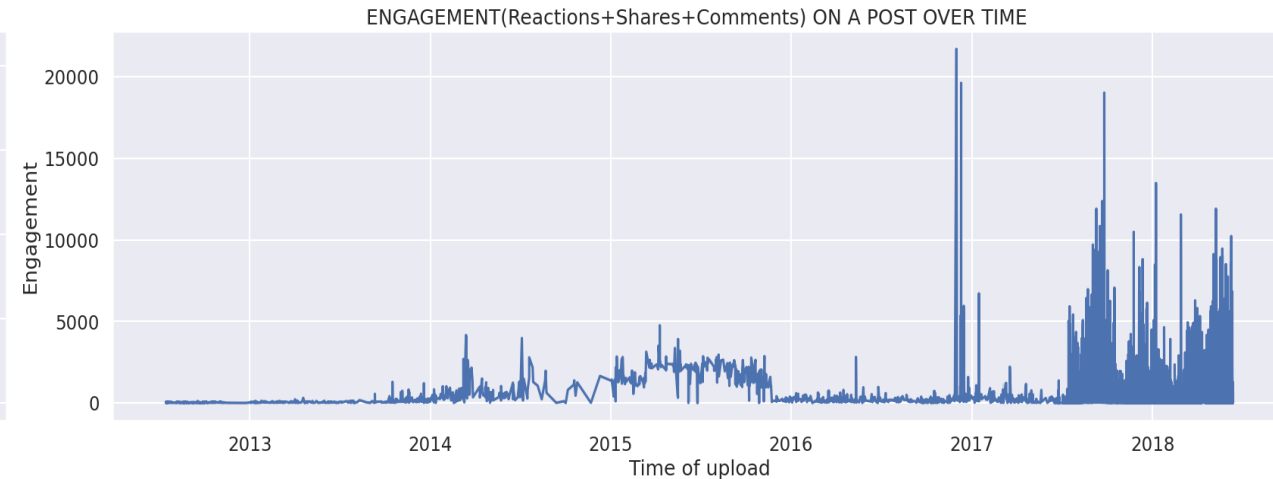
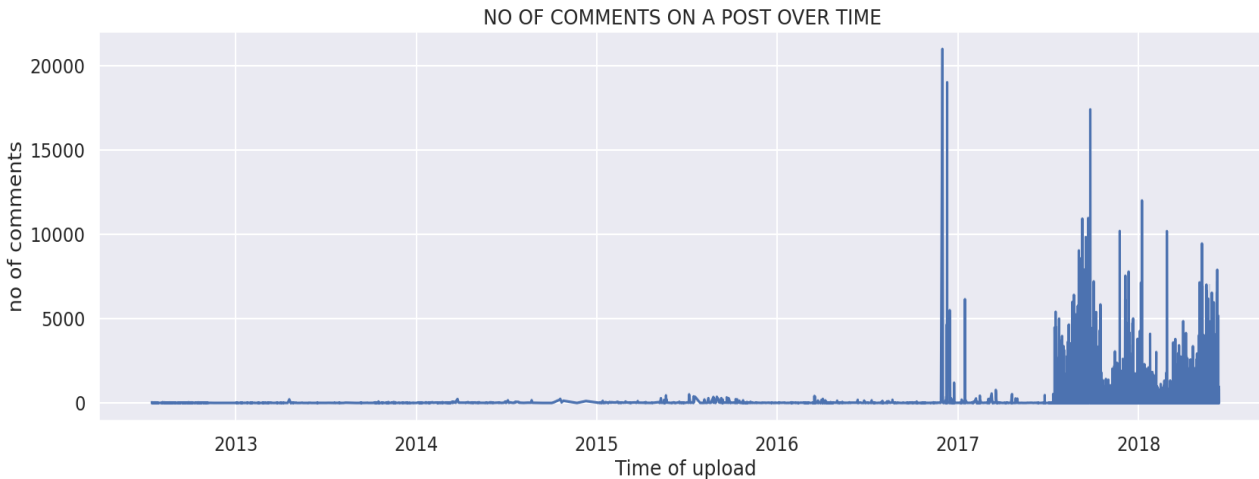
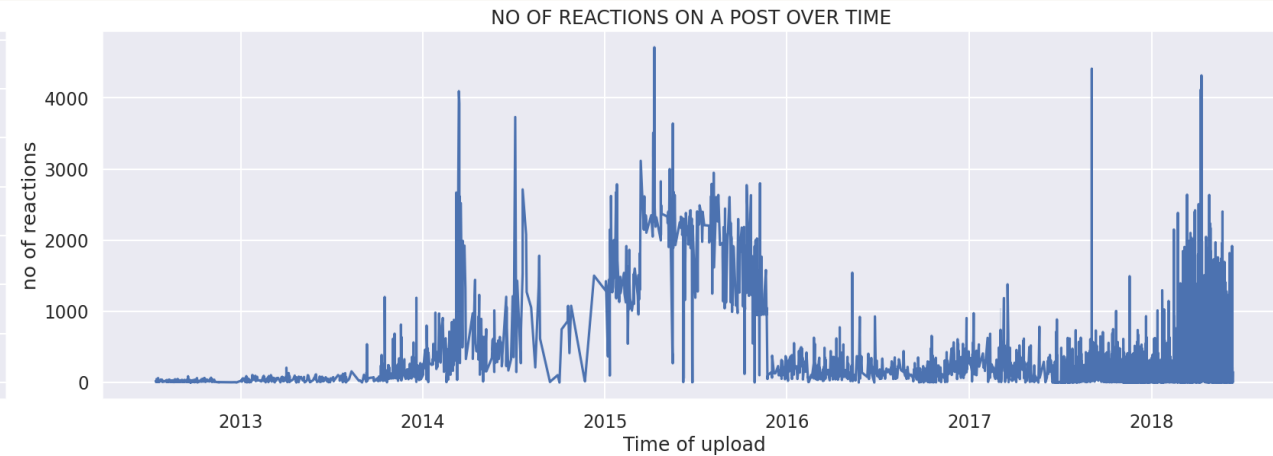
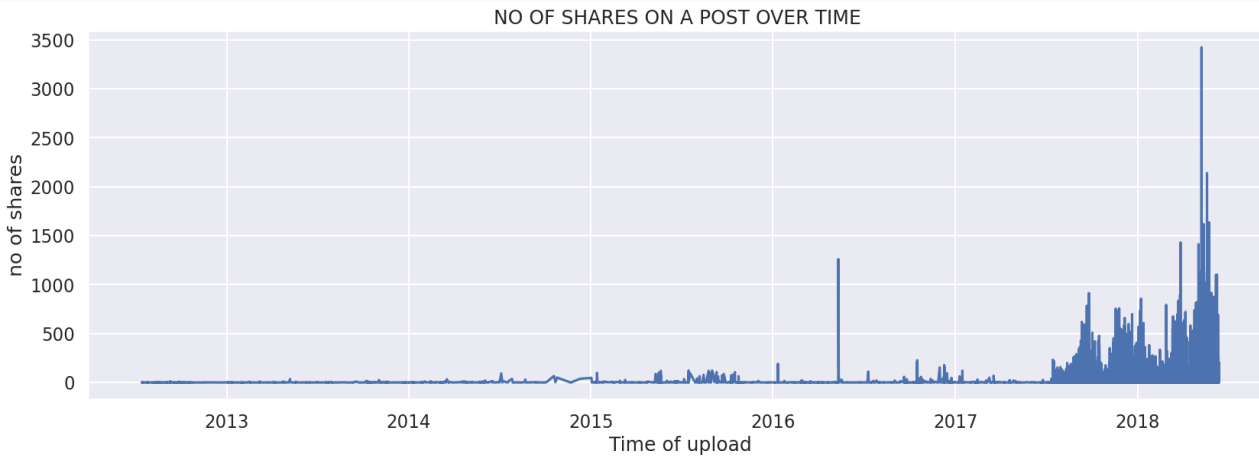
Data Insights on Thailand Facebook Marketplace

-Sahas Sangal

Unveiling-

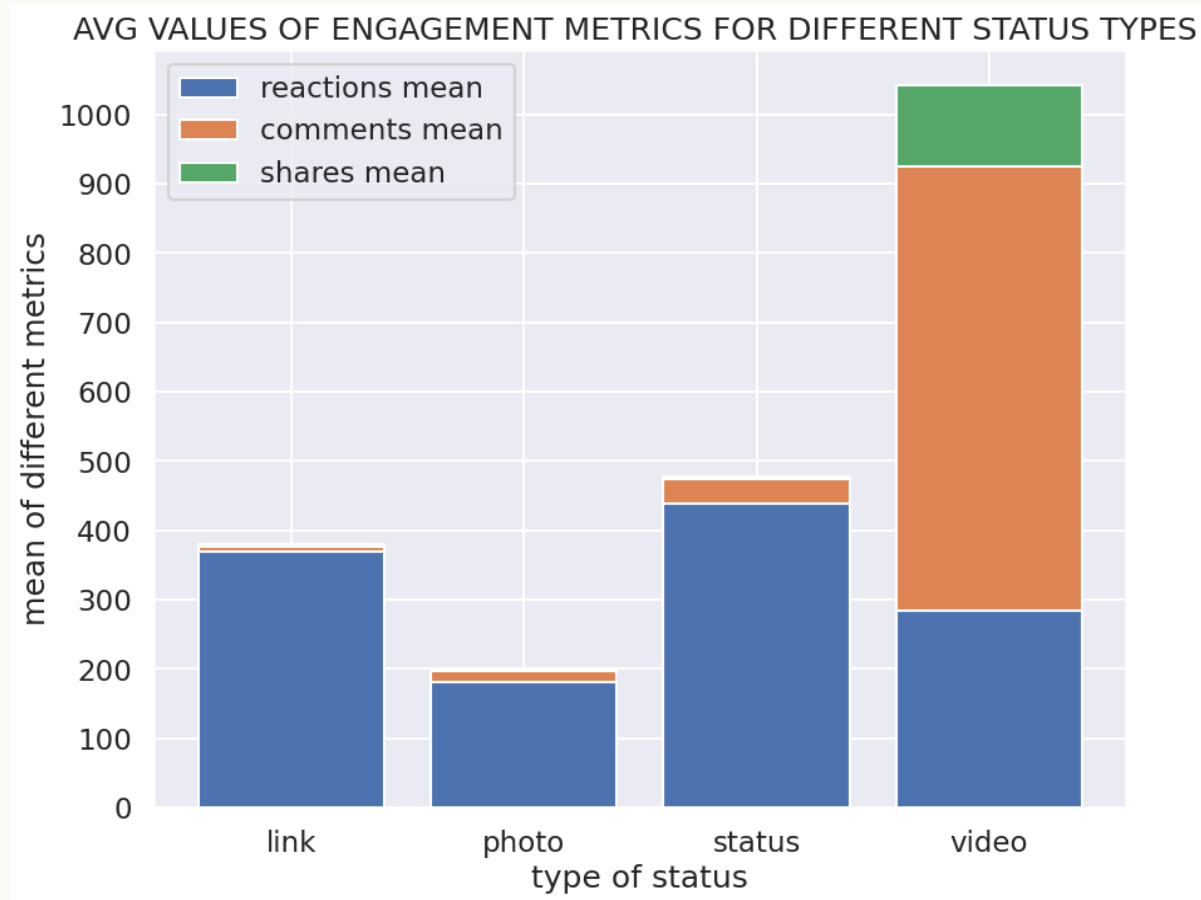
- Engagement on status post over time
- Reaction,Shares,Comments on different types of status post
- Split of Reactions on status posts
- Status post type's relation with popularity
- Distribution of different type of posts over time
- Distribution of Engagement metrics over its value and popularity
- Three categories the status posts can be grouped into

Engagement On Status Posts over time

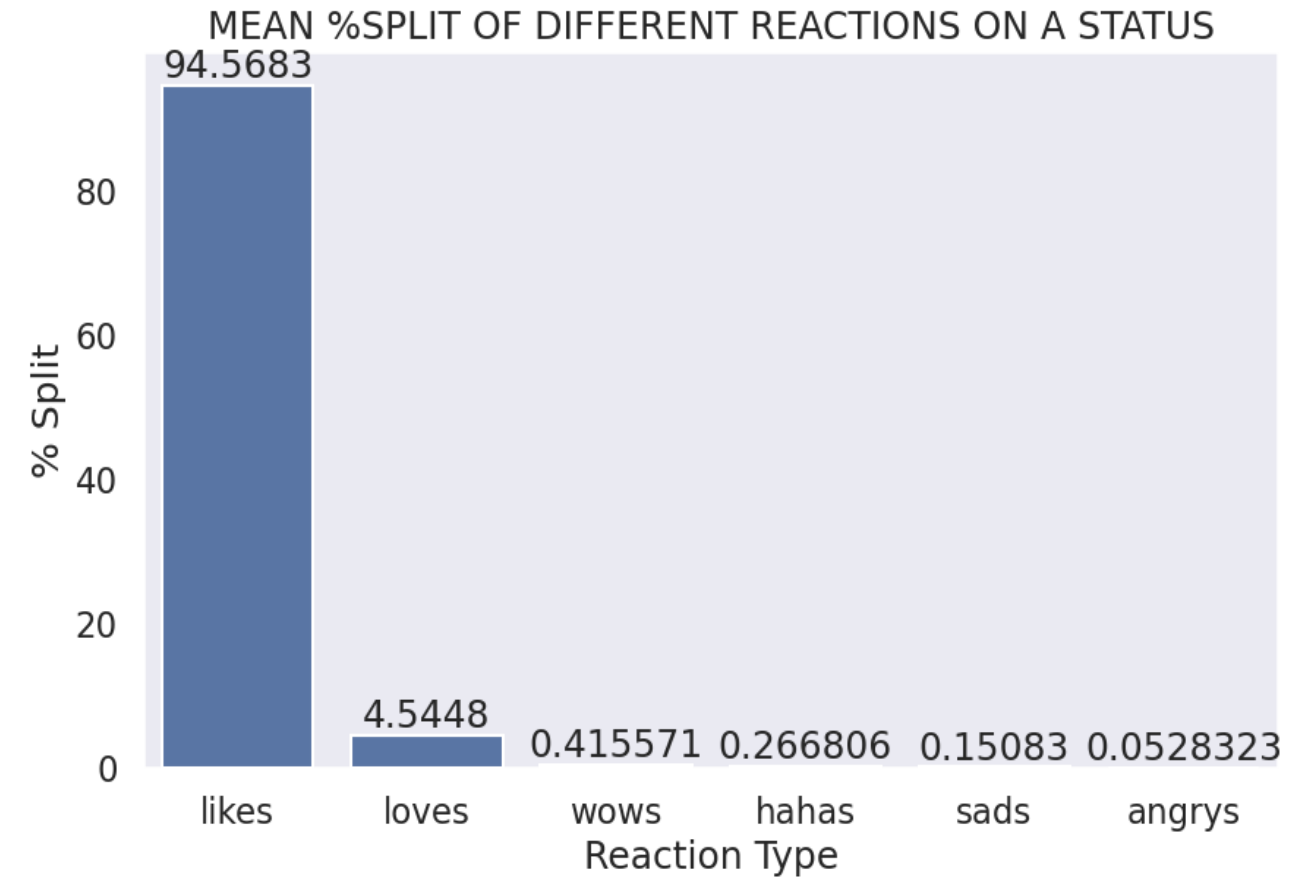


- Shares and Comments saw a rise in the late 2017 only and the number keeps on increasing thereafter before 2017 they remained quite low
- Reactions saw a growth in 2014 –2015 with highest peaks but then it was a dormant period until the 2018 after which it is continuously increasing
- Overall Engagement on posts has been low before late 2017 except 2014-2015 were it saw a tiny rise from late 2017 it's on the rise with high engagements numbers

Reaction,Shares,Comments on different types of status post



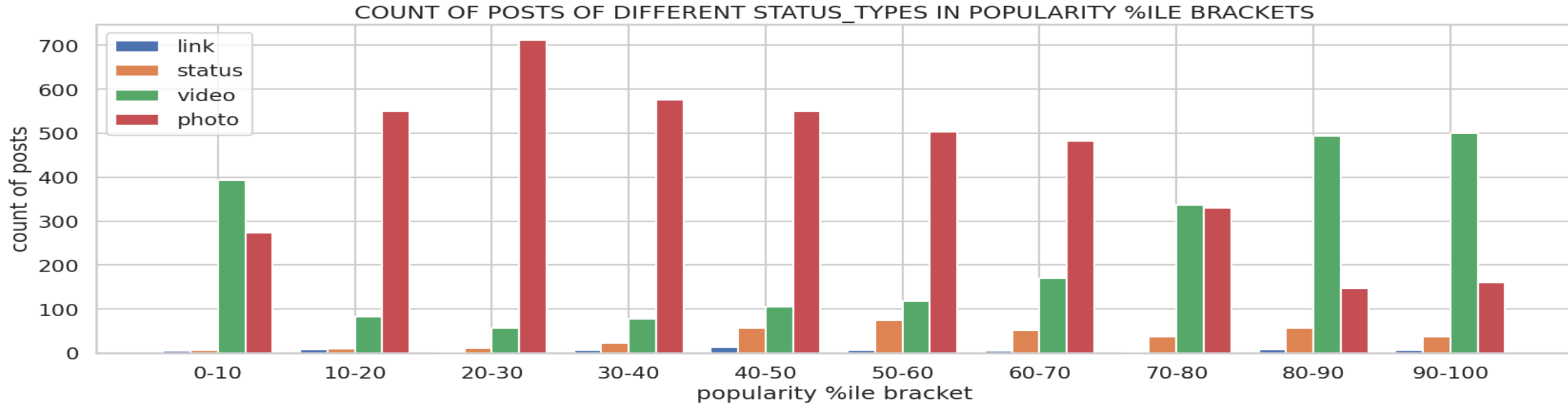
Split of Reactions on status posts



- There is not a lot of influence of status type on reactions. status posts receive the highest reactions
- High number of comments and shares are only seen on video pretty low for others
- Overall video seems to have double engagement than any other type

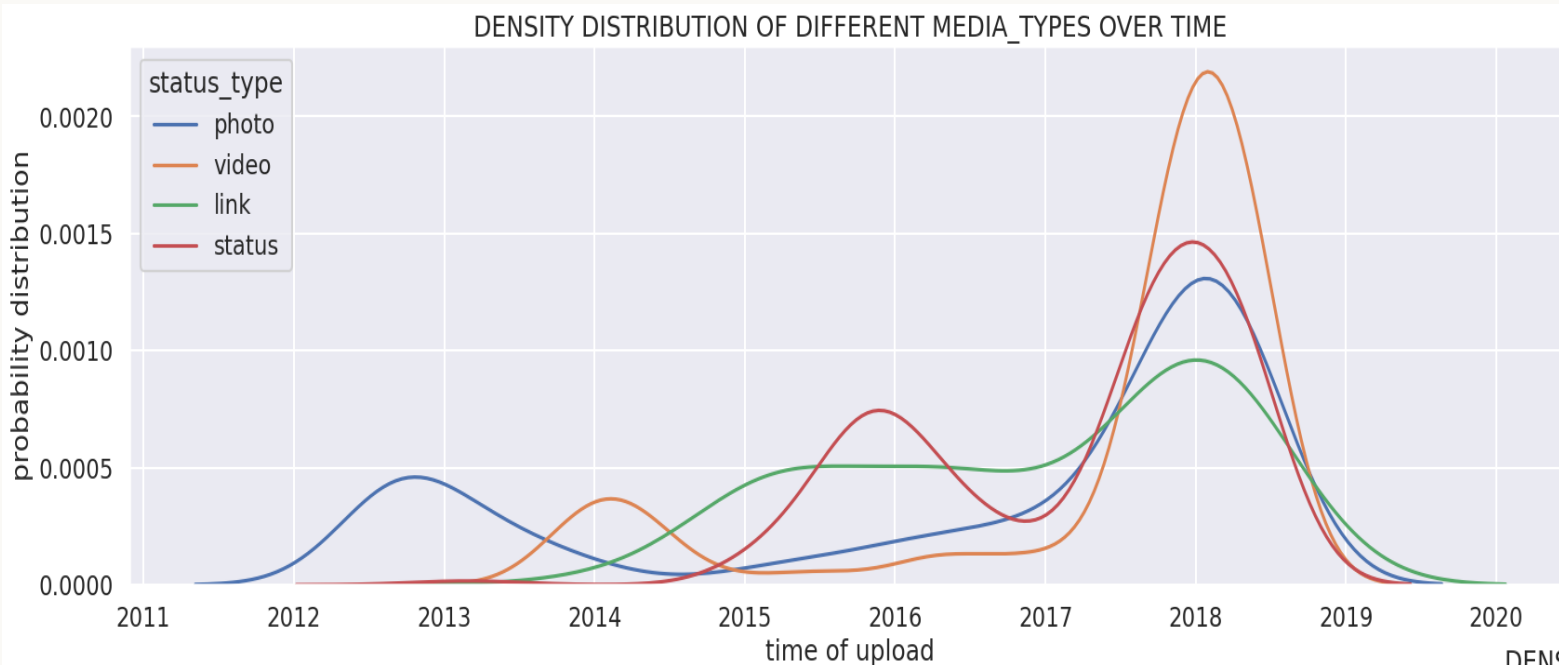
- Almost all (94%) of reactions are likes
- Other significant reaction is loves with 4.5%
- The wows,hahas,sads,angrys only add up to only 1% of reactions

Status post type's relation with popularity



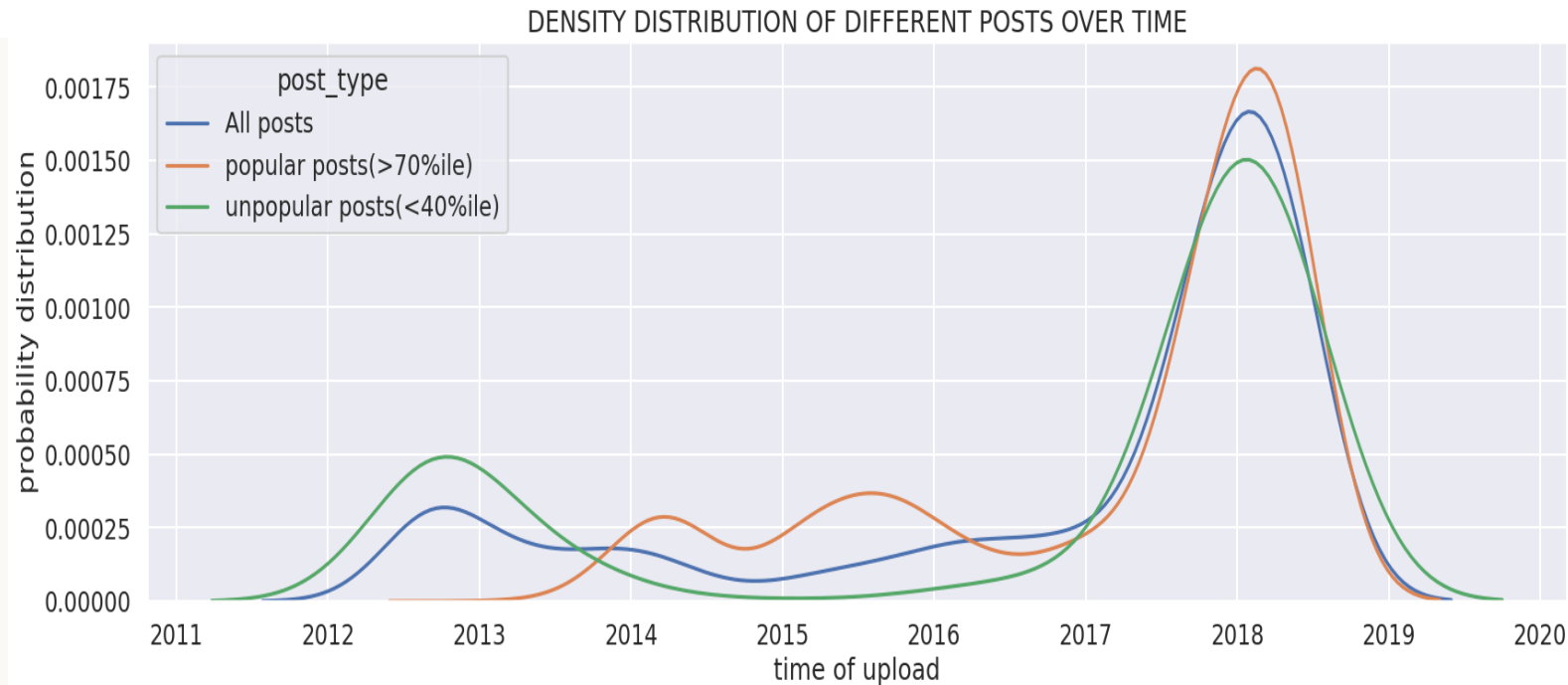
- Count of Link and Status in all different popularity groups remain low which makes their overall total count also low
- Count of Photos in almost all popularity groups are high however their number decrease and become low for most popular groups (above 80%) which suggest the photo posts have low tendency to become quite popular
- Count of Videos in popularity groups see a steady increase as the groups become more popular however there is a unusual high number of videos in 0-10 % range which suggest that videos is a hit or miss case in popularity with chances of being a hit is more

Distribution of different type of posts over time

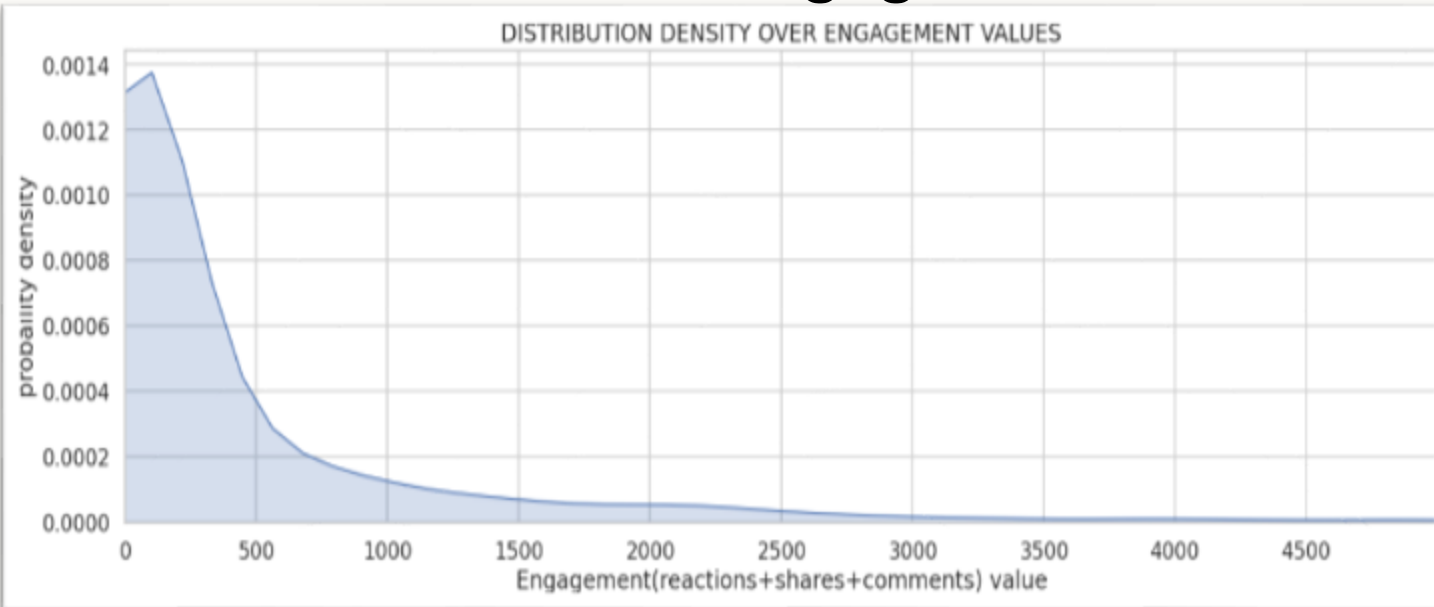


- All the curves have their peak at early 2018 which indicate that much of the total photo,video,status,link were uploaded around 2018
- Less of the photos are from 2011,2014-2016
- Less of the videos are from 2011-2013,2015-2016
- Less of the status are from 2011-2015
- Less of the links are from 2011-2013

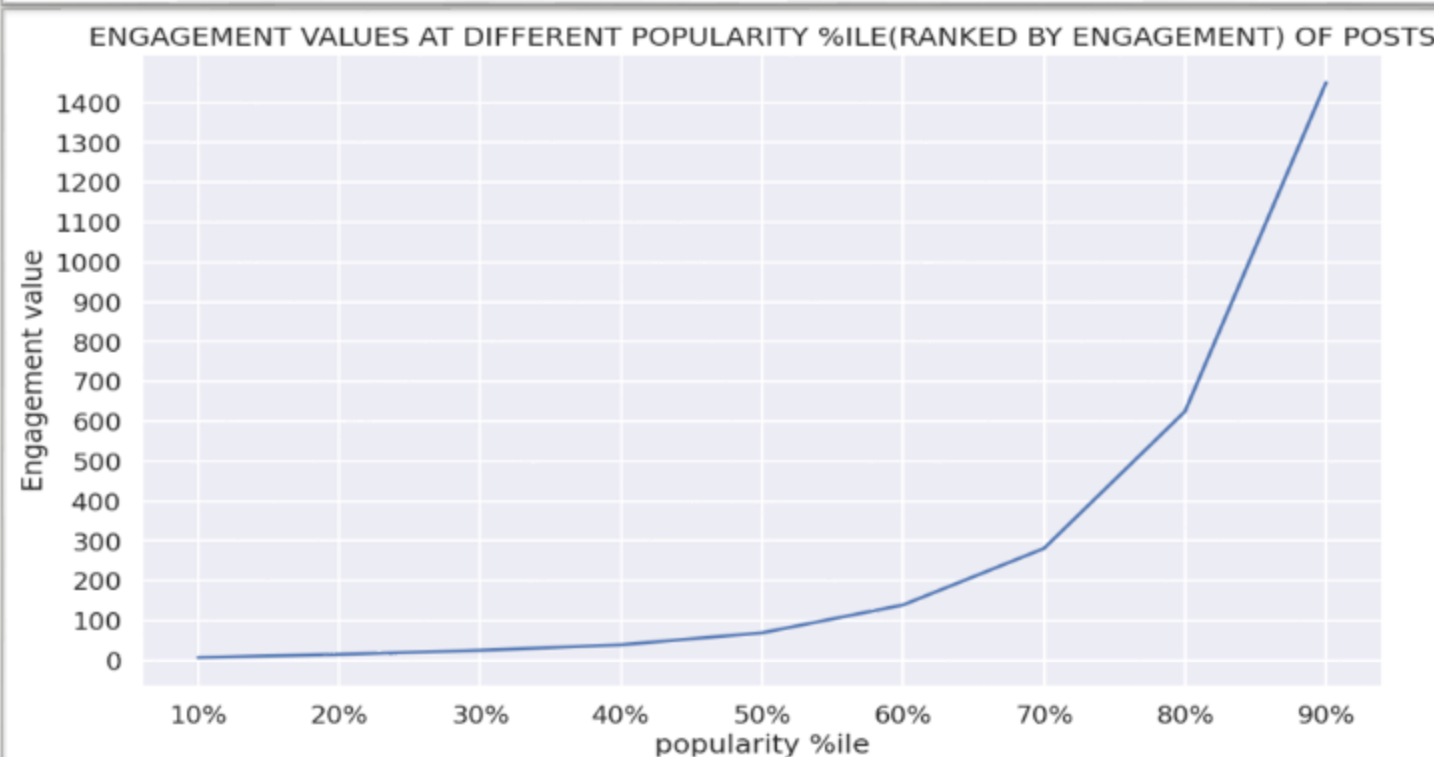
- 2012 – 2014 saw a little bit of the total posts and unpopular posts and almost nothing of popular posts being posted
- 2014-2016 saw a little bit of popular post and almost nothing of unpopular post being posted
- 2017-2019 saw much of the total,popular,unpopular posts being posted



Distribution of Engagement metrics over its value and popularity

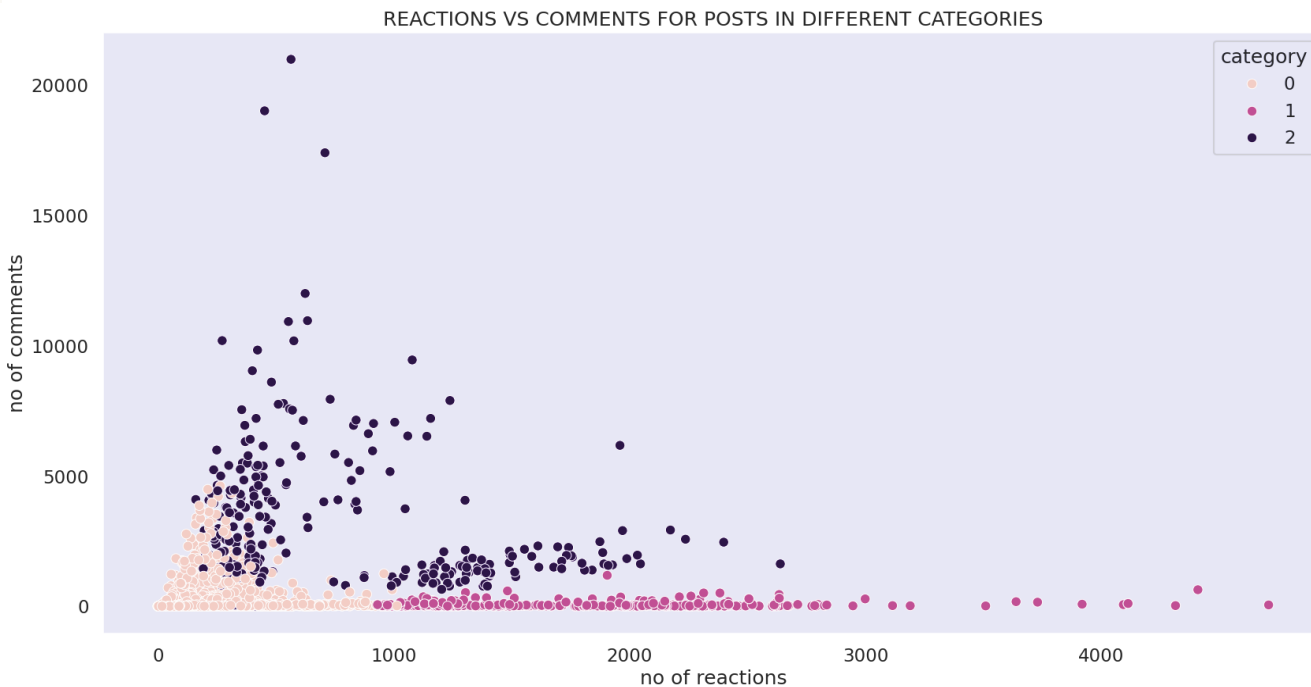
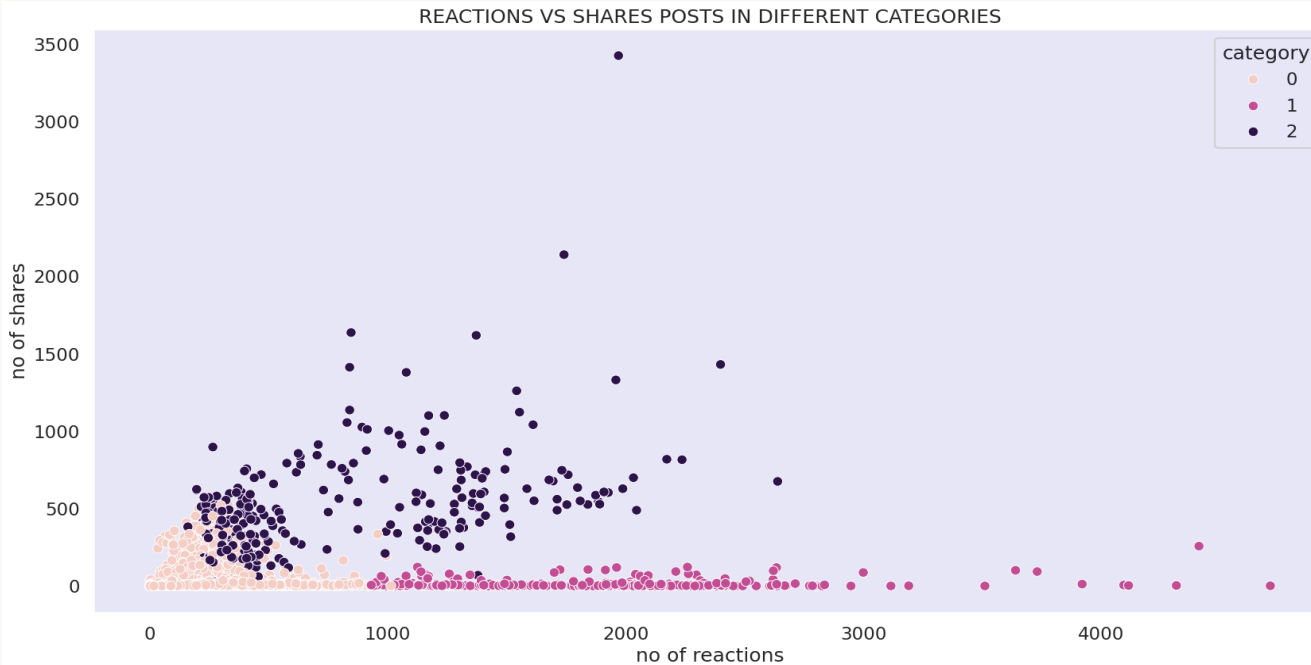


- Pretty much of the posts have engagement values below 500
- Very less of the posts have engagement value over 1500
- There is high decrease in number of posts as the Engagement value increases



- We can see a sharp increase in Engagement values as we move towards more popular posts
- Posts that fall in top 10% in popularity have Engagement values over 1300 while the posts that fall in bottom 50% has Engagement values below 100

Three categories the status posts can be grouped into



- The posts are observed to fall into three categories:
- Category 0 : posts which have a relatively low number of reactions, shares, comments
- Category 1: posts which have high number of reactions and low number of shares, comments
- Category 2: posts which have decent or higher number of reactions, shares, comments

END

-Thank You