My LinkedIn Posts Analysis

By Shifa Naaz

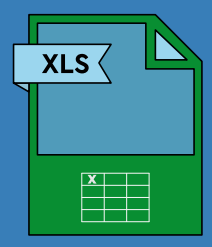
Domain: Social Media Marketing

Title: My LinkedIn Post Engagement Analysis

Subtitle: Content Performance and Audience Engagement Insights

Data Source: Personal LinkedIn Post Analytics Data

Tools Used



1. I downloaded 92 individual Excel sheets containing engagement data for my LinkedIn posts.

Desktop
Downloads
Documents
Screenshots
Pictures
Music
Linkedin post
Videos
Digital Locker
Power BI proj
certificate
Portfolio-Websit
Portfolio-Websit
Images

Name	Status	Date modified	Type	Size
PostAnalytics_ShifaNaaz_700839290535455948...	✓	03-09-2024 17:50	Microsoft Excel Work...	4 KB
PostAnalytics_ShifaNaaz_700839290535455948...	✓	03-09-2024 17:50	Microsoft Excel Work...	4 KB
PostAnalytics_ShifaNaaz_701129162030206566...	✓	03-09-2024 17:49	Microsoft Excel Work...	4 KB
PostAnalytics_ShifaNaaz_701129162030206566...	✓	03-09-2024 17:49	Microsoft Excel Work...	4 KB
PostAnalytics_ShifaNaaz_702109836721675878...	✓	03-09-2024 17:49	Microsoft Excel Work...	4 KB
PostAnalytics_ShifaNaaz_702109836721675878...	✓	03-09-2024 17:49	Microsoft Excel Work...	4 KB
PostAnalytics_ShifaNaaz_702577984905086566...	✓	03-09-2024 17:48	Microsoft Excel Work...	4 KB
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PostAnalytics_ShifaNaaz_703093013667373056...	✓	03-09-2024 17:44	Microsoft Excel Work...	4 KB
PostAnalytics_ShifaNaaz_703093013667373056...	✓	03-09-2024 17:44	Microsoft Excel Work...	4 KB
PostAnalytics_ShifaNaaz_703952811401984000...	✓	03-09-2024 17:43	Microsoft Excel Work...	4 KB
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PostAnalytics_ShifaNaaz_704363793146644070...	✓	03-09-2024 17:42	Microsoft Excel Work...	4 KB
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PostAnalytics_ShifaNaaz_704459308195379200...	✓	03-09-2024 17:42	Microsoft Excel Work...	4 KB
PostAnalytics_ShifaNaaz_704459308195379200...	✓	03-09-2024 17:42	Microsoft Excel Work...	4 KB

92 items selected 384 KB Available on this device

2. Using Python, I consolidated these files into a single, unified dataset.

```python
import pandas as pd
import glob

# Specify the path to the folder containing Excel files using a raw string
path = r'C:\Users\Shifa\OneDrive\Resume\Linkedin post Analysis\*.xlsx'
files = glob.glob(path)

# Initialize an empty list to hold dataframes
df_list = []

# Loop through each file and append to the list
for file in files:
    df = pd.read_excel(file)
    df_list.append(df)

# Concatenate all dataframes
combined_df = pd.concat(df_list, ignore_index=True)


# Export to Excel
combined_df.to_excel('consolidated_data.xlsx', index=False)
```

```
C:\Users\Shifa\anaconda3\lib\site-packages\openpyxl\styles\stylesheet.py:226: UserWarning: Workbook contains no default styl
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  warn("Workbook contains no default style, apply openpyxl's default")
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C:\Users\Shifa\anaconda3\lib\site-packages\openpyxl\styles\stylesheet.py:226: UserWarning: Workbook contains no default styl
```
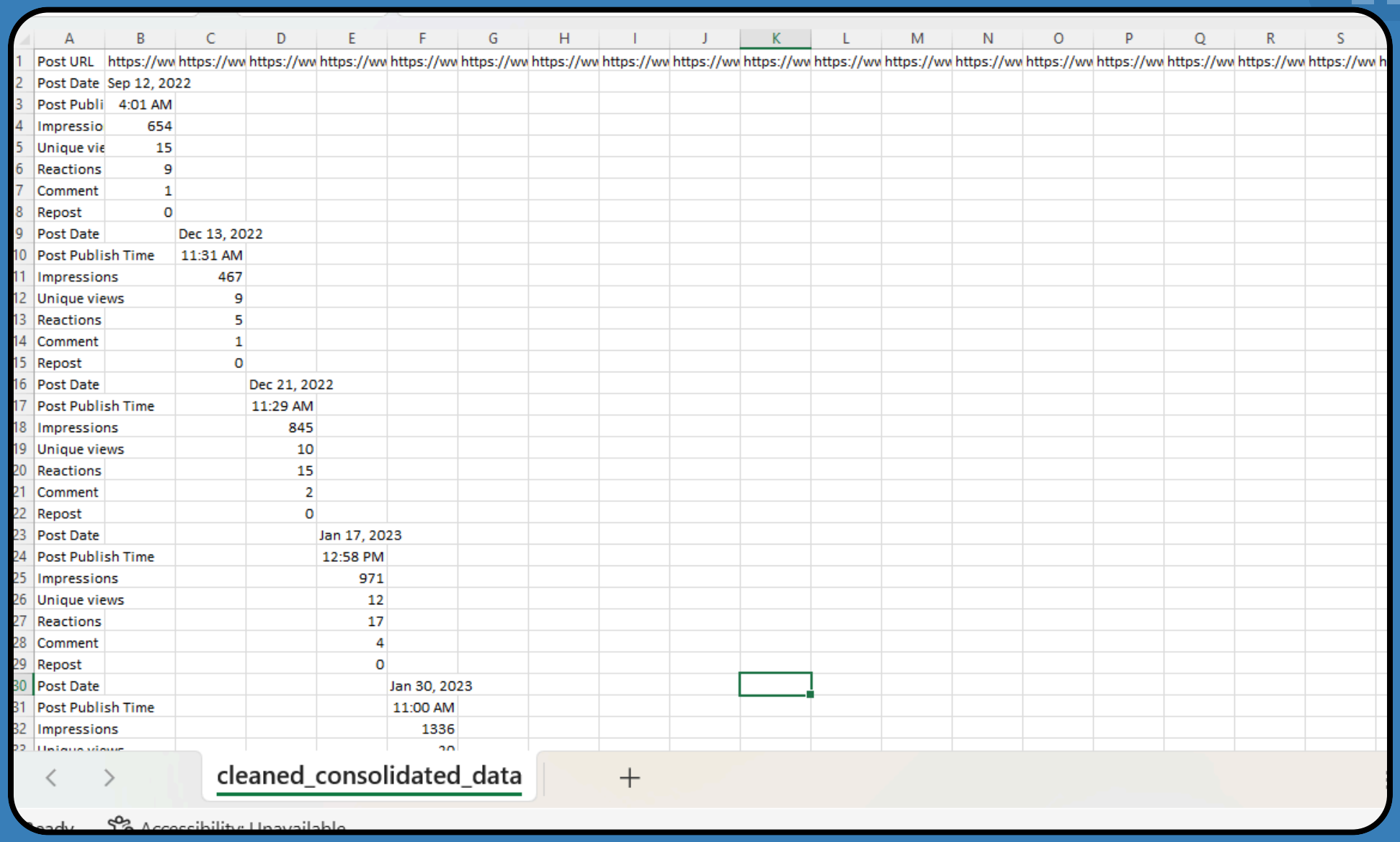

```python
combined_df.head(20)
```

3. This was the structure of the Consolidated file.



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1	Post URL	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww	https://ww
2	Post Date	Sep 12, 2022																	
3	Post Publi	4:01 AM																	
4	Impressio	654																	
5	Unique vie	15																	
6	Reactions	9																	
7	Comment	1																	
8	Repost	0																	
9	Post Date		Dec 13, 2022																
10	Post Publish Time		11:31 AM																
11	Impressions		467																
12	Unique views		9																
13	Reactions		5																
14	Comment		1																
15	Repost		0																
16	Post Date			Dec 21, 2022															
17	Post Publish Time			11:29 AM															
18	Impressions			845															
19	Unique views			10															
20	Reactions			15															
21	Comment			2															
22	Repost			0															
23	Post Date				Jan 17, 2023														
24	Post Publish Time				12:58 PM														
25	Impressions				971														
26	Unique views				12														
27	Reactions				17														
28	Comment				4														
29	Repost				0														
30	Post Date					Jan 30, 2023													
31	Post Publish Time					11:00 AM													
32	Impressions					1336													

cleaned_consolidated_data

4. To align the data structure with the analysis requirements, I applied the transpose function to reshape the data.

```
In [22]:
import pandas as pd

# Assuming your file is in xlsx format and you're using a recent Pandas version
df = pd.read_excel(r"C:\Users\Shifa\OneDrive\Resume\Linkedin post Analysis\consolidated_data.xlsx")

# If you're using an older Pandas version, try using engine='openpyxl'
# df = pd.read_excel("your_file.xlsx", engine='openpyxl', encoding='utf-8')

# Transpose the data
df_transposed = df.T

# Save the transposed data
df_transposed.to_excel("transposed_file.xlsx")
```

```
In [24]:
df_transposed.head(20)
```

Out[24]:

	0	1	2	3	4	5	6	7	8	9	...	369	370	
Post URL	Post Date	Post Publish Time	NaN	NaN	NaN	NaN	NaN	NaN	NaN	Impressions	...	Post Date	Post Publish Time	Im
https://www.linkedin.com/feed/update/urn:li:ugcPost:6974940149876965376	Sep 12, 2022	4:01 AM	NaN	NaN	NaN	NaN	NaN	NaN	NaN	654	...	NaN	NaN	
https://www.linkedin.com/feed/update/urn:li:share:7008392905354559488	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	...	NaN	NaN	
https://www.linkedin.com/feed/update/urn:li:share:7011291620302065664	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	...	NaN	NaN	
https://www.linkedin.com/feed/update/urn:li:share:7021098367216758784	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	...	NaN	NaN	
https://www.linkedin.com/feed/update/urn:li:share:7025779849050865665	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	NaN	...	NaN	NaN	

5. This is the Transposed file that needs to be clean.

	A	B	I	J	K	L	M	N	O	P	Q	R	S	T	U	V
		0	7	8	9	10	11	12	13	14	15	16	17	18	19	20
1	Post URL		Post Date	Post Publi:	Impressior	Unique vie	Reactions	Comment	Repost	Post Date	Post Publi:	Impressior	Unique vie	Reactions	Comment	Repost
2	.com/feed/update/urn:li:ugcPost:6974940149876965376		Sep 12, 20	4:01 AM	654	15	9	1	0							
3	n.com/feed/update/urn:li:share:7008392905354559488									Dec 13, 20	11:31 AM	467	9	5	1	0
4	n.com/feed/update/urn:li:share:7011291620302065664															
5	n.com/feed/update/urn:li:share:7021098367216758784															
6	n.com/feed/update/urn:li:share:7025779849050865665															
7	n.com/feed/update/urn:li:share:7030930136673730560															
8	n.com/feed/update/urn:li:share:7039528114019840000															
9	n.com/feed/update/urn:li:share:7043637931466440704															
10	n.com/feed/update/urn:li:share:7044593081953792000															
11	.com/feed/update/urn:li:ugcPost:7046412725647785984															
12	n.com/feed/update/urn:li:share:7050722342859096064															
13	n.com/feed/update/urn:li:share:7051453371471327233															
14	n.com/feed/update/urn:li:share:7056560135900397568															
15	.com/feed/update/urn:li:ugcPost:7060598664318062592															
16	n.com/feed/update/urn:li:share:7061976250491314176															
17	.com/feed/update/urn:li:ugcPost:7064061895770521601															
18	n.com/feed/update/urn:li:share:7072892641981382656															
19	n.com/feed/update/urn:li:share:7073009808634712064															
20	.com/feed/update/urn:li:ugcPost:7074342613809569792															
21	n.com/feed/update/urn:li:share:7074375186354946048															
22	.com/feed/update/urn:li:ugcPost:7084100430099619840															
23	.com/feed/update/urn:li:ugcPost:7086664953461374976															
24	n.com/feed/update/urn:li:share:7089201422558240769															

Transposed_sheet

6. I have done manual data structuring after that this was the data structure.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	Post Link	Comment	Impressior	Life time L	Minutes V	Post Date	Post Publish Time	Reaction	Repost	Top Indust	Top Job Ti	Uniqe Viev	Views	Top Location			
2	https://w	1	654			Sep 12, 20	4:01 AM	9	0			15					
3	https://w	1	467			Dec 13, 20	11:31 AM	5	0			9					
4	https://w	2	845			Dec 21, 20	11:29 AM	15	0			10					
5	https://w	4	971			Jan 17, 20	12:58 PM	17	0			12					
6	https://w	6	1336			Jan 30, 20	11:00 AM	23	0			20					
30	https://w	0	2490			Sep 5, 202	8:47 AM	21	0			1158					
31	https://w	8	2856			Nov 28, 20	2:39 PM	30	0			1464					
32	https://w	4	1067			Dec 13, 20	11:05 AM	19	0			448					
33	https://w	9	1369			Jan 6, 202	9:58 AM	27	0			652					
34	https://w	2	832			Feb 18, 20	4:12 PM	16	0			437					
35	https://w	0	772			Feb 27, 20	12:16 PM	15	0			408					
36	https://w	2	804	323	52	Mar 19, 20	6:18 PM	7	0	IT Services	Informatic	509	351	Greater Delhi Area			
37	https://w	4	901			Mar 24, 20	4:31 PM	13		IT Services	Data Scien	441		Greater Delhi Area			
38	https://w	4	1051			Apr 17, 20	2:36 PM	19		IT Services	Data Analy	507		Greater Delhi Area			
39	https://w	2	1439			Apr 19, 20	3:53 PM	25	1	IT Services	Data Analy	692		Greater Delhi Area			
40	https://w	5	928	228	46	May 15, 2	3:11 PM	28		IT Services	Data Analy	467	292	Greater Delhi Area			
41	https://w	2	1129	176	38	May 15, 2	4:18 PM	15		IT Services	Data Analy	471	231	Greater Delhi Area			
42	https://w	2	854	250	26	May 30, 2	3:10 PM	11		IT Services	Data Analy	484	298	Greater Delhi Area			
43	https://www.linkedir		565			Jul 3, 2024	1:11 PM	6		IT Services	Informatic	234		Greater Delhi Area			
44	https://w	22	1469			Jul 23, 202	2:20 PM	38		IT Services	Data Scien	737		Greater Delhi Area			
45	https://w	2	626			Jul 30, 202	4:21 AM	7		IT Services	Informatic	273		Greater Delhi Area			
46	https://www.linkedir		610			Aug 7, 202	3:27 PM	9		IT Services	Sales Exec	303		Greater Delhi Area			
47	https://w	14	892			Aug 24, 20	12:54 PM	28		IT Services	Data Analy	413		Greater Delhi Area			
48																	

Structured_data_Linkdin