Employee Social Media Activity Dataset

This dataset contains information about employees who have agreed to promote the company's products on social media. The table includes the following columns:

- emp_ID: Unique identifier for each employee
- Date_posted: Date on which the employee posted content

Important Note: Employees can post multiple times in a single day.

Analysis Goals

- 1. **Employee Posting Frequency:** We will analyze the dataset to determine the number of social media posts each employee made during the specified period.
- 2. **Highly Active Employees:** We will identify employees who were particularly active on social media, specifically those who posted seven or more times within a week.
- 3. **Monthly Posting Trends:** We will examine the number of posts made by each employee on a monthly basis.
- 4. **Joint Posting Activity:** We will identify dates where both Employee ID 6 and Employee ID 9 actively participated in social media posting.

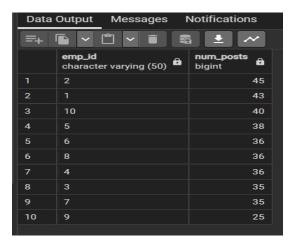
Answers -

1. **Employee Posting Frequency:** We will analyze the dataset to determine the number of social media posts each employee made during the specified period. (Basic)

Query -

```
--employee posting frequency
Select Emp_ID, count(Date_posted) AS NUM_POSTS
FROM Posts
WHERE Date_Posted BETWEEN '2023-1-1' AND '2023-03-30'
GROUP BY Emp_ID
ORDER BY Num_Posts DESC
```

Output-

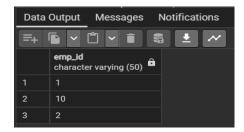


2. **Highly Active Employees:** We will identify employees who were particularly active on social media, specifically those who posted seven or more times within a week. (Intermediate)

Query -

```
SELECT DISTINCT Emp_ID
FROM posts
WHERE Date_posted BETWEEN '2023-01-01' AND '2023-03-30'
GROUP BY Emp_ID, DATE_TRUNC('week', Date_posted)
HAVING count(*)>=7
ORDER BY emp_id ASC;
```

Output -



Output note – employee with ID, 1, 10 and 2 post more than 7 times or more in a week.

3. **Monthly Posting Trends:** We will examine the number of posts made by each employee on a monthly basis. **Note** – we will examine post made employee with ID 9. (intermediate)

Query

```
SELECT Date_posted
FROM posts
WHERE emp_id = '9'
AND DATE_PART('month', Date_posted) = 1
AND Date_posted BETWEEN '2023-01-01' AND '2023-01-31';
```

Output -



4. **Joint Posting Activity:** We will identify dates where both Employee ID 6 and Employee ID 8 actively participated in social media posting. Then we will see the joint posts in January

Query-

```
SELECT e1.Date_posted

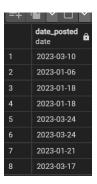
FROM posts AS e1

JOIN posts AS e2 ON e1.Date_posted = e2.Date_posted

WHERE e1.emp_id = '6' |

AND e2.emp_id = '9';
```

Output



Query – joint posts in January (both posted on the same date in the month of January)

```
SELECT e1.Date_posted
FROM posts AS e1
JOIN posts AS e2 ON e1.Date_posted = e2.Date_posted
WHERE e1.emp_id = '6'
   AND e2.emp_id = '9'
AND DATE_PART('month', e1.Date_posted) = 1
AND e1.Date_posted BETWEEN '2023-01-01' AND '2023-01-31';
```

Output -

