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 –

```
Select Emp_ID, count(Date_posted) AS NUM_POSTS
FROM Posts
WHERE Date_Posted BETWEEN '2023-1-1' AND '2023-03-31'
GROUP BY Emp_ID
ORDER BY Num_Posts DESC
```

Output-

	emp_id character varying (50)	num_posts bigint
	2	45
2	1	43
3	10	40
4	5	38
5	6	36
6	8	36
7	4	36
8	3	35
9	7	35
10	9	25

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, COUNT(DATE_POSTED) AS NUM_POSTS
FROM posts
WHERE Date_posted BETWEEN '2023-01-01' AND '2023-03-31'
GROUP BY Emp_ID, DATE_TRUNC('week', Date_posted)
HAVING count(*)>=7
ORDER BY emp_id ASC;
```

Output -

	emp_id character varying (50)	num_posts bigint
	1	7
	10	7
	2	8

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 -

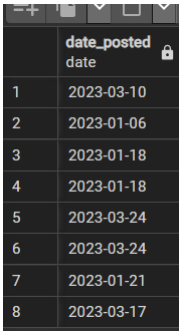
	date_posted date
1	2023-01-06
2	2023-01-03
3	2023-01-21
4	2023-01-08
5	2023-01-18
6	2023-01-07
7	2023-01-18

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

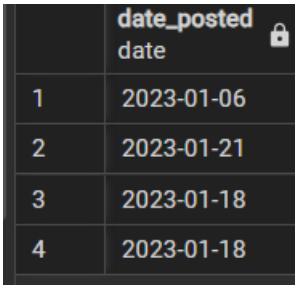


	date_posted date
1	2023-03-10
2	2023-01-06
3	2023-01-18
4	2023-01-18
5	2023-03-24
6	2023-03-24
7	2023-01-21
8	2023-03-17

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 -



	date_posted date
1	2023-01-06
2	2023-01-21
3	2023-01-18
4	2023-01-18