1. **Based on your interpretation of these results, what would you recommend the company do with paid posts?**

The non-paid and paid ads have a similar range of shares. However, since the paid ads are performing better than non-paid on average, we believe that the company should focus on keeping the paid ads and consider investing more money into them. With the paid ads, it could lead to greater exposure of the posts, reaching shares as high as the maximum of 790.

**Comment:** There really is no significant difference between paid and non-paid posts in terms of shares performance. They’re near identical. It wouldn’t make much sense for the marketing team to continue paying ads for posts when they don’t outperform their non-paid counterparts.

1. **What insight could you provide the marketing team from this?**

By comparing the three box plots, we can see that the average for paid advertising on all of the company’s posts result in an increase in the average number of shares for all three categories. Some insights that we can provide the marketing team from these results are that they should invest in paid advertisements for all three categories. Non-paid ads are doing well, and don’t cost the company anything, so they can continue creating non-paid ads as well.

Why continue paying for paid posts when they don’t generate much improvement over non-paid posts? They can achieve essentially the same performance for free. The typical interpretation students have from this is that if the marketing team must spend ad budget on posts, their best return would be on Product category posts, since that’s the only one that has marginal improvement in shares for paid vs non-paid compared to Action and Inspiration category posts.