# Social Media Analysis in Denver

Upright

Chris Thai

# Project Topic: AVID Social Media Analysis

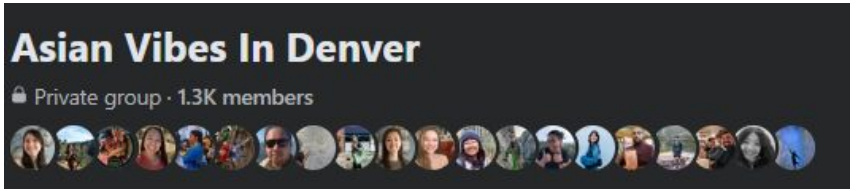
## Asian Vibes in Denver

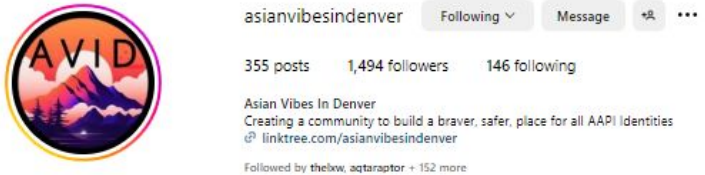
# Project Topic: AVID Social Media Analysis

- Climbing Meetups
- Movie Nights
- Karaoke
- Hikes
- White Water Rafting
- Restaurant Tours
- Holiday Celebrations

# Project Topic: AVID Social Media Analysis

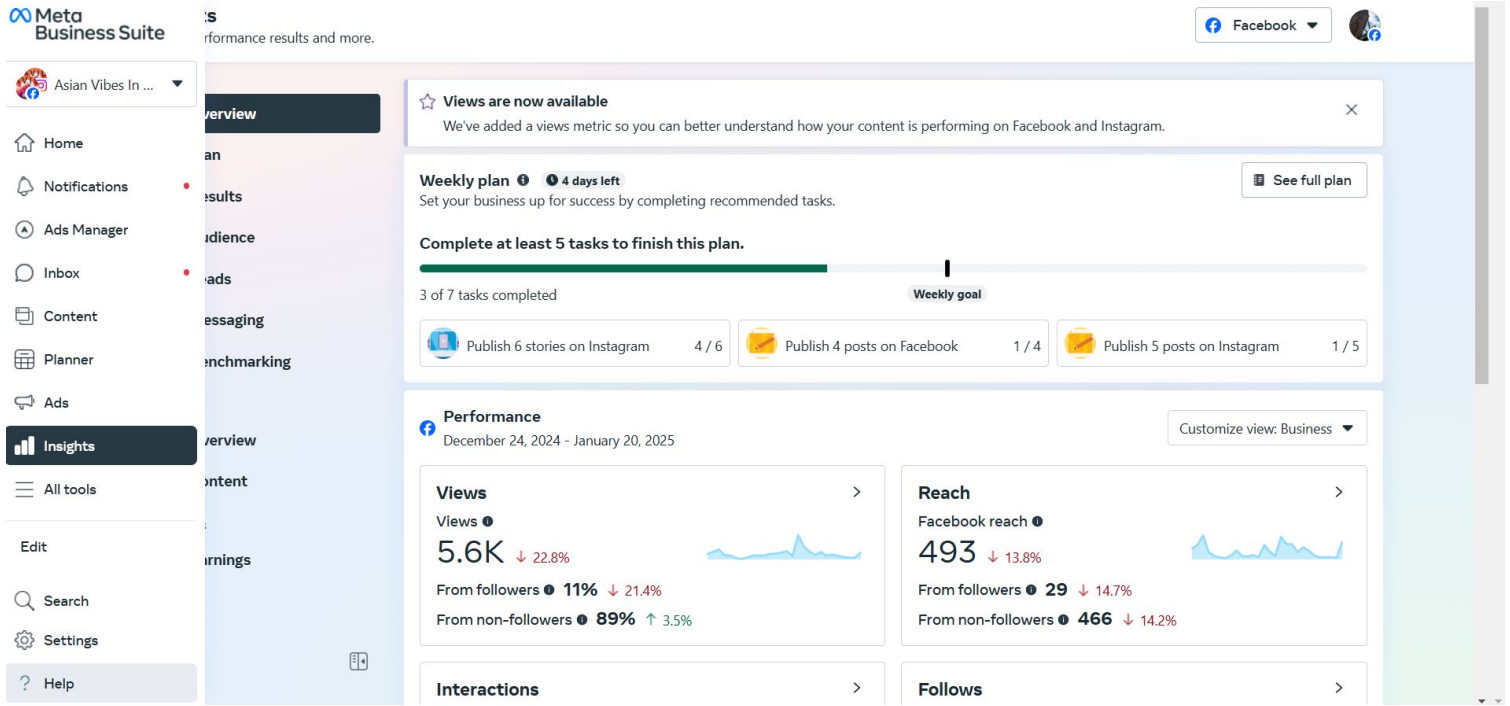
## Started April 2023



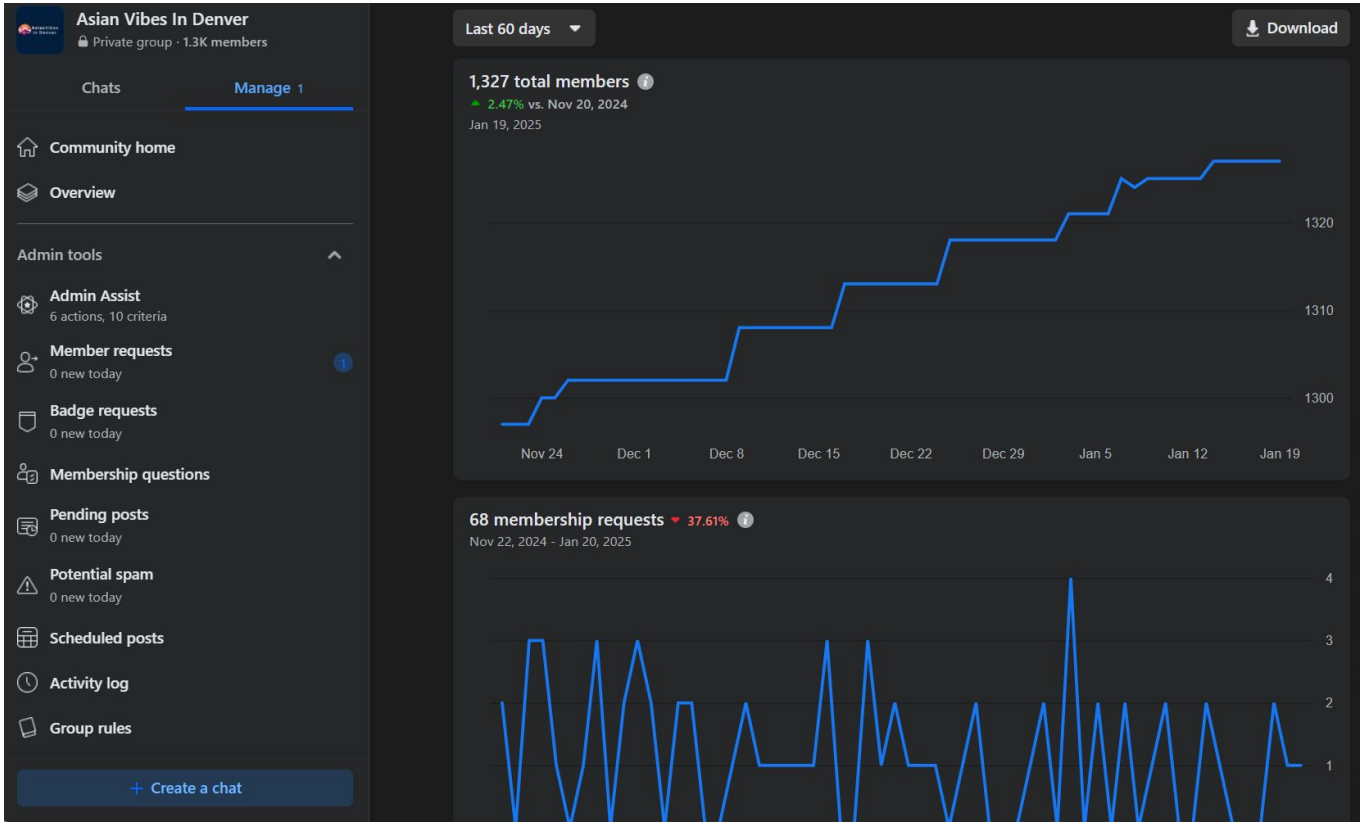
# Data Sourcing

# The Data

1. 
Meta Business Suite
Asian Vibes In ...
Home
Notifications
Ads Manager
Inbox
Content
Planner
Ads
Insights
All tools
Edit
Search
Settings
Help
Facebook
Views are now available
We've added a views metric so you can better understand how your content is performing on Facebook and Instagram.
Weekly plan
4 days left
See full plan
Set your business up for success by completing recommended tasks.
Complete at least 5 tasks to finish this plan.
3 of 7 tasks completed
Weekly goal
Publish 6 stories on Instagram 4 / 6
Publish 4 posts on Facebook 1 / 4
Publish 5 posts on Instagram 1 / 5
Performance
December 24, 2024 - January 20, 2025
Customize view: Business
Views
Views
5.6K ↓ 22.8%
From followers 11% ↓ 21.4%
From non-followers 89% ↑ 3.5%
Reach
Facebook reach
493 ↓ 13.8%
From followers 29 ↓ 14.7%
From non-followers 466 ↓ 14.2%
Interactions
Follows

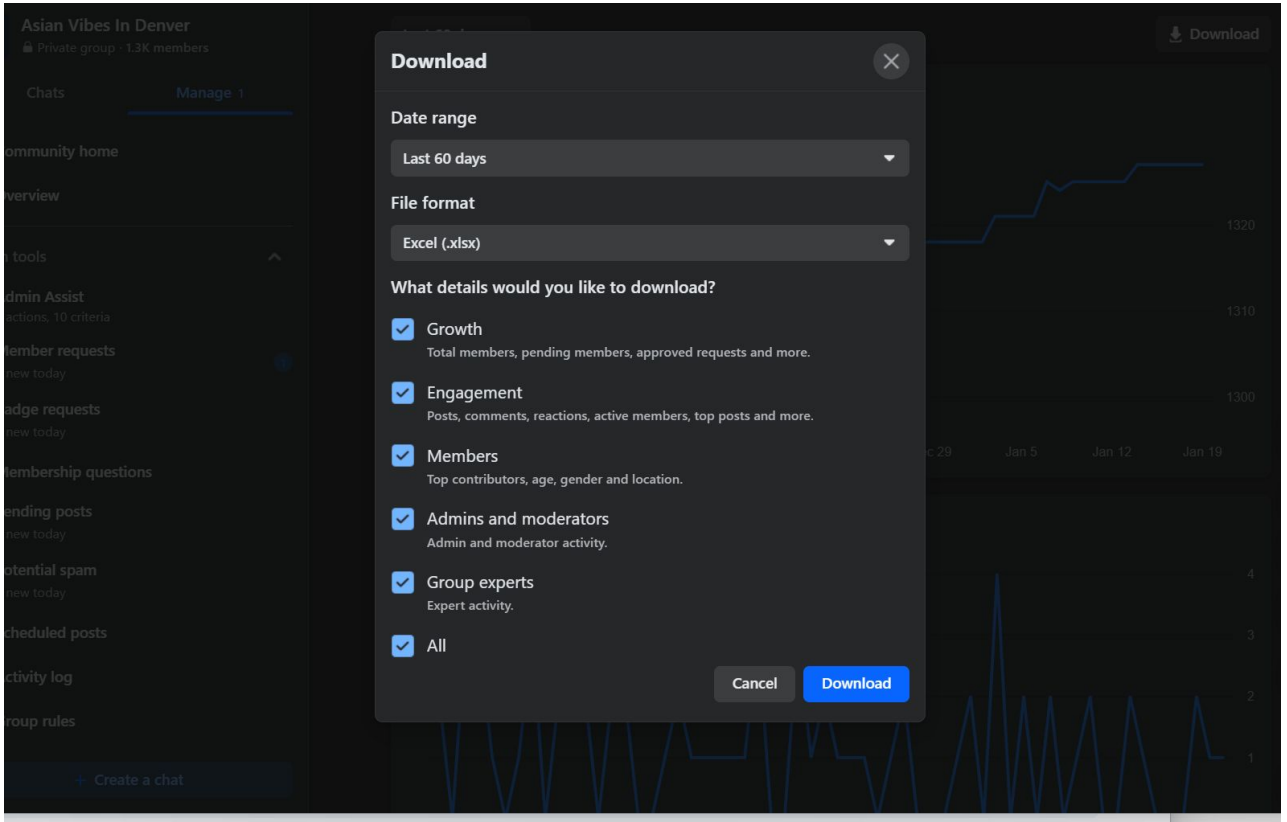
# The Data

1.


Asian Vibes In Denver
Private group · 1.3K members
Chats
Manage 1
Community home
Overview
Admin tools
Admin Assist
6 actions, 10 criteria
Member requests
0 new today
Badge requests
0 new today
Membership questions
Pending posts
0 new today
Potential spam
0 new today
Scheduled posts
Activity log
Group rules
+ Create a chat
Last 60 days
Download
1,327 total members
2.47% vs. Nov 20, 2024
Jan 19, 2025
1320
1310
1300
Nov 24
Dec 1
Dec 8
Dec 15
Dec 22
Dec 29
Jan 5
Jan 12
Jan 19
68 membership requests 37.61%
Nov 22, 2024 - Jan 20, 2025
4
3
2
1

# The Data

1.


Asian Vibes In Denver
Private group · 1.3K members
Chats
Manage 1
Download
Download
Date range
Last 60 days
File format
Excel (.xlsx)
What details would you like to download?
Growth
Total members, pending members, approved requests and more.
Engagement
Posts, comments, reactions, active members, top posts and more.
Members
Top contributors, age, gender and location.
Admins and moderators
Admin and moderator activity.
Group experts
Expert activity.
All
Cancel
Download
Create a chat
1320
1310
1300
Jan 5
Jan 12
Jan 19

# The Data

1. Instagram Posts (csv)
2. Instagram Stories (csv)
3. Facebook Posts (csv)

Updated csv's for each of these

4. General Group insights (xlsx)

# Data Cleaning and Preparation

## Issues with the CSVs

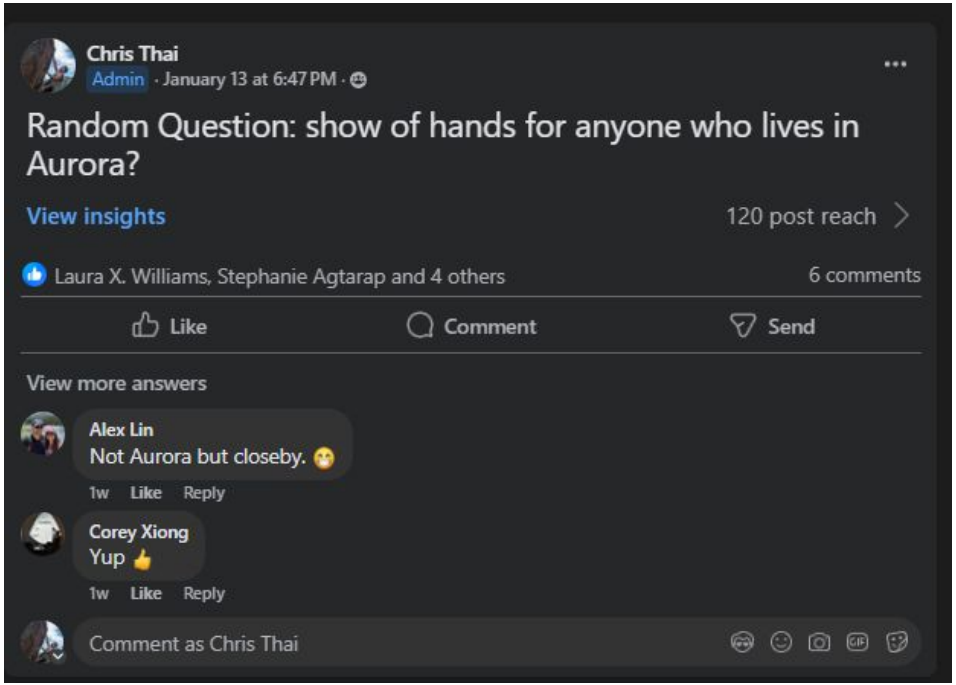
1. Appending the original tables with updated tables
2. Removing unnecessary columns
3. Encoding for Machine Learning

## Issues with the Demographic Data

1. Tableau not being able to read cities
2. Where Facebook get location data

# Analysis & Visualization

# Tableau Map

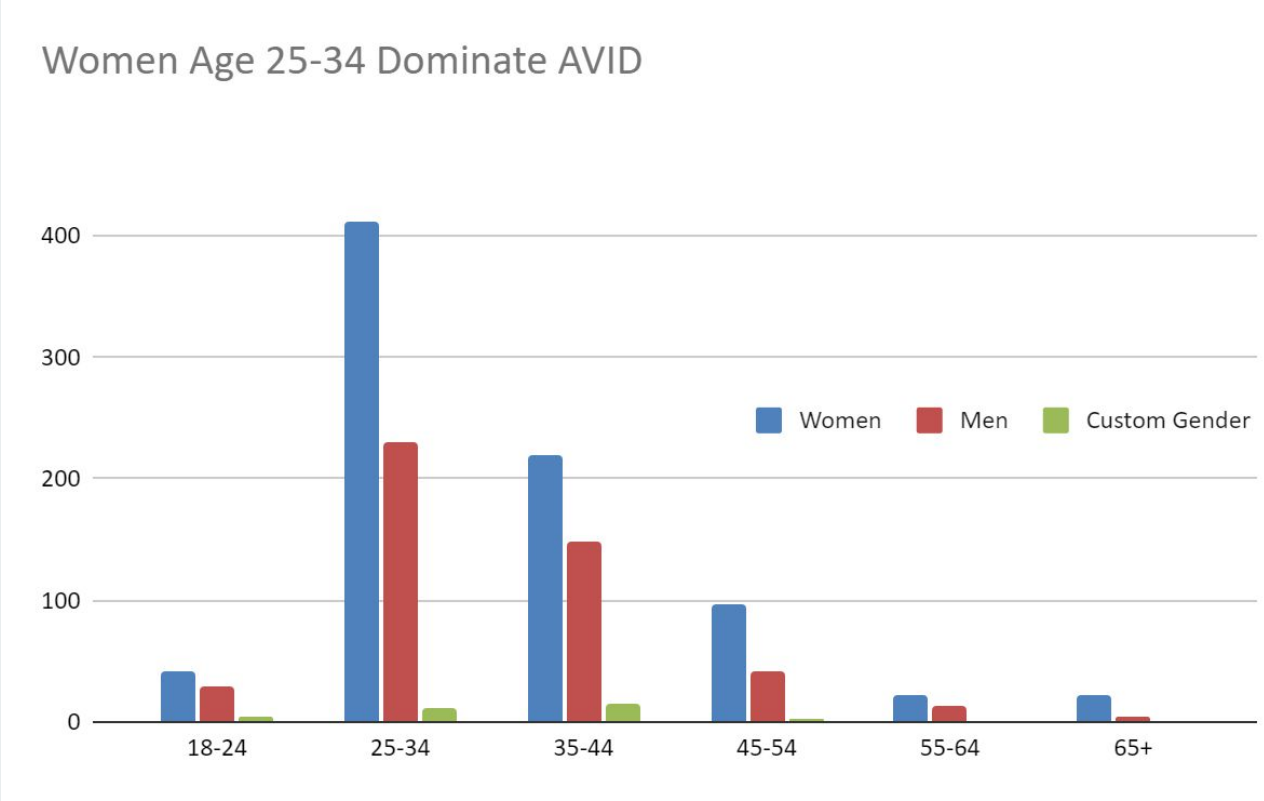

Chris Thai
Admin · January 13 at 6:47 PM ·
Random Question: show of hands for anyone who lives in Aurora?
View insights
120 post reach
Laura X. Williams, Stephanie Agtarap and 4 others
6 comments
Like
Comment
Send
View more answers
Alex Lin
Not Aurora but closeby.
1w Like Reply
Corey Xiong
Yup
1w Like Reply
Comment as Chris Thai

Upright Education

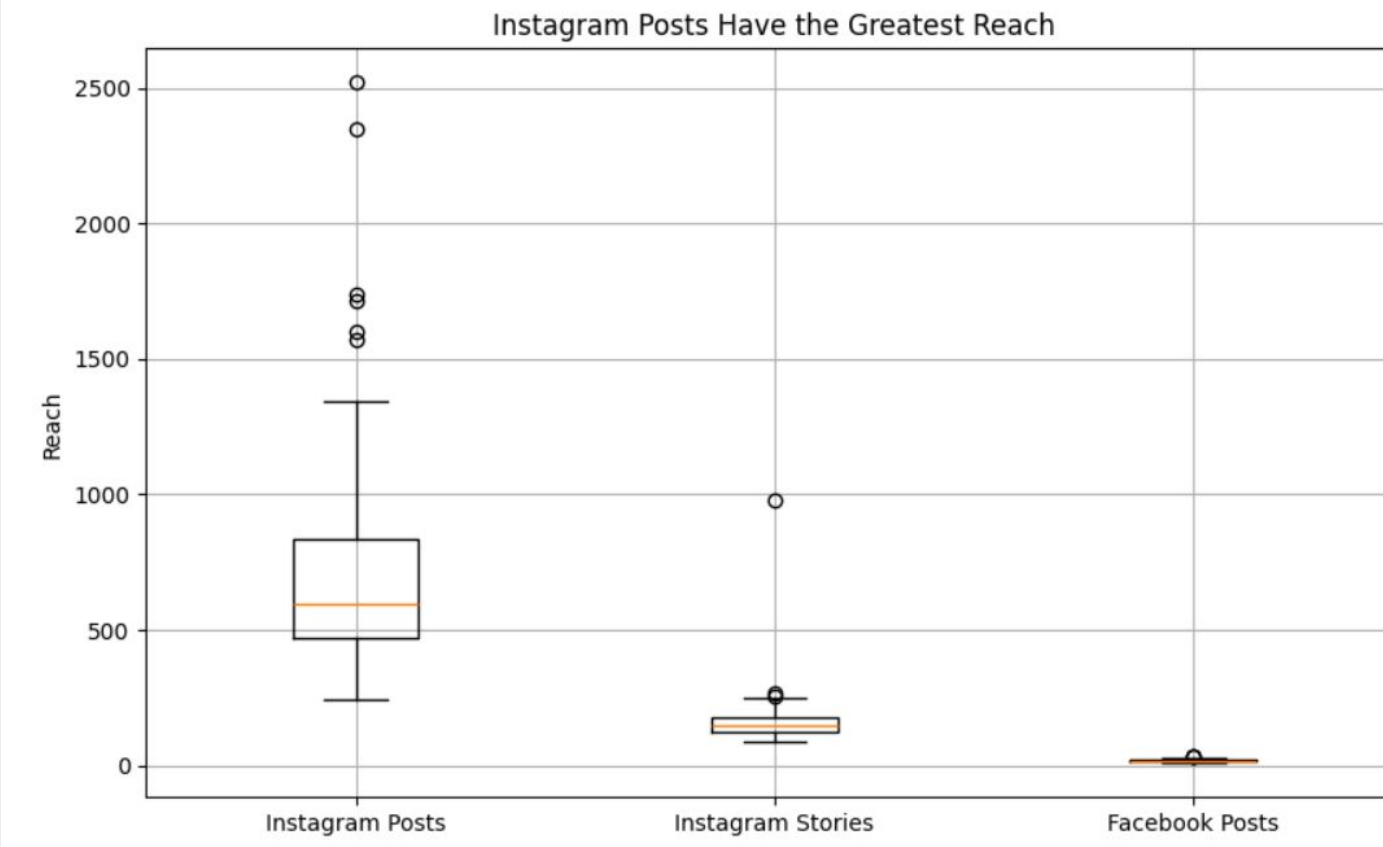
# Insight 1

Facebook location is not trustworthy

# Insight 2

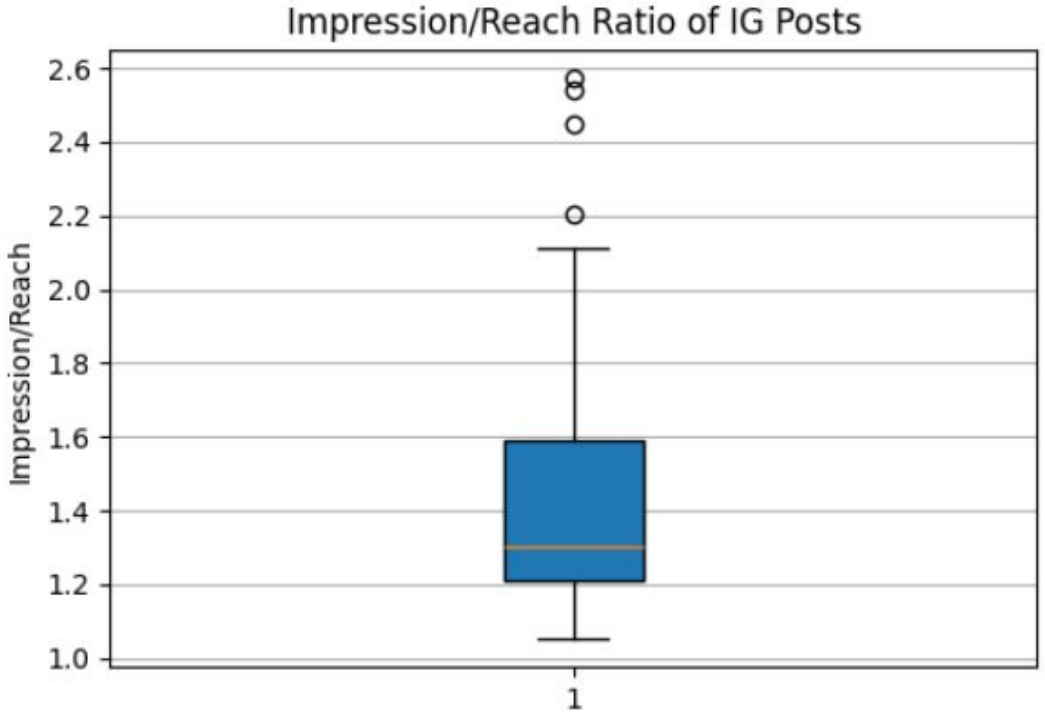

Women Age 25-34 Dominate AVID
400
300
200
100
0
Women
Men
Custom Gender
18-24
25-34
35-44
45-54
55-64
65+

# Insight 3


Instagram Posts Have the Greatest Reach
Reach
2500
2000
1500
1000
500
0
Instagram Posts
Instagram Stories
Facebook Posts

# Insight 4

Higher Impressions compared to Reach means better engagement



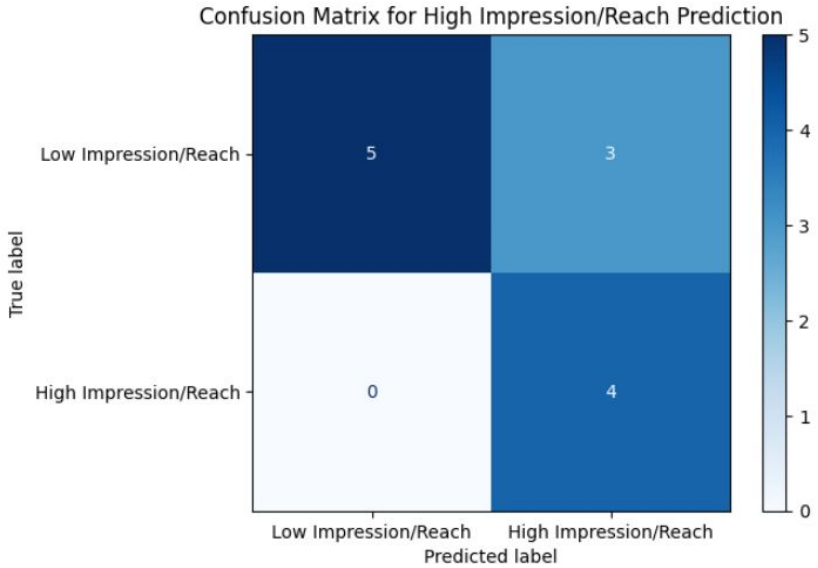
# Machine Learning

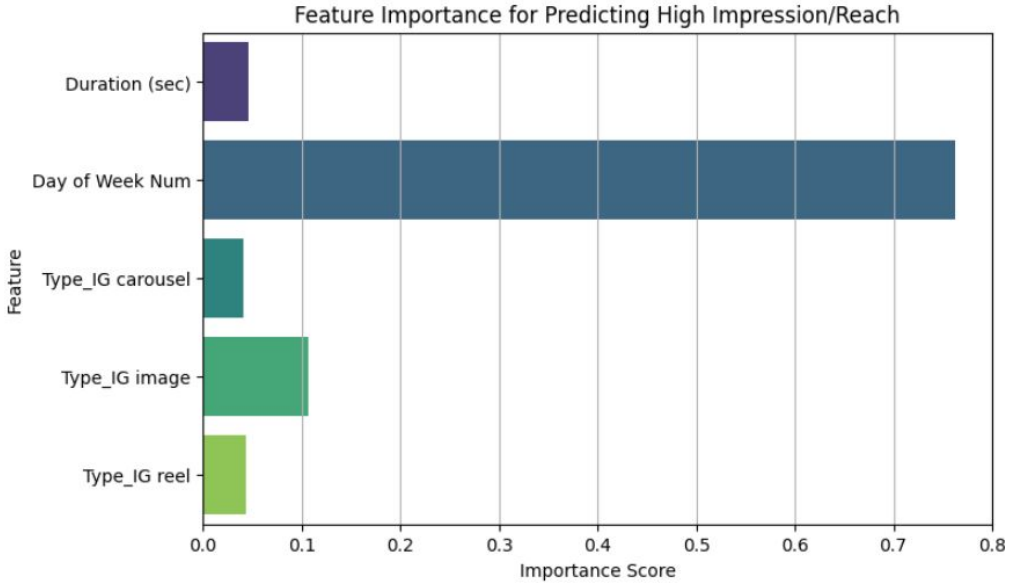
# Goal and Method

1. Day of the week, content type → impressions/reach
2. Random Forest Classifier to predict if posts can hit Impressions/Reach>1.5
3. Accuracy: 75%

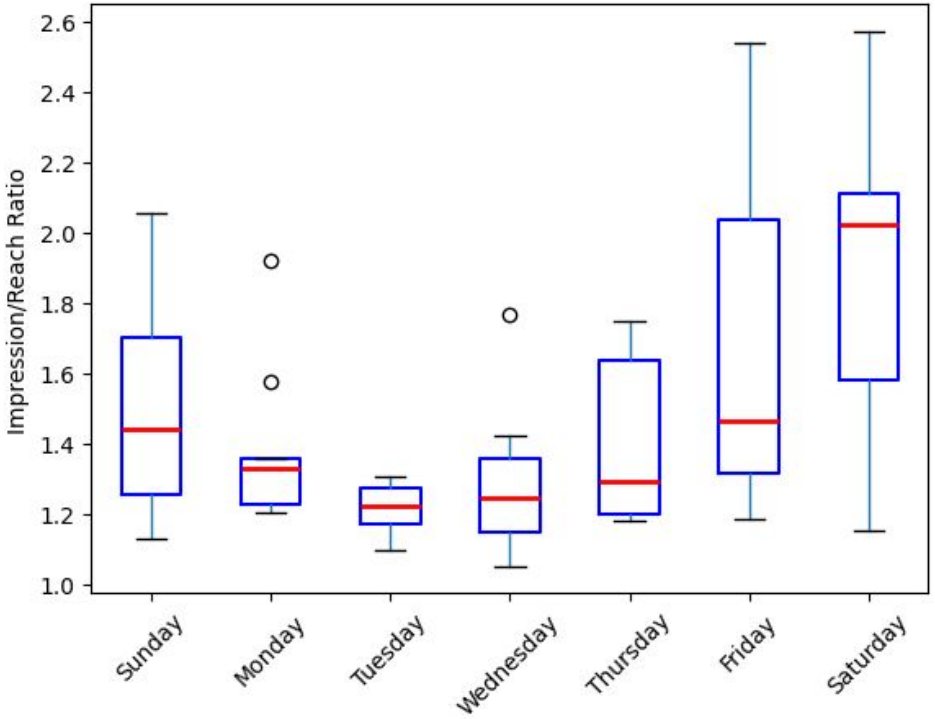
# Results

Accuracy: 75%



# Saturdays have the best Impression/Reach



# Takeaways and Next Steps

# Takeaways

1. Content for 25-34 yr olds, particularly women
2. Instagram Posts have greatest reach and have great potential for high engagement
3. Day of the week matters

# Next Steps

1. Better Data Collection
    - Real world attendance data
    - Connect Discord + other social medias
    - Frequent updates to the data from Meta
2. Connect online engagement to real attendance
3. Find a content's growth over time

# Thank You