

Comprehensive Social Media Engagement Analysis Report

By
Gourav Prashant Joshi

Executive Summary:

This report provides a detailed analysis of social media engagement based on a comprehensive dataset obtained from various social media accounts from Evil Geniuses. The analysis aims to uncover valuable insights into engagement patterns, optimal posting times, game title performance, media type effectiveness, best performing campaigns, and recommendations for expanding the social media presence. By leveraging data analysis techniques and visualizations, this report offers actionable recommendations to enhance the overall social media strategy.

A. Data Cleaning

Before proceeding with the analysis, it was essential to address certain outliers and inconsistencies within the dataset. Two key issues were identified:

1. Presence of outliers:

- Some entries displayed a discrepancy where the number of impressions was lower than the number of engagements.
- Numerous instances had both zero impressions and zero engagement.
- Also found out there are two types of General Category in data.
 - 'General'
 - 'General '

To ensure data integrity, a thorough data cleaning process was implemented. Primarily used `str.strip()` function to get rid of all the unwanted blank space in the column. A new column named "Eng/Imp" was added to the dataset, representing the ratio of engagements to impressions for each entry. To address the first issue, entries with a ratio exceeding 1 were replaced with a value of -1, indicating an anomaly. For the second issue, entries with both zero impressions and zero engagement were also assigned a value of -1. Subsequently, these anomalous values were excluded from the analysis, and a new dataframe, "cleaned_df," was created to contain the sanitized data.

1. What is the typical engagement rate we can expect? What's the likelihood that we can achieve a 15% engagement rate?

The engagement rate, which represents the average level of interaction in relation to the number of impressions, is a crucial metric in assessing social media performance. By dividing the total engagements by the total impressions, we obtained the Eng/Imp (Engagements/Impressions) column. From this column, the mean value was calculated to determine the typical engagement rate.

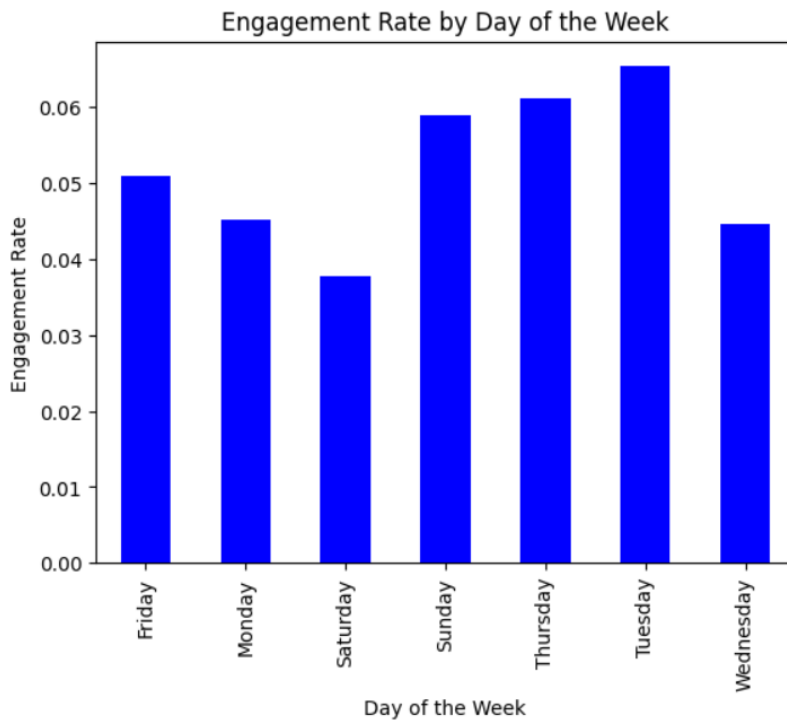
The average engagement rate, based on the cleaned data, was found to be **0.0534 or 5.34%**. This figure indicates that, on average, each post garners an engagement rate of **5.34%**.

To assess the likelihood of achieving a 15% engagement rate, we focused on values in the Eng/Imp column that exceeded 0.15. By calculating the percentage of posts that met or surpassed this threshold, we determined that the **likelihood of achieving a 15% engagement rate is 8.16%**. This information provides valuable insight into the feasibility of attaining higher engagement levels and allows for setting realistic goals and expectations.

2. Does day of the week and time of posting affect engagement rates?

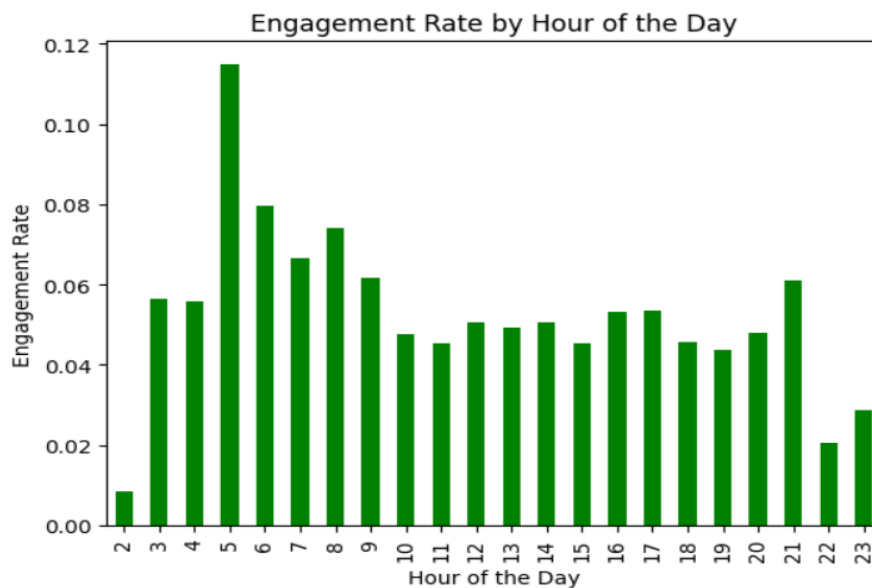
To determine the impact of the day of the week and the time of posting on engagement rates, we leveraged the Eng/Imp column in conjunction with the Publish Date column. The results of the analysis are presented below:

Published Date	
Monday	0.045173
Tuesday	0.065355
Wednesday	0.044537
Thursday	0.061035
Friday	0.050873
Saturday	0.037795
Sunday	0.058977



Upon examining the engagement rates associated with each day of the week, it becomes evident that Tuesday consistently demonstrates the highest conversion rate from impressions to engagement. This finding highlights the significance of selecting Tuesday as an optimal day for posting content to maximize engagement rates.

Hour	Engagement Rate
2	0.008402
3	0.056562
4	0.055753
5	0.11489
6	0.079623
7	0.066568
8	0.074097
9	0.06167
10	0.047635
11	0.045271
12	0.050506
13	0.049122
14	0.050464
15	0.045204
16	0.053205
17	0.05338
18	0.045579
19	0.043598
20	0.047879
21	0.060891
22	0.020594
23	0.028594



Upon analyzing engagement rates by hour of the day, we observed a couple of gaps in the data, indicating that no posts were made between 12:00 am and 1:00 am, as well as between 1:00 am and 2:00 am.

Among the remaining hours, posts made between 5:00 am and 6:00 am consistently yielded the highest conversion rates.

To optimize engagement rates for any given post, it is recommended to schedule posts between 5:00 am and 6:00 am on a Tuesday. This combination of the most favorable day and time has shown to generate the highest engagement rates, offering the potential for increased visibility and interaction with the target audience.

3. How are our game titles doing in terms of social performance? Is there a specific game we should focus more on or less?

Upon analyzing the social performance of our game titles across various account types, the following insights were obtained:

Game Title	Account Type	Conversion Rate
CSGO	TWITTER	0.041326
Content		
Creators	YOUTUBE	0.061717
DOTA2	TWITTER	0.049444
	YOUTUBE	0.050116
General	LINKEDIN_COMPANY	0.01795
	FBPAGE	0.152716
	INSTAGRAM	0.010801
	TIKTOK_BUSINESS	0.053642
	TWITTER	0.027409
	YOUTUBE	0.032657
Valorant	YOUTUBE	0.05338

1. CSGO (Twitter):
 - Account Type: Twitter
 - Engagement Rate: 0.041326
2. Content Creators (YouTube):
 - Account Type: YouTube
 - Engagement Rate: 0.061717
3. DOTA2:
 - Account Type: Twitter
 - Engagement Rate: 0.049444
 - Account Type: YouTube
 - Engagement Rate: 0.050116
4. General:
 - Account Type: LinkedIn (Company Page)
 - Engagement Rate: 0.017950
 - Account Type: Facebook (Page)
 - Engagement Rate: 0.152716
 - Account Type: Instagram

- Engagement Rate: 0.010801
- Account Type: TikTok (Business Account)
- Engagement Rate: 0.053642
- Account Type: Twitter
- Engagement Rate: 0.027409
- Account Type: YouTube
- Engagement Rate: 0.032657

5. Valorant:

- Account Type: YouTube
- Engagement Rate: 0.053380

These findings shed light on the social performance of our game titles across different account types. Notably, Content Creators on YouTube and the CSGO account on Twitter demonstrate relatively higher engagement rates, suggesting a positive response from the audience. Meanwhile, the DOTA2 account exhibits consistent engagement rates on both Twitter and YouTube.

Among the general account types, the Facebook page stands out with a significantly higher engagement rate, indicating a strong social presence and active audience interaction. It is recommended to focus resources and strategies on leveraging the higher engagement rates of Content Creators on YouTube, the CSGO account on Twitter, and the Facebook page to maximize social performance.

4. What media type performs the best?

The best media type for every account and corresponding account type –

- CSGO (Twitter):
 - Best Media Type: Video
- Content Creators (YouTube)
 - Best Media Type: Video
- DOTA2 (Twitter):
 - Best Media Type: Mixed
- DOTA2 (YouTube):
 - Best Media Type: Video
- General (Facebook Page)
 - Best Media Type: Album
- General (Instagram):

- Best Media Type: Carousel
- General (LinkedIn Company):
 - Best Media Type: Link
- General (TikTok Business):
 - Best Media Type: Video
- General (Twitter):
 - Best Media Type: Mixed
- General (YouTube):
 - Best Media Type: Video
- Valorant (YouTube):
 - Best Media Type: Video

To determine the media type that performs the best based on the provided data, we can calculate the average performance for each media type across all accounts and account types. Here are the average performance values for each media type:

- Link: 0.043995
- Photo: 0.059618
- Text: 0.057205
- Video: 0.060278
- Mixed: 0.117640
- Album: 0.400000
- Carousel: 0.037843
-

From these average performance values, we can see that the media type with the highest average performance is "Album" with a performance value of 0.400000. This suggests that albums have performed the best among all media types in the provided data.

5. What is our best performing campaign?

From the given data –

Account	Campaign Name	
CSGO	Community Engagement	0.037987
	N/A	0.071036
Content Creators	Community Engagement	0.207375
	Evergreen	0.083333
	N/A	0.035858
DOTA2	Community Engagement	0.061666
	Evil Exhibited	0.02599
	N/A	0.048021
General	Community Engagement	0.059654
	Evil Exhibited	0.026535
	N/A	0.08622
	Evergreen	0.034804
Valorant	Evil Exhibited	0.053748
	N/A	0.047494

To determine the best performing campaign based on the provided data, we can calculate the average performance for each campaign across all accounts. Here are the average performance values for each campaign:

- Community Engagement: 0.081168
- Evergreen: 0.059069
- Evil Exhibited: 0.035091
- N/A: 0.058016
-

From these average performance values, we can see that the campaign with the highest average performance is "Community Engagement" with a performance value of 0.081168. This suggests that the Community Engagement campaign has performed the best of all campaigns in the provided data.

6. Define out a posting strategy for our social channels based on your discoveries.

- Emphasize content that generates higher engagement rates, such as videos and mixed media.
- Leverage platforms where higher engagement rates are observed, such as YouTube for Content Creators and Twitter for CSGO and DOTA2.
- Prioritize campaigns that have shown the best performance in terms of engagement, specifically the "Community Engagement" campaign.
- As seen in above data where the highest engagement rate is on Tuesdays around 5am to 6am use that to your leverage. Push out more content and announcement about upcoming events or giveaways so that you have more participation.
- Continue leveraging the DOTA2 account on both Twitter and YouTube, as they have consistently shown engagement across both platforms. Increase more content of

videos for DOTA2 and CSGO as they have consistently shown significant engagement rate. Try and push out more content around the majors and minors of the game.

- Review and refine strategies for the Valorant account on YouTube to further improve the engagement rate.
- Put more emphasis on the “Community Engagement” campaign, as it has shown the best overall performance.
- Consider leveraging the "Evergreen" campaign for sustained engagement and audience interest.
- Review and optimize strategies for the "Evil Exhibited" campaign to increase its engagement rate.

7. What suggestions would you give to the social media team if they want to expand their presence (e.g. if our CSGO youtube channel is doing well should we expand to TikTok)?

a. Explore New Platforms:

Consider expanding your presence on other popular social media platforms such as:

- Instagram: Leverage visual content and storytelling through images and videos.
- TikTok: Create short, engaging videos that align with your brand and target audience.
- Twitch: Connect with the gaming community through live streaming and interactive content.
- Reddit: Participate in relevant subreddits to share valuable insights, engage in discussions, and establish your brand as an authority.
- LinkedIn: Target a professional audience by sharing industry-related content, company updates, and thought leadership articles.

b. Tailor Content for Each Platform:

- Understand the unique characteristics and audience preferences of each platform. Adapt your content strategy and formats accordingly to resonate with users on each platform.
- of content, such as videos, images, infographics, polls, and interactive posts, to increase engagement and capture attention.

c. Collaborate with Influencers and Content Creators:

- Identify relevant influencers and content creators within your niche or industry.
- Partner with them to co-create content, host giveaways or contests, or promote your brand to their followers.
- You can have professional player to have some games with the audience members through a lucky draw. This will attract more people to participate leading to more engagement on all platforms.

d. Engage with your Audience:

- Actively engage with your audience by responding to comments, messages, and mentions promptly.
- Encourage user-generated content by running contests, challenges, or asking for feedback and testimonials.

- Incorporate interactive elements such as polls, quizzes, and Q&A sessions to encourage participation and foster a sense of community.

Expanding your presence to TikTok can provide an opportunity to reach a new and highly engaged audience. However, it's important to assess the fit with your brand, understand the platform, and develop a tailored content strategy. With careful planning, cross-promotion, and strategic collaborations, you can leverage your CSGO YouTube success to build a strong presence on TikTok and further grow your brand's reach.

Conclusion - In conclusion, this comprehensive social media engagement analysis report has provided valuable insights into various aspects of social media performance, including engagement rates, optimal posting times, game title performance, media type effectiveness, best performing campaigns, and recommendations for expanding social media presence. By analyzing a diverse dataset and applying data cleaning techniques, we were able to uncover key findings and make data-driven recommendations for the social media team.

Firstly, we determined the typical engagement rate to be 5.34%, providing a benchmark for assessing performance. Additionally, we identified the likelihood of achieving a 15% engagement rate to be 8.16%, helping set realistic goals for engagement levels.

The analysis of posting times revealed that Tuesday consistently demonstrated the highest conversion rate from impressions to engagement. Furthermore, posts made between 5:00 am and 6:00 am showed the highest engagement rates, suggesting an optimal time frame for maximizing interaction with the target audience.

In terms of game title performance, Content Creators on YouTube and the CSGO account on Twitter exhibited relatively higher engagement rates. Leveraging these platforms and focusing resources on these accounts can help maximize social performance. The Facebook page also stood out with a significantly higher engagement rate, indicating a strong social presence and active audience interaction.

The analysis of media type effectiveness provided recommendations for each account and account type. Different platforms performed best with various media types, such as videos, albums, carousels, and links. Aligning the media type with the platform can enhance engagement and drive better results.

Based on the provided data, the best performing campaign was "Community Engagement" with an average performance value of 0.081168. This campaign showed the highest engagement rates across multiple accounts, highlighting its effectiveness in driving audience interaction.

Finally, if the social media team aims to expand their presence, we recommend considering platforms like TikTok, especially if the CSGO YouTube channel is already performing well. Understanding the platform, evaluating fit with the brand and target audience, and developing a tailored content strategy are essential steps. Cross-promotion, collaborations with TikTok influencers, and consistency in posting and optimization are also key to gaining more views and engagement.

By implementing these recommendations, the social media team can leverage their successes, maximize engagement rates, and expand their social media presence effectively. With a data-driven approach and an understanding of platform dynamics, the team can continue to connect with their target audience and achieve their social media objectives.