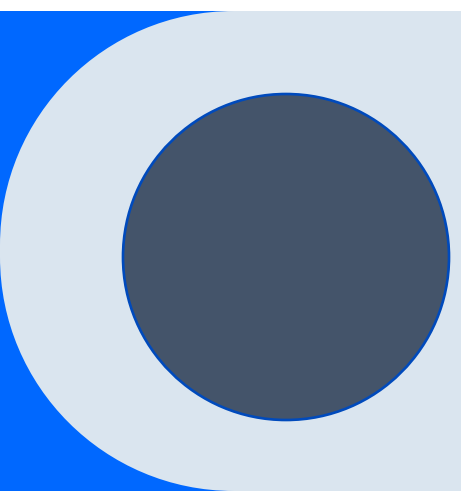# Social Media Usage Analysis

Muhammad Abdullah

18/4/2024

Agenda

Executive Summary

Introduction

Methodology

Results
- Visualization-Charts

Discussion
- Findings

Conclusion

Appendix

Executive Summary

- Staying updated with the ever changing trends and topics is very crucial for a social media marketing agency whose primary purpose is to promote brands and products

- This presentation will show you social media usage analysis.

- The purpose of this analysis is to:

  o Increase client reach and engagement.

  o Gain valuable data and insights that will help improve social media performance.

  o Achieve your social media goals and make data-driven recomondations

- The primary aim of this presentation is to make data-driven recommendations to clients improve the social media performance.

Introduction

- This presentation is made for a social media marketing agency to gain valuable insights and achieve their social media goals.

- This presentation will help the agency make more data-driven and planned decisions to improve their social media performance.

- Recommendations are given based on the analysis.

Methodology

- The data used for the analysis was first extracted from Twitter which is a social media platform in which people interact with each other. After collecting the data was then cleaned by removing duplicate and missing rows.

- Then, the data underwent through exploratory analysis to in order to find the distribution of data, correlations between two different columns and presence of outliers.

- The data was then used to visualize the distribution, relation between two different attributes and the comparison and composition of the data.

Results
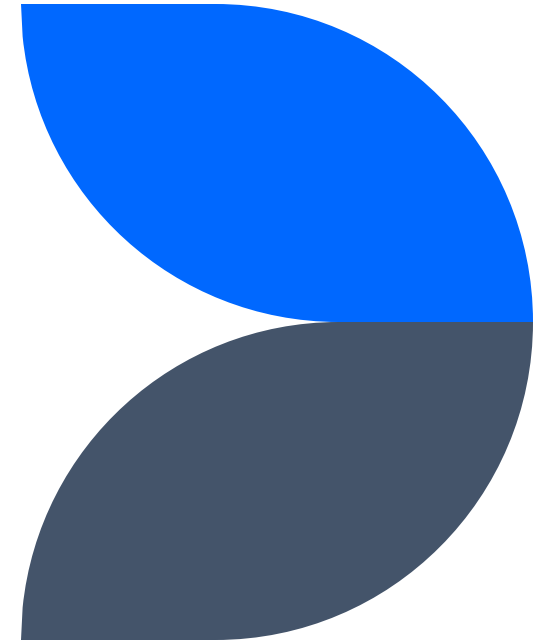
Charts
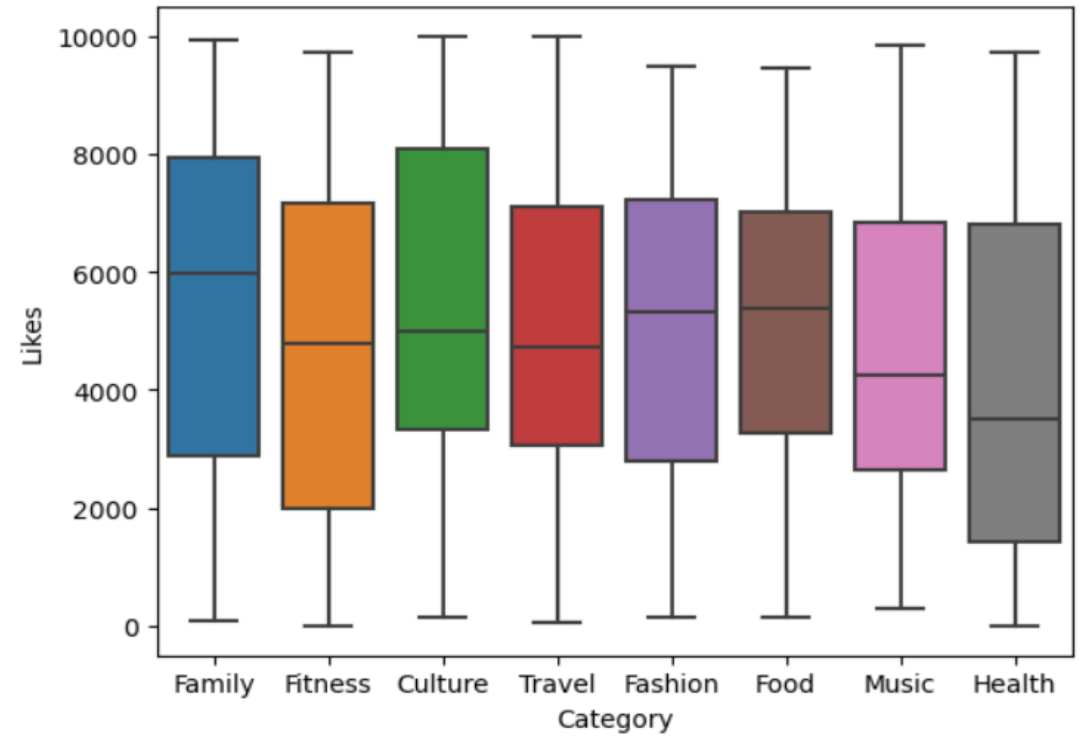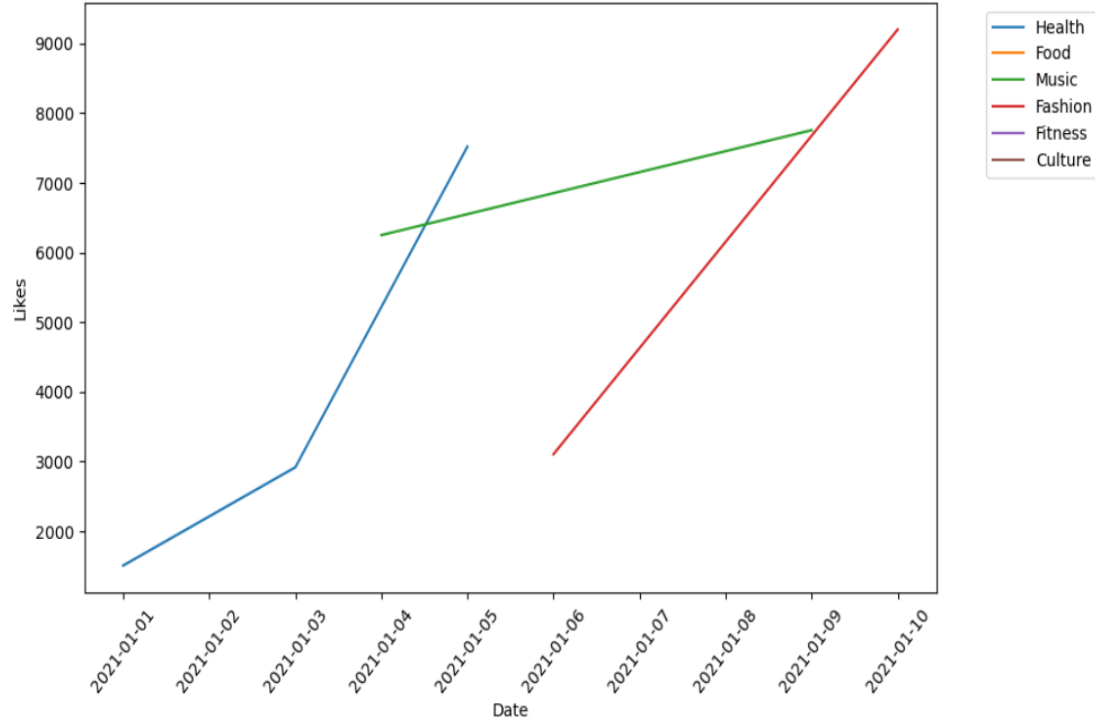
Findings & Implications

As the charts show that peoples interest increased in Health, Fitness, Music and Fashion industries also they have very large number of likes which makes it obvious that these are the categories we must focus on. These categories likely will get us:

- More engagement

- More clients

- Better social media performance

Other categories like Food and Travel, Culture most likely get less likes as compare to other categories as these are not trending topics people are interested in. If we focus on these categories we will likely get:

- Less engagement

- Less clients

- Poor social media performance

Charts

Box plot of Category with respect to Likes

Likes increasing by dates
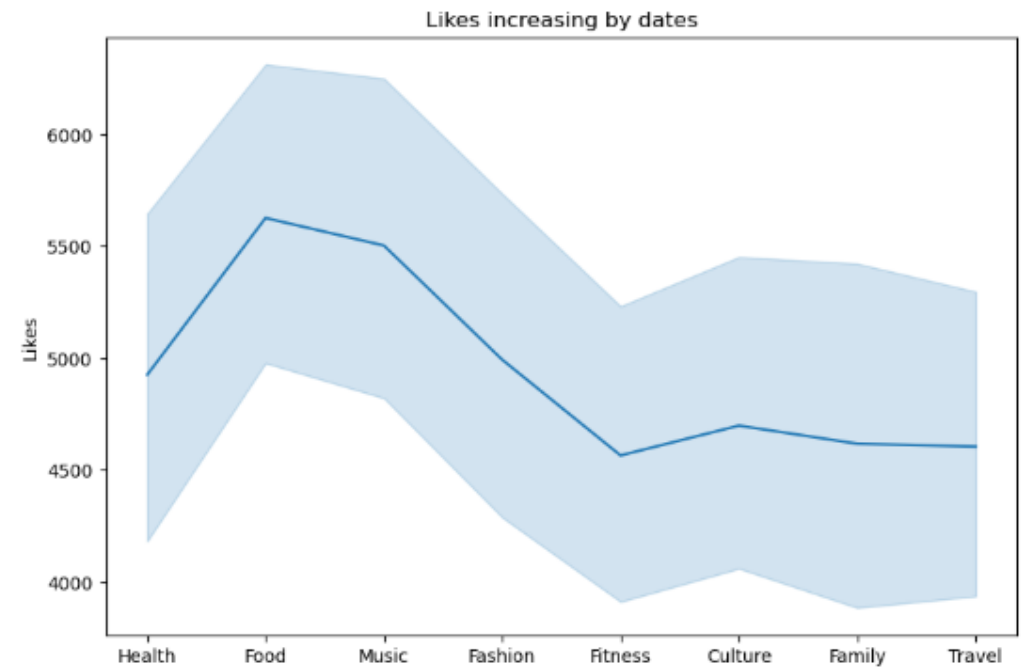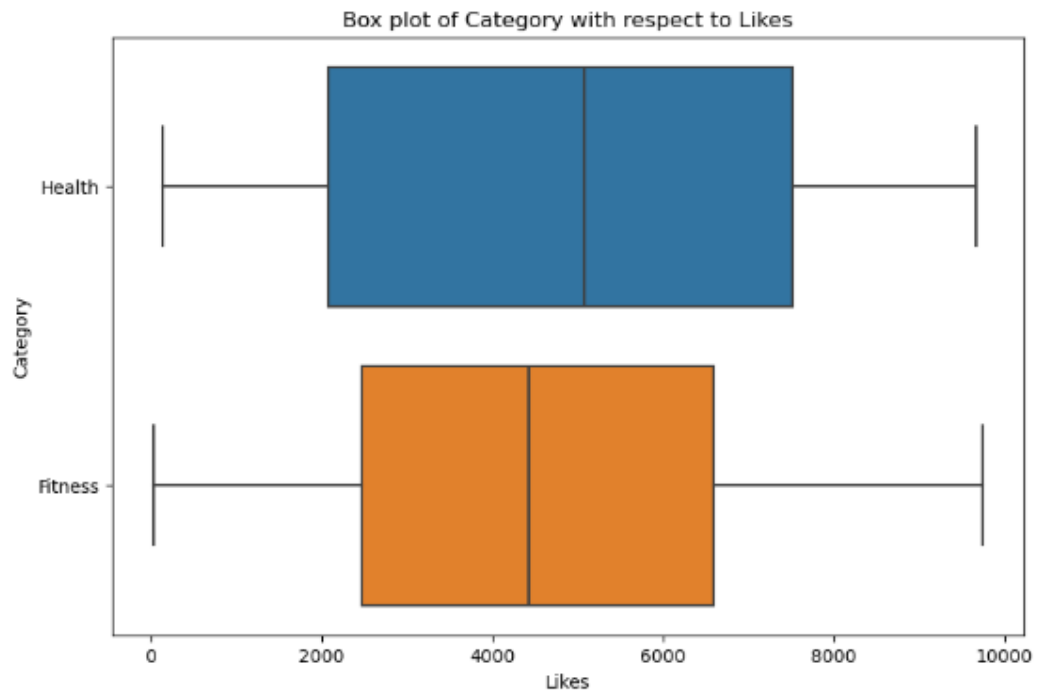
Findings & Implications

If we talk about Health and Fitness category and compare them with each other, we would see that Heath category is more relevant and people are making more tweets in the health category rather than fitness category.

Culture, Family, travel are some categories in which people are making less tweets about and are less active or interested in.

Discussion

1. Health, Fashion and Music industries are most relevant and something that will help the marketing agency increase their efficiency.

2. Focus on relevant categories to increase client reach.

Overall Findings

- In order to increase client reach and engagement, Health, Fashion and Music category are the one's that will help to increase proficiency of marketing agency.

- Health, Music, Fitness, and Fashion categories has the most likes among other categories.

- People are less interested in categories like Family, Food and Travel.

Appendix
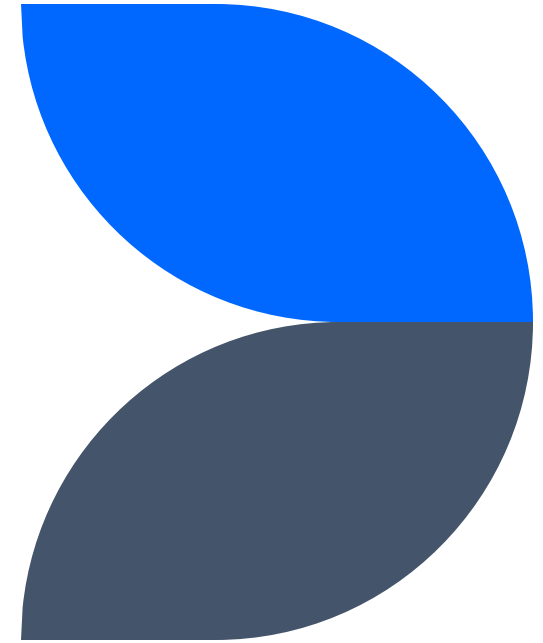
```
Total Likes: 2477231
Category
Culture      305449
Family       396462
Fashion      286744
Fitness      333414
Food         298689
Health       241403
Music        306879
Travel       308191
```
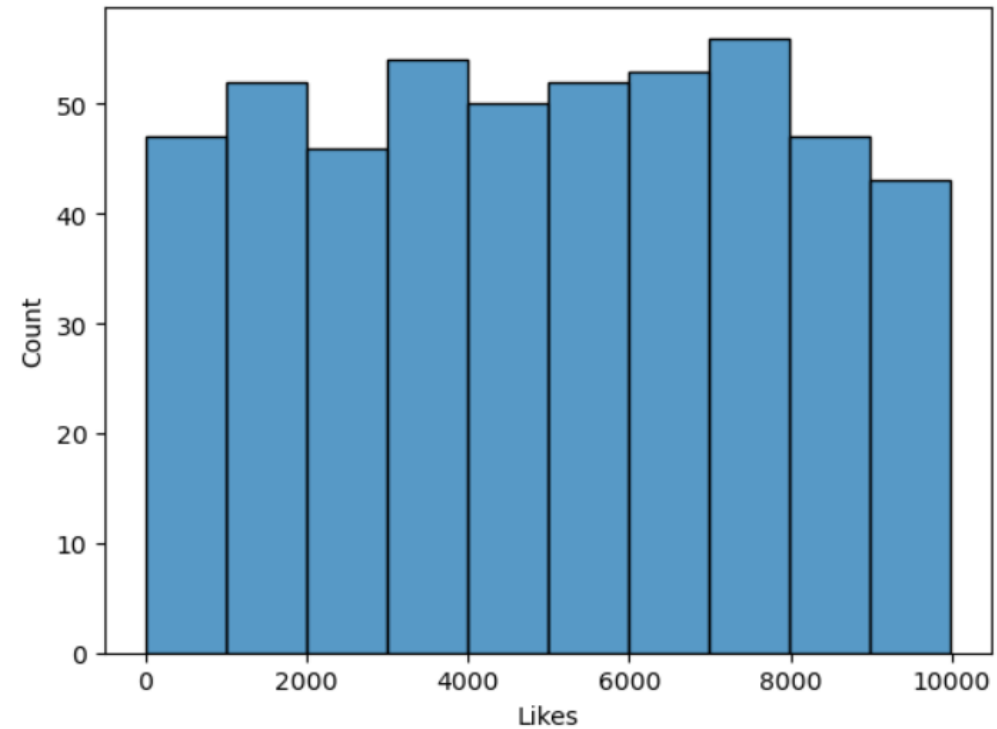
Final tips & takeaways

Seek feedback

Reflect on performance

Explore new techniques

Set goals

Iterate and adapt

- Consistent
  - Strengthen your familiarity
- Refine delivery style
- Timing and transitions
  - Aim for seamless, professional delivery

Thank you

Muhammad Abdullah

0322-2837261

Abdullahmaso555@gmail.com