

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

**Answer:**Typical Engagement Rate is 40.49%. The likelihood that we can achieve a 15% engagement rate is 6.50%

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

**Answer:**Yes, the day of the week and timing affect engagement rate. We see huge spike in engagement rate on Fridays and at 12 pm during the day.

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

**Answer:**From the analysis ,we see that DOTA 2 is doing very well. If the objective is to improve engagement rate other games then we should focus on CS:GO and Valorant more. If the objective is only engagement rate with the wider scope of audience ,we should keep up the efforts with DOTA 2.

4. What media type performs the best?

**Answer:**Mixed Media Type performs the best

5. What is our best performing campaign?

**Answer:**Community Engagement is the best performing campaign

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

**Answer:**Based on the discoveries, here is a proposed posting strategy for our social channels

- Focus on posting content on Fridays, as they tend to generate higher engagement rates.
- Schedule posts around 12 pm, as it is a peak time for engagement.
- Give priority to promoting DOTA 2, as it is performing exceptionally well in terms of social performance.
- Allocate additional resources and attention to improving engagement rates for CS:GO and Valorant.
- Experiment with mixed media types, as they have shown the best performance so far.
- Continue running campaigns that emphasize community engagement, as they have been the most successful.

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)?

**Answer:**If the CS:GO YouTube channel is performing well, it indicates a positive response from the audience on that platform. Expanding to TikTok could be a viable option to reach a wider audience and explore a different content format. However, before expanding to TikTok or any new platform, it is recommended to conduct research and analysis to understand the target audience on that platform, the type of content that resonates with them, and the potential benefits and challenges of expanding to that specific platform. This will help make informed decisions and ensure effective utilization of resources.