**Social Media Report**

**1. Executive Summary**

**Key Findings**:

* Total Engagements over this year is 4467589.
* Instagram has the highest engagement.
* Images have the highest engagement of all.
* Quarter 1 was the most effective of all.

**Recommendations**:

* Consider focusing on quarter 4.

**2. Introduction**

The goal of this analysis is to find answers to questions to analyze the company’s social media engagement this year.

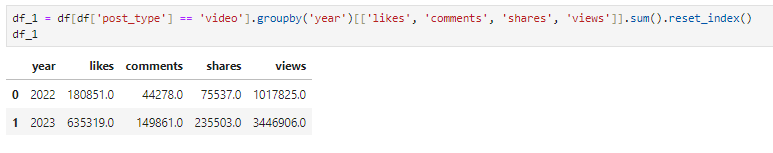
**3. Methodology**

* **Data collection**: database of the company.
* **Data analysis**: Descriptive statistics were used to summarize the data.

**4. Results**

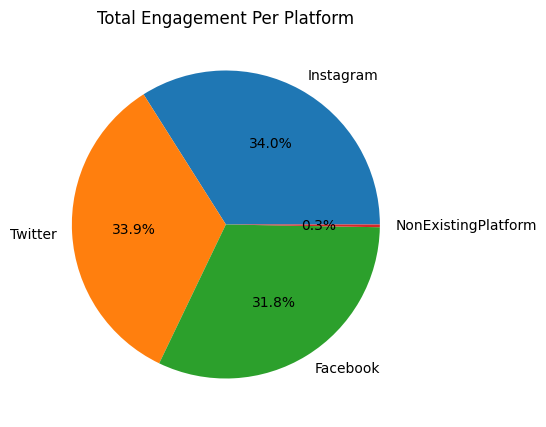
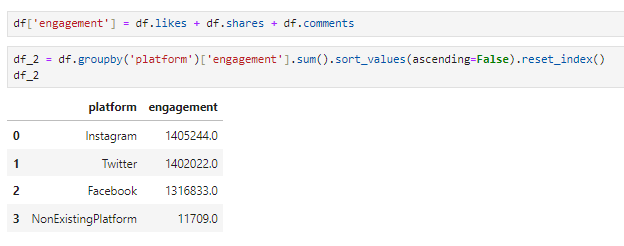
Q. What was the total number of likes, shares, comments, and views (for videos) over the year?

A.



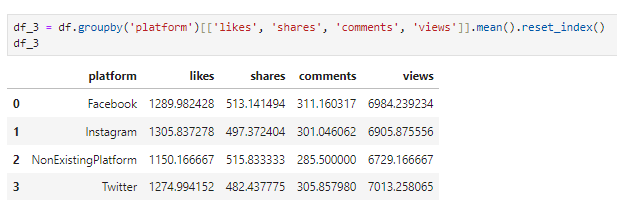
Q. Which platform had the highest engagement? (engagement = likes + shares + comments)

A. Instagram at 1405244.



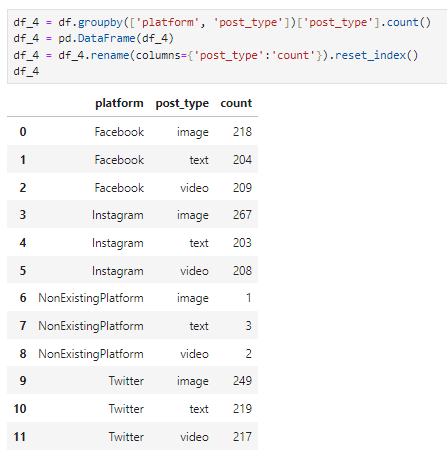
Q. What was the average number of likes, shares, comments, and views per post on each platform?

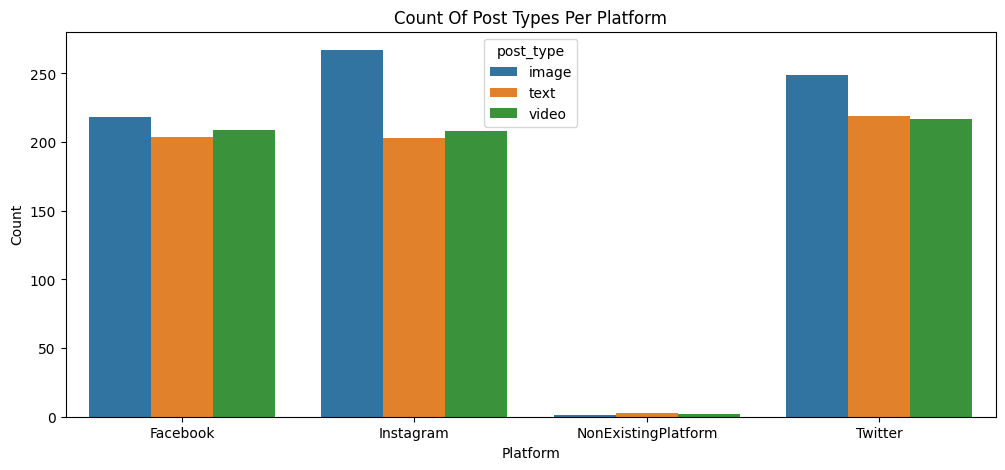
A.

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Q. What was the total number of each type of post (video, image, text) on each platform?

A.

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Q. Which type of post had the highest average engagement?

A. Images at 1510201. A screen shot of a computer

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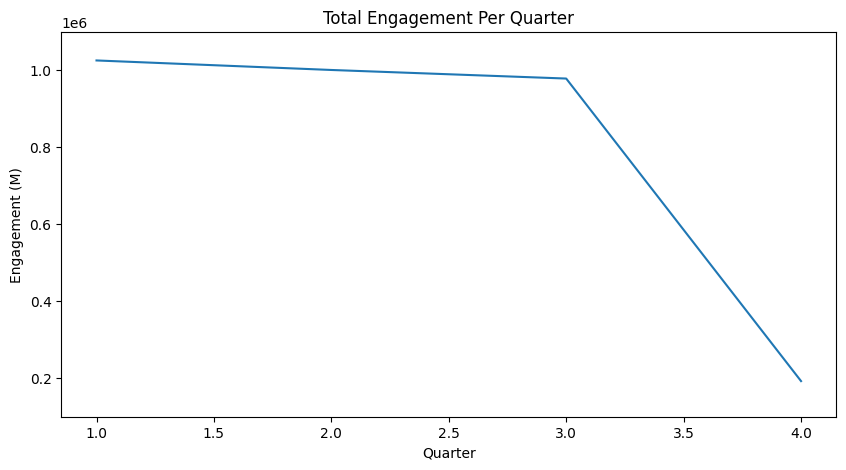
A pie chart with text and numbers

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Q. What was the total engagement in each quarter of the year?

A. Quarter 1 was the highest at 1025381.



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**5. Conclusions**

Based on the analysis, it is recommended that the company focus on quarter 4 because it is so less than others also increasing short videos is the trend right now so that we can increase the engagement.