

# Improve our social media strategy



# Overview

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# Introduction

This document details the results of the analysis of Datazine's Facebook data.

The objective is to present the findings of the analysis in order to help improve Datazine's social media strategy.

# Process

Describe:

- The data
- What you did to organise the data
- What you did to analyse the data

# Basic Summary Statistics

# Basic Summary Statistics

Unique Countries:    \_150\_

Unique Cities:        \_46\_

Unique Languages:   \_41\_

Global Page Reach:   \_1862816.03\_

Global Page Likes:   \_8942.56\_

# Location Analysis

# Top 10 Countries by Number of Fans

	CountryCode	Country	NumberOfFans
1	CI	Ivory Coast	112160
2	CM	Cameroon	102211
3	SN	Senegal	83561
4	FR	France	73252
5	MG	Madagascar	72956
6	CD	Democratic Republic of the Congo	50705
7	BF	Burkina Faso	43500
8	ML	Mali	40578
9	DZ	Algeria	39093
10	GN	Guinea	36821



# Top 10 Countries by Penetration Ratio

	CountryName	PenetrationRatio	NumberOfFans	Population
1	Reunion	2.41	20885	866506
2	French Polynesia	1.82	5148	283007
3	New Caledonia	1.80	5032	280460
4	Mauritius	1.77	24210	1364283
5	Martinique	1.44	5427	376480
6	Guadeloupe	1.36	5379	395700
7	Gabon	1.13	23954	2119036
8	Mayotte	0.73	1983	270372
9	Comoros	0.60	4925	821164
10	French Guiana	0.57	1687	296711

# Bottom 10 Cities by Number of Fans

	CountryName	City	NumberOfFans	Population
1	Algeria	Bejaia	2301	41657488
2	Cameroon	Ngaoundere	2318	25640965
3	Madagascar	Fianarantsoa	2366	25683610
4	Algeria	Tizi Ouzou	2524	41657488
5	Canada	Montreal	2887	35881659
6	Algeria	Oran	2920	41657488
7	Ivory Coast	Bouake	3376	24290000
8	Ivory Coast	Cocody	3647	24290000
9	Morocco	Casablanca	3951	34314130
10	Angola	Luanda	4614	30355880

# Fan Analysis

# Analysis by Age Group (Split of Fans)

	Age Group	PercentageOfFans
1	13-17	2.09
2	18-24	21.30
3	25-34	35.80
4	35-44	19.40
5	45-54	9.45
6	55-64	5.02
7	65+	6.94

# Analysis by Gender (Split of Fans)

	Gender	PercentageOfFans
1	F	56.41
2	M	43.50
3	U	0.09

# Language Analysis

# English Speaking Fans

Number of Fans with English as Primary Language: \_49418\_

Percentage of Fans with English as Primary Language: \_5.09\_

Buying Power of English Speakers: \_200322.75\_

# Fan Engagement



# Engagement per Day of the Week

	DayOfWeek	PercentageSplit
1	Sunday	12.08
2	Monday	19.23
3	Tuesday	18.67
4	Wednesday	15.38
5	Thursday	6.32
6	Friday	8.59
7	Saturday	19.73

# Engagement per Time of Day

	TimeRange	PercentageSplit
1	05:00 - 08:59	33.97
2	09:00 - 11:59	15.34
3	12:00 - 14:59	12.70
4	15:00 - 18:59	17.40
5	19:00 - 21:59	13.12
6	22:00 or later	7.48

# Month to month change in engagement

	FromMonth	ToMonth	$\Delta$ PostClicks	$\Delta$ EngagedFans	$\Delta$ Reach
1	January	February	463.63	289.55	313.52
2	February	March	698.94	552.51	629.34
3	March	April	-40.00	-19.17	-31.67
4	April	May	34.75	13.14	21.24
5	May	June	-12.78	4.54	0.30
6	June	July	8.52	-1.25	1.14
7	July	August	28.81	17.09	21.92
8	August	September	38.31	47.88	48.09
9	September	October	338.82	280.93	350.80
10	October	November	-85.96	-84.36	-87.11
11	November	December	2.10	4.43	11.58

# Recommendations

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<u>First recommendation</u>	Post on Monday, Tuesday and Saturday
<u>Second recommendation</u>	Post at 05:00 - 08:59
<u>Additional recommendation</u> <u>(optional)</u>	Posts in January, February and September get more engagement from fans