



# FestMan Learning Hub LinkedIn Profile Analysis from March 2021 to February 2022

Total Shares



413

Total Reactions



4349

Total Comments



464

Total Likes



4298

Total Impressions



268K

Total Unique Visitors



8627

Total Page Views



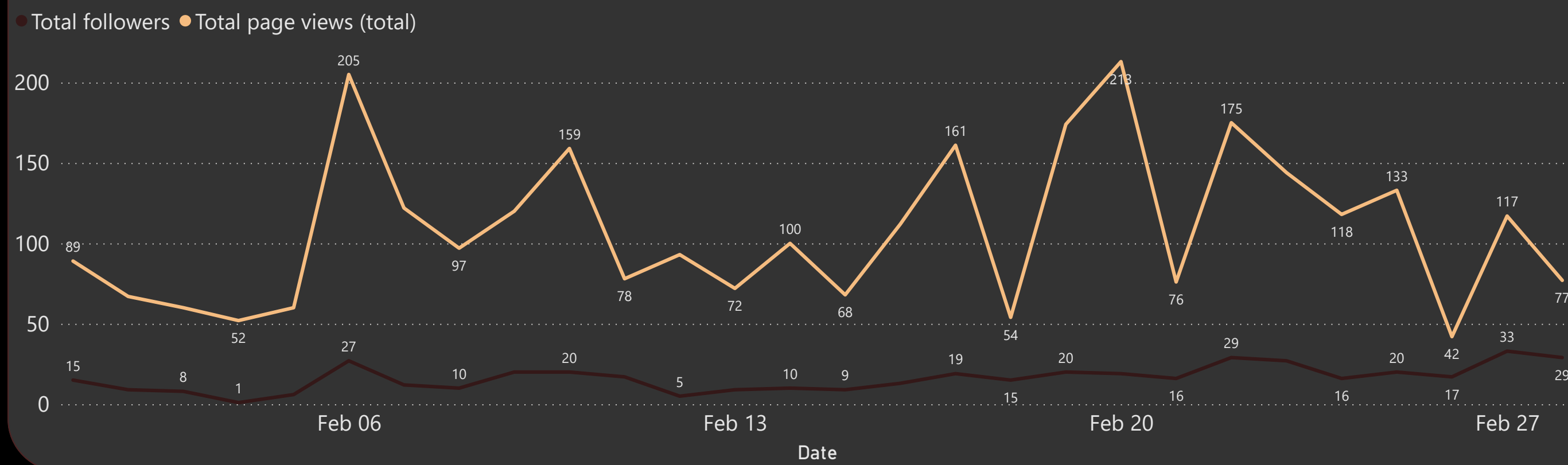
32K

Total Followers

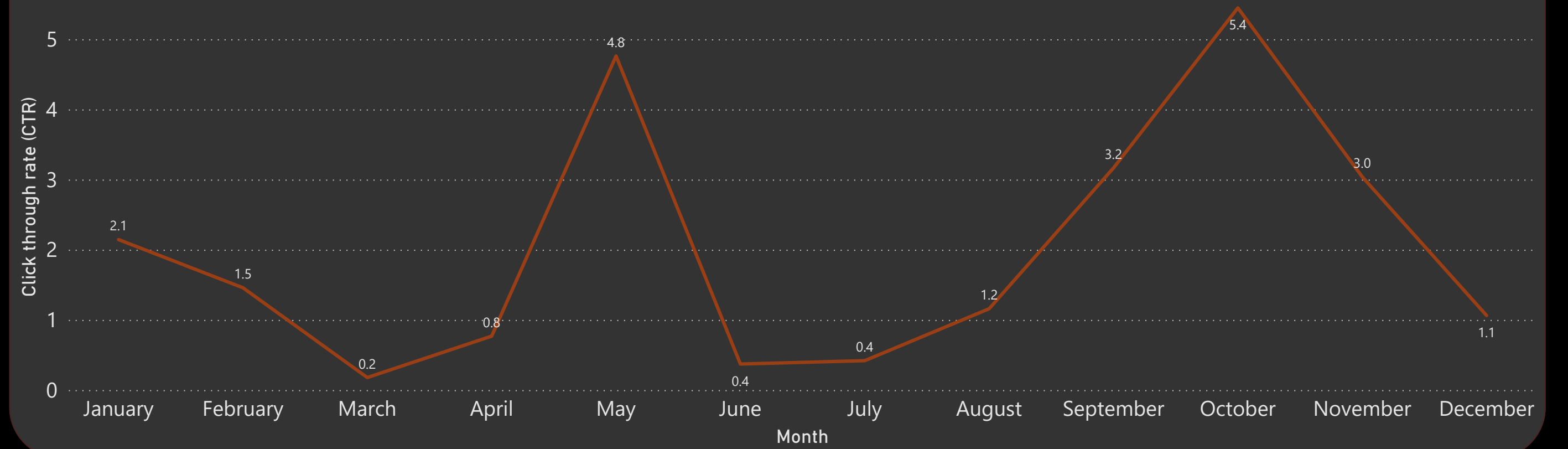


4774

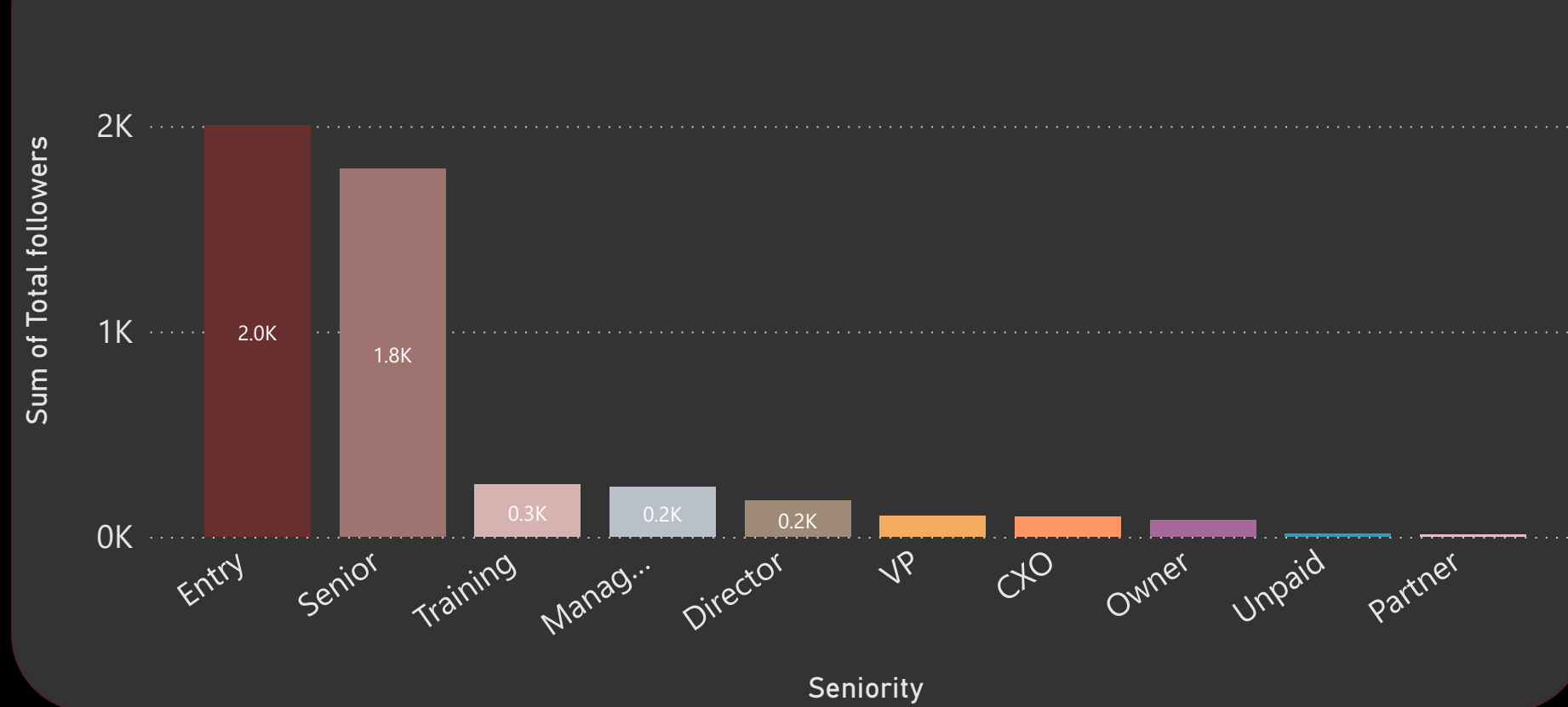
### Total Followers and Total page views over the past month



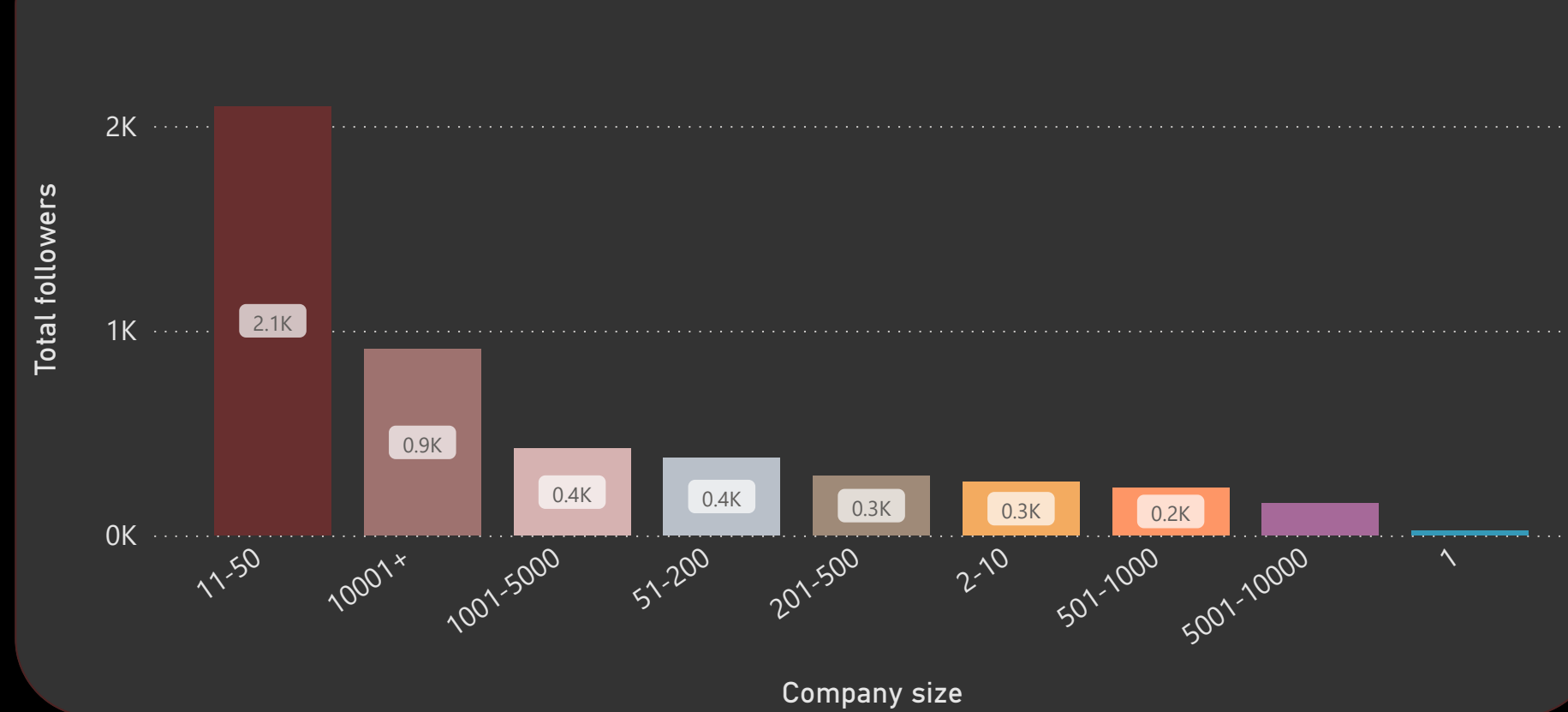
### Click through rate (CTR) by Month



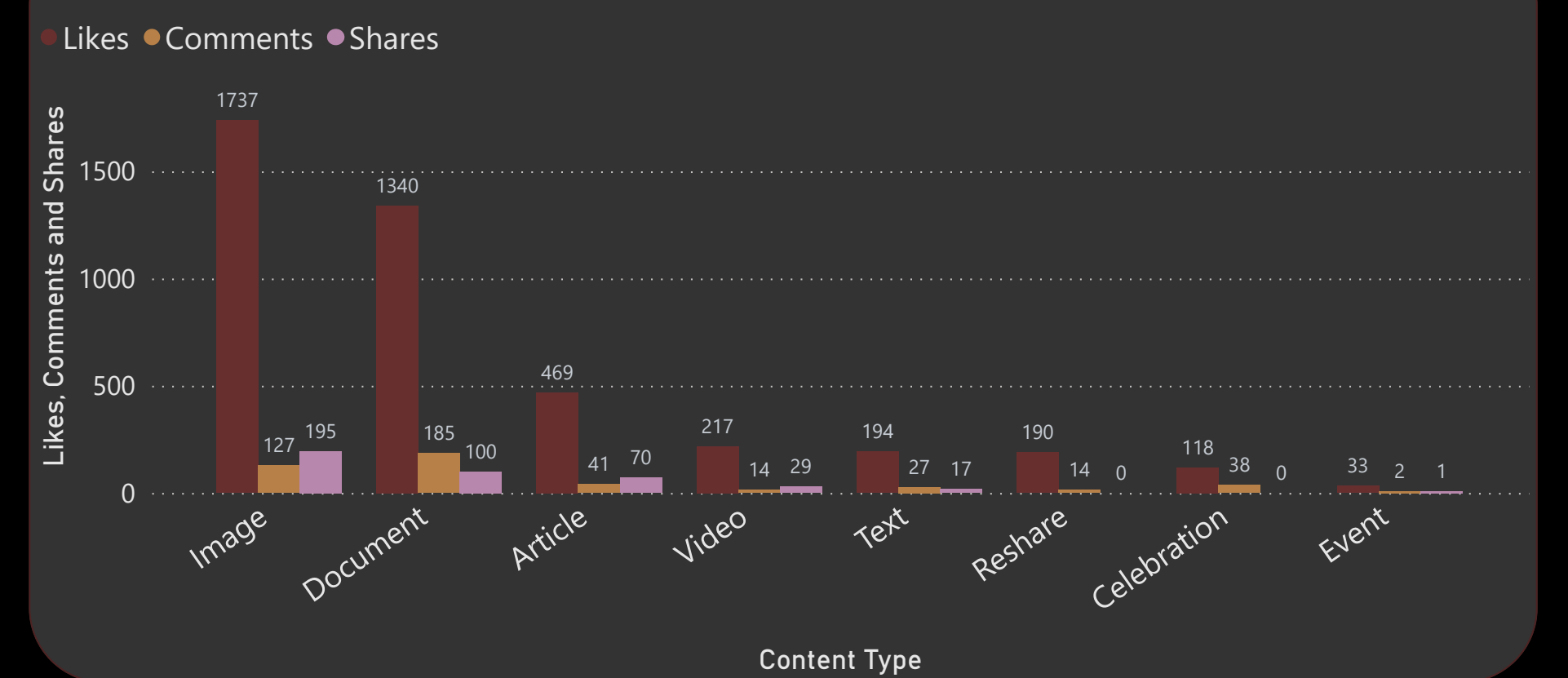
### Top followers by Seniority



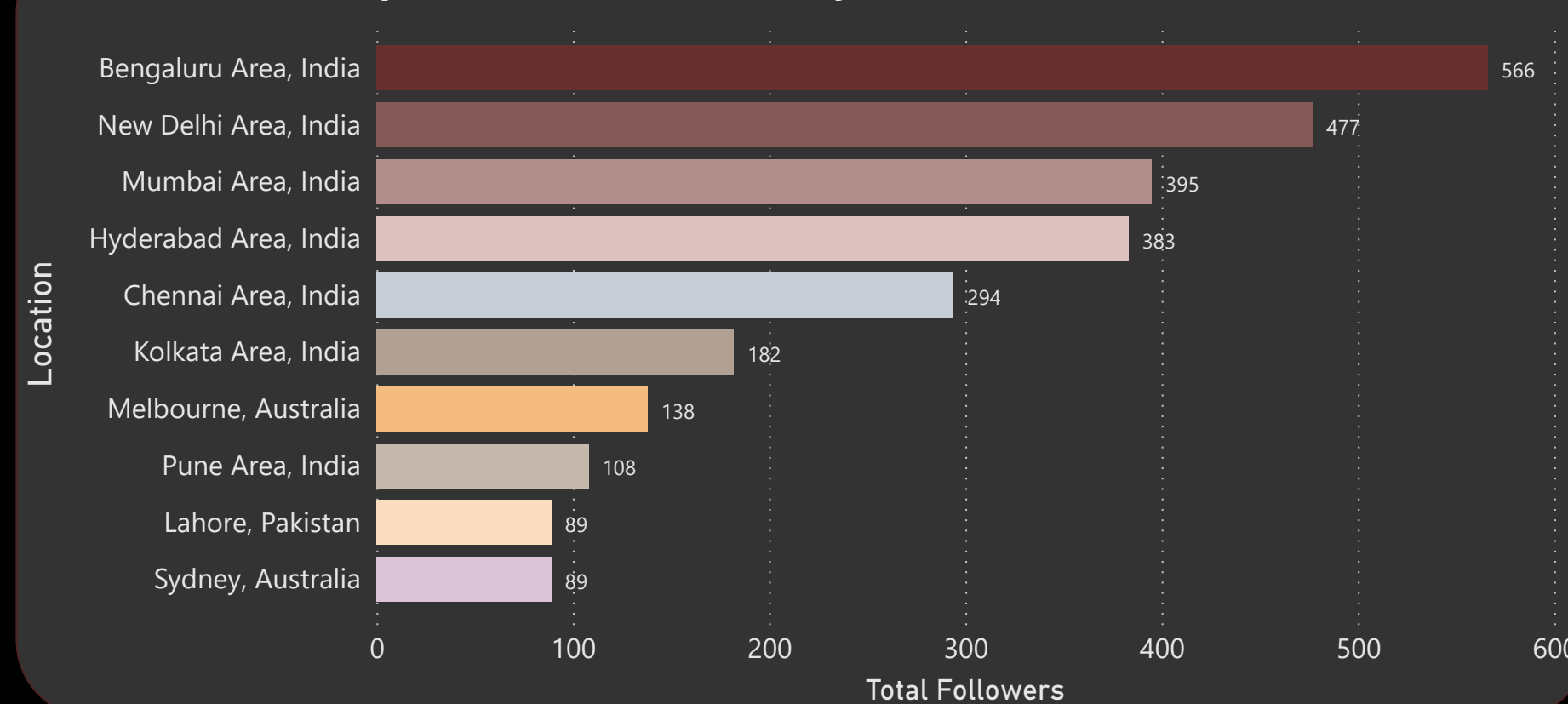
### Total followers Company size



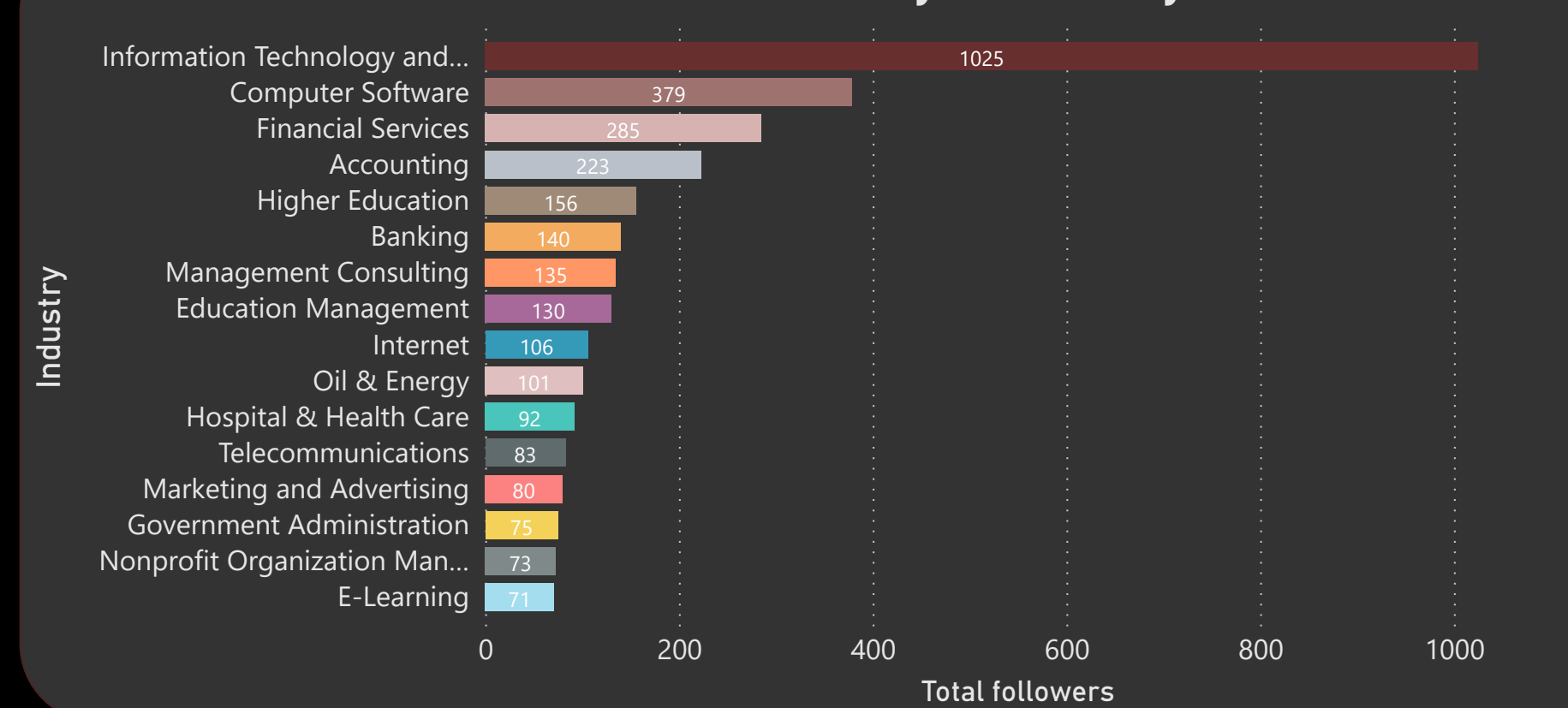
### Likes, Comments and Shares by Content Type



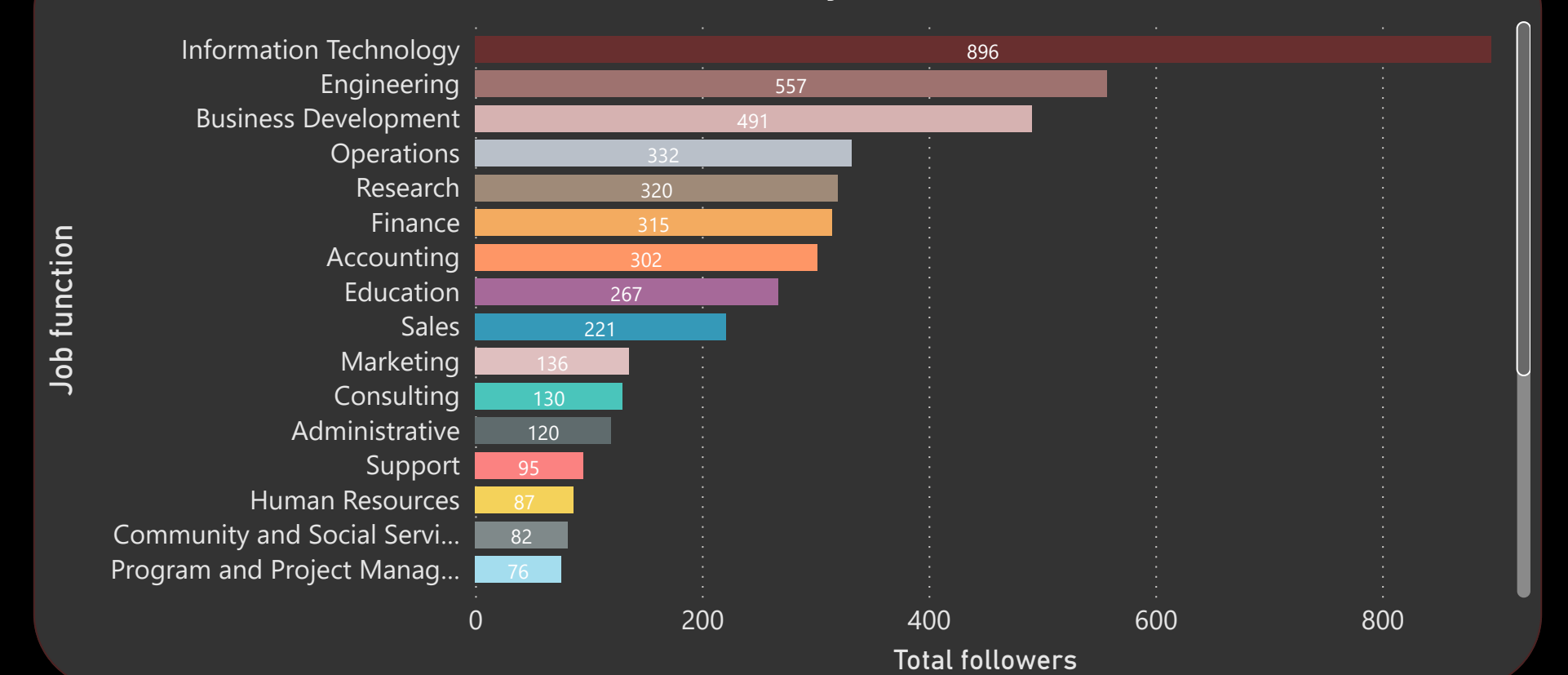
### Top 10 Locations by total followers



### Total Followers by Industry



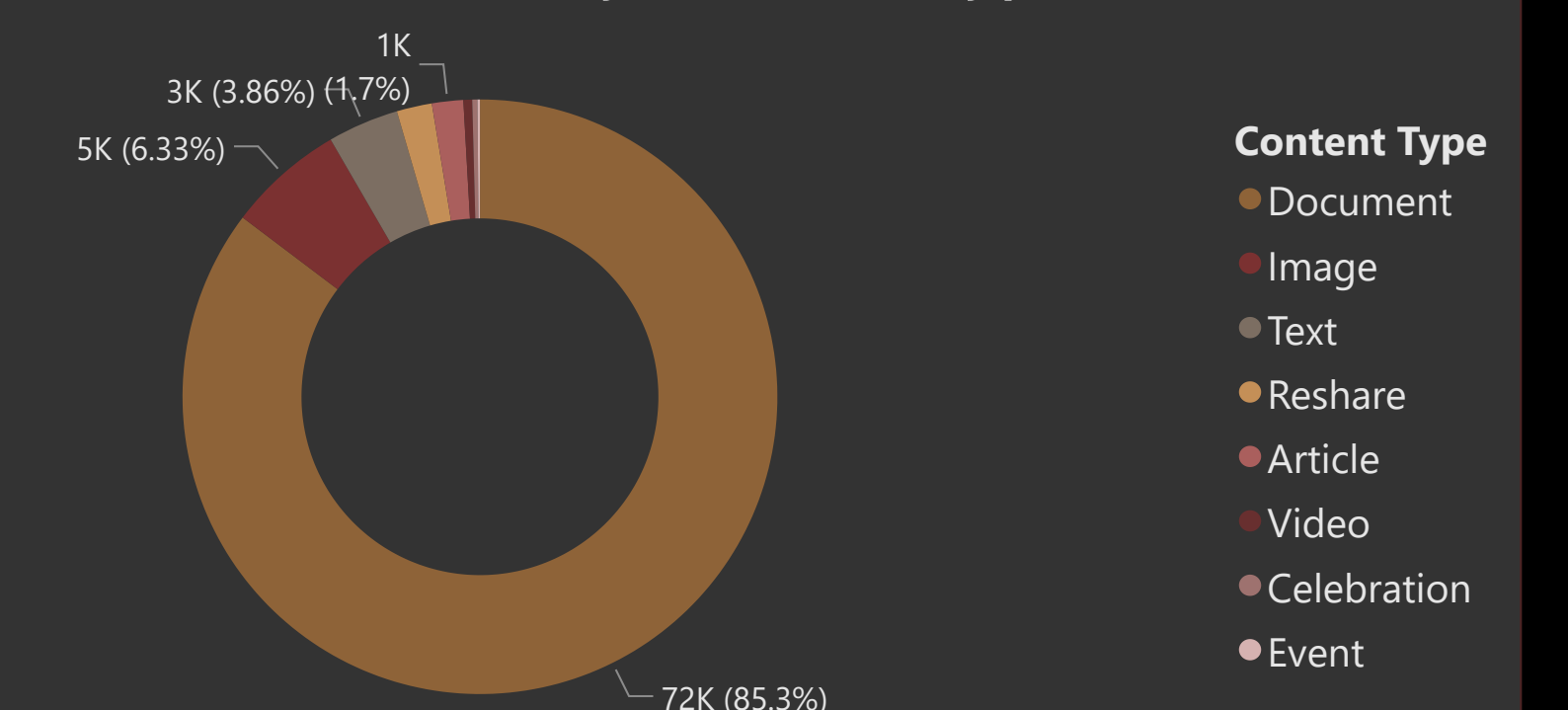
### Total followers by Job function



## Insights

- In May and Oct 2021 The Click Through Rate (CTR) was raised at that time and reached 5.4.
- Most our followers interacted more in **Image** and **Document** Posts.
- Majority of our followers are from India, Australia and Pakistan respectively.
- Our top followers are in a 11-50 and +10001 company size.
- **Entry Level** and **Senior** followers are our top followers.
- IT, Computer Software and Financial services Industries are the industries that our top followers come from.
- Followers that are working as IT, Engineering and Business Development are our top followers.

### Total Clicks by Content Type



By : Asmaa Aamer