A0171412U

BT2102 IA2

SOH JUN XUAN BENEDICT

Contents

Dashboard 1: Platform Analysis

1. Number of Fans by Region
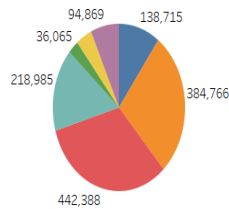
2. Number of Consumption

3. Number of Fans

4. Number of Brand Post

5. Number of Engagement

6. Number of User Post

Total Engagements
154,475

Total Consumptions
109,741

Total Brand Posts
5,789

Total User Posts
26,305

Fans
1,369,648

Region
- Australia
- India
- Indonesia
- Malaysia
- New Zealand
- Philippines
- Singapore

Channel
- ✔ Facebook
- ✔ Instagram
- ✔ Twitter

Region
- ✔ Australia
- ✔ India
- ✔ Indonesia
- ✔ Malaysia
- ✔ New Zealand
- ✔ Philippines
- ✔ Singapore

Explanation

Total Engagements
154,475

Total Consumptions
109,741

Total Brand Posts
5,789

Total User Posts
26,305
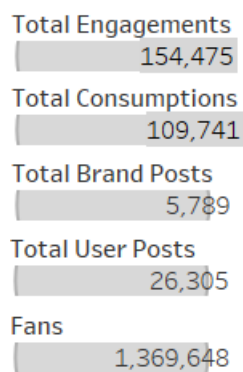
Fans
1,369,648

1. This visualization provides the <u>total</u> number of engagement, consumption, brand post, user post and fans <u>across all platforms</u> as seen at the right-hand column. This is to provide an overall count of all statistics related to the company. These numbers are dynamic and will change based on our filters.
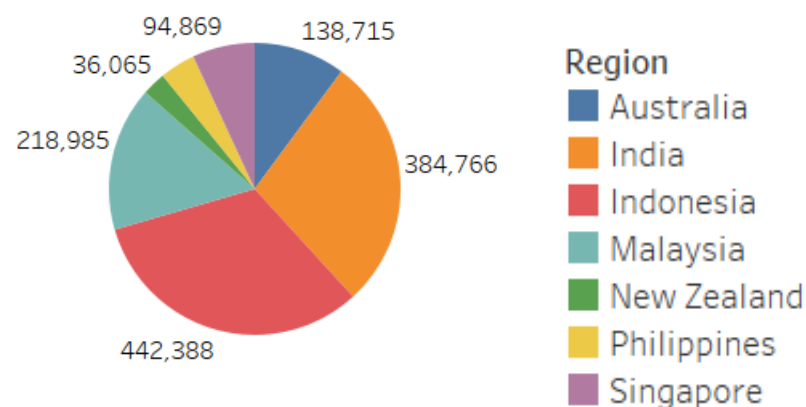
3. Number of Fans
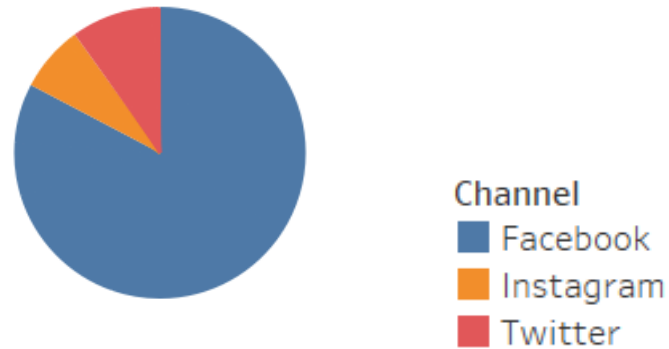
2. The pie charts show how this number is divided between the 3 platforms (Twitter, Instagram, Facebook) as categorized by the 3 different colors (Red, Orange, Blue). For instance, this pie chart shows the number of fans in each of the 3 platforms.

   Note: The pie charts are further split into the respective countries. However, it is only color coded based on the different platforms.
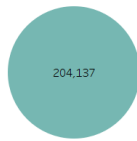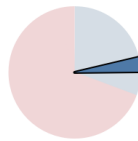
Usage

1. Number of Fans by Region

1. The 1st pie chart on the top left shows the number of fans in the 7 regions. By selecting a reason from the pie chart, the rest of the charts will change to the respective counts for that country, allowing us to analyze and determine the most popular platform for that country.
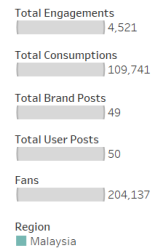
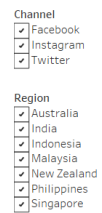1. Number of Fans by Region 2. Number of Consumption 3. Number of Fans

Total Engagements
| 4,521

Total Consumptions
| 109,741

Total Brand Posts
| 49

Total User Posts
| 50

Fans
| 204,137

Region
■ Malaysia

204,137

4. Number of Brand Post 5. Number of Engagement 6. Number of User Post

Channel
☑ Facebook
☑ Instagram
☑ Twitter

Region
☑ Australia
☑ India
☑ Indonesia
☑ Malaysia
☑ New Zealand
☑ Philippines
☑ Singapore

2. Clicking on other pie charts will show the total number of respective counts in that country for that platform. For instance, this filter shows that there are 4,521 engagement in Malaysia for Facebook, a total of 204,137 fans, 109,741 consumptions, 49 brand posts and 50 user posts.

Questions answered
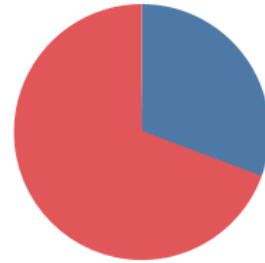
5. Number of Engagement 6. Number of User Post
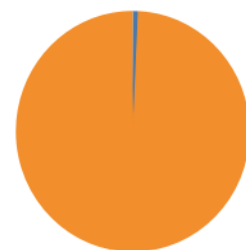
1. From this dashboard, we can easily see that certain platform works well for certain numbers. For instance, Instagram occupies a large share of number of Engagement and User Post.
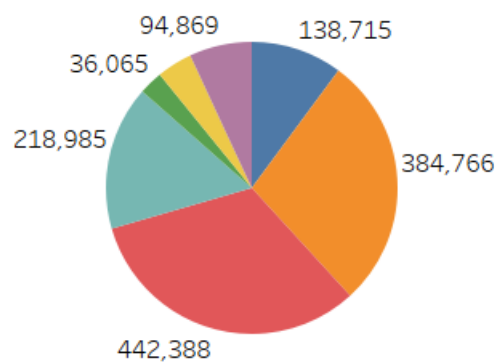
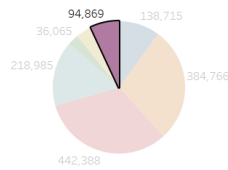## 4. Number of Brand Post

2. Number of Consumption

Meanwhile, <u>Twitter</u> occupies a large share of number of <u>Consumption and Brand Post</u>.

1. Number of Fans by Region

94,869   138,715
36,065
218,985
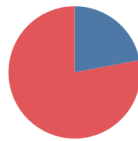384,766
442,388

2. Sid's Cookies Ltd fans mostly come from <u>Indonesia</u> and <u>India</u>.

3. With this dashboard, Sid's Cookies can filter and select different combination of region and channel and analyze the impact of their post(consumption, engagement, brand post) and popularity(fan, user post) on that segment.

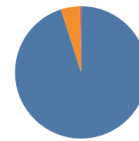4. Sample Question: What is the most popular platform in Singapore?

1. Number of Fans by Region

2. Number of Consumption

3. Number of Fans

4. Number of Brand Post

5. Number of Engagement

6. Number of User Post

Total Engagements 3,609
Total Consumptions 5,957
Total Brand Posts 203
Total User Posts 153
Fans 94,869

Region
- Australia
- India
- Indonesia
- Malaysia
- New Zealand
- Philippines
- Singapore

Channel
- ✓ Facebook
- ✓ Instagram
- ✓ Twitter

Region
- ✓ Australia
- ✓ India
- ✓ Indonesia
- ✓ Malaysia
- ✓ New Zealand
- ✓ Philippines
- ✓ Singapore

Answer: From this dashboard, we can see that Sid's Cookies made a lot of posts on Twitter and at the same time, Twitter is the one that received the most consumption. However, most of their fans are from Facebook and almost all their users posted on Instagram, which received the most number of engagement. Sid's Cookies can perhaps venture into Instagram to look for popular 'influencers' to help promote their products (in which we can further analyze using the 4th dashboard, *User Post Analysis*).

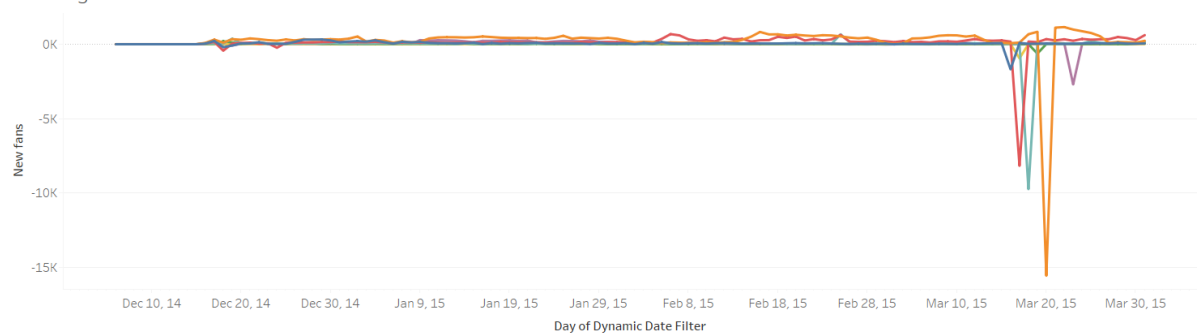# Dashboard 2: Fan Analysis

1. Change in Number of Fans
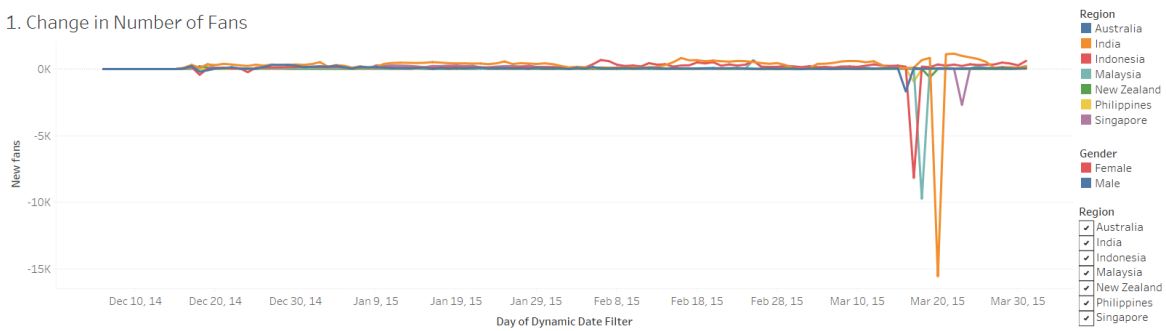
2. Fans by age, gender, region
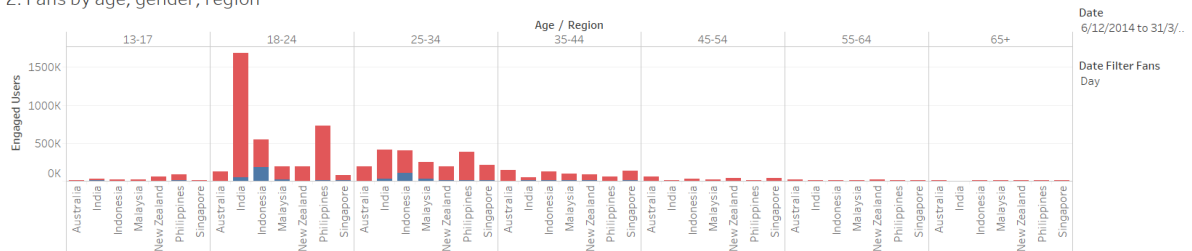
This visualization serves to analyze the change in number of fans across time and their demographics so as to help them determine their most profitable target group.
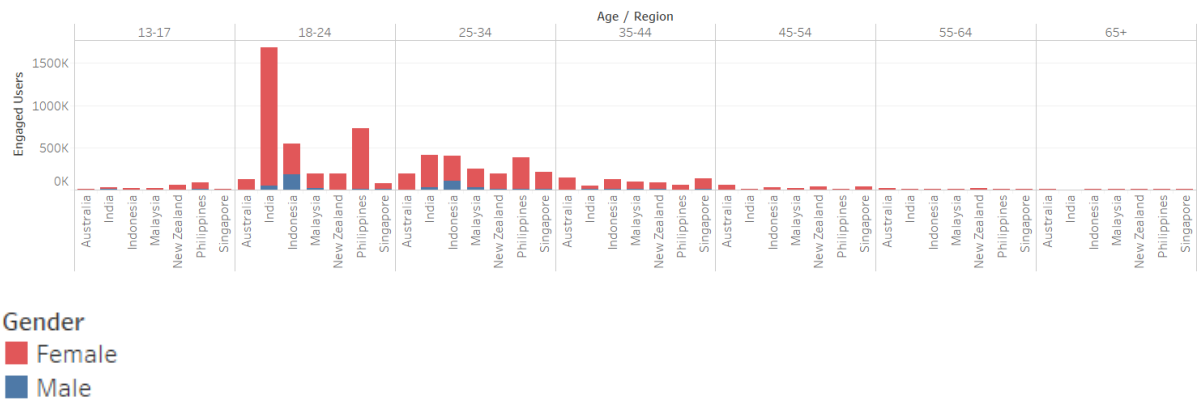
Explanation

1. Change in Number of Fans

Region
- Australia
- India
- Indonesia
- Malaysia
- New Zealand
- Philippines
- Singapore

1.   The 1st top visualization shows the change in number of fans across time. This visualization should be filtered for further analysis.

2. Fans by age, gender, region

Gender
- Female
- Male

2. The 2nd bottom visualization shows the demographics of their fans by their <u>age group</u>, <u>region</u> and <u>gender</u>.

Usage

Date
6/12/2014 to 31/3/..

Date Filter Fans
Day

Region
- ✔ Australia
- ✔ India
- ✔ Indonesia
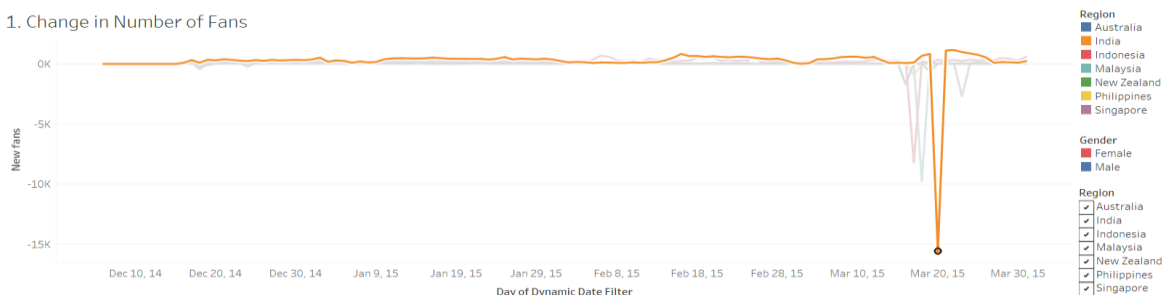- ✔ Malaysia
- ✔ New Zealand
- ✔ Philippines
- ✔ Singapore

1. The 1st visualization can be filtered by <u>region</u>, <u>date range</u> and <u>date type</u>.

Date: Filter by the desired specific date range.

Date Filter Fans: Filter by Day/Week/Month/Year.

By choosing a country, the 2nd visualization below, which shows the demographics of the fans will change accordingly.

For instance, this action filter the dashboard to India.

2. For the 2nd visualization, we can select the respective country we want to analyze and the visualization above will filter to that country.
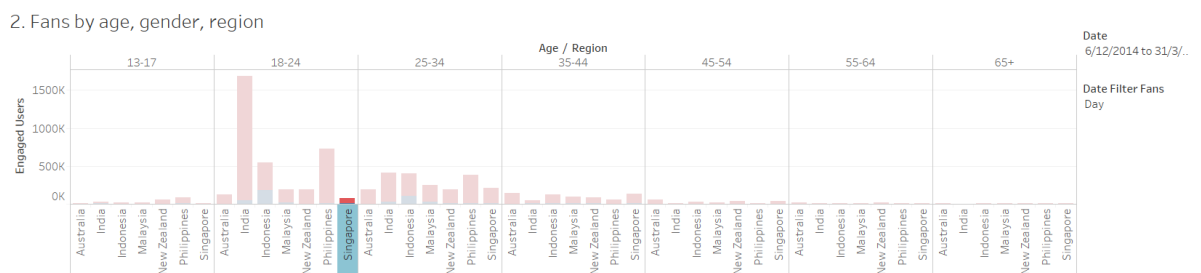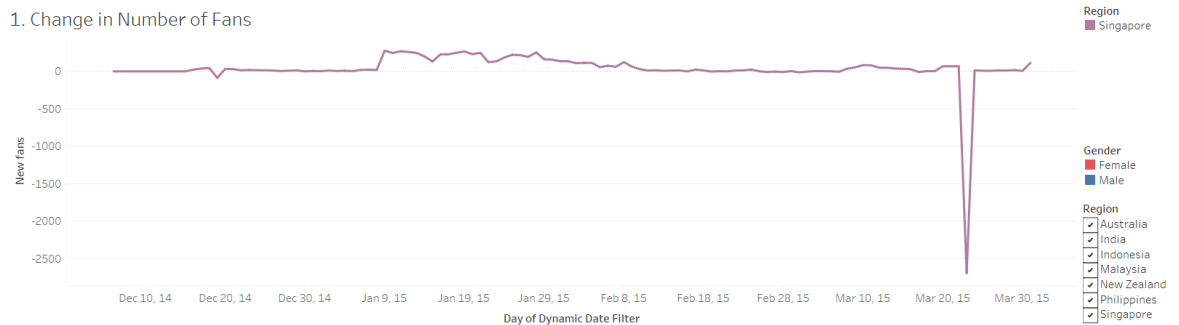
For instance, this action filter the dashboard to Singapore.

3. Limitations:

    a. Statistics for age and region only works with the full range of date. When the dates are narrowed, the statistics do not change along with it.

    b. Line graph for change in number of fans do not vary with age group. This means that we are unable to filter the graph by age groups.

Questions answered
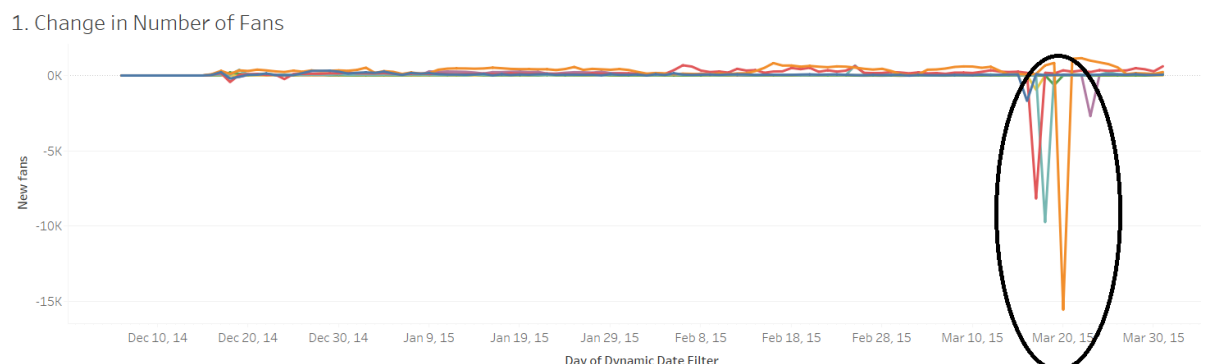
1. From this dashboard, we can observe that there is a huge dip in the number of fans on 20 March 2015. This aids the company in determining what happened on that day and therefore come up with measures to take to prevent future drops.

2. We can also see that generally, India (orange) has a larger fluctuation of fan base.
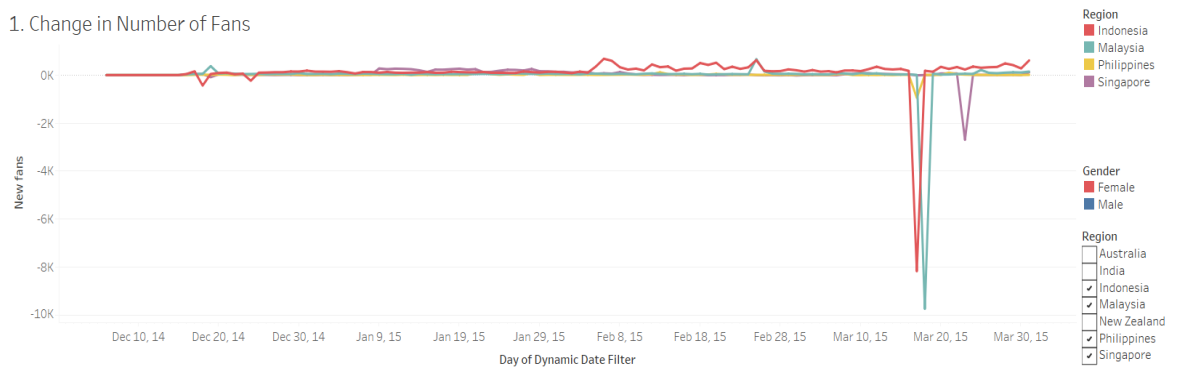
2. Fans by age, gender, region
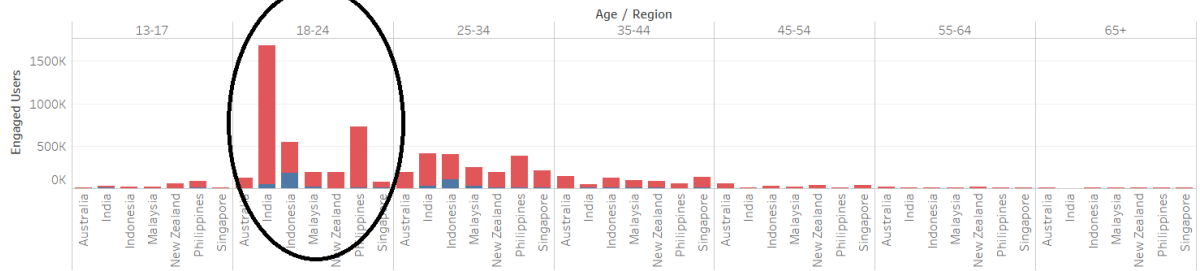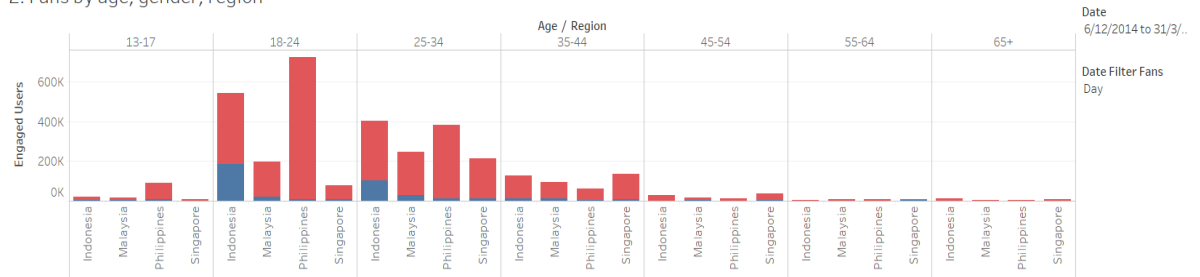

3. Most of their fan lies in the <u>18-24</u> age group and a huge portion of them are <u>females </u>(red).

4. Sample Question: What is the <u>demographic</u> of the <u>most highly engaged number of users</u> in <u>Southeast Asia</u>?
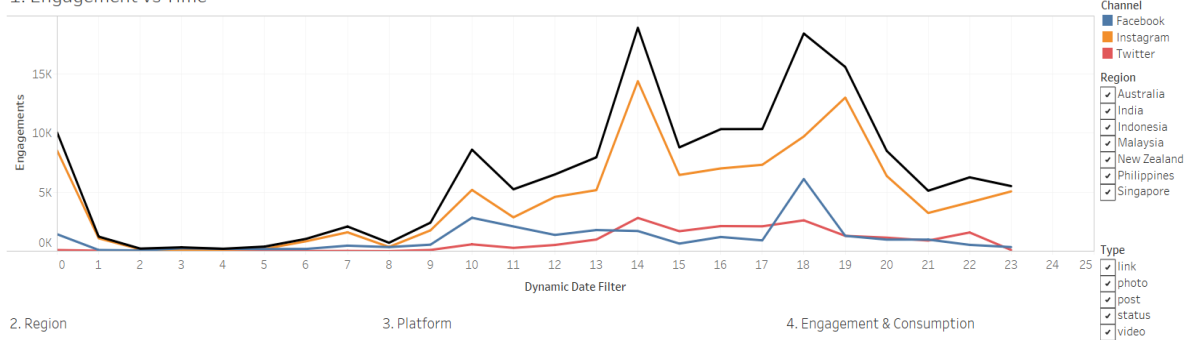

Answer: The <u>18-24</u> age group, closely followed by <u>25-35</u> age group is the most popular segment in <u>Southeast Asia</u>. Majority of them are <u>females</u>.
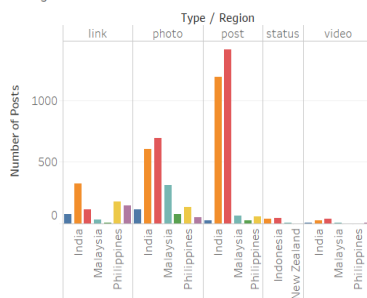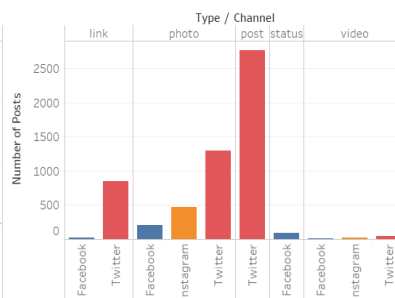
Dashboard 3: Brand Content Analysis

Explanation
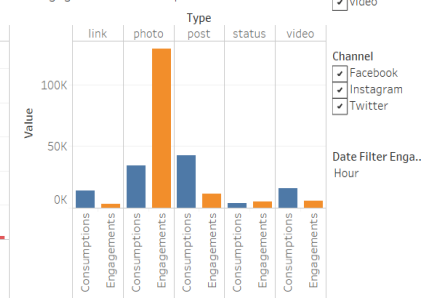
1. This visualization serves to analyze the type of contents posted by the company and the engagement and consumption to help them make better advertising decisions.
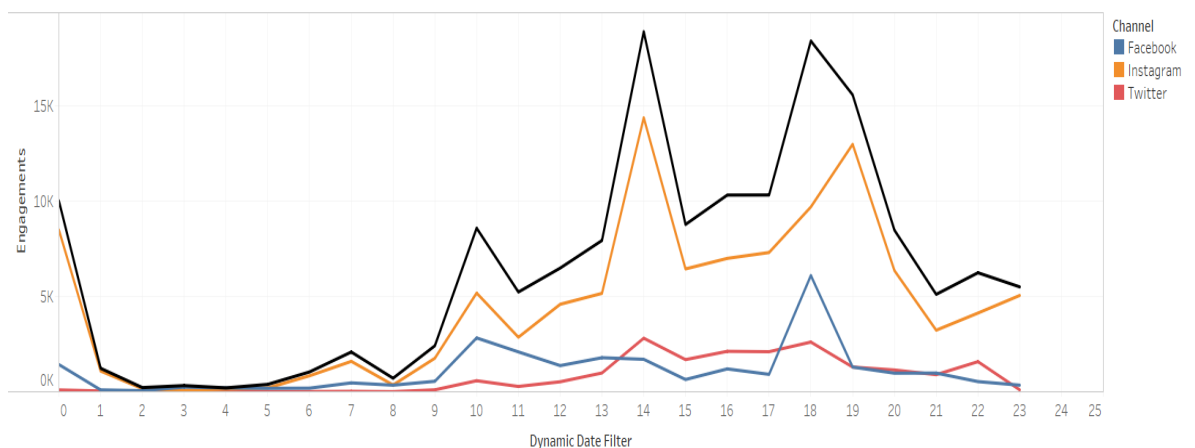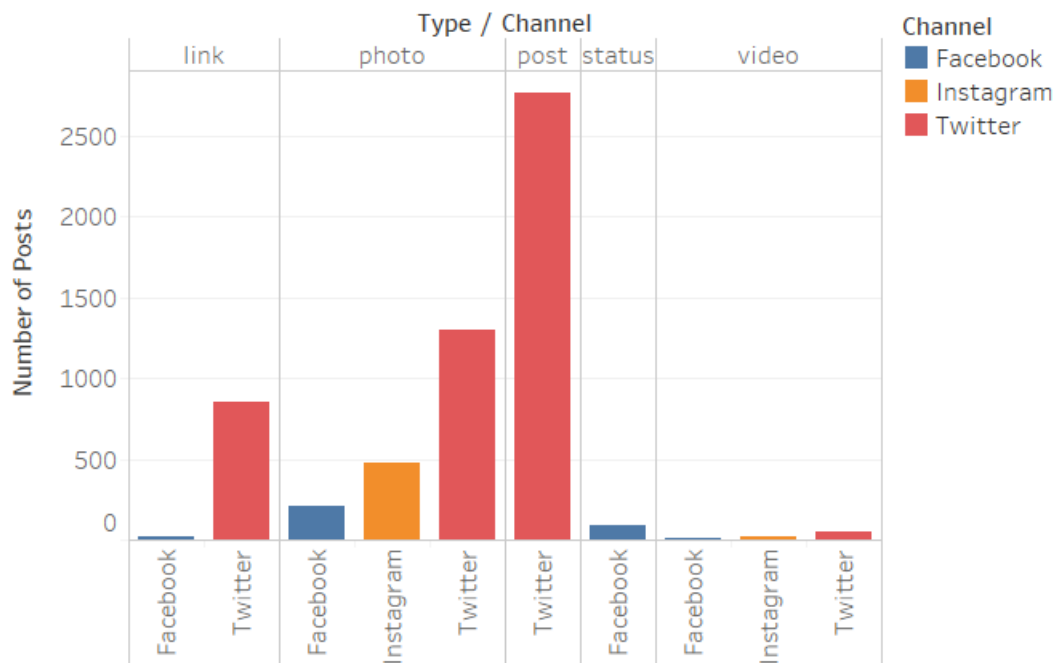

2. The 1st visualization on top shows how the engagement changes over time. The black line is the sum of all 3 platforms and the yellow, red, blue lines are for each individual platform.
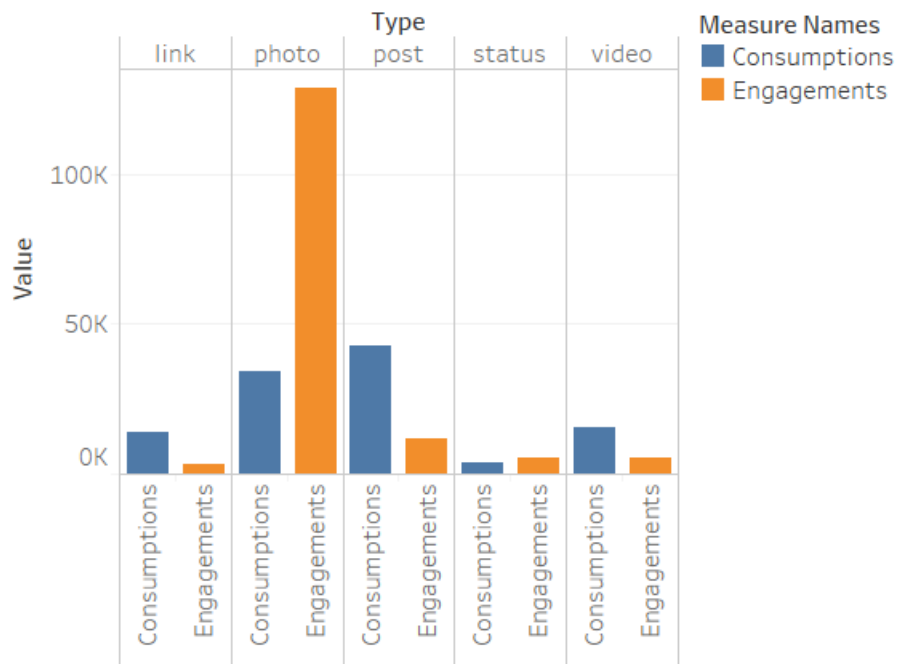
2. Region

Type / Region
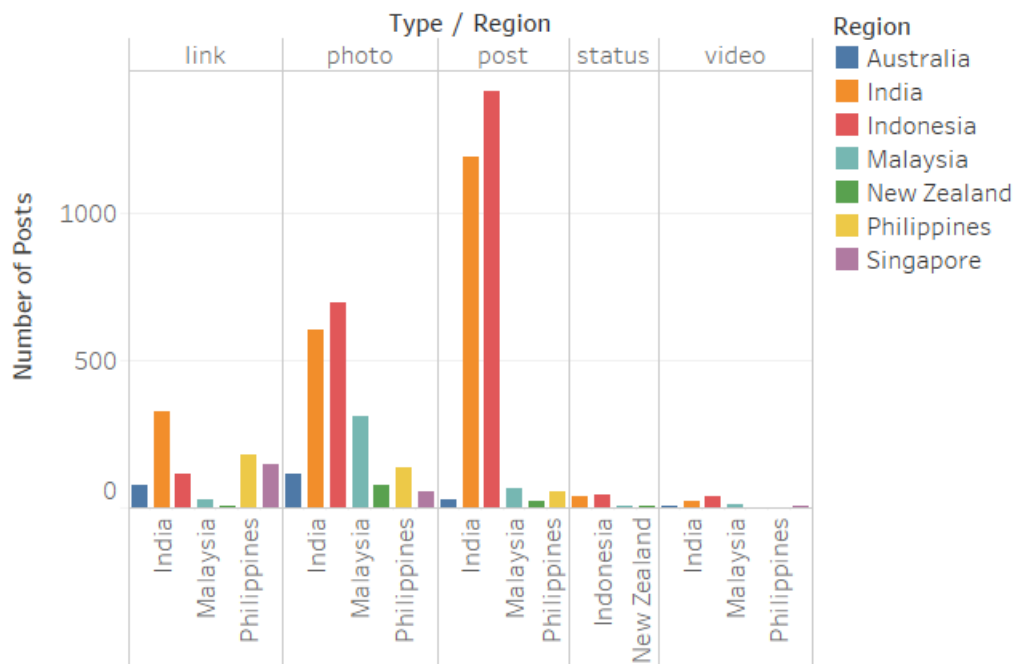
3. The 2nd visualization shows the number of posts by region by type of content.

3. Platform

Type / Channel

4. The 3rd visualization shows the number of posts by region by platform by type of content.

4. Engagement & Consumption

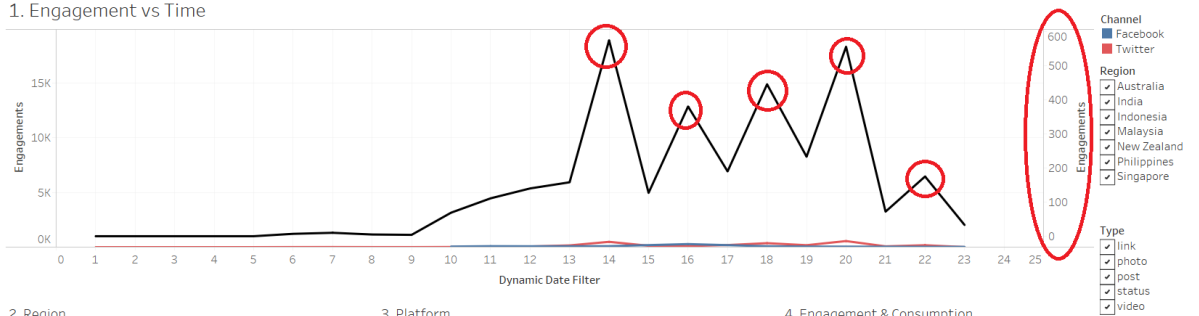5. The 4th visualization shoes the number of consumption and engagement by type of content.

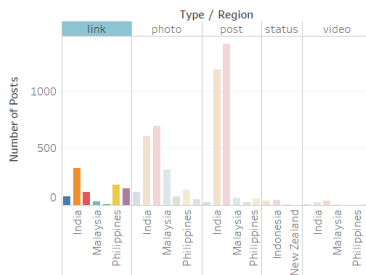## Usage

Date Filter Enga..
Hour

1. The filter on the right also allows us to filter by <u>hour, day, week, month and year</u>. We will be using <u>discrete timings</u> as we need to find out the best timing to advertise instead of the specific date which produced the best results.
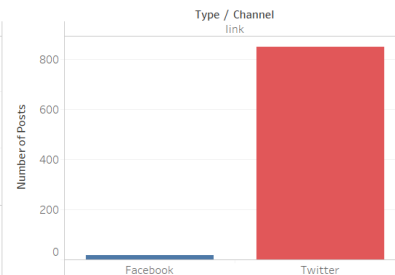
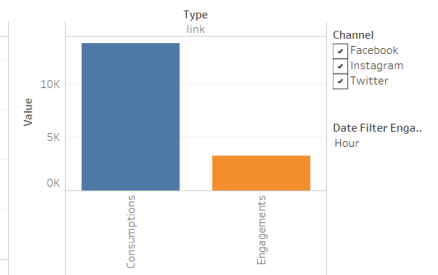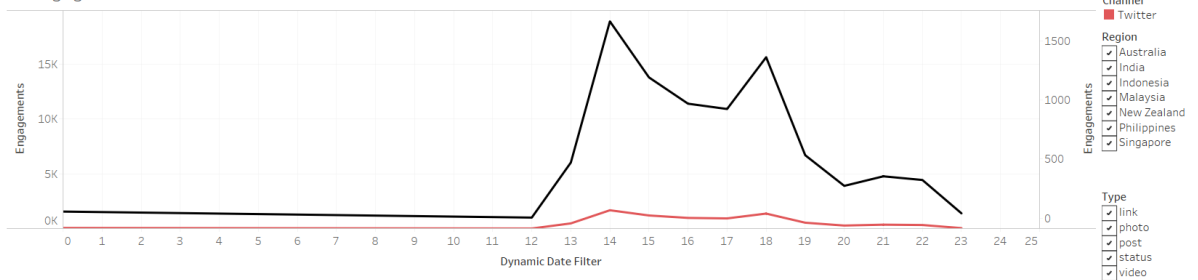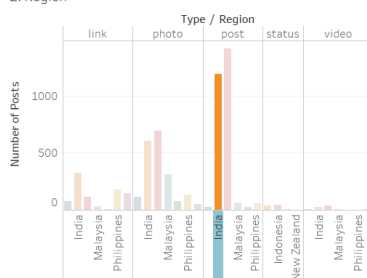2. We can choose the content type, for instance, link, and the number of engagement across time for the 1st visualization will change. This helps to track the best time to post a certain content type. For example, for links, there are quite a few 'golden hours' such as 1400,1600,1800,2000.

*Note: When we filter by content type, refer to the **axis on the right** for reference instead of the one on the left since they will no longer be synchronized for better visualization of the graphs.*
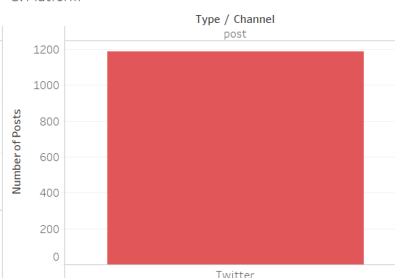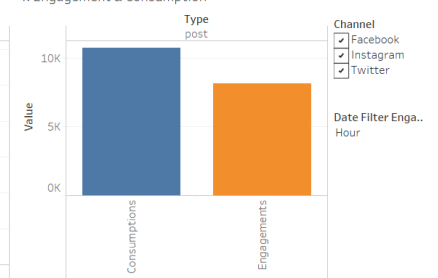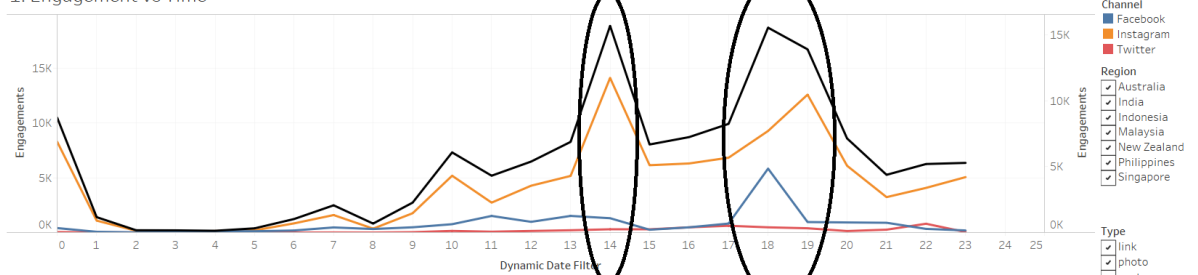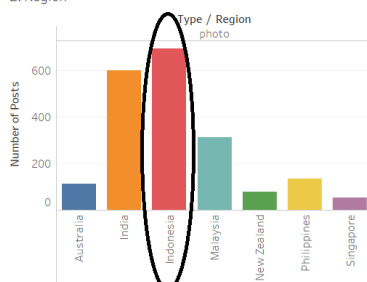

3. We can also filter by region and type of content to find the best hours to post a certain content. For instance, this dashboard shows the engagement throughout the day for India for post.
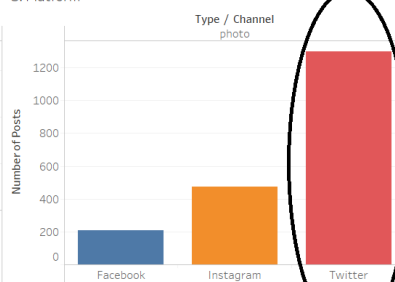
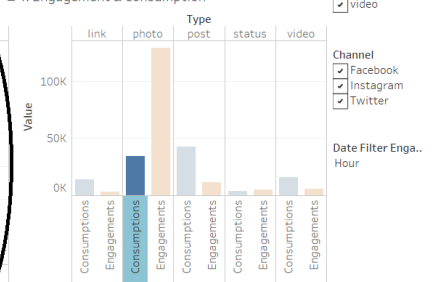4. For the 4th visualization, we can choose if we want to analyze consumption or engagement for whichever content type and all visualizations will change to display the current number of posts made for all regions and channels respectively. For instance, this dashboard shows that for consumption, Indonesia have the most number of posts by Sid's Cookies and their preferred channel is Twitter, with the peak engagement at 1400 and 1800 to 1900.

Questions answered
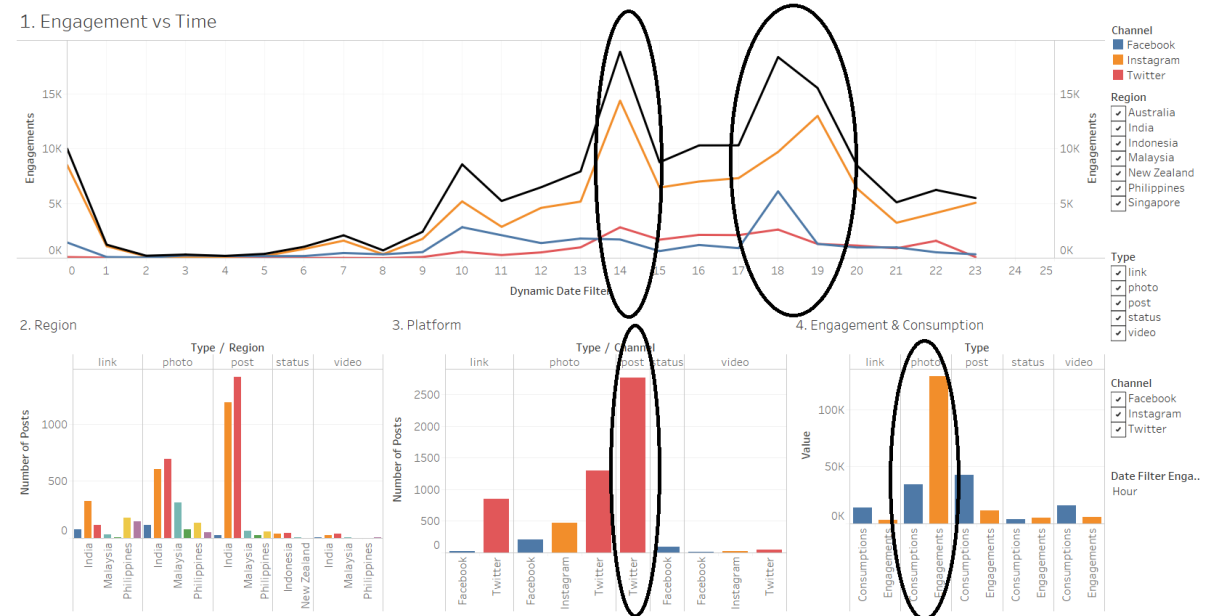
1. From the dashboard, we can see that overall, the popular hours are 1400 and 1800 and 1900. The company can advertise heavily at these timings to gain more engagement.
2. We can see that the company uses a lot of post as content. However, photos seem to be the one that receive the most amount of engagement and consumption. The company could perhaps switch to using photos.
3. Sample Question: What is the best time to post a Facebook photo?
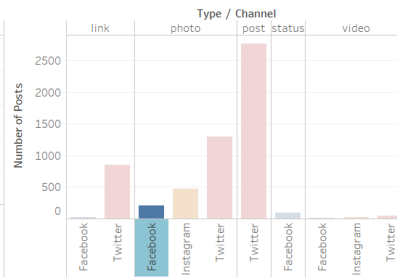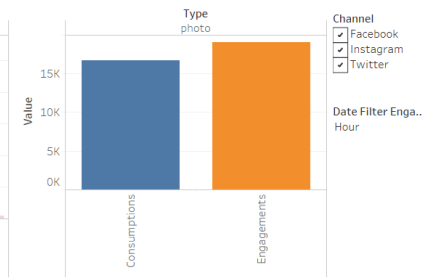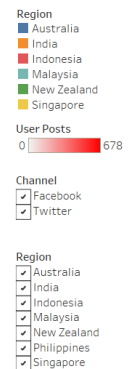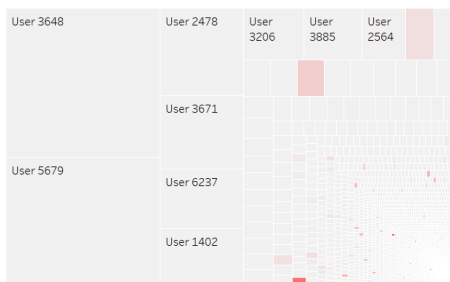
1. Engagement vs Time
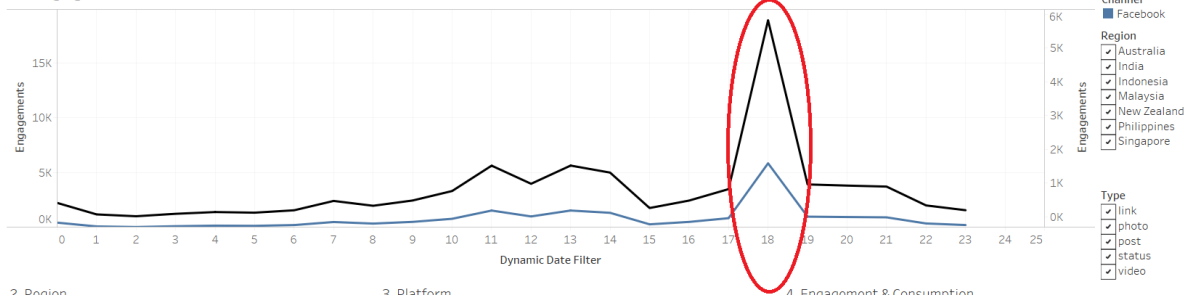
2. Region
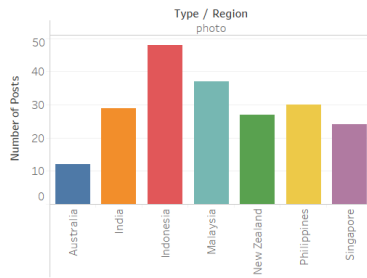
3. Platform

4. Engagement & Consumption
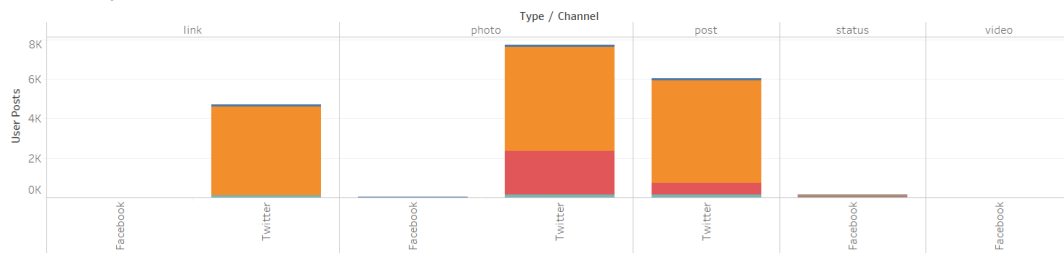
Answer: 1800 hours.

Dashboard 4: User Content Analysis

1. User Post vs Followers

2. Content by Platform

Explanation

1. This visualization serves to analyze our 'influencers'. We can obtain the number of posts posted by each user and at the same time, the number of followers they have. We can use this visualization to pin-point our best influencers and target them for advertising efforts.

1. User Post vs Followers
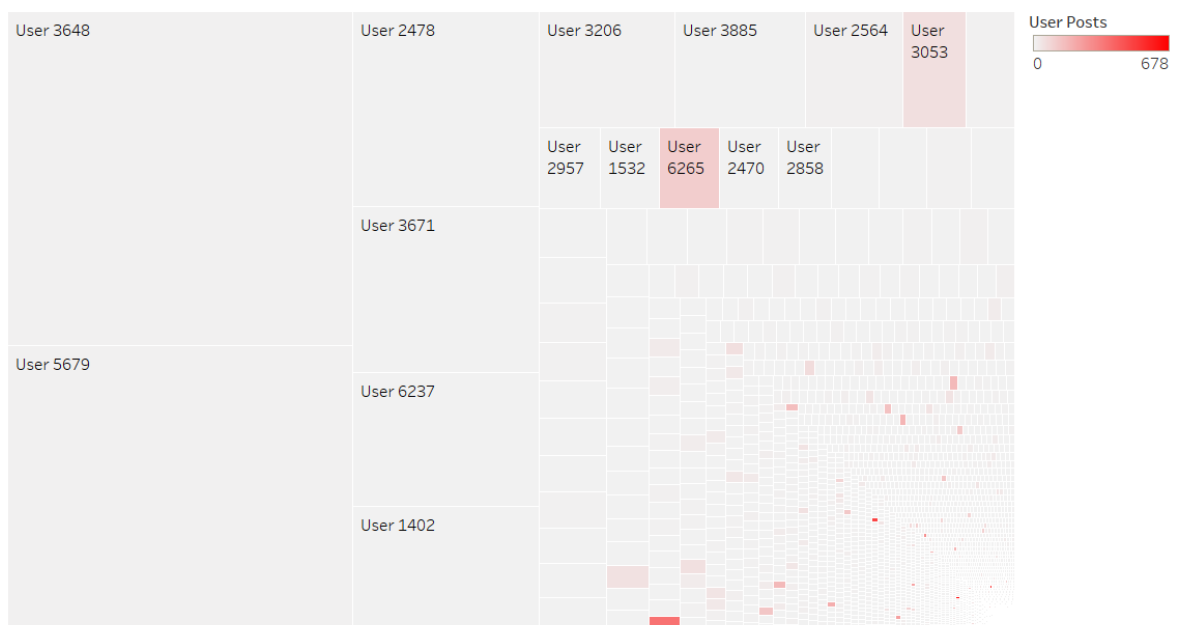
2. The 1st visualization on top shows the number of posts made by every user with the number of followers they have. The <u>bigger</u> the box, the <u>more followers</u> they have. The <u>darker</u> the shade (Red) of box the <u>more post</u> they made.

2. Content by Platform
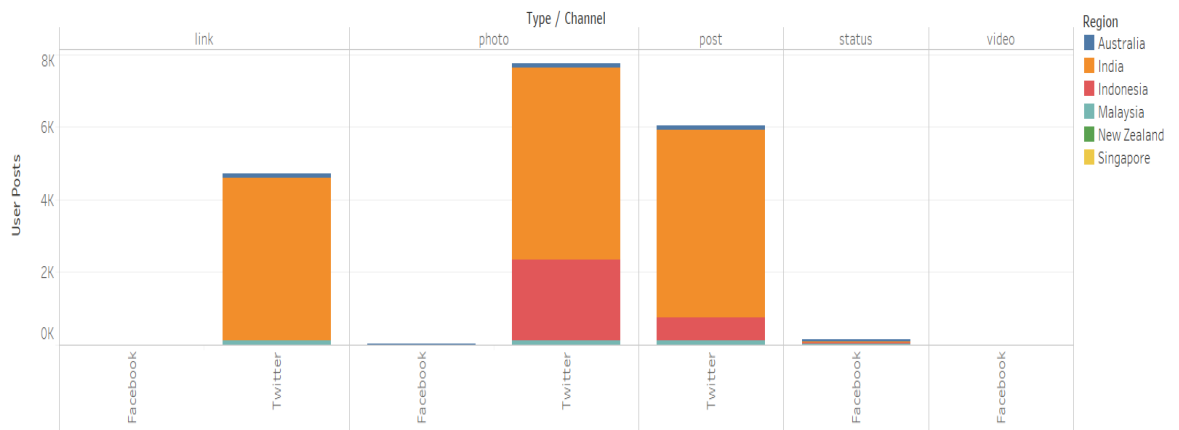
3. The 2nd visualization shows for each <u>type of content</u>, what are the <u>number of user posts</u> for each <u>platform</u> across all <u>regions</u>.
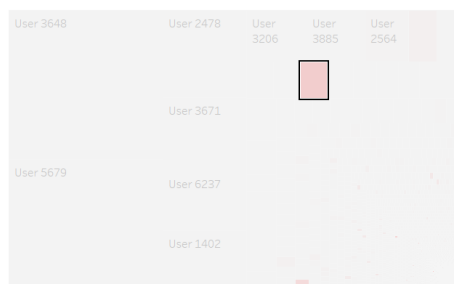
Usage

1. By clicking on a user on the 1st visualization, the 2nd visualization will show how many posts are made for each content type on which platform for that user only. For instance, this dashboard shows that out of 109 posts, user 6265 posted 88 <u>photos</u> and 21 <u>posts</u> on <u>Twitter</u>. He is from <u>Indonesia</u>.

1. User Post vs Followers

2. Content by Platform
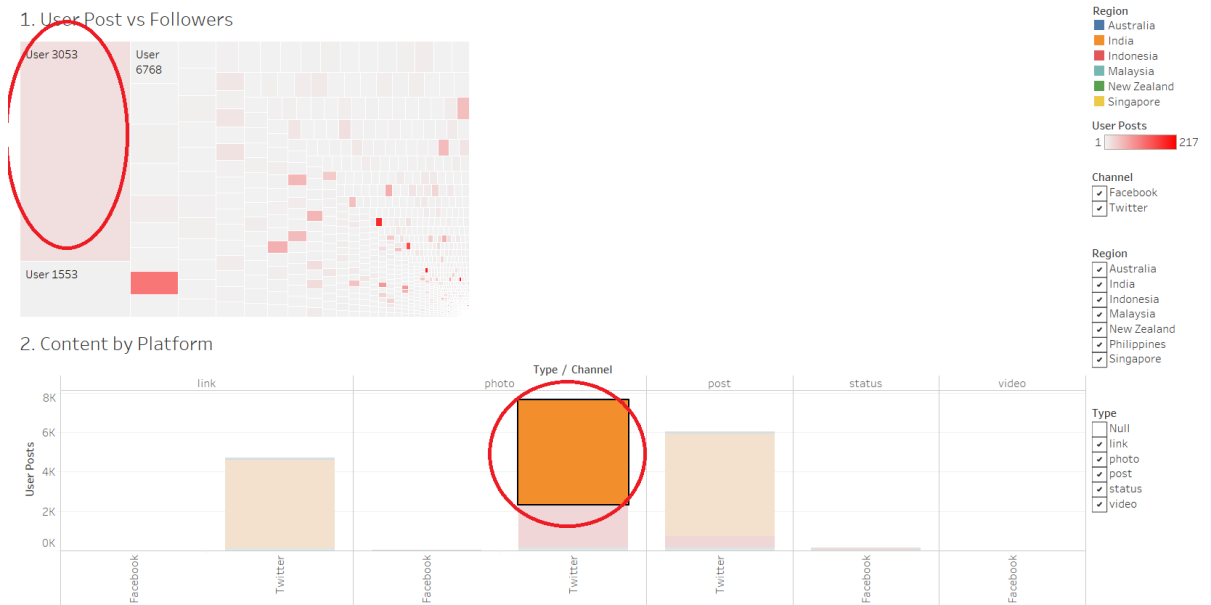
2. The 2ⁿᵈ visualization allows us to filter the users based on different content type, platform and region. We can simply choose the highest count of content by region and type and using the first visualization, we can pin-point the greatest influencer for that segment. For instance, in India for Twitter for Photo, User 3053 have the largest followers at 226,066 but only made 19 posts. Sid's Cookies could perhaps reach out to him to promote our advertising efforts.

3. Limitations: The 1ˢᵗ visualization is only limited to analysis for Twitter and not for Facebook and Instagram.

Questions answered

1. Overall, we can see that the one with the most followers are not the one making the most number of posts. This is generally true for all region and platforms. The one who makes the most post generally have a relatively smaller number of followers.

2. Sample Question: Who is the most influential fan in India that uses Twitter who posted a link and should we reach out to him to make more posts?

1. User Post vs Followers

Region
- Australia
- India
- Indonesia
- Malaysia
- New Zealand
- Singapore
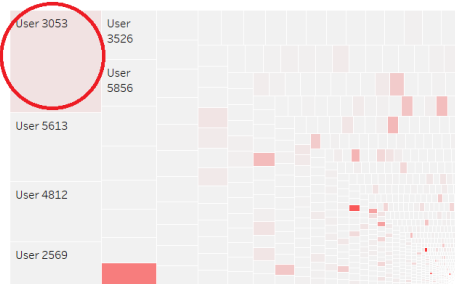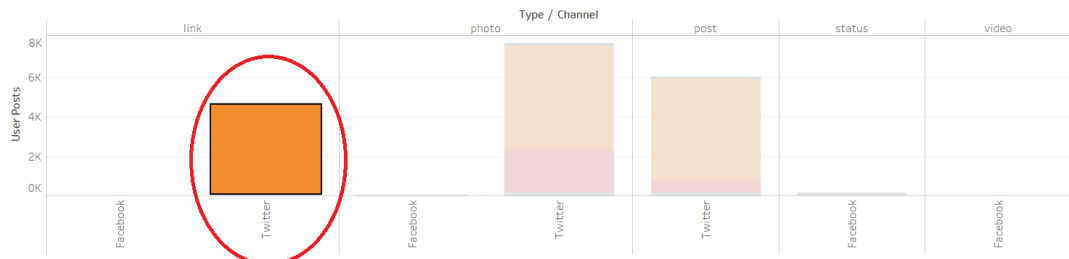
User Posts
1 — 238

Channel
- ☑ Facebook
- ☑ Twitter

Region
- ☑ Australia
- ☑ India
- ☑ Indonesia
- ☑ Malaysia
- ☑ New Zealand
- ☑ Philippines
- ☑ Singapore

2. Content by Platform

Type / Channel

Type
- ☐ Null
- ☑ link
- ☑ photo
- ☑ post
- ☑ status
- ☑ video

Answer: The most influential influencer is User 3053 with a follower of 75,443 with a total post of 17 links. He made a substantial amount of posts. However, we can see from the 1st visualization that there are many other users who are posting more links than him. Sid's Cookie will benefit in reaching out to him for promotional efforts.