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

Typical engagement rate is 3-6% based on the median (3.0864%) and mean (5.4511%). The formula used for engagement rate is engagement/ impressions, clipping the values that have a value of 1 or higher and dropping NaN values. Not counting the scenarios where we have no impressions, the proportion of events where we got a 15% or higher engagement rate is 8.26%, even smaller if counting no impressions as no engagement.

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

The data of the week does not seem to significantly affect the engagement rate based on boxplot graphs of the data. Mondays seem to have lower engagement rates but the median engagement rate for each date seems to be roughly the same.

The time does seem to affect the engagement rates. Peak engagement rate occurs in the morning around 8 AM. However, it is unclear what the time zone the data is referencing. For my interpretation, I am assuming Eastern Standard Time or Pacific Standard Time. Due to the popularity of ESports in Asian countries, which have time zones that are at least 12 hours ahead, a peak engagement rate at 8 AM makes sense, as 8 AM EST or PST is around 8PM - 11 PM in Asia.

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

Valorant and DOTA2 are doing the best in terms of engagement rate. Therefore, we should focus more on Valorant and DOTA2. Valorant receives a better engagement rate, overall. DOTA2 has a decent engagement rate but has a few positive outliers. We should possibly focus less on CSGO. While "Content Creators" is not a game, we should focus less on it because of its modest engagement rate.

4. What media type performs the best?

Mixed media type performs the best in terms of general engagement. Besides mixed, video and carousel performs the best. Therefore, a suggestion is to do a mix media type composed of video and carousel.

5. What is our best performing campaign?

The best performing campaign is Community Engagement. However, based on the data, the engagement rate is better when we did not have a specific campaign (N/A). It seems that having a specific campaign negatively affects a user's decision to engage.

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

Based on my discoveries, the social media team should continue to post more Valorant and DOTA2 content on Facebook, Tiktok, and YouTube. The content type should be a combination of video and carousel and the posts should be uploaded in the first 8 hours of every Friday. The social media team should also consider not posting content under a specific campaign.

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)?

The social media team should consider expanding to Facebook Page. In general, Facebook Page receives the best engagement rate. Because Valorant and DOTA2 have the best engagement rates, the social media team should post Valorant and DOTA2 content on Facebook Pages. It also seems that posting on TikTok Business generates decent engagement, so there should be an expansion to TikTok. LinkedIn, Twitter and Instagram have poor engagement rates, so the social media team should possibly focus less on those platforms and focus more on Facebook, TikTok, and YouTube.