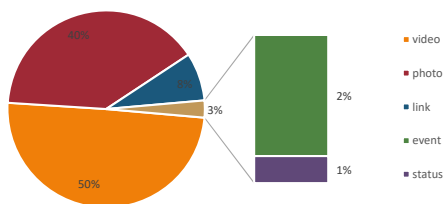


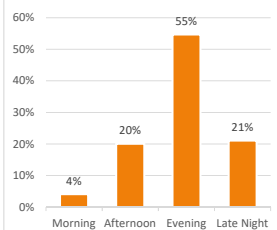
## Spartan Race Facebook Posts Dashboard

MS Excel pivot table analysis (2016-08-30 to 2016-10-15, 400 posts)

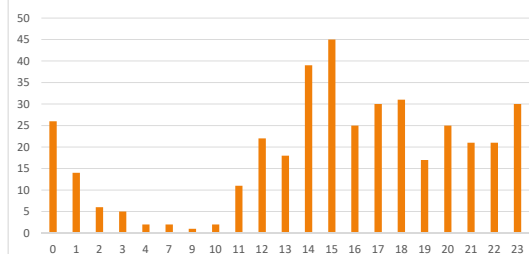
Distribution of posts by type



Distribution of posts by time of day

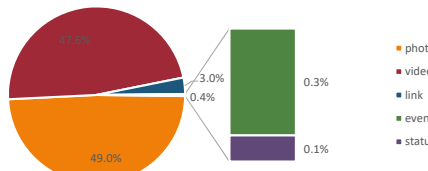


Distribution of posts by hour

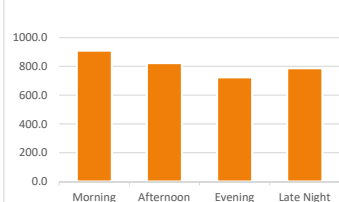


Out of all posts nearly 90% are videos and photos. Around 55% of posts have been posted in evenings. Only 4% of posts have been posted in mornings. Engagement per post seems uniform no matter of time of posting. Most reactions are likes. Videos and photos generate more engagements.

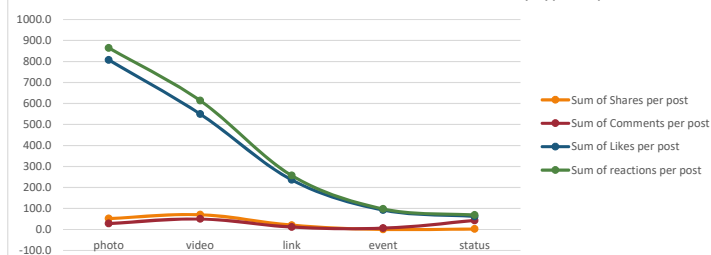
Total engagement (share+comment+reactions) by type of post



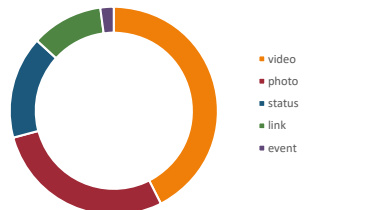
Total engagement (share+comment+reactions) per post by time of day



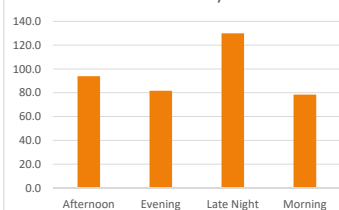
Distribution of share, comments, likes and reactions by type of post



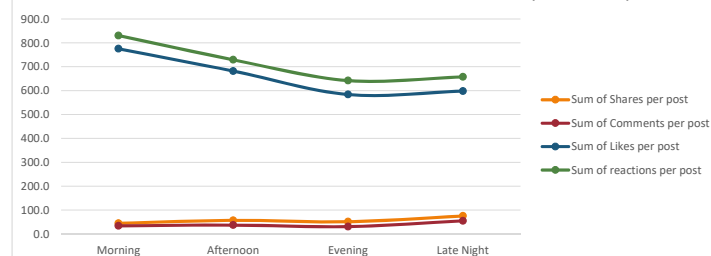
Active engagements (share+comments) per post by type of post



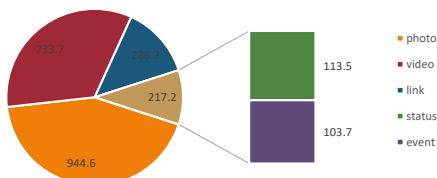
Active engagements (share+comments) per post by time of day



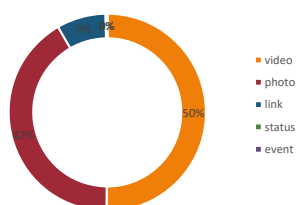
Distribution of share, comments, likes, and reactions by time of day



Total engagement (share+comment+reactions) per post



Shares by type of post



Shareability (share/total engagement) by post

