# Exploring Hacker News Posts Executive Summary

The popular site, *Hacker News*, is used to engage with tech enthusiasts in show, ask, and comment formats. In June 2020, I used a random sample of *Hacker News* data to determine if posts showing information (show posts) or asking questions (ask posts) was more important. I defined important as which kind of posts had the most customer comments (i.e. engagement). In order to do so, I used basic math and the Python programming language.

My results showed that, when looking at the average number of comments, ask posts had 8.5 billion comments whereas show posts only had 1.7 billion comments. Additionally, the best time to make a post asking a question on *Hacker News* was at 12:00 noon (see results at end of notebook). Other good times to create ask posts were at 11 p.m., 5 p.m., 1 p.m., and 6 p.m.

This information is important to have because businesses can reach and engage with more clients by choosing to post about their products and services at times that are most likely to have high customer engagement, times that are convenient for the customers. Since it poses little risk, businesses should try it out and see how this impacts their operations.