

# Facebook Marketplace Data Insights

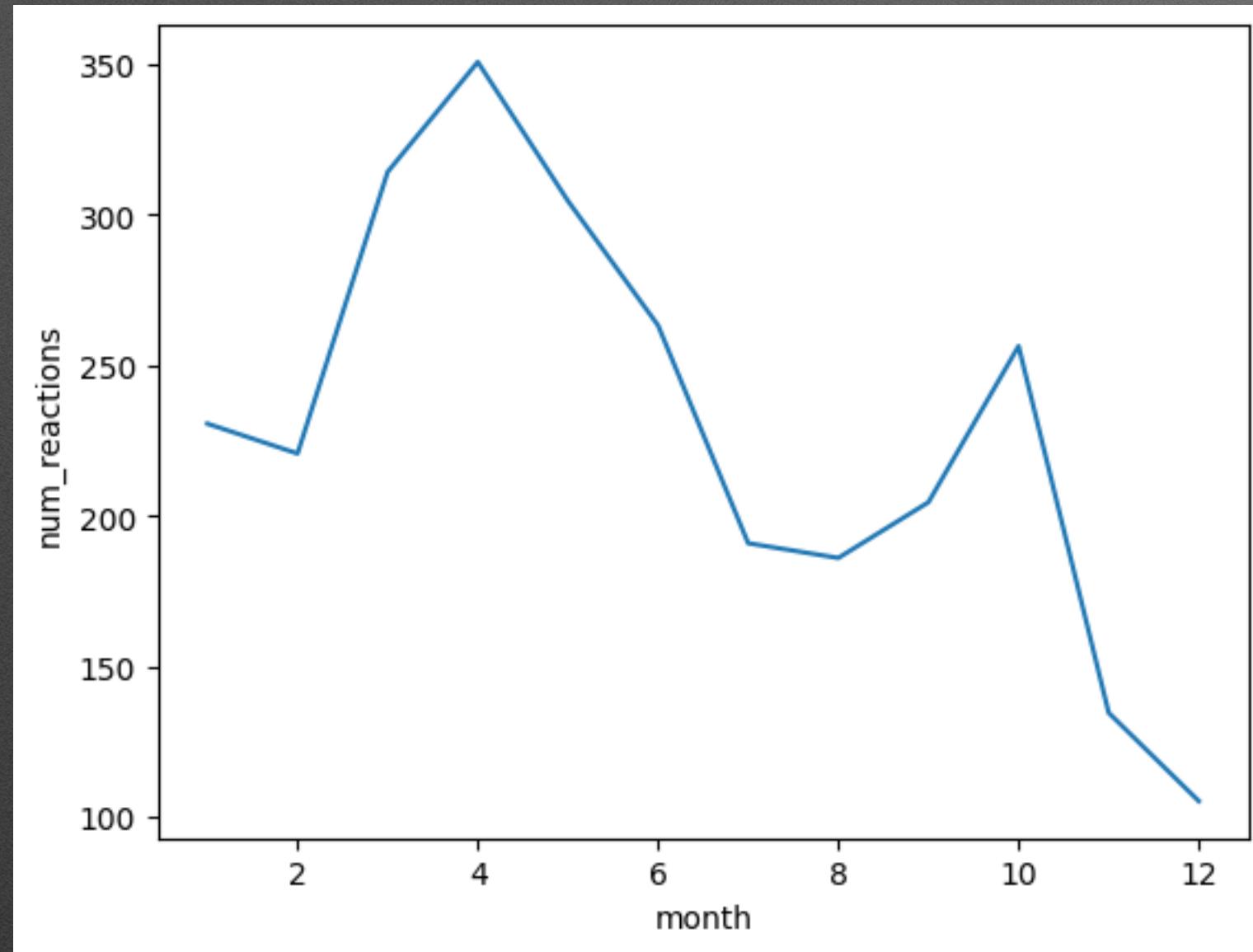
~Priyanka Agarwal

# Dataset Overview

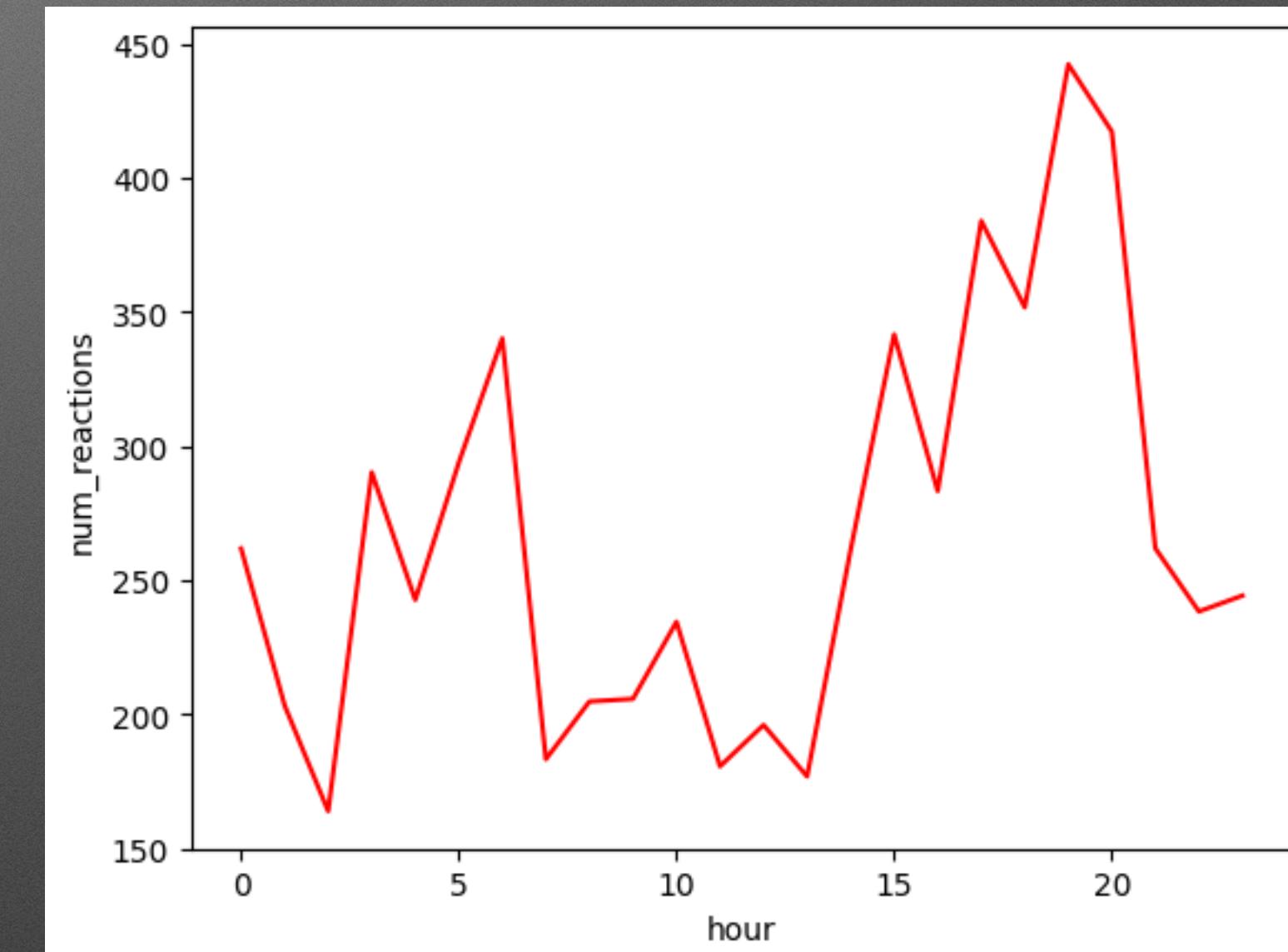
- Total posts: 7050
- Key columns: `status_type`,  
`status_published`, `num_reactions`,  
`num_comments`, `num_shares`
- Goal: Understand how time and type of posts  
impact user engagement



Effect based on month of upload



Effect based on hour of upload

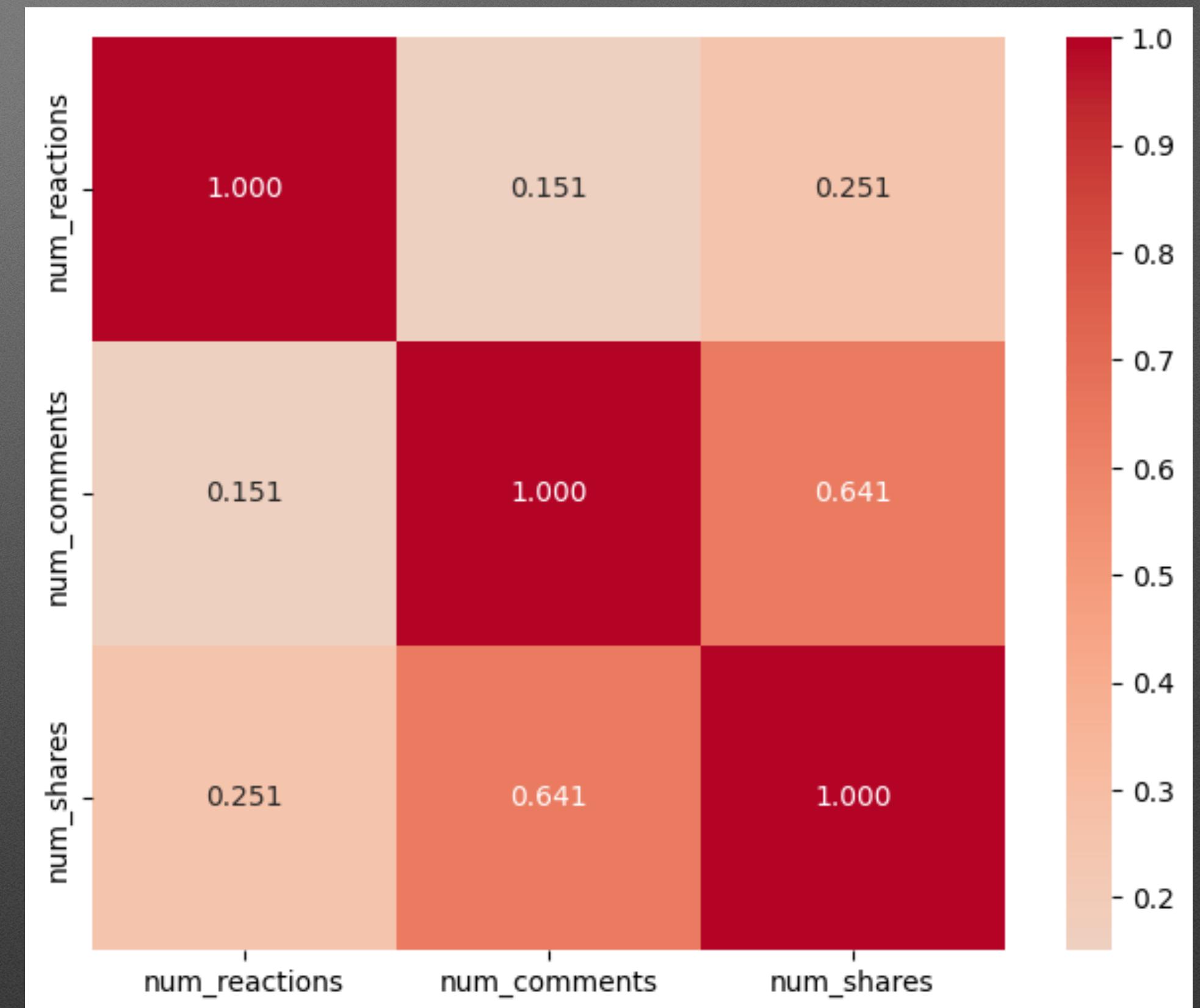


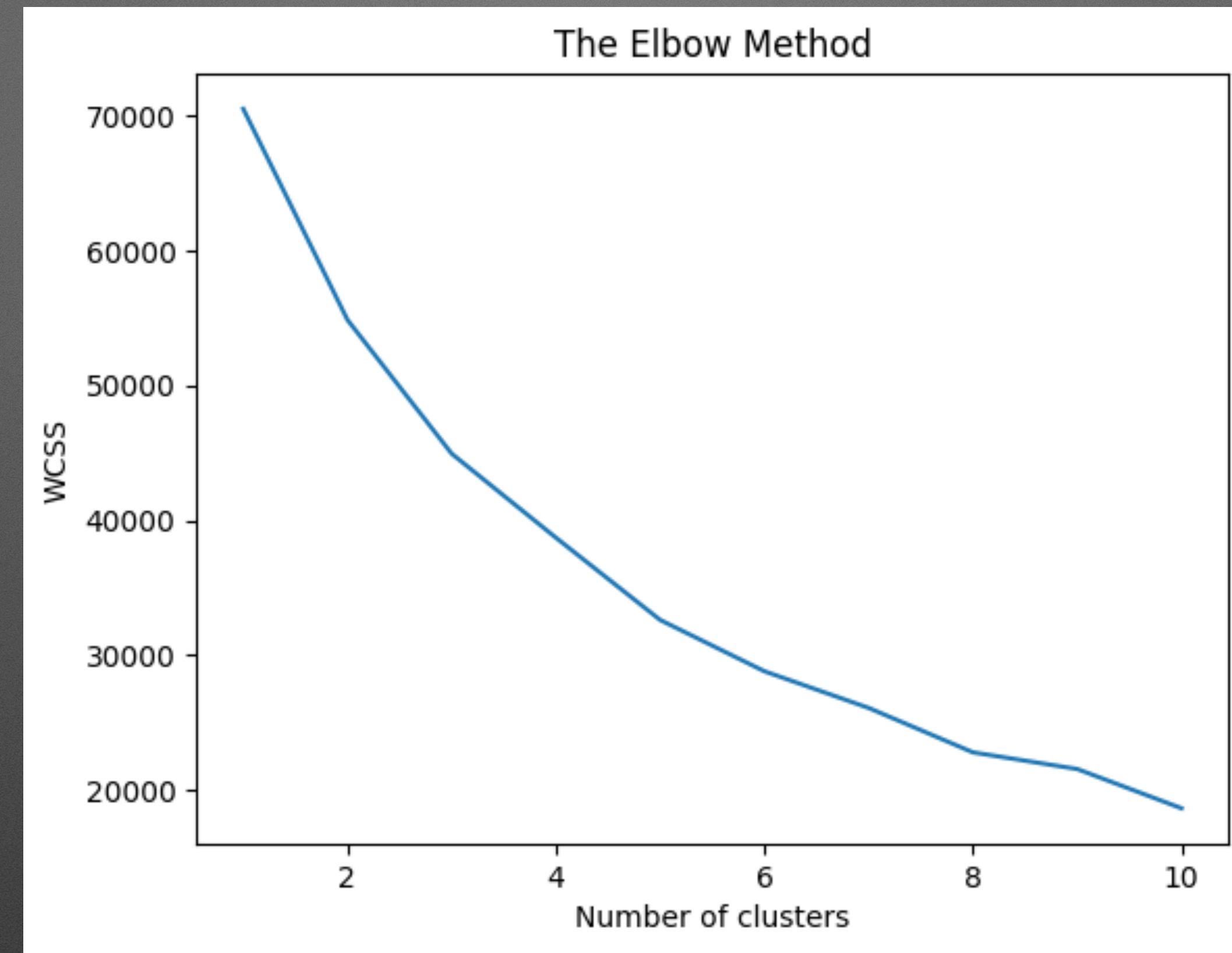
**Effect of time of upload on number of reactions**

Correlation between the number of reactions and other engagement metrics such as comments and shares :

Correlation between reactions and comments: 0.15084290344217685  
negligible positive correlation

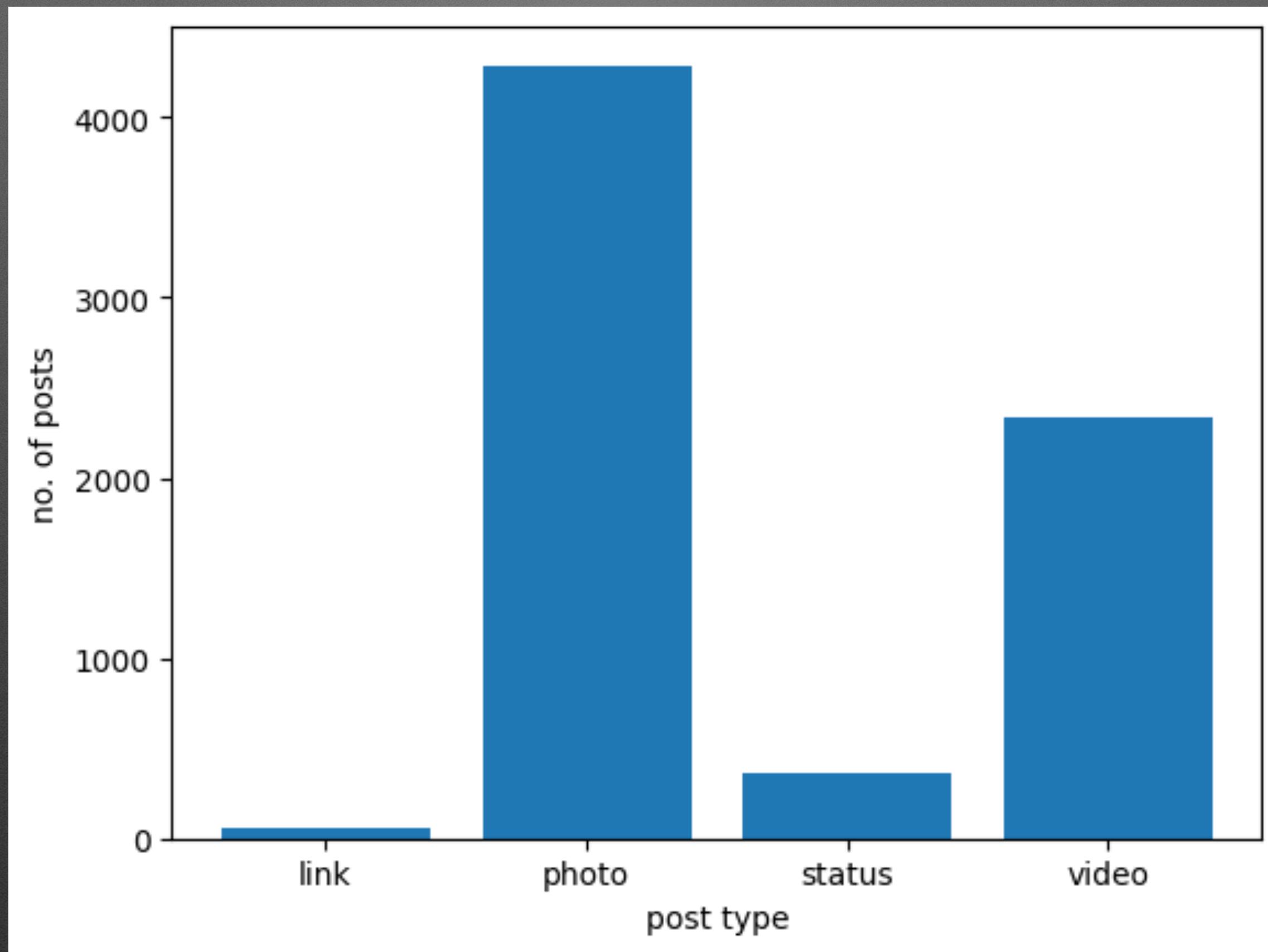
Correlation between reactions and shares: 0.25072251662831907  
negligible positive correlation





# Optimum number of clusters

# Count of different types of posts



## Average value of num\_reaction, num\_comments, num\_shares for each post type

<i>status_type</i>	<i>status_id</i>	<i>num_reactions</i>	<i>num_comments</i>	<i>num_shares</i>
<i>link</i>	63	370.142857	5.698413	4.396825
<i>photo</i>	4288	181.290345	15.993470	2.553871
<i>status</i>	365	438.783562	36.238356	2.558904
<i>video</i>	2334	283.409597	642.478149	115.679949