

Facebook Marketplace Data Insights

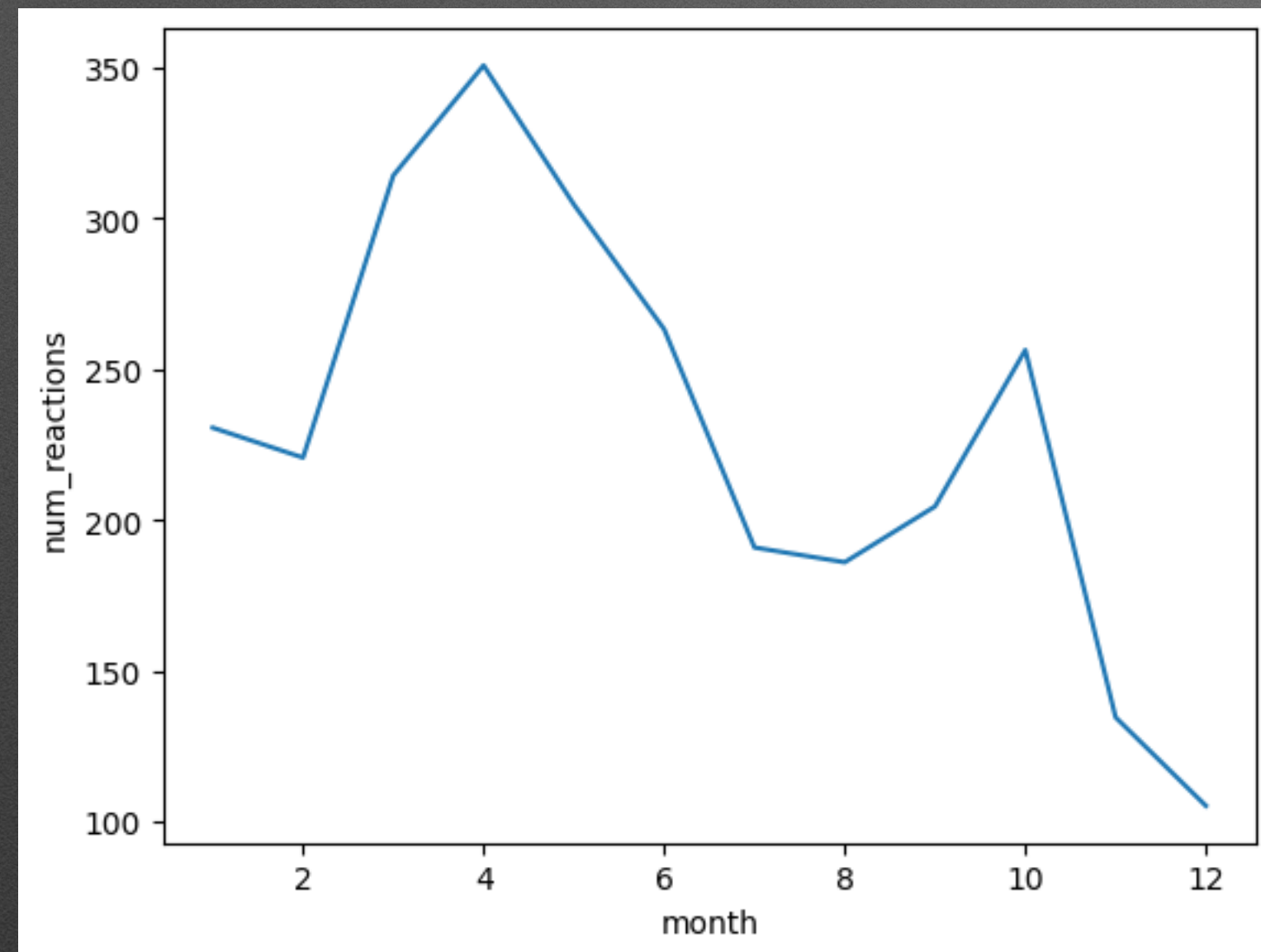
~Priyanka Agarwal

Dataset Overview

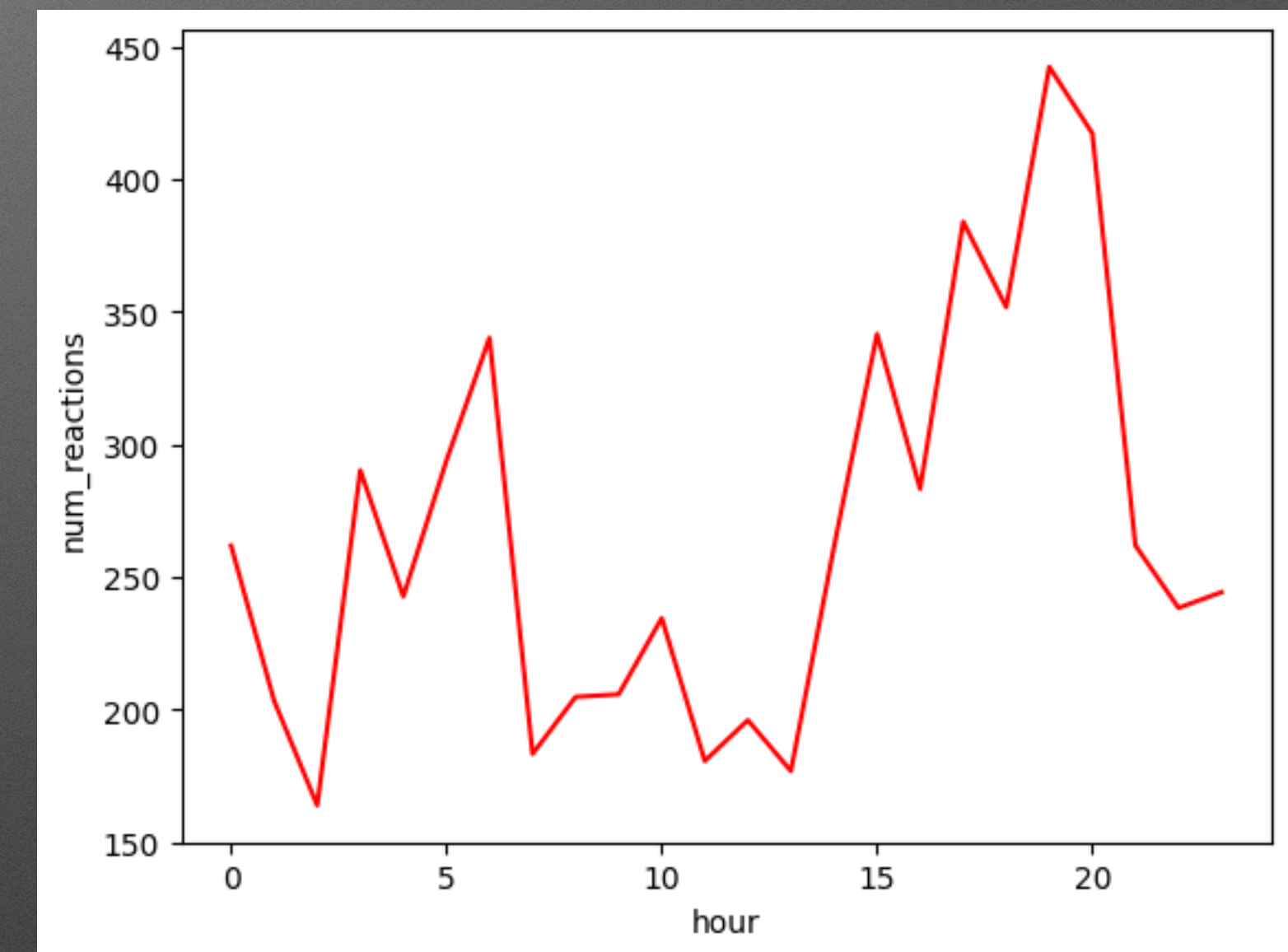
- Total posts: 7050
- Key columns: `status_type`,
`status_published`, `num_reactions`,
`num_comments`, `num_shares`
- Goal: Understand how time and type of posts impact user engagement



Effect based on month of upload



Effect based on hour of upload

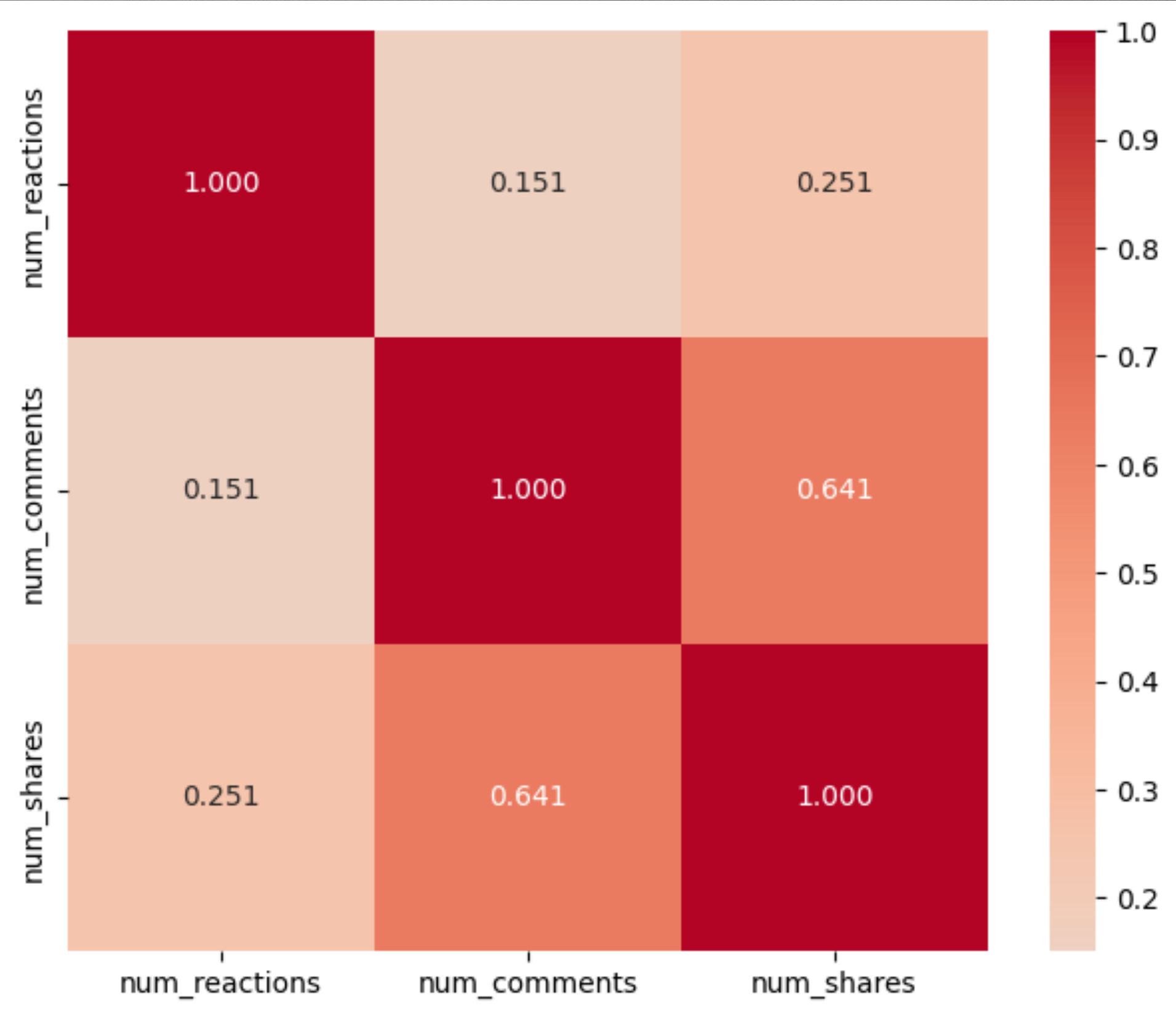


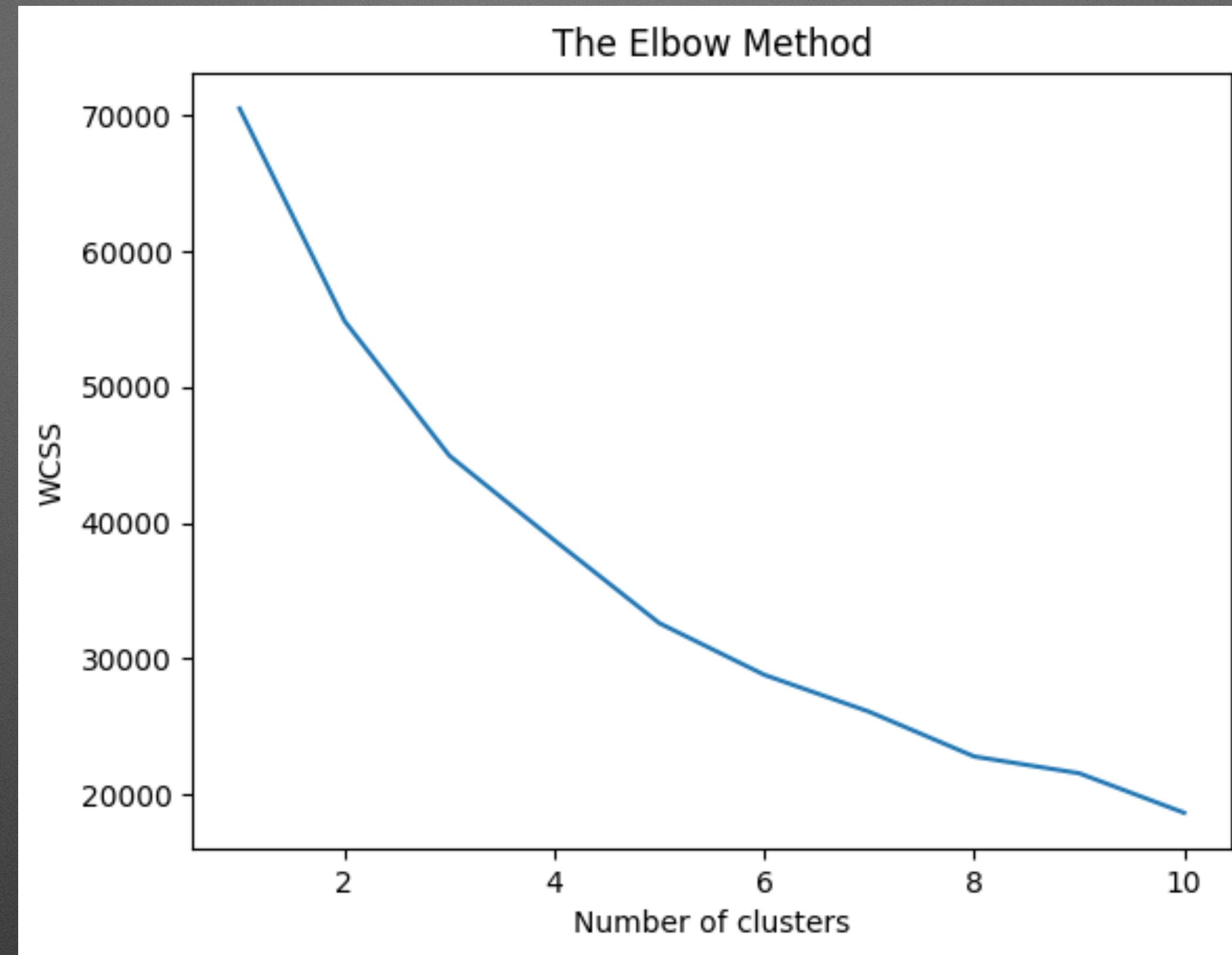
Effect of time of upload on number of reactions

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

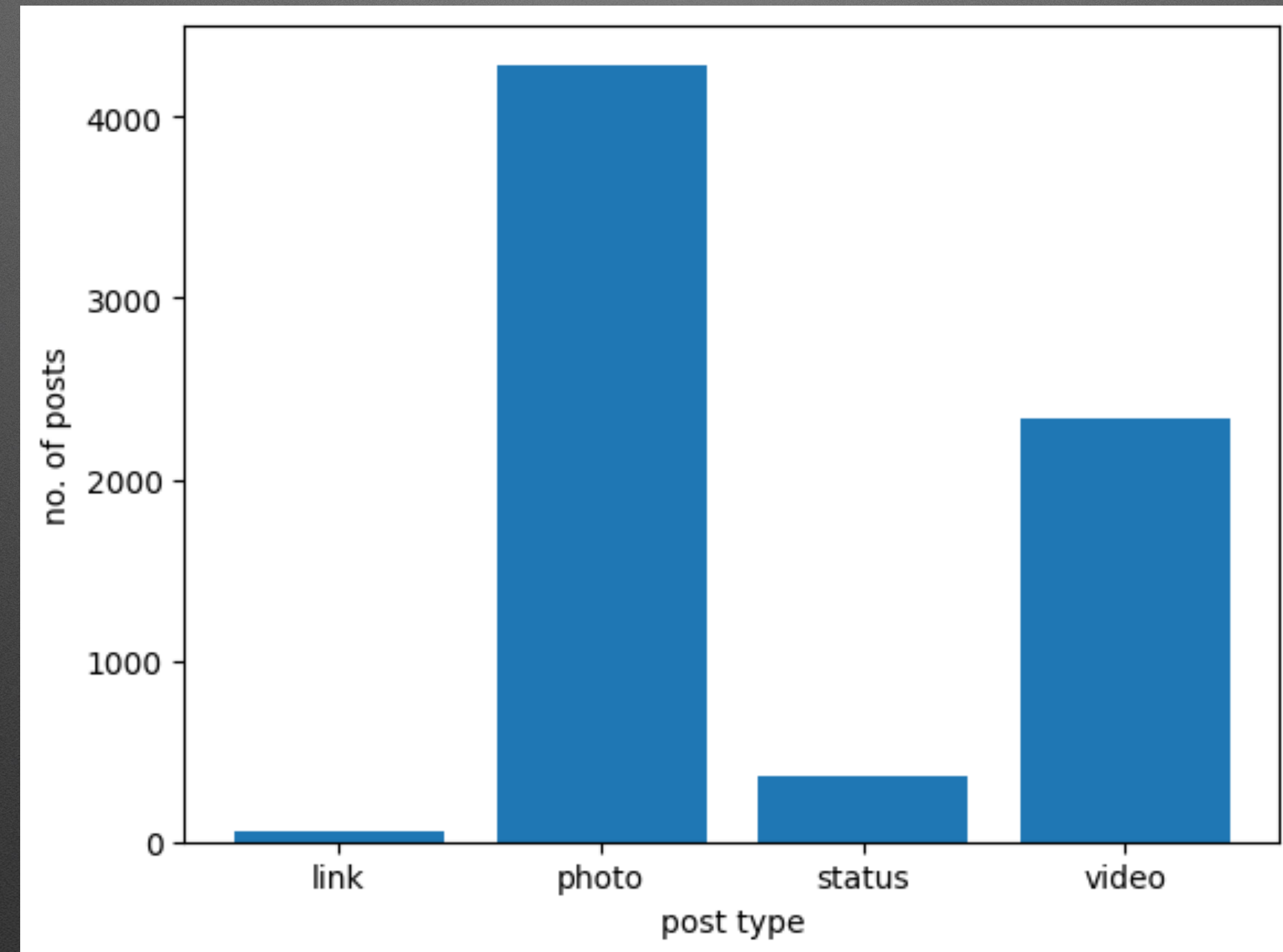
Correlation between reactions and shares: 0.25072251662831907
negligible positive correlation





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_id</i>	<i>num_reactions</i>	<i>num_comments</i>	<i>num_shares</i>
<i>status_type</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