

Affinity Analysis

2023

Introduction

Welcome to our analysis on how users interact with online content. This study aims to uncover the preferences and behaviors of our audience, providing valuable insights for content strategy.

We utilized data from 'affinity_score.csv', a comprehensive dataset detailing user engagements across various content types and topics. This analysis is key to understanding what resonates with our users.

Methodology

Our primary tool for this analysis is the Affinity Score, a metric designed to quantify user interest in different topics.

The score ranges from 0 to 10, where 0 represents no interest, and 10 signifies the highest level of interest. This is calculated based on user engagements, with equal weight given to three engagement types: Page Views (PX), Newsletter Interactions (Activecampaign), and Catalogue Downloads.

The analysis focuses exclusively on user engagements within the year 2023, providing a timely and relevant insight into current user interests.

Insights

