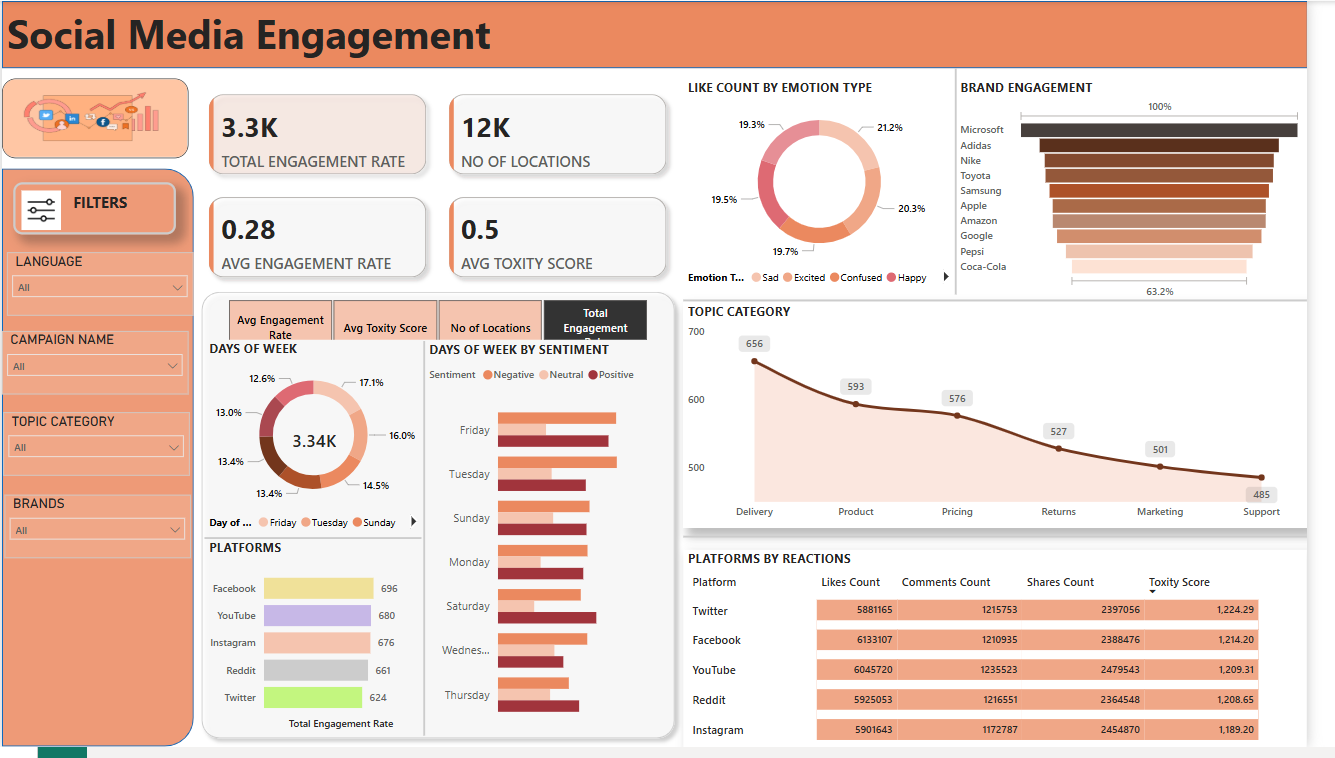
MYSQL QUERIES

**SOCIAL MEDIA ENGAGEMENT**

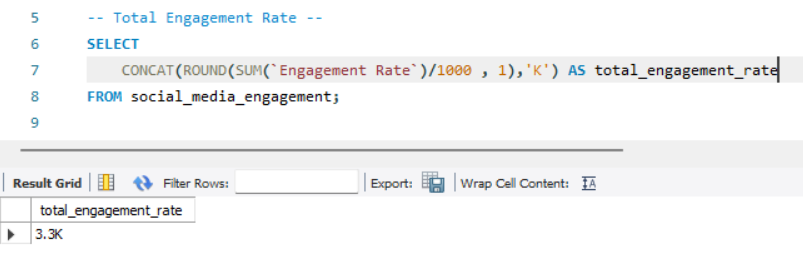


1. **Total Engagement Rate**

SELECT

CONCAT(ROUND(SUM(`Engagement Rate`)/1000 , 1),'K') AS total\_engagement\_rate

FROM social\_media\_engagement;

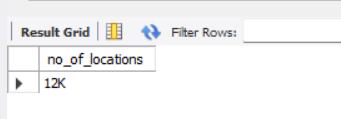
****

1. **Number of Locations**

SELECT

CONCAT(ROUND(SUM(`Engagement Rate`)/1000 , 1),'K') AS total\_engagement\_rate

FROM social\_media\_engagement;

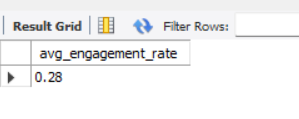


1. **Average Engagement Rate**

SELECT

ROUND(AVG(`Engagement Rate`), 2) AS avg\_engagement\_rate

FROM social\_media\_engagement;

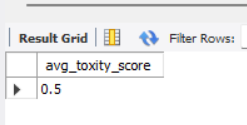


1. **Average Toxcity Score**

SELECT

ROUND(AVG(`Toxity Score`), 2) AS avg\_toxity\_score

FROM social\_media\_engagement;



1. **Like Count by Emotion Type**

SELECT

`Emotion Type`,

ROUND(

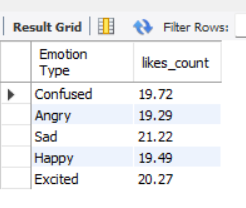
100 \* SUM(`Likes Count`) / (SELECT SUM(`Likes Count`) FROM social\_media\_engagement),

2

) AS likes\_count

FROM social\_media\_engagement

GROUP BY `Emotion Type`;



1. **Brand Engagement**

SELECT

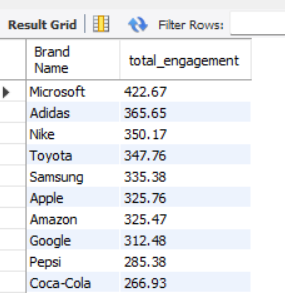
`Brand Name`,

ROUND(SUM(`Engagement Rate`), 2) AS total\_engagement

FROM social\_media\_engagement

GROUP BY `Brand Name`

ORDER BY total\_engagement DESC;

****

1. **Days of Week by Sentiment**

SELECT

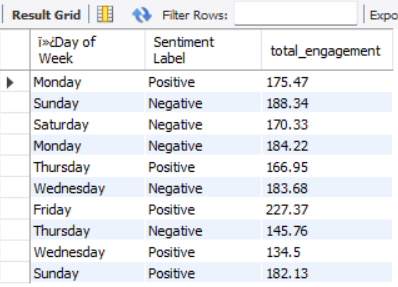
`ï»¿Day of Week`,

`Sentiment Label`,

ROUND(SUM(`Engagement Rate`), 2) AS total\_engagement

FROM social\_media\_engagement

GROUP BY `ï»¿Day of Week`, `Sentiment Label`;



1. **Platforms**

-- Likes per Platform

SELECT Platform, SUM(`Likes Count`) AS value FROM social\_media\_engagement GROUP BY Platform;

-- Shares per Platform

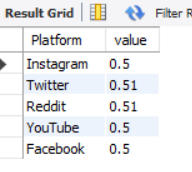
SELECT Platform, SUM(`Shares Count`) AS value FROM social\_media\_engagement GROUP BY Platform;

-- Comments per Platform

SELECT Platform, SUM(`Comments Count`) AS value FROM social\_media\_engagement GROUP BY Platform;

-- Avg Toxity Score per Platform

SELECT Platform, ROUND(AVG(`Toxity Score`), 2) AS value FROM social\_media\_engagement GROUP BY Platform;



1. **Topic Category**

SELECT

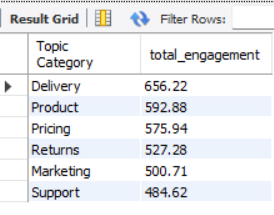
`Topic Category`,

ROUND(SUM(`Engagement Rate`), 2) AS total\_engagement

FROM social\_media\_engagement

GROUP BY `Topic Category`

ORDER BY total\_engagement DESC;



1. **Platforms By Reactions**

SELECT

Platform,

SUM(`Likes Count`) AS total\_likes,

SUM(`Shares Count`) AS total\_shares,

SUM(`Comments Count`) AS total\_comments,

ROUND(AVG(`Toxity Score`), 2) AS avg\_toxity\_score

FROM social\_media\_engagement

GROUP BY Platform;

