


# agoda



## AGODA INSTAGRAM ANALYSIS



# OUR CHOICE OF TOOLS



Google  
Spreadsheet

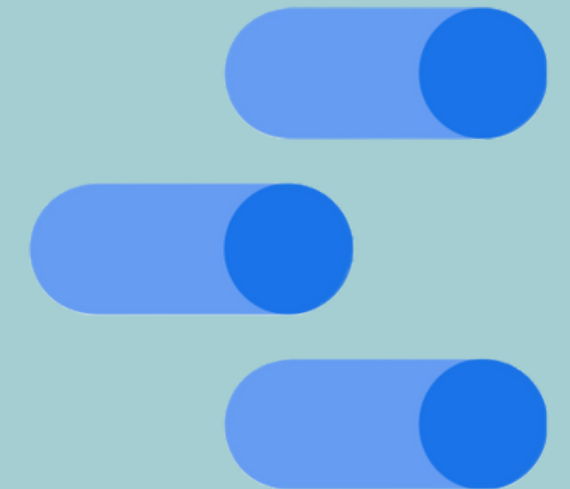


MS. Excel



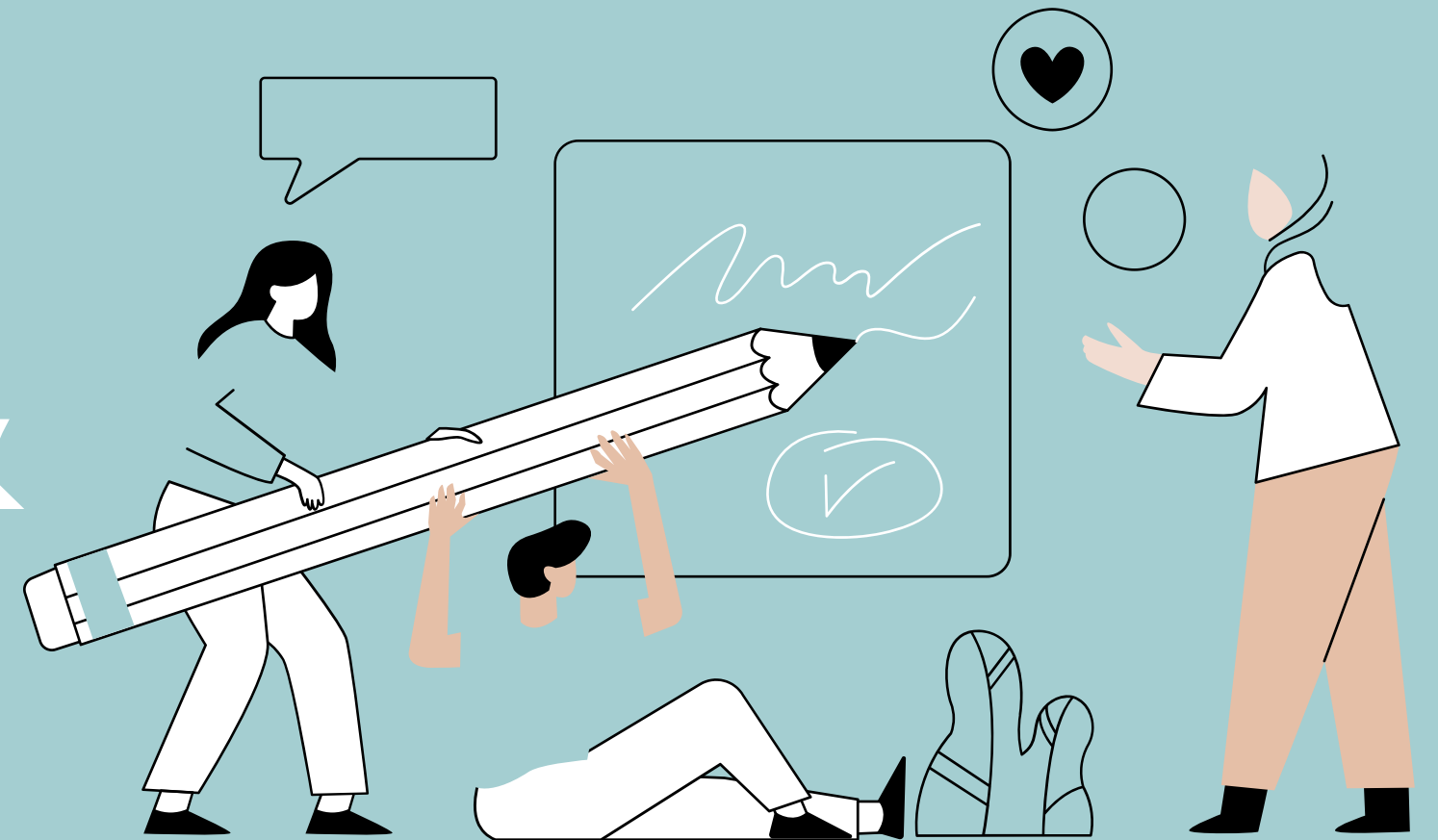
Studio<sup>®</sup>

R Studio



Google Data  
Studio

# BUSINESS BACKGROUND & OBJECTIVE



# BUSINESS BACKGROUND

*Instagram as a social media with the emphasis of photo and video is one of the most suitable media to promote travelling activities. Agoda as one of the biggest travel agent needs to give more attention to their instagram account and make sure all the promotions are effective and targeted.*



# OBJECTIVE

1

*Find the Follower Trends of Agoda Global*

2

*Find the Follower Trends of AgodaID*

3

*Which IG Performs Better, Agoda Global or AgodaID?*

4

*Which Post is the most engaging to the audiences?*

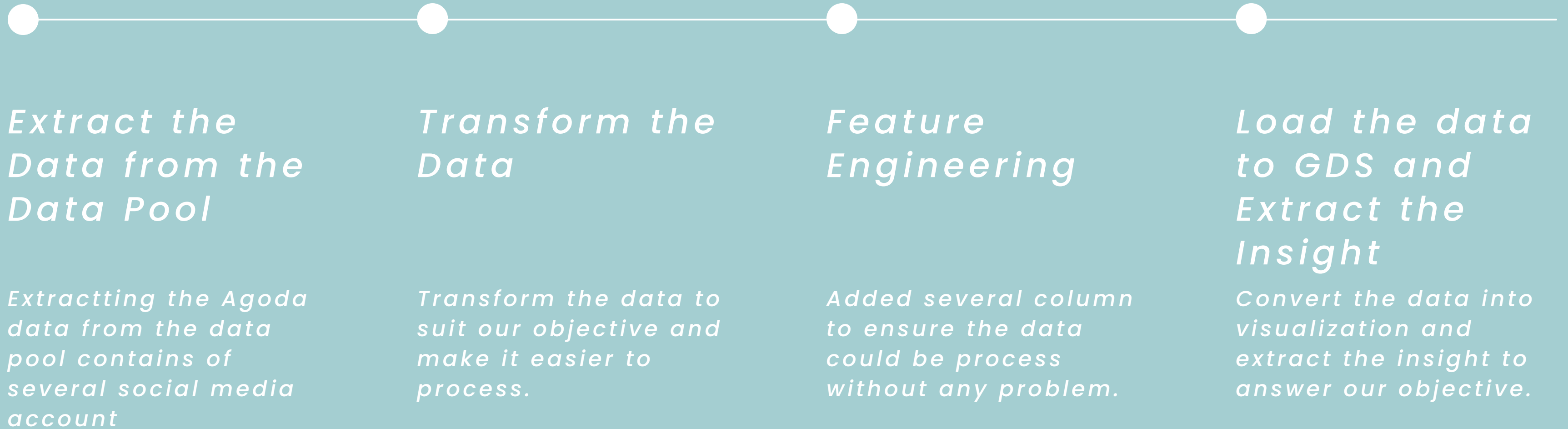
5

*What factors are affecting the engagement of the post?*

# **DATA PREPARATION & FEATURE ENGINEERING**

# DATA PREPARATION

# DATA CLEANSING TIMELINE





# DATA SET INFORMATION

## AGODA (1ST SEMESTER)

### Numerical

#### Posts Data

- *Likes*
- *Comment*
- *Likes & Comment*
- *Engagement*

#### Followers Data

- *Followers*
- *Follower Growth*

### Categorical

#### Posts Data

- *Date*
- *Caption*
- *Platform*
- *Name*
- *Link*
- *Image*
- *Full\_Date*
- *Years*
- *Hours*

#### Followers Data

- *Date*
- *Name*
- *Year*

# DATASET ATTRIBUTE INFORMATION

## Posts Dataset

	Column Name	Description
1	Date	Contains date and time of post
2	Caption	a title or brief explanation appended to the post.
3	Platform	Explaining the platform source of the data
4	Name	the name of the social media account
5	Likes	Total likes of the post until the data has been scrapped
6	Comment	Total comments of the post until the data has been scrapped
7	Likes and Comment	Total of likes + comment in the posts

# DATASET ATTRIBUTE INFORMATION

## Posts Dataset

	Column Name	Description
8	Engagement	Total of likes + comment in the posts after renamed
9	Link	The social media URL of the post
10	Image	The links of the media (photo / video)
11	Full_Date	Contains date and time in GMT +7 format
12	Years	Contain the Years of Date
13	Hours	Contain the Hour of Full_Date

# DATASET ATTRIBUTE INFORMATION

Follower Dataset

	Date	Contains date of follower was counted
	Year	Contains the year of Date
	Followers	Contains total followers per day
	Name	The name of the Instagram account
	Follower Growth	Total growth compared from the day before

# DATA CLEANSING

## MISSING VALUE HANDLING: POSTS DATASET

Column Name	Value
Date	0
Caption	21
Platform	0
Name	0
Likes	0
Comment	0
Likes & Comment	0

Column Name	Value in %
Date	0%
Caption	9.95%
Platform	0%
Name	0%
Likes	0%
Comment	0%
Likes & Comment	0%

# DATA CLEANSING

## MISSING VALUE HANDLING: FOLLOWER DATASET

Column Name	Value
Date	0
Year	0
Followers	0
Name	0

Column Name	Value in %
Date	0%
Year	0%
Followers	0%
Name	0%

# DATA CLEANSING

## MISSING VALUE HANDLING

To handle missing values, we conduct several steps to ensure the coherences of the data. Our steps are consist of:

- Separate the data, specifically the Agoda data into a new data frame: AgodaPost, AgodaFollower.
- Synchronize the time in the data with GMT +7 .
- Drop the Platform column, and change Likes & Comment into Engangement.
- Rename the column name of Follower data into Agoda Global and AgodaID.
- Change the Date column to contain only date and make new column named Full\_Date which contain date and time.

# DATA CLEANSING

## MISSING VALUE HANDLING

- Separate follower Agoda Global and AgodaID and join it into one data.
- Detect the language of the caption in Post to identify which is from Agoda Global and AgodaID, convert it into table and combine it into current data named Language
- Relocate the column Language after Name, so the the data will be more readable.
- Check the distribution to find if there is NA or unintended value.
- Add String to the Links with "media/size=l to make it accessible
- Make a new column named Years and fill it with year from the date then filter data with only year 2022 data.
- Correcting the data after using cld3 library because of misdetected language
- Fill the NA value and drop the data with no captions because the data is kind of clickbait only.



# FEATURE ENGINEERING

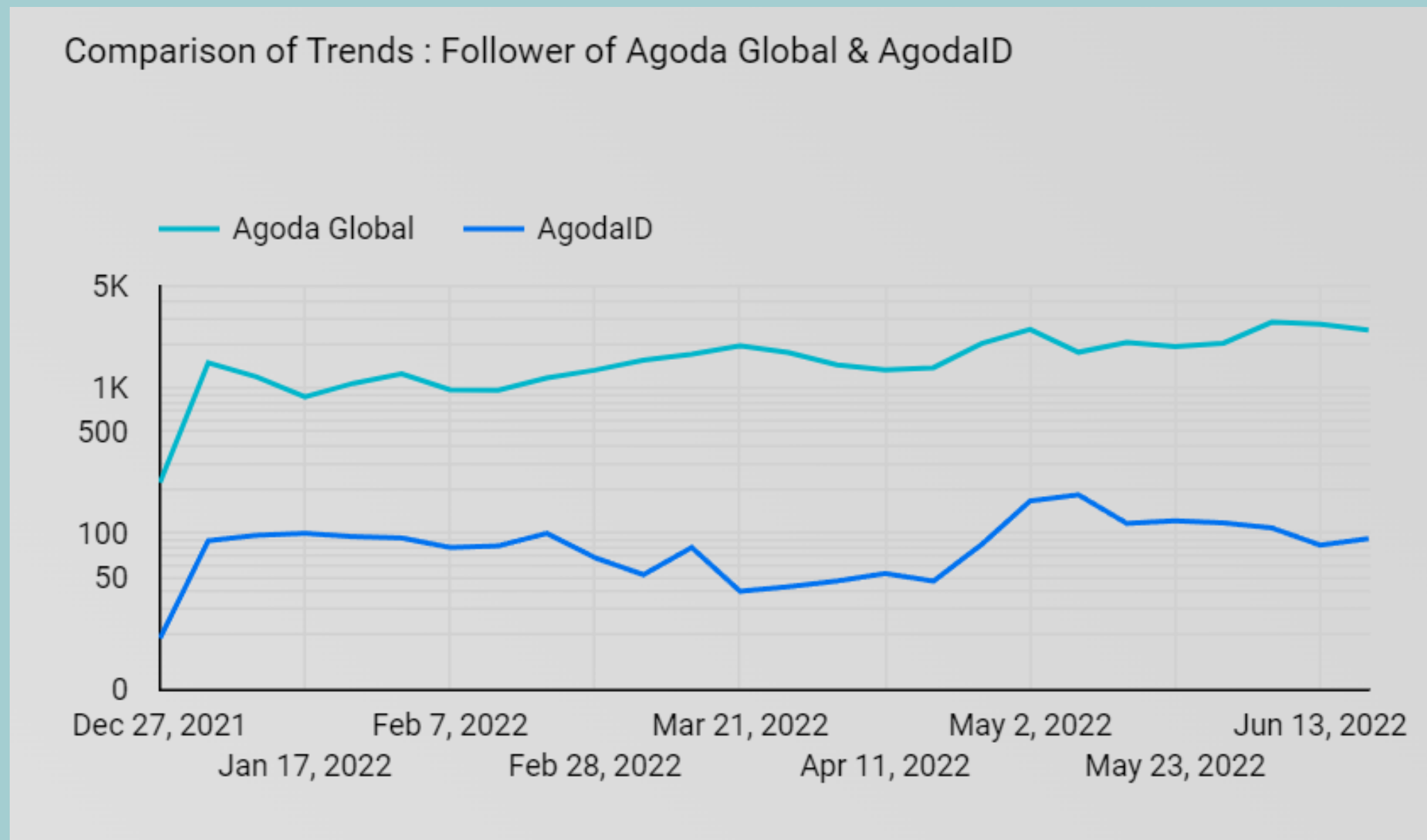
# FEATURE ENGINEERING

Date	Full_Date	Years,	Hours,
Likes & Comment	Engagement		
Name	Language		
Follower	Follower Growth		

# Explanatory Data Analysis Insight

# Explanatory Data Analysis Insight





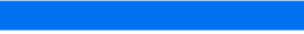
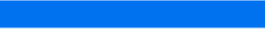




From the chart, we conclude that the follower trends are good for both accounts. The trends are considered uptrends. Although, the Agoda Global seems perform better in this regards.



# Explanatory Data Analysis Insight

These are 10 most engaging post from Agoda Global. Most of the top 10 post are about introducing great destinations with some details to make it attractive.

10 Most Engaging Post from Agoda Global & AgodaID

	Caption	Name	Link	Image	Engagement ▾
1.	Introducing the fantastical Avenue ...	Agoda Global	<a href="https://www.instagram.com/p/CYasKewPDGm/">https://www.instagram.com/p/CYasKewPDGm/</a>	<a href="https://www.instagram.com/p/CY...">https://www.instagram.com/p/CY...</a>	
2.	In #Dubai, you don't have to look fa...	Agoda Global	<a href="https://www.instagram.com/p/CdPvqCwLeCH/">https://www.instagram.com/p/CdPvqCwLeCH/</a>	<a href="https://www.instagram.com/p/Cd...">https://www.instagram.com/p/Cd...</a>	
3.	An epic snapshot of an epic space....	Agoda Global	<a href="https://www.instagram.com/p/CdlYFWCrU53/">https://www.instagram.com/p/CdlYFWCrU53/</a>	<a href="https://www.instagram.com/p/Cdl...">https://www.instagram.com/p/Cdl...</a>	
4.	Now that #Singapore is open for fu...	Agoda Global	<a href="https://www.instagram.com/p/Cdm5C0Lr-h3/">https://www.instagram.com/p/Cdm5C0Lr-h3/</a>	<a href="https://www.instagram.com/p/Cd...">https://www.instagram.com/p/Cd...</a>	
5.	Just let your worries drift away... ..	Agoda Global	<a href="https://www.instagram.com/p/Capb5GOMvhl/">https://www.instagram.com/p/Capb5GOMvhl/</a>	<a href="https://www.instagram.com/p/Ca...">https://www.instagram.com/p/Ca...</a>	
6.	Towering ocean cliffs, quiet forest...	Agoda Global	<a href="https://www.instagram.com/p/Cbt_HadviBp/">https://www.instagram.com/p/Cbt_HadviBp/</a>	<a href="https://www.instagram.com/p/Cbt...">https://www.instagram.com/p/Cbt...</a>	
7.	Introducing the "Pink City": #Jaipur...	Agoda Global	<a href="https://www.instagram.com/p/Ceu6G1ssfaz/">https://www.instagram.com/p/Ceu6G1ssfaz/</a>	<a href="https://www.instagram.com/p/Ce...">https://www.instagram.com/p/Ce...</a>	
8.	Hands up who's ready to hit the ro...	Agoda Global	<a href="https://www.instagram.com/p/CaTsG6zPHes/">https://www.instagram.com/p/CaTsG6zPHes/</a>	<a href="https://www.instagram.com/p/Ca...">https://www.instagram.com/p/Ca...</a>	
9.	Up the mountains and away we go!...	Agoda Global	<a href="https://www.instagram.com/p/CZvp8AgPdEj/">https://www.instagram.com/p/CZvp8AgPdEj/</a>	<a href="https://www.instagram.com/p/CZ...">https://www.instagram.com/p/CZ...</a>	
10.	Mount #Zwegabin in #Myanmar's ...	Agoda Global	<a href="https://www.instagram.com/p/CdVbZgflCot/">https://www.instagram.com/p/CdVbZgflCot/</a>	<a href="https://www.instagram.com/p/Cd...">https://www.instagram.com/p/Cd...</a>	

# Explanatory Data Analysis Insight

Here's the most engaging post in Agoda Global. The photo is aesthetic with attractive captions to explain more about it and adding some interesting facts to make it more alluring to travelers.





# Explanatory Data Analysis Insight

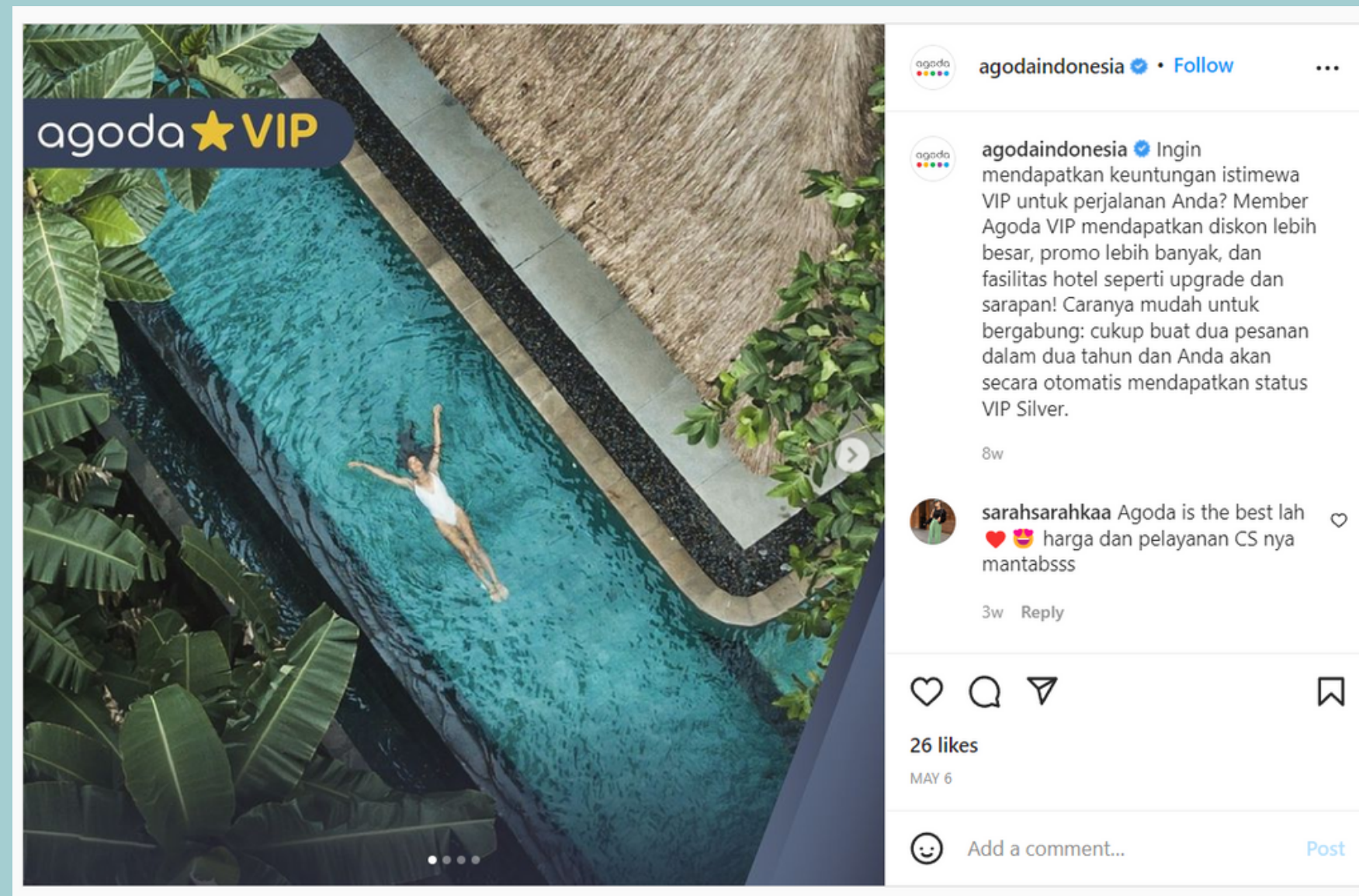
These are 10 most engaging post from AgodaID. In AgodaID, the most engaging post are diverse in terms of content. We could find offering post, promotional post, and introductory post about a destination.

10 Most Engaging Post from Agoda Global & AgodaID					
	Caption	Name	Link	Image	Engagement ▾
1.	Ingin mendapatkan keuntungan ist...	AgodaID	<a href="https://www.instagram.com/p/CdNvVeNrNm0/">https://www.instagram.com/p/CdNvVeNrNm0/</a>	<a href="https://www.instagram.com/p/Cd...">https://www.instagram.com/p/Cd...</a>	<div></div>
2.	Road trip hemat waktu Cuma puny...	AgodaID	<a href="https://www.instagram.com/p/CdKfIlNrvbF/">https://www.instagram.com/p/CdKfIlNrvbF/</a>	<a href="https://www.instagram.com/p/Cd...">https://www.instagram.com/p/Cd...</a>	<div></div>
3.	Penawaran spesial mingguan kami...	AgodaID	<a href="https://www.instagram.com/p/CY2wWA8rJC0/">https://www.instagram.com/p/CY2wWA8rJC0/</a>	<a href="https://www.instagram.com/p/CY...">https://www.instagram.com/p/CY...</a>	<div></div>
4.	Saatnya traveling lagi! Pembatasa...	AgodaID	<a href="https://www.instagram.com/p/CdxwUFCrop4/">https://www.instagram.com/p/CdxwUFCrop4/</a>	<a href="https://www.instagram.com/p/Cdx...">https://www.instagram.com/p/Cdx...</a>	<div></div>
5.	Manado, lebih dari sekadar Bunake...	AgodaID	<a href="https://www.instagram.com/p/CddHUM0Lrat/">https://www.instagram.com/p/CddHUM0Lrat/</a>	<a href="https://www.instagram.com/p/Cd...">https://www.instagram.com/p/Cd...</a>	<div></div>
6.	Mau tahu satu rahasia? Aplikasi A...	AgodaID	<a href="https://www.instagram.com/p/CaY0QMeoNVw/">https://www.instagram.com/p/CaY0QMeoNVw/</a>	<a href="https://www.instagram.com/p/Ca...">https://www.instagram.com/p/Ca...</a>	<div></div>
7.	Di Maros, sekitar satu jam dari kot...	AgodaID	<a href="https://www.instagram.com/p/CZRSaFILfDV/">https://www.instagram.com/p/CZRSaFILfDV/</a>	<a href="https://www.instagram.com/p/CZ...">https://www.instagram.com/p/CZ...</a>	<div></div>
8.	?? Rayakan Tahun Macan dengan ...	AgodaID	<a href="https://www.instagram.com/p/CZLqpTFBLKj/">https://www.instagram.com/p/CZLqpTFBLKj/</a>	<a href="https://www.instagram.com/p/CZ...">https://www.instagram.com/p/CZ...</a>	<div></div>
9.	Staycation yang instagramable Are...	AgodaID	<a href="https://www.instagram.com/p/CdfPHrrLM-7/">https://www.instagram.com/p/CdfPHrrLM-7/</a>	<a href="https://www.instagram.com/p/Cdf...">https://www.instagram.com/p/Cdf...</a>	<div></div>
10.	Dibangun hampir 500 tahun yang l...	AgodaID	<a href="https://www.instagram.com/p/CYsq3ZdOSi6/">https://www.instagram.com/p/CYsq3ZdOSi6/</a>	<a href="https://www.instagram.com/p/CY...">https://www.instagram.com/p/CY...</a>	<div></div>

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# Explanatory Data Analysis Insight

Here's the most engaging post in AgodaID. The photo is aesthetic with captions to promote AgodaVIP. The travelers using AgodaID will get bigger discount, and upgrade options when booking through AgodaID.





# Explanatory Data Analysis Insight

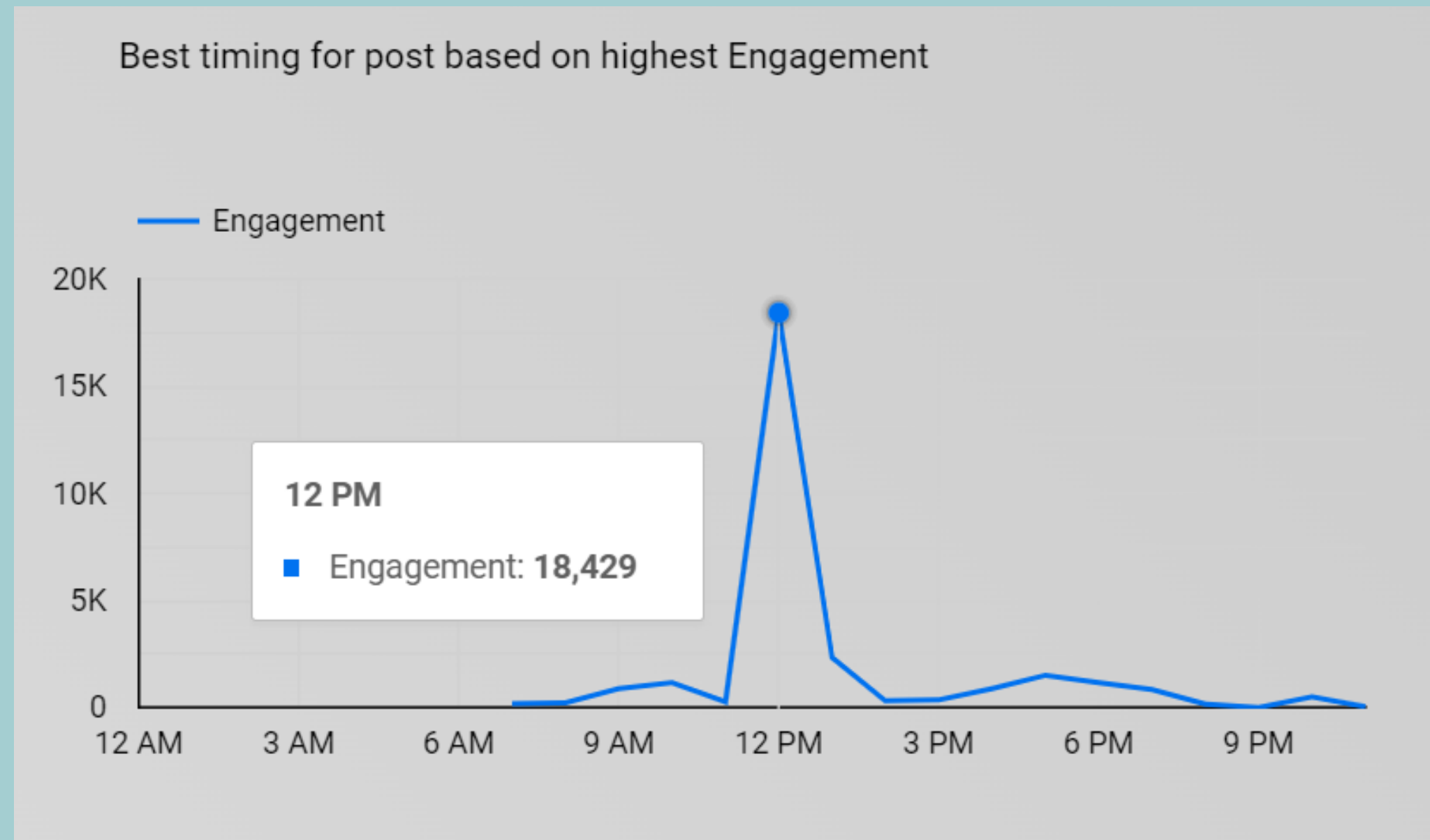
from the chart and the itop engaging post in both accounts, we could conclude that:

- Agoda Global most engaging post is about introduction to a destination and its unique facts.
- AgodaID most engaging posts is about promotion and discounts.

This will show the target market for both accounts and will be useful to optimize the next campaign.

# Explanatory Data Analysis Insight

Best timing to posting in both accounts are same. 12PM is the best time for posting, because the engagement are highest at that time. The total engagement of 18K is from both accounts.



# Conclusion & Recommendations

## Conclusion

- Agoda Global performs better than AgodaID.
- Best timing to posting is 12PM for both.
- The most engaging post for both accounts are having different style and target market.
  - Agoda Global most engaging post is destination promotional post.
  - AgodaID most engaging post is about discounts and upgrade option.

## Recommendation

- Agoda Global could target travelers with interest to unique destinations with unique facts and history.
- AgodaID could target travelers with interest to discounts and other benefits such as upgrade option.

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**Thank you!**

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