Uber VS Sharenow

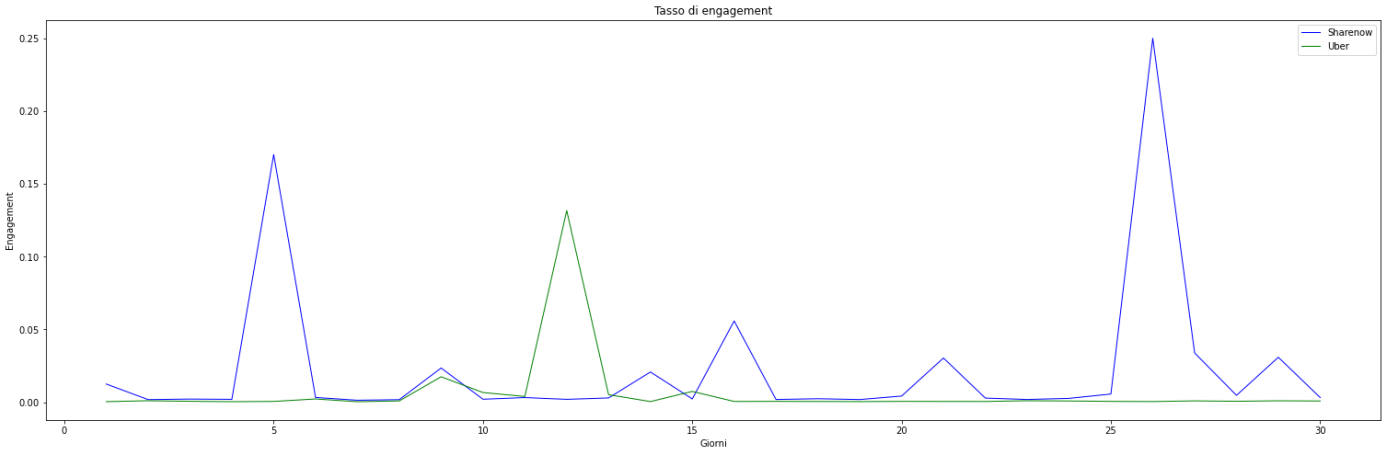
In [1]:
```
import matplotlib.pyplot as plt
import matplotlib as mpl
from matplotlib.gridspec import GridSpec
import pandas as pd

sharenow = pd.read_excel("sharenow.xlsx", header=5)
uber = pd.read_excel("uber.xlsx", header=5)
plt.rcParams["figure.figsize"] = (26,8)
plt.rcParams['savefig.dpi'] = 120
```

Tasso di engagement

In [2]:
```
x = range(1, 31)
y_sh = sharenow["Tasso di engagement"]
y_ub = uber["Tasso di engagement"]
fig, ax1 = plt.subplots()

ax1.set_title("Tasso di engagement")
ax1.set_xlabel("Giorni")
ax1.set_ylabel("Engagement")
ax1.tick_params(axis="both")
ax1.plot(x, y_sh, color='b', label='Sharenow', linewidth=1)
ax1.plot(x, y_ub, color='g', label='Uber', linewidth=1)
ax1.legend()
plt.show()
```



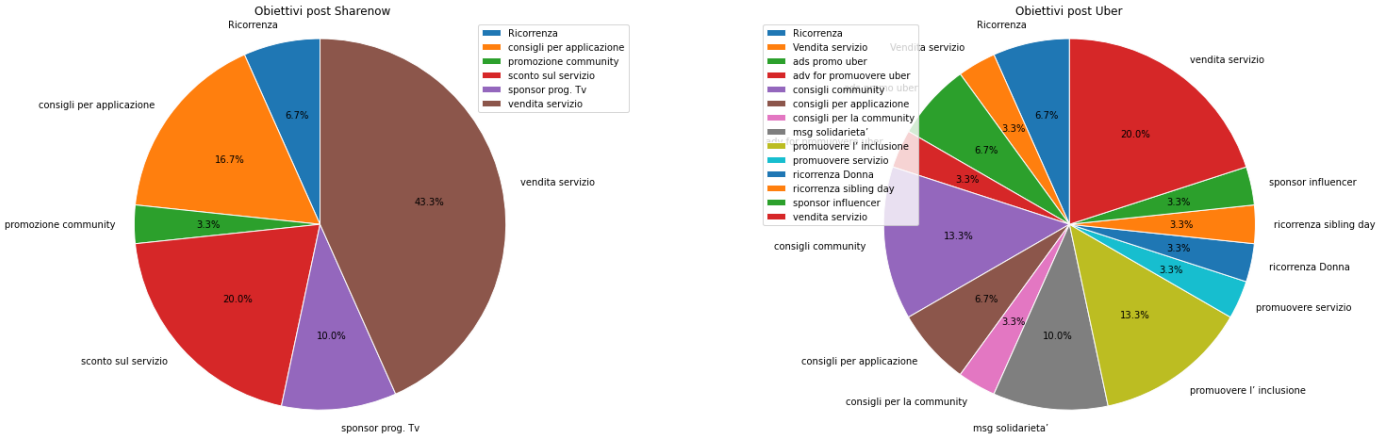
Obiettivi dei post

In [3]:
```
sharenow_purpose = sharenow.groupby("Obiettivo Post (ricorrenza, real time, vendita prod
labels_sh = list(*sharenow_purpose.axes)
labels_sh[3] = "sconto sul servizio"
sizes_sh = list(sharenow_purpose)
uber_purpose = uber.groupby("Obiettivo Post (ricorrenza, real time, vendita prodotto, ec
labels_ub = list(*uber_purpose.axes)
sizes_ub = list(uber_purpose)
fig1, axs = plt.subplots(1, 2)
axs[0].set_title("Obiettivi post Sharenow")
axs[0].pie(sizes_sh, labels=labels_sh, autopct='%1.1f%%', startangle=90, wedgeprops={'li
axs[0].axis('equal')

axs[1].set_title("Obiettivi post Uber")
axs[1].pie(sizes_ub, labels=labels_ub, autopct='%1.1f%%', startangle=90, wedgeprops={'li
```

```
axs[1].axis('equal')
axs[0].legend()
axs[1].legend()
```

Out[3]: <matplotlib.legend.Legend at 0x268709de430>



In [ ]: