# Analysis of user activity
# Yandex.Zen

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Yandex Practicum

# Table of content

# Goal

Explore how users interact with Yandex.Zen cards:

- Quantitative analysis of user visits
- Analysis of topics by the number of user visits
- Correlation between card topics and source topics

card topic

source
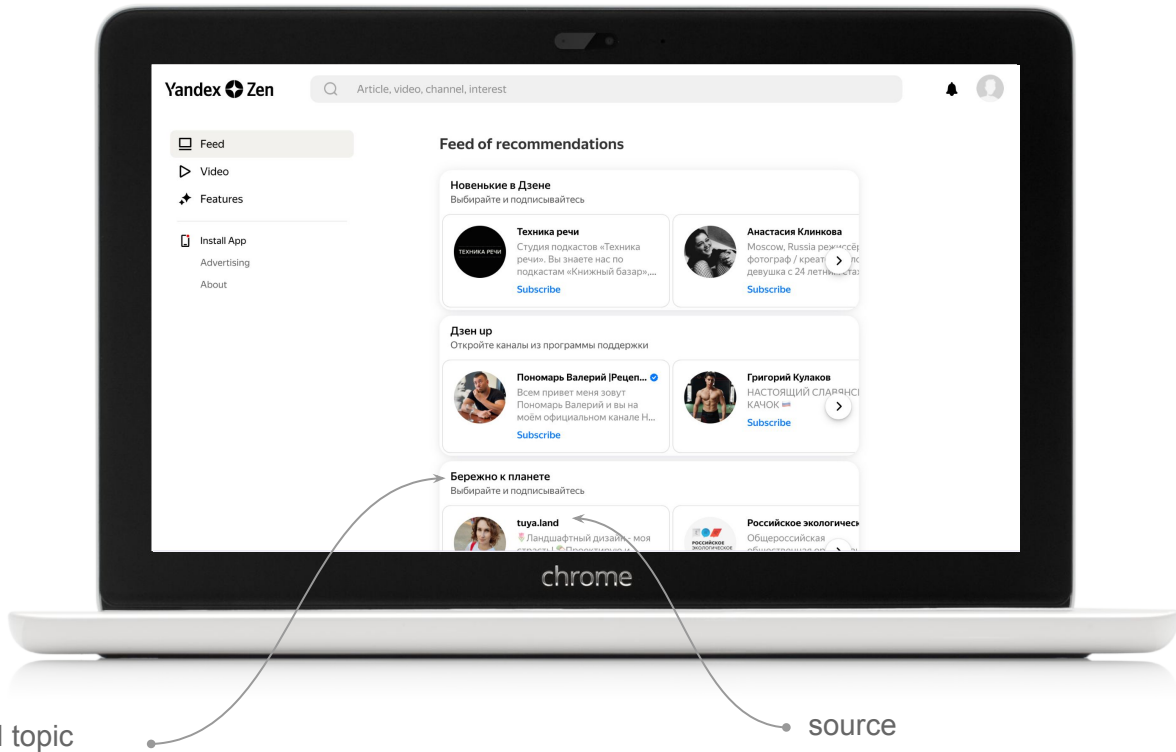
# Research results

Based on the [Dashboard](#) data, it was possible to answer the questions of content managers:

1. **Card themes**. At the peak of activity of Yandex.Zen users, up to 25,000 users are recorded in the system. user interactions with cards; the most popular card themes are "Science", "Relationships" and "Interesting Facts".

2. **Sources** with topics: "Family Relations", "Russia" and "Useful Tips" generate the largest number of user visits - these topics occupy 10% of the content each (in total, these topics represent 30% of the content on user visits).

3. Based on the matrix of the **ratio of themes of the cards and themes of the sources**, the content Stories-Travel is the leader, the following combinations are also popular: Science-Cinema, Russia-Society, Collections-Helpful Tips and Useful Tips-Relationships\Travel.

# Dashboard
## Overview

For the purposes of the analysis, a Dashboard was compiled and published with the following parameters:

➔ User Orientation: Content Analyst Managers;
➔ Dashboard composition:
   ◆ History of events on the topics of cards;
   ◆ Grouping of events by topics of sources;
   ◆ Correspondence table of the topics of the sources to the topics of the cards;
   ◆ The data is grouped by: date and time, topics of cards and sources, as well as age groups of users.
➔ Sources are raw data about user interaction events with cards.
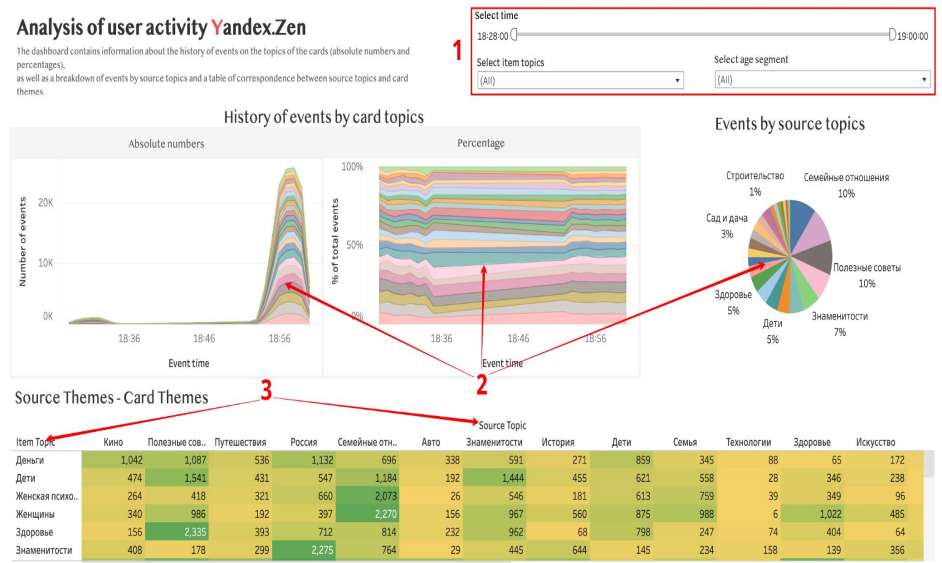


Area 1: 3 filters affecting all dashboard data.
Area 2: clickable graphs to view the data in detail.
Area 3: Sorting by regions is available in the table.

# Dashboard

## History of events by card topics

The graph of the absolute values of the number of events on the topics of the cards, as well as on the timeline, showed:
- there is a spike in user activity starting from 6:53 pm to 7:01 pm
- The total number of user visits at the peak reaches 25K
- Topics in terms of the number of visits include: "Science", "Relationships" and "Interesting Facts".

Absolute numbers
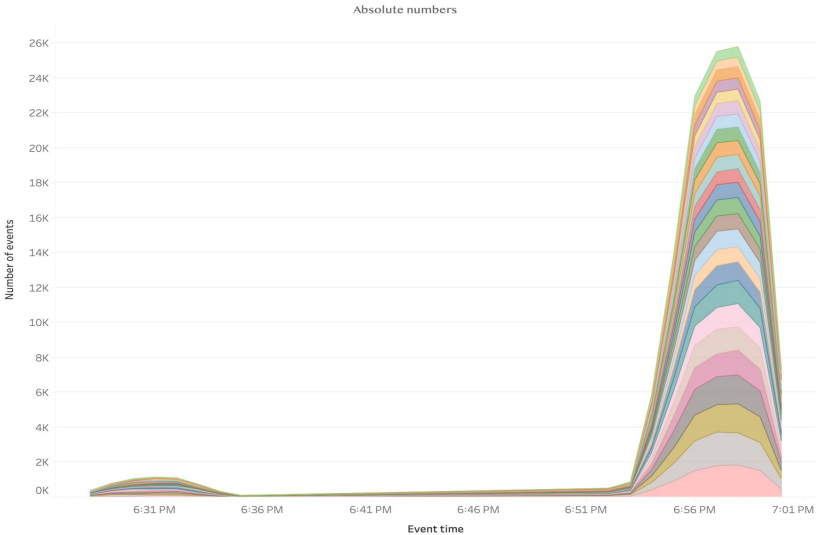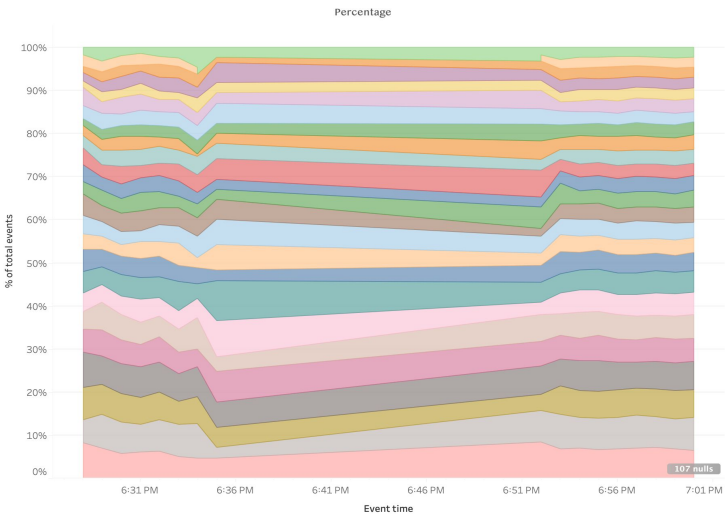
A similar graph, but with relative values, helped to identify a topic with almost stable user interest (less prone to bursts than others): "Science". In addition, even at peak views, none of the topics exceeds 10% of all content.

Percentage

# Dashboard

## Events by source topic



Строительство
1%

Сделай сам
2%

Сад и дача
3%

Одежда
3%

Здоровье
5%

История
5%

Дети
5%

Кино
5%

Знаменитости
7%

Путешествия
8%

Полезные советы
10%

Россия
10%

Семейные отношения
10%
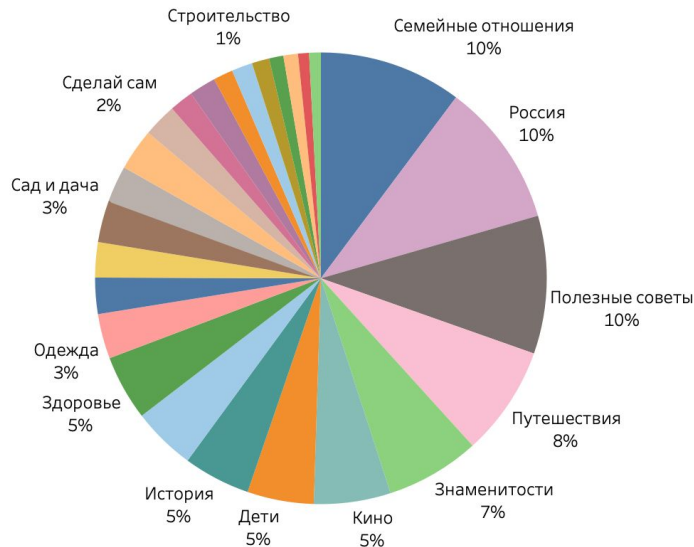
The graph of the breakdown of user visits by source topics made it possible to determine:

● The top three in popularity: Family Relations, Russia and Useful Tips - these topics occupy 10% of the content each (in total, these topics represent 30% of the content on user visits).

● Next in popularity are sources with topics: Travel, Celebrities and Movies.

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# Dashboard

## Correlation between card topics and source topics

The matrix of the ratio of card topics and source topics with the display of their popularity (absolute number of user visits) showed:

- The most popular source seems to be Family Relations - according to it, almost all the topics of the cards are evenly popular, the leaders being Society and Women.
- The absolute leader in popularity can be called the card Stories from the Journey source - this combination has come out ahead compared to the others.
- In addition, based on the leaders already identified, we will also highlight the leaders in content: Science Films, Russian Society, Collections of Useful Tips and Useful Tips on Relationships and Travel.

Source Topic

| Item Topic | Кино | Полезные советы | Путешествия | Россия | Семейные отношения | Авто | Знаменитости | История | Дети | Семья | Технологии | Здоровье |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Деньги | 1 042 | 1 087 | 536 | 1 132 | 696 | 338 | 591 | 271 | 859 | 345 | 88 | 65 |
| Дети | 474 | 1 541 | 431 | 547 | 1 184 | 192 | 1 444 | 455 | 621 | 558 | 28 | 346 |
| Женская психо.. | 264 | 418 | 321 | 660 | 2 073 | 26 | 546 | 181 | 613 | 759 | 39 | 349 |
| Женщины | 340 | 986 | 192 | 397 | 2 270 | 156 | 967 | 560 | 875 | 988 | 6 | 1 022 |
| Здоровье | 156 | 2 335 | 393 | 712 | 814 | 232 | 962 | 68 | 798 | 247 | 74 | 404 |
| Знаменитости | 408 | 178 | 299 | 2 275 | 764 | 29 | 445 | 644 | 145 | 234 | 158 | 139 |
| Интересные фа.. | 1 033 | 2 023 | 1 448 | 2 567 | 1 323 | 1 254 | 720 | 1 273 | 327 | 611 | 219 | 2 090 |
| Искусство | 1 254 | 331 | 664 | 632 | 754 | 145 | 1 083 | 596 | 639 | 404 | 58 | 70 |
| История | 1 091 | 859 | 2 643 | 1 491 | 1 344 | 522 | 921 | 636 | 1 047 | 696 | 286 | 771 |
| Красота | 472 | 1 227 | 781 | 269 | 748 | 29 | 1 313 | 177 | 703 | 274 | 39 | 736 |
| Культура | 1 543 | 231 | 430 | 1 474 | 892 | 103 | 1 508 | 636 | 578 | 482 | 46 | 41 |
| Наука | 3 279 | 1 865 | 1 823 | 1 782 | 1 711 | 1 606 | 1 554 | 1 102 | 930 | 809 | 749 | 629 |
| Общество | 578 | 1 313 | 891 | 3 471 | 2 727 | 379 | 829 | 1 116 | 1 007 | 1 416 | 118 | 1 181 |
| Отношения | 672 | 2 716 | 1 269 | 2 278 | 1 030 | 478 | 2 040 | 679 | 242 | 194 | 119 | 1 173 |
| Подборки | 1 403 | 2 795 | 1 491 | 877 | 1 386 | 551 | 1 353 | 597 | 319 | 424 | 440 | 396 |
| Полезные сове.. | 143 | 1 413 | 2 088 | 403 | 1 781 | 749 | 271 | 437 | 707 | 811 | 294 | 1 346 |
| Психология | 219 | 862 | 261 | 936 | 855 | 19 | 582 | 286 | 1 233 | 656 | 23 | 583 |
| Путешествия | 289 | 888 | 641 | 588 | 709 | 343 | 509 | 1 018 | 509 | 306 | 44 | 187 |
| Рассказы | 357 | 358 | 4 587 | 421 | 875 | 78 | 615 | 568 | 286 | 539 | 1 | 248 |
| Россия | 919 | 730 | 1 079 | 2 847 | 1 962 | 1 885 | 1 579 | 1 104 | 493 | 608 | 316 | 282 |
| Семья | 486 | 1 293 | 340 | 519 | 1 489 | 50 | 689 | 266 | 361 | 1 131 | 34 | 275 |
| Скандалы | 707 | 54 | 284 | 1 560 | 952 | 14 | 1 992 | 410 | 844 | 386 | 273 | 43 |
| Туризм | 252 | 721 | 483 | 867 | 1 580 | 161 | 269 | 618 | 406 | 283 | 38 | 311 |
| Шоу | 2 201 | 38 | 113 | 505 | 1 503 | 4 | 829 | 215 | 297 | 151 |  | 20 |
| Юмор | 502 | 1 150 | 636 | 621 | 1 887 | 224 | 334 | 715 | 404 | 584 | 11 | 124 |

# Resume

The study of user interaction with Yandex.Zen cards and the built Dashboard made it possible to answer the questions of content managers, based on current data.

In the future, when setting up the Dashboard to update from the database and constantly updating it, content managers will be able to regularly analyze content in terms of its popularity.