

Data Description:

Performance data of 4 Facebook pages is provided for analysis. The data pertains to the period ranging from 1 June 2021 to 31 July 2021. There are a total of 12 columns in the sheet in the order: Post Creation Date, Page ID, Post ID, Post creation time, Video length (s), Post reach, Post reactions, Post comments, Post shares, Video views, Completed video views, Avg. video view time (s).

Applicants are required to use Excel for data analysis. Please share the Python code used (if, any) and final output in excel/pdf format.

Questions:

1. Prepare a week-on-week performance summary of the Facebook pages mentioned in the sample data.
2. Identify the post with the highest cumulative watch time for each page for the data set of 61 days. Show results in the form of a table with the following fields - post ID, date of publishing, time of publishing, video length, total watch time.
3. In the second week of June 2021, which Facebook page has the highest average shares per post?
4. Prepare a chart to trace the daily performance of each page in the sample data split across video and non-video posts.
5. Derive at least two qualitative insights from the sample data that can help the team to improve the performance of the Facebook pages.

(Hints are given on the **next page**)

Hints

1. Fill the null values in Post creation date, Page ID by repeating the values as shown below.

[illegible][illegible]

2. Fill null values in video length with 0

3. Make a separate column for the week number and VideoPost(Y/N)

