

# Social Media Analysis Report

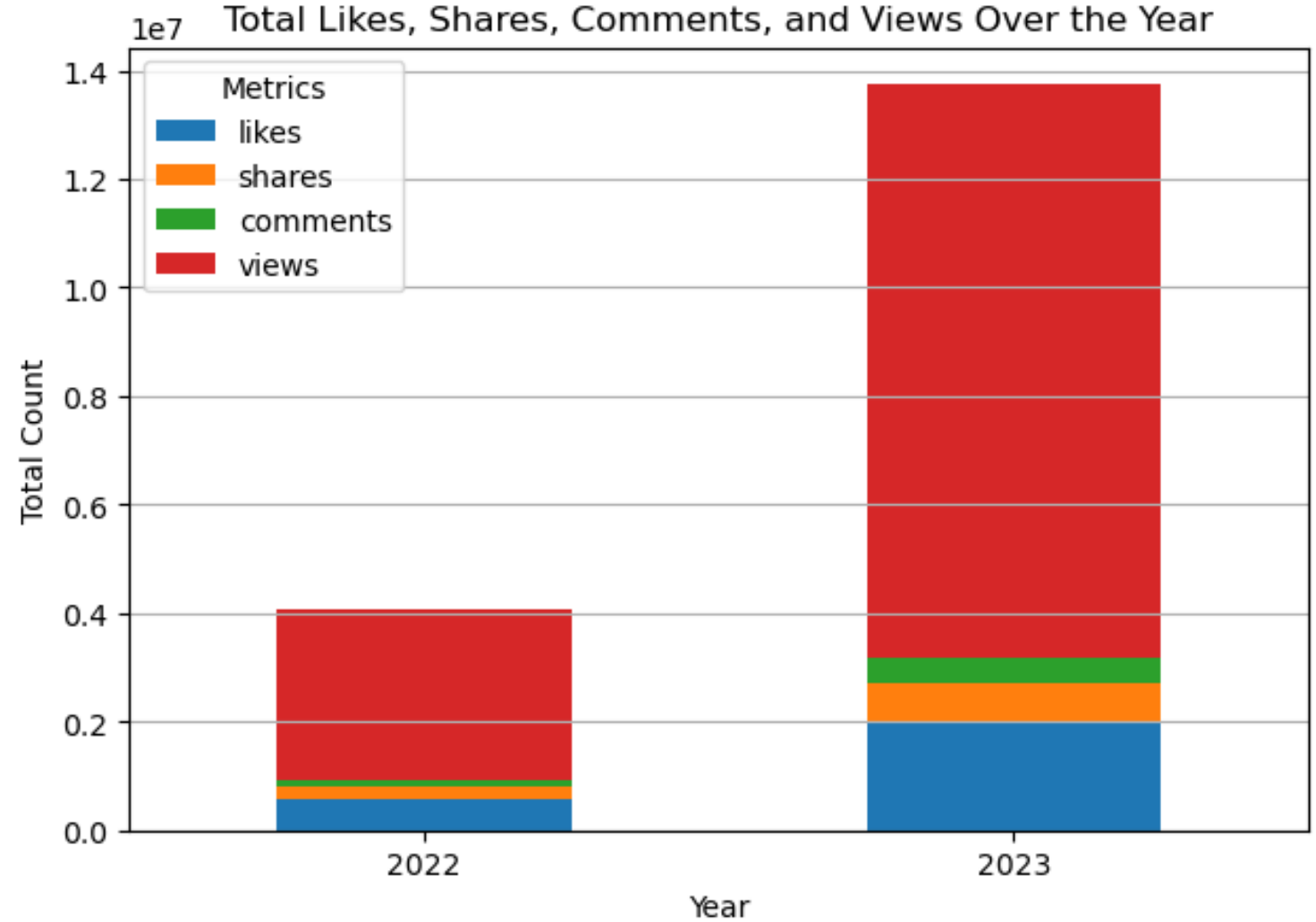
A K M Golam Kausar



1. Number of likes, shares, comments,  
and views over the year

Reactions	Number
Likes	2538158.0
Shares	979174.0
Comments	600360.0
Views	13696703.0

# Total Likes, Shares, Comments and Views over the Year

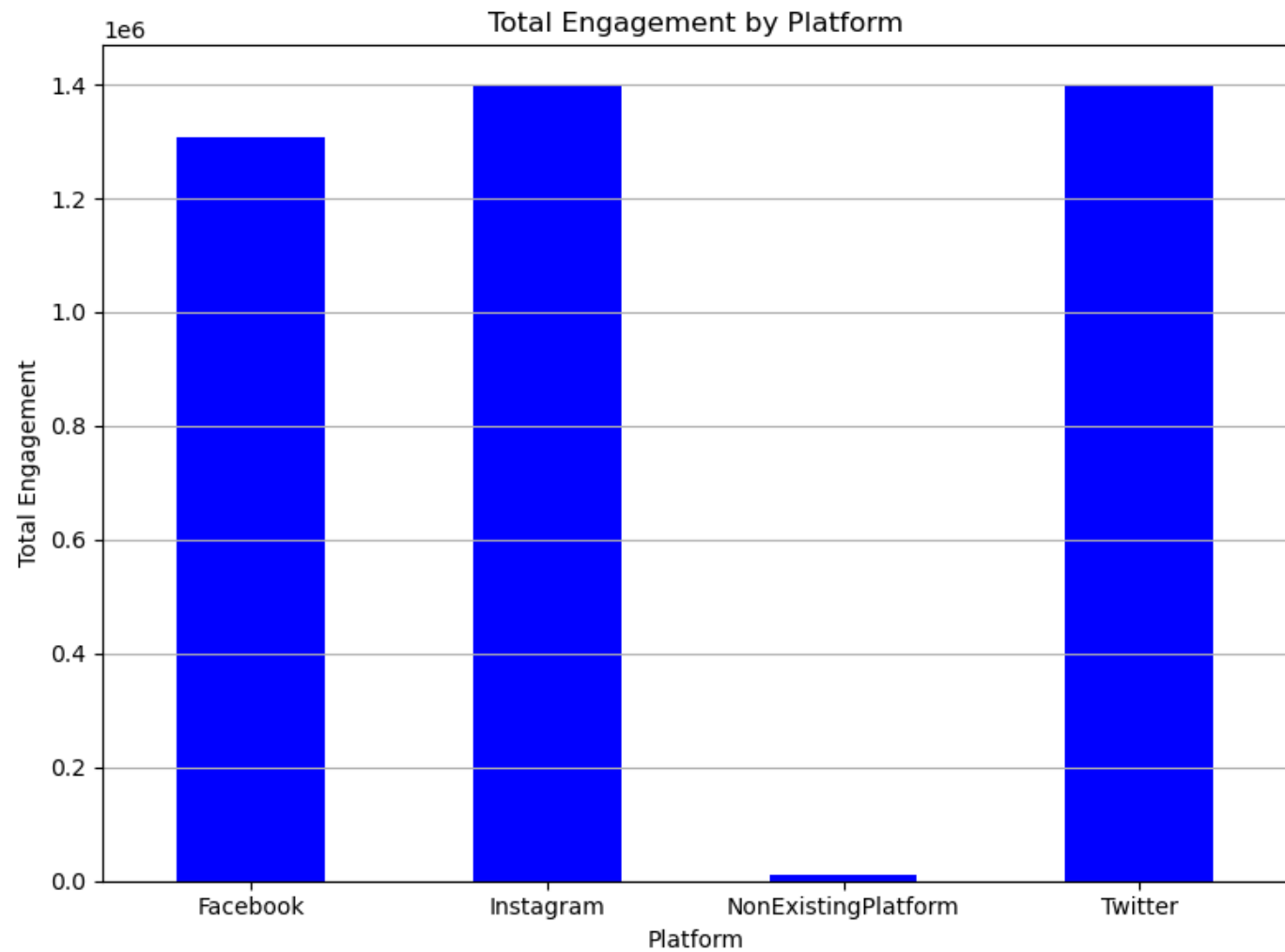


## 2. Engagement by platform

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Platform	Engagement
Facebook	1308096.0
Instagram	1398932.0
NonExistingPlatform	11709.0
Twitter	1398955.0

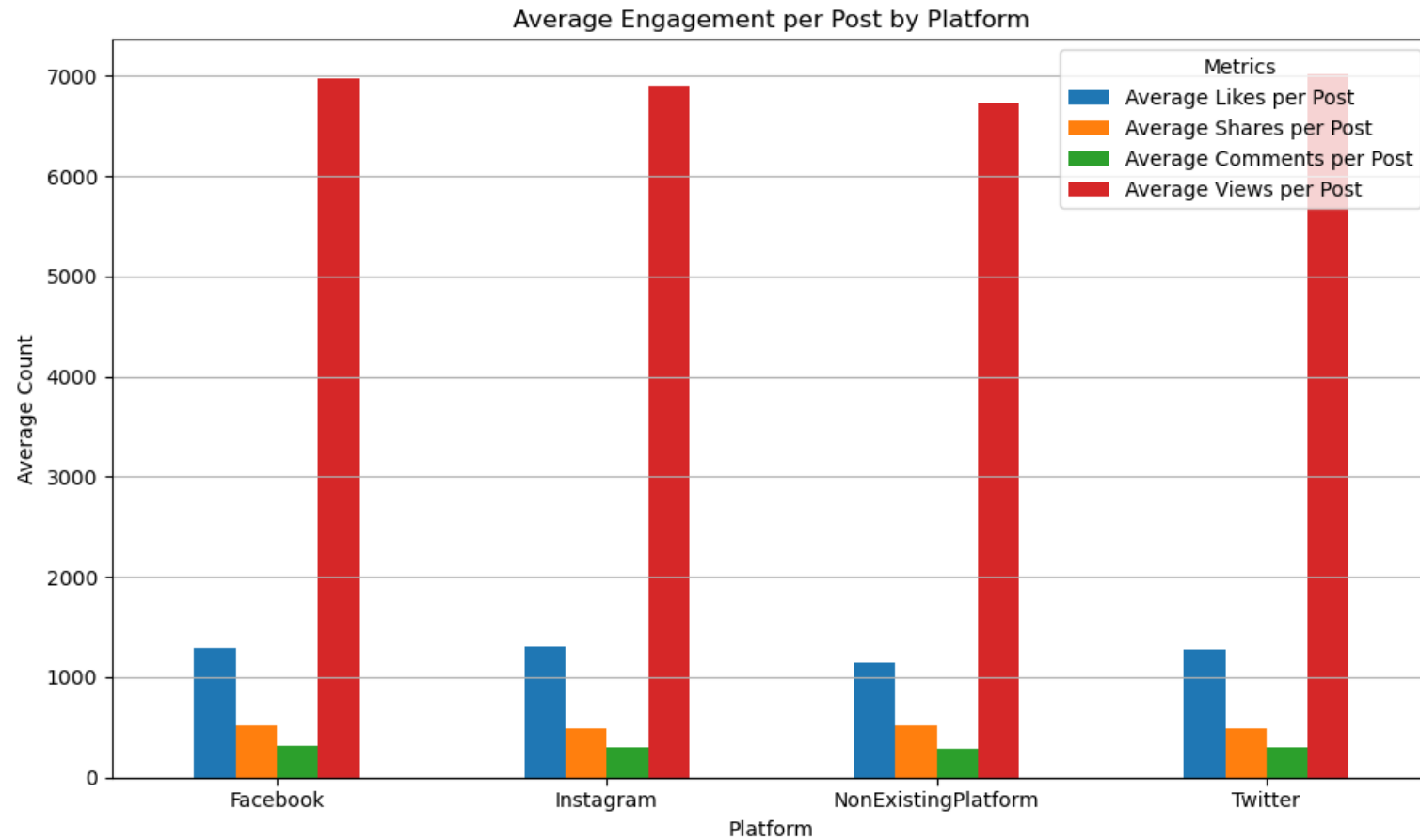
2. Twitter  
has highest  
engagement  
of  
1398955.0



### 3. Average metrics per post

Platform	Likes	Shares	Comments	Views
Facebook	1288.655897	513.915994	310.668821	6974.108239
Instagram	1309.932229	497.066265	299.826807	6905.180723
NonExistingPlatform	1150.166667	515.833333	285.500000	6729.166667
Twitter	1274.017699	483.647493	305.690265	7012.264012

### 3. Average Engagement per Post by Platform



## 4. Total number of each type of post on each platform

Platform	Number		
	Image	Text	Video
Facebook	216	201	202
Instagram	263	198	203
NonExistingPlatform	1	3	2
Twitter	248	214	216

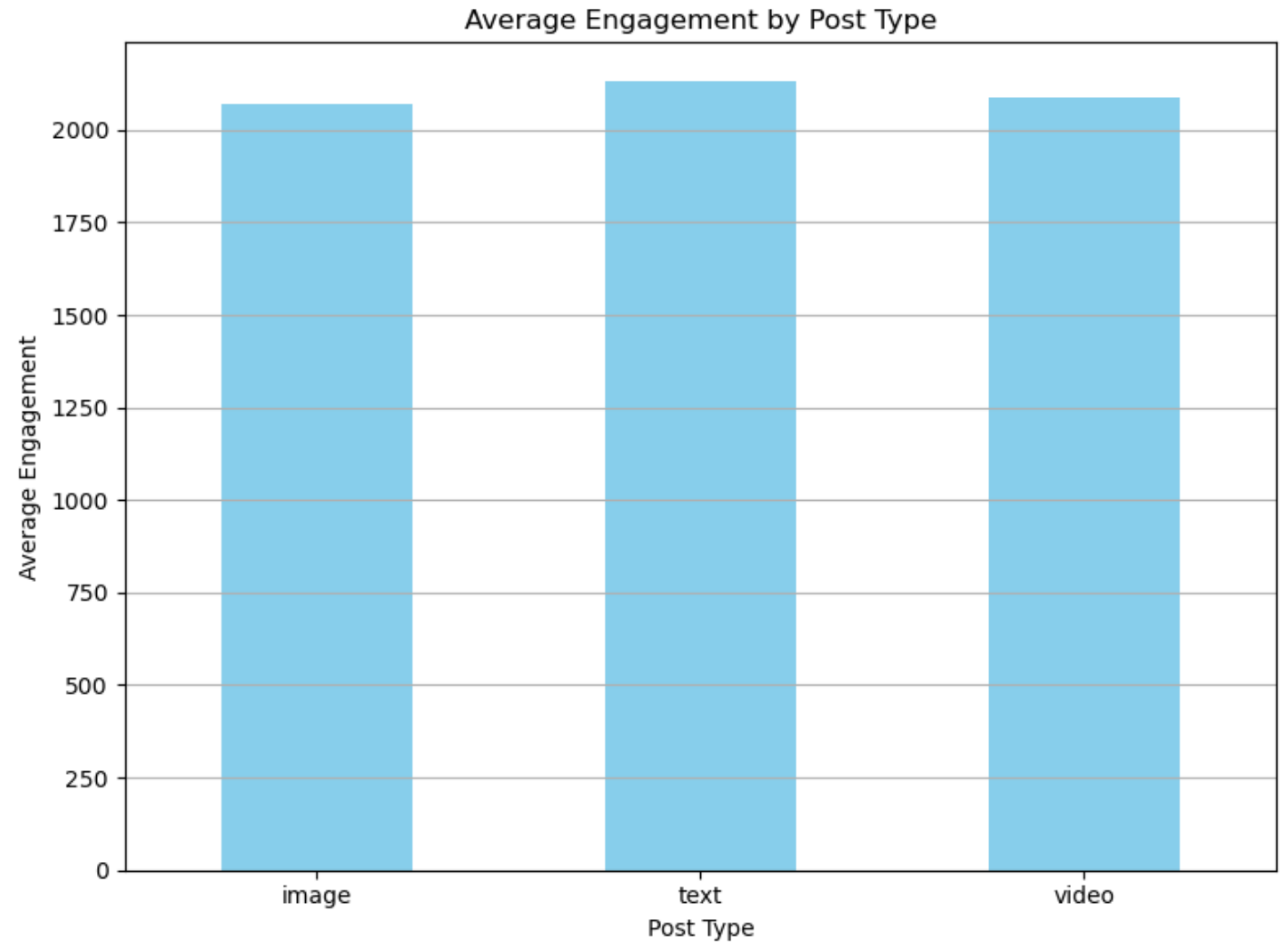


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5.

Post type with the highest  
average engagement: text

Highest average  
engagement:  
2129.711038961039



## 6. Total engagement in each quarter

Quarter	Likes	Shares	Comments
1	623306.0	244470.0	154764.0
2	624352.0	227480.0	142500.0
3	602749.0	230716.0	139252.0
4	687751.0	276508.0	163844.0

## 6. Total engagement in each quarter

