# INDIVIDUAL ASSIGNMENT 2

BT2102 Data Management and Visualisation · Semester 2 · AY2017/18

## OVERVIEW

This assignment provides a scenario where the status and effectiveness of various social media channels needs to managed for a particular company, *Sid's Cookies Ltd*. In order to do so, the company requires a dashboard to help it monitor and maintain its social media in the Asia/Pacific region across Facebook (FB), Twitter (TW) and Instagram (IG). With the given data, you will practice developing a dashboard (in Tableau) for the company's social media.

## REQUIREMENTS

For the scenario provided below, create:

1. One (or more) dashboard(s) for the company that addresses its social media concerns, in Tableau. Export your visualisation worksheets and dashboard into a single *.twbx file.
2. Create an accompanying document (pdf) that characterises/describes the dashboard itself, highlighting the critical choices you made in dashboard design to achieve your objectives.

Package these requirements into a single submission file (*.zip), with your student number as the filename, and upload your file to the Submission folder in IVLE. The deadline for the submission is the night of **Tuesday 8 May 2018.**

## QUESTION 1: MONITORING MARKETING ON SOCIAL MEDIA

*Sid's Cookies Ltd* creates custom baked goods (cookies, tarts, etc) for small, catered events (seminars, talks, parties, etc). In promoting their company, Sid's aggressively uses social media to engage with existing and potential clients, and individuals who have experienced their baked goodness. Specifically, the company is building its reputation and awareness of its business through FB, TW and IG.

Their Marketing Manager (responsible for the content and engagement on social media) wants to develop a dashboard that visually displays useful and insightful information about Sid's social media activities. The purpose of this dashboard is to allow her to better craft social media content, figure out when and where to post it, learn more about the potential customers the business is cultivating on social media, and justify that the effort on social media is worth the effort.

To help develop these dashboards, the company has executed queries on their social media platforms to extract the following data from Dec 2014 to March 2015:

***Brand Posts.xls*** - contains data on the posts made by Sid's social media accounts (these are called brand posts). Brand posts are usually *consumed* by users (meaning users are clicking on links, viewing photos, watching videos or click on these posts in some other way). On top of this, users may also *engage* with these posts (click, like, comment, share or some other deeper form of interaction).

The file contains:

*Type* - type of content posted: link, photo, post, status, video
*Channel* - which social media platform
*Post* - the actual post (removed and masked with a unique number)
*Time* - the date/time of the post

*Consumptions* - a broad indication of the number of users who consumed the post, comprising several things (including clicks, favourites, link clicks and photo views, among other things)
*Engagements* - another indication of users who engaged with this post, comprising several things (like shares, likes, comments/replies, etc)

*Clicks* - the number of people who clicked on the post in some way
*Comments / Replies* - the number of people who interacted with the post by commenting
*Favourites* - the number of times a post was favourited
*Link Clicks (FB)* - the number of times a link in the post was clicked in FB
*Photo Clicks (FB)* - the number of times a photo was clicked in FB
*Video Clicks (FB)* - the number of times videos were clicked in FB
*Shares/Retweets* - the number of users who shared or retweeted the post

*Region* - the geographic location of users affected

***User Posts.xls*** - contains details on users posts on Sid's social media platforms (FB and TW). Details include:

Name - the user names of specific users (anonymous)
Region - what region they are from
Klout Score - a measure of a user's influence (on a small of 1-100)
Followers - the number of followers they have
Update - the post they created (content replaced by an anonymised number)
Type - was it a liEnk, photo, status update, etc
Channel - what platform was this update on
No of Users / No of User Posts / User Posts - columns intended to make aggregation easier.

***Facebook.xlsx*** - contains data on the Facebook users engaged by company's posts. The actual post, date or type of engagement is **not** provided, however. Only audience information is provided in this file:

Gender: The gender of audience engaged
Age: The age group of engaged users

Region: Where the users are located
Engaged Users: The number of user engaged by a particular post

***Fans.xlsx*** - contains data on the change in the number of fans on a daily basis for a particular region and particular platform / channel.

Channel: The platform being used
Date: The date, from Dec 2014 to March 2015
New fans: The number of new fans added / subtracted on that day
Region: Where those fans are from
Fans: On the initial date 2 Dec 2014, this contains the starting number of fans per region and platform. In subsequent rows, this column contain the same details as in the new fans column.

**Useful Social Media Marketing Questions**

The Marketing Manager at Sid's has some information requirements from the dashboard:

1. What are the total number of fans, brand posts, user posts, engagements, consumptions (across all platforms)?
2. For each channel (FB/TW/IG), what are the number of regions, fans, posts, engagements and consumptions?
3. Who are our fans (gender, age, geography, platform)? How are the number of fans changing?
4. What types of content are being used in general, and more specifically in each market and each platform? How are the engagements and consumption across different content types?
5. At what time of the day are posts most engaging across each platform?
6. How many users are posting content related to us? What are their followings like? What content are they posting and where?

**Your dashboard should capture these details, but you can also include additional details you think are useful and position them in any way you think is useful.**

*Note: You do not need to access the data via a database. Simply connect the data to Tableau using the XLSX files.*