

Social Media Presence Score

1) Reading the xlsx scrapped files and storing them into a dataframe for each week.

2)Appending all the data to a single dataframe.

3)Creating dataframes for each social platform to perform analysis.

- A) YouTube**
- B) Facebook**
- C) Twitter**
- D) Instagram**

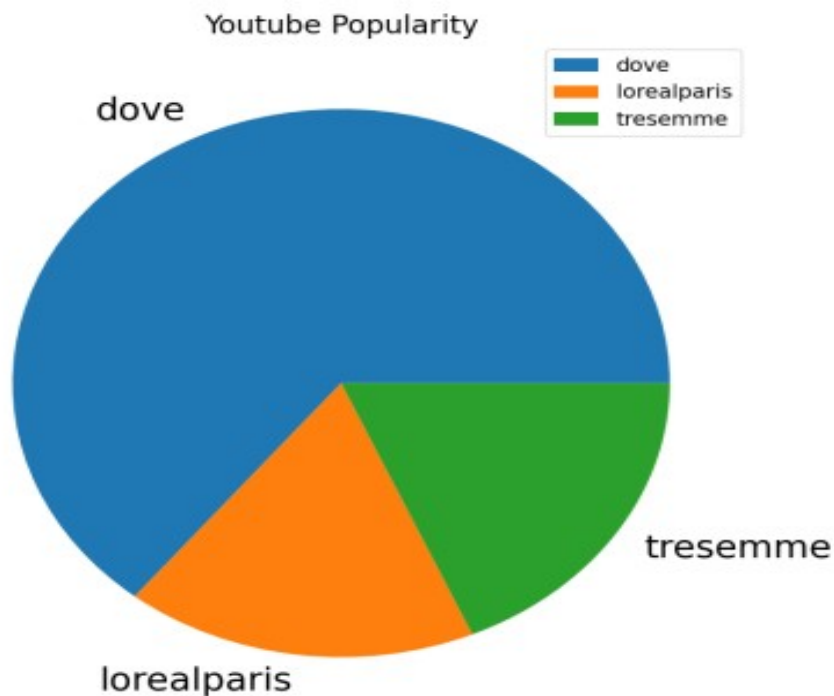
A) YouTube:

For computing youtube popularity scores use “dislike, likes, views” .

- i. Calculate sum of dislike, likes and views based on brand
- ii. Use this Equation to get total brand value
total = sum of views + sum of likes – sum of dislike
- iii. Use this Equation to calculate popularity percentage
popularity percentage = (total / sum of total of each brand)*100

brand	dislike	likes	views	total	popularity percentage	Channel
dove	8367.0	11017	2822563337	2.822566e+09	64.190617	youtube
lorealparis	56843.0	418639	762399851	7.627616e+08	17.346677	youtube
tresemme	67918.0	114237	811788965	8.118353e+08	18.462707	Youtube

Pie chart for Youtube based on popularity percentage



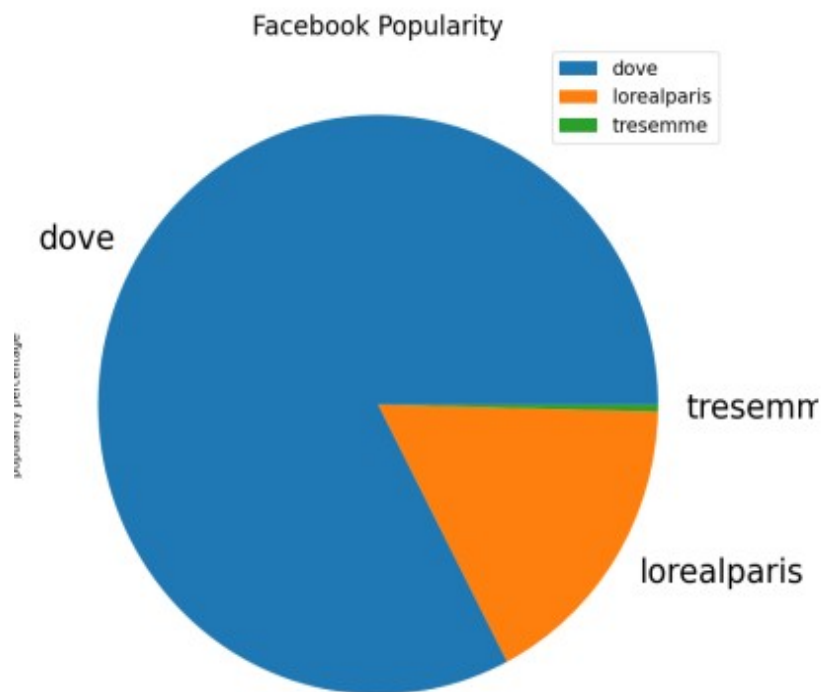
B) Facebook:

For computing facebook popularity scores use “likes, shareCount” .

- i. Calculate sum of likes and shareCount based on brand
- ii. Use this Equation to get total brand value
total = sum of likes + sum of shareCount
- iii. Use this Equation to calculate popularity percentage
popularity percentage = (total / sum of total of each brand)*100

brand	likes	shareCount	total	popularity percentage	Channel
dove	2925629	22653.0	2948282.0	82.62	Facebook
lorealparis	599303	7250.0	606553.0	17.00	Facebook
tresemme	12349	1140.0	13489.0	0.38	Facebook

Pie chart for Facebook based on popularity percentage



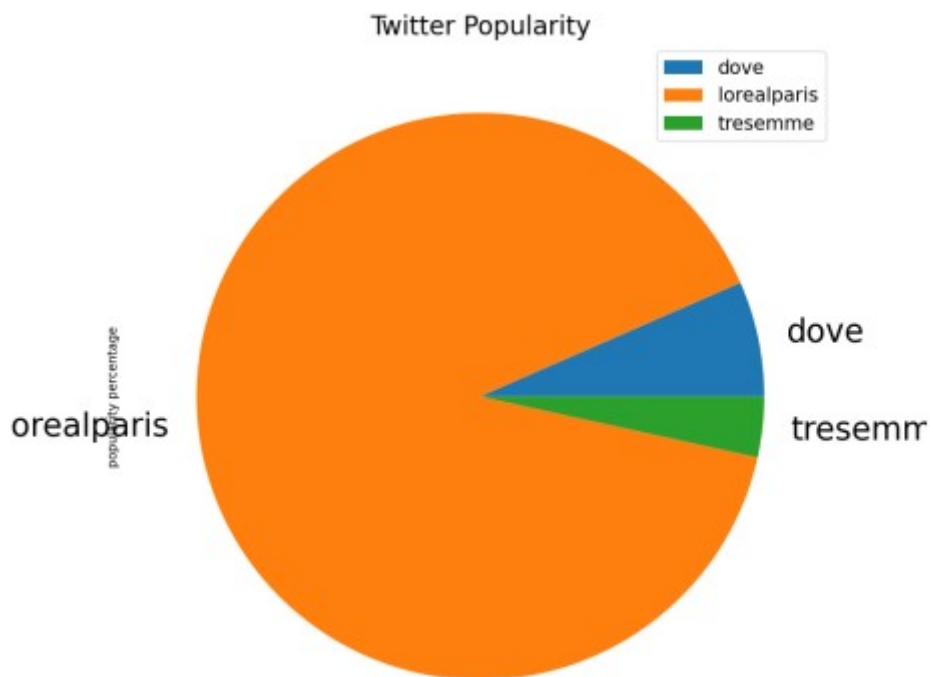
C) Twitter:

For computing facebook popularity scores use “likes, retweet” .

- i. Calculate sum of likes and retweet based on brand
- ii. Use this Equation to get total brand value
total = sum of likes + sum of retweet
- iii. Use this Equation to calculate popularity percentage
popularity percentage = (total / sum of total of each brand)*100

brand	likes	retweet	total	popularity percentage	Channel
dove	39412	21286.0	39412	6.57	Twitter
lorealparis	556043	275602.0	831645.0	89.98	Twitter
tresemme	25256	31904.0	31904.0	3.45	Twitter

Pie chart for Twitter based on popularity percentage



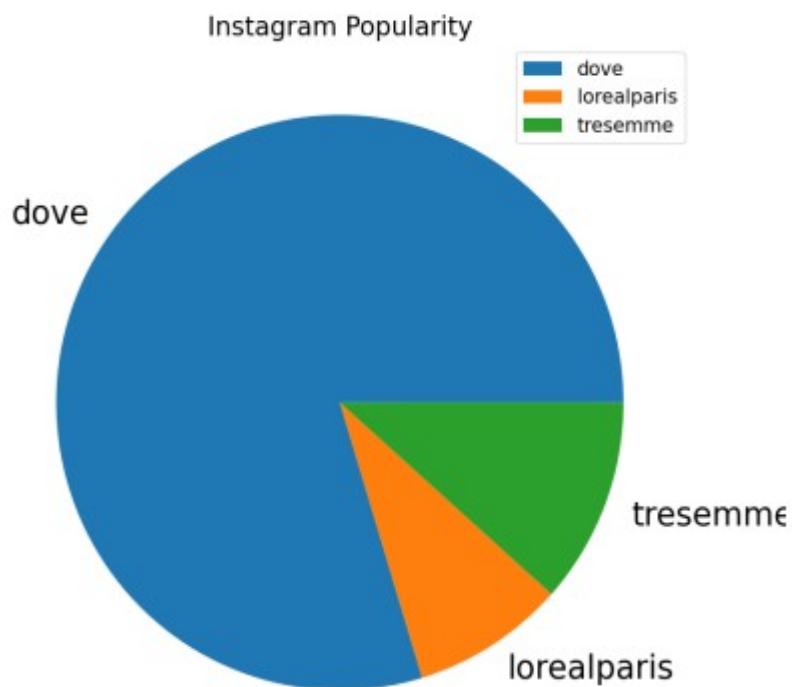
D) Instagram:

For computing instagram popularity scores use “likes, views” .

- i. Calculate sum of likes and views based on brand
- ii. Use this Equation to get total brand value
total = sum of likes + sum of views
- iii. Use this Equation to calculate popularity percentage
popularity percentage = (total / sum of total of each brand)*100

brand	views	retweet	total	popularity percentage	Channel
dove	7264822	108702	7373524	79.68	Instagram
lorealparis	756708	50072	806780	8.72	Instagram
tresemme	1067374	6052	1073426	11.60	Instagram

Pie chart for Instagram based on popularity percentage



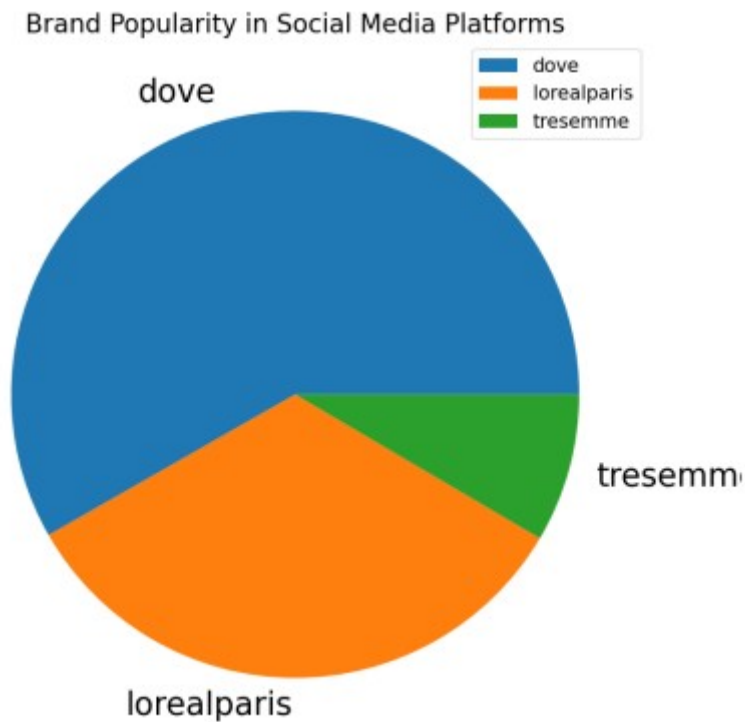
Final popularity score

For computing the Final popularity score use “popularity percentage” of different social platforms

Final popularity percentage : Mean of Sum of popularity percentage of each brand on different social platforms

brand	popularity percentage
dove	58.265154
lorealparis	33.261669
tresemme	8.473177

Brand Popularity in Social Media



Based on above analysis brand DOVE is socially more engaging and active.