# A/B TESTING

This project involved analyzing two versions of a social media post using data from a spreadsheet. The comparison focused on both content and performance metrics. Based on the insights gained, an improvement strategy was developed and presented to stakeholders through visual graphics shared via email.

## THE SPREADSHEET THE DATA WAS COLLECTED FROM:

| Post number | Post text | Asset | Time | Impressions | Engagements | Reposts | Replies | Likes | User profile clicks | Hashtag clicks | Detail expands |
|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | You'll lose an hour of sleep tonight. Prepare for the time change by stocking up on Great Grounds! | N/A | 2022-03-12 8:03 AM3 | 211574 | 329 | 21 | 14 | 244 | 71 | - | - |
| 2 | If you're reading this now, you'll probably need a cup o Great Grounds to help you "spring forward" in the morning! #DaylightSavings #CoffeeTime | | 2022-03-13 1:59 AM3 | 117261 | 1913 | 37 | 29 | 487 | 152 | 31 | 1214 |

## ACTIONS TAKEN IN RESPONSE TO PREDEFINED TASKS:

**Great Grounds Social Media Data Analysis**
X , March 14th (Daylight Savings)

· GREAT GROUNDS ·
COFFEE SHOP

| | Task | Response |
|---|---|---|
| 1 | Compare the posts' data. | Post 1 had almost twice as many impressions as Post 2, but Post 2 received almost six times as many engagements. Because increasing engagement was the goal of the campaigns, Post 2 performed better overall. |
| 2 | Compare the posts' content and details. | Post 1 didn't include any images or hashtags, while Post 2 included an image and two hashtags. Post 1 was at 8:03 a.m. on 3/13, while Post 2 was posted at 1:59 a.m. on 3/14. The text of Post 2 is funnier and more engaging than the text of Post 1. |
| 3 | Analyze the differences in the posts' performance. | Post 1 was posted at 8:03 in the morning, meaning that a lot more people saw it. Fewer people were in their feeds at 1:59 a.m. when Post 2 was posted, which is why that Post got fewer impressions. However, because Post 2 included a funny image and text and relevant hashtags, it performed better than Post 1, which did not include an image, hashtags, or engaging text. |
| 4 | Explain how your analysis will inform your strategy. | The data indicates that our audience on X responds well to content containing funny images and text, as well as relevant hashtags. Therefore, I will incorporate more humor into future Posts. I will also make sure Posts include relevant hashtags and images. |

From: Alex Levitsky
To: Tiana Barnes, Sanjay Garg, Ned Lannister
Subject: UPDATE: Daylight Savings Post Performance
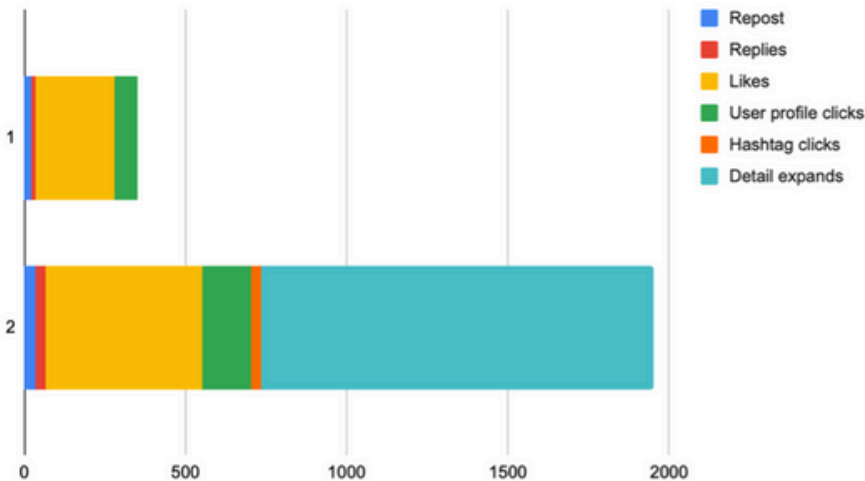
Hi Tiana, Sanjay, and Ned,

Congratulations on the successful launch of the new spring flavors! I am writing to update you on the performance of two posts we published around daylight saving time. The goal of this campaign was to increase audience engagement, so we looked at KPIs like reposts, replies, and likes.

Below are key findings from our analysis of the two posts:

- Post 1 was viewed nearly twice as many times as Post 2. Since Post 1 was posted at 8:03 a.m. and Post 2 was posted at 1:59 a.m., right before the time change, the difference in views was likely related to the time of day.

Users engaged with Post 2 nearly six times as much as with Post 1, despite Post 2 having been viewed far less. Users may have been more inclined to engage with Post 2 because it contained a funny image, relevant hashtags, and text that they found more engaging. Post 1 did not contain any images or hashtags.

### Daylight Savings Posts Performance



Legend:
- Repost
- Replies
- Likes
- User profile clicks
- Hashtag clicks
- Detail expands

The data indicates that our audience on X engages more with posts containing images and hashtags, so we will include these components in future posts. The data also suggests that humorous content resonates well with our audience, so we will implement more humor into future posts.

Please let me know if you'd like to discuss any of these findings further.

Best regards,

Alex