

How To Increase Reach?

Source Data: Antonine University Tiktok Account.

What are the factors that influence the engagement rate?

1- Scrape data manually

- Description
- Hashtag
- Post Type
- Publish Time
- Duration
- Likes
- Comments
- Shares
- Saves
- Sound used

2- Deduce some More data using Formulas

- Trendy Sound: based on sound usage (>10K)
- Duration > 30 sec: based on Duration
- Description length (Long/Short)
- Engagement rate: (likes+ comments+ shares+ saves) /Followers

Formulas Used:

=LEN(cell) : know the length of the description

=IF(logical_test, [value_if_true], [value_if_false])

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	Description	Hashtag Used	Post type	Sound	Usage Sound	Publish time	Duration	Views	Likes	Shares	Save	Comments	Trendy Sound	Description length	Duration<30	Engagement	Description S
1	Bidding farewell	#Antonine #uA	S TikTok Post	ill be there 6259		5/29/2024	24	467	27	0	0	0	FALSE	172	TRUE	1%	LONG
2	The Faculty of Sci	#Antonine #uA	S TikTok Post	I wanna re 2		5/28/2024	63	233	19	1	1	0	FALSE	147	FALSE	1%	LONG
4	And with that, th	#Antonine #uA	S TikTok Post	gangnam s 90000		5/25/2024	6	4791	132	3	7	1	TRUE	74	TRUE	8%	SHORT
5	Relive the excite	#Antonine #uA	C TikTok Post	remix 1000		4/20/2024	132	6383	190	33	6	1	FALSE	84	FALSE	12%	SHORT
6	Contest Alert	#Antonine #uA	C TikTok Post	stylish neo 4235		4/19/2024	27	2115	58	3	1	0	FALSE	68	TRUE	3%	SHORT
7	An experience of	#Antonine #uA	S TikTok Post	sparkling- 5672		4/17/2024	65	34900	625	208	50	13	FALSE	228	FALSE	47%	LONG
8	Antonine Univer	#Antonine #uA	S TikTok Post	sport-Andr 34400		4/5/2024	24	1145	44	1	2	0	TRUE	46	TRUE	2%	SHORT
9	For everything t	#Antonine #Moti	TikTok Post	none	1	3/21/2024	48	54700	753	58	15	7	FALSE	49	FALSE	44%	SHORT
10	Welcome to UA!	#Antonine #uA	S TikTok Post	music	1	2/6/2024	65	3656	118	6	0	0	FALSE	269	FALSE	7%	LONG
11	Okay Guys, We'r	#Antonine #uA	S TikTok Post	tiktok orig 296400		2/5/2024	6	14900	334	23	13	3	TRUE	30	TRUE	20%	SHORT
12	This #Movember	#Antonine #TikT	TikTok Post	music	1	11/24/2023	23	2099	33	0	0	0	FALSE	343	TRUE	2%	LONG
13	Join the excitem	#Antonine #Club	TikTok Post	music	1	11/6/2023	57	7776	203	8	1	0	FALSE	207	FALSE	11%	LONG
14	In honor of Brea	#Antonine #Brea	TikTok Post	achievement 2/43		10/28/2024	25	2659	85	2	0	0	FALSE	366	TRUE	5%	LONG
15	UA's Center for	#MaltaGroupCare	TikTok Post	chillout-or 2199		10/26/2023	95	2185	53	1	2	0	FALSE	558	FALSE	3%	LONG
16	Good luck to all	#Antonine #uA	V TikTok Post	none	1	9/21/2023	52	24400	687	101	42	18	FALSE	106	FALSE	45%	LONG
17	Pretend you didr	#Antonine #uA	S TikTok Post	tiktok ori 30900		9/20/2023	9	13400	371	29	8	0	TRUE	47	TRUE	21%	SHORT
18	Welcome UA stu	#Antonine #uA	S TikTok Post	Aesthetic- 60000		9/19/2023	78	19900	418	68	18	4	TRUE	36	FALSE	27%	SHORT
19	ATTENZIONE!	#Antonine #uA	S TikTok Post	tiktok orig 14300		9/18/2023	18	88600	4176	339	121	12	TRUE	49	TRUE	244%	SHORT
20	2023 Destination	#Antonine #uA	S TikTok Post	tiktok orig 33200		9/18/2023	11	33000	441	35	12	1	TRUE	42	TRUE	26%	SHORT
21	Fasten your seat	#Antonine #uA	S TikTok Post	none	1	9/15/2023	95	93500	4736	1182	265	44	FALSE	191	FALSE	327%	LONG
22	They got your be	#Antonine #uA	S TikTok Post	music	1	8/13/2023	53	41700	997	183	72	20	FALSE	32	FALSE	67%	SHORT
23	Unlock your pot	#Antonine #uA	S TikTok Post	really groc 65		7/23/2023	52	5377	103	16	6	0	FALSE	79	FALSE	7%	SHORT
24	Visit Antonine U	#Antonine #uA	S TikTok Post	ai generati 1		7/18/2023	50	4157	61	3	9	1	FALSE	681	FALSE	4%	LONG
25	Smile when you	#Antonine #uA	S TikTok Post	really groc 65		7/2/2023	48	11500	325	54	33	0	FALSE	36	FALSE	22%	SHORT
26	That's how we v	#Antonine #uA	C TikTok Post	none	1	6/29/2023	71	30800	1408	178	59	12	FALSE	66	FALSE	87%	SHORT
27	End of an era: C	#Antonine #uA	C TikTok Post	tiktok orig 161700		6/29/2023	8	21000	383	24	13	8	TRUE	117	TRUE	22%	LONG
28	Celebrating the	#Antonine #uA	C TikTok Post	tiktok orig 71400		6/29/2023	13	4249	58	3	1	0	TRUE	62	TRUE	3%	SHORT

Analysis

Turn this data into a table.

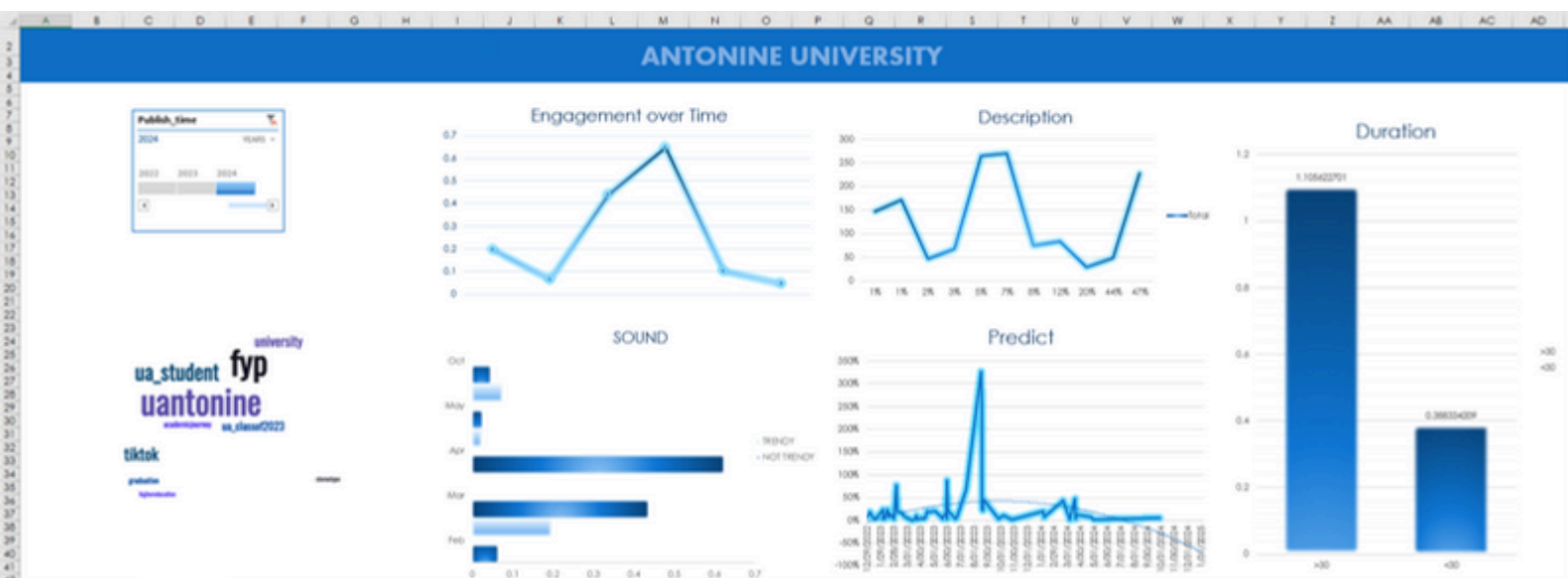
Select the chosen data and turn it into pivot tables.

Transform them to charts and graphs.

Add a slicer to make it interactive.

Use The Trend Line to apply predictions

Make a word Cloud of the hashtag used.



After further observation, we noticed the engagement rate was higher in 2023. Especially for posts over 30 sec. So we expanded and studied more the factors that influenced those posts:

- Use the hashtags in the word cloud
- Upload videos above 30 sec
- Use music instead of trendy sounds
- Adapt a short description

Predictions for 2025 indicates the downturn of the views.