Malak Content Output

2025-03-20

This project analyzes content performance across multiple platforms (LinkedIn, Instagram, Blog, Twitter). The dataset includes key metrics such as word count, engagement rate, reach, and conversions to understand which content types drive the best performance.

The goal is to identify trends and insights that can help improve content strategy.

content_data <- read.csv("Malak_Content_Output.csv", stringsAsFactors = FALSE) head(content_data) # View first few rows # Remove percentage sign and convert Engagement Rate to numeric content_data $Engagement_Rate ate <- -as.numeric(gsub(" content_data ata Engagement_Rate))

Remove commas from Reach and convert to numeric

content_data $Reach ach <- -as.numeric(gsub(",", "", content_data ata Reach))

Convert Word_Count to numeric, replacing "N/A" with NA

content_data $Word_Count ount[content_data ata Word_Count == "N/A"] <- NA content_data $Word_Count ount <- -as.numeric(content_data ata Word_Count)

Check the cleaned data

str(content_data)

barplot(content_data $Conversions ions, names.arg = content_data ata Platform, col = "skyblue", main = "Conversions per Platform", xlab = "Platform", ylab = "Conversions")

```
   plot(content_data$Engagement_Rate, content_data$Reach,
col="red", pch=16,
main="Engagement Rate vs. Reach",
xlab="Engagement Rate (%)",
ylab="Reach")
This analysis helps understand content performance trends, such as:
```

Instagram has the highest engagement rate and reach, making it the best platform for visibility. LinkedIn and blogs perform better in conversions compared to Twitter. Word count might not always correlate with engagement (shorter content like tweets still performs well).

R Markdown

This is an R Markdown document. Markdown is a simple formatting syntax for authoring HTML, PDF, and MS Word documents. For more details on using R Markdown see http://rmarkdown.rstudio.com (http://rmarkdown.rstudio.com).

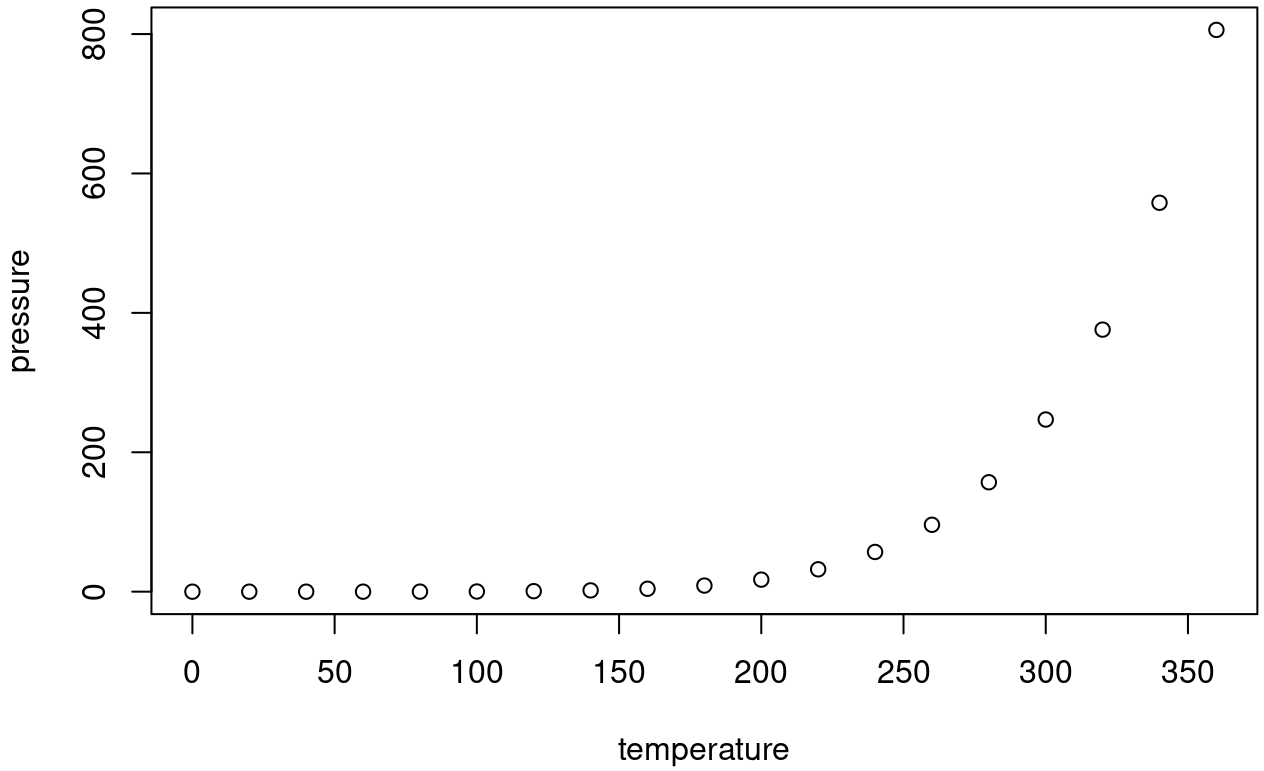
When you click the **Knit** button a document will be generated that includes both content as well as the output of any embedded R code chunks within the document. You can embed an R code chunk like this:

```
summary(cars)
```

```
##      speed           dist       
##  Min.   : 4.0   Min.   :  2.00  
##  1st Qu.:12.0   1st Qu.: 26.00  
##  Median :15.0   Median : 36.00  
##  Mean   :15.4   Mean   : 42.98  
##  3rd Qu.:19.0   3rd Qu.: 56.00  
##  Max.   :25.0   Max.   :120.00
```

Including Plots

You can also embed plots, for example:



Note that the `echo = FALSE` parameter was added to the code chunk to prevent printing of the R code that generated the plot.