



# Facebook Analysis

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# ANALYSIS OVERVIEW



Australis Cosmetics is a popular cosmetics brand in Australia. The business has operated for over 33 years and is owned 100% by Australians. The brand is cruelty-free and vegan-friendly.

It offers a wide range of makeup products at affordable prices. It always keeps up with latest trends and delivers only quality products.

## FACEBOOK CONTENT & POPULARITY ANALYSIS

This competitive Facebook analysis aims to help a growing cosmetic company to better engage with their customers on the platform. The scopes of this analysis include:

1. Type of posts and the entries
2. Most engaging type of post
3. Common Keywords
4. Post Timing

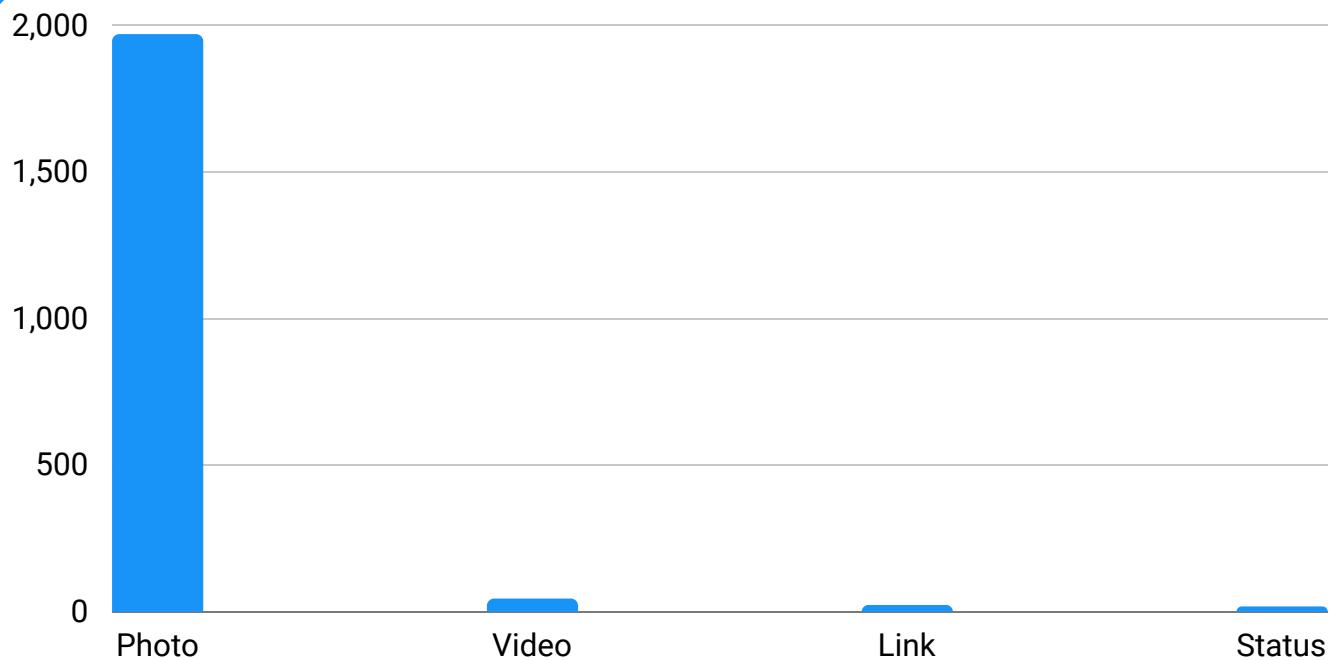


## METHODOLOGY

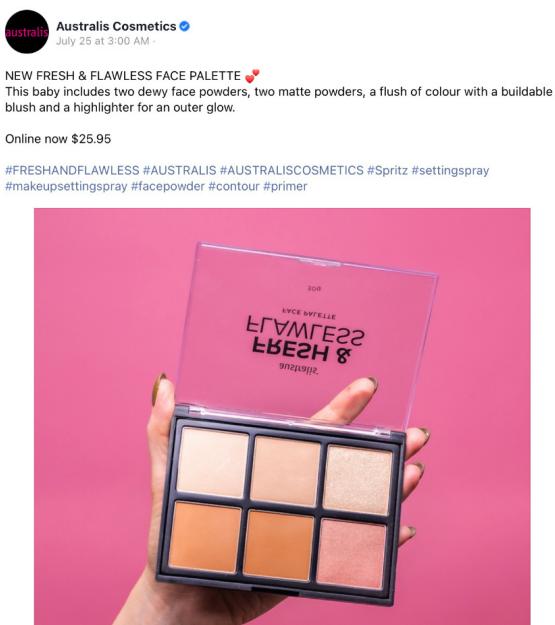
This analysis used a representative data set of Australis Cosmetic's Facebook page over the time period of 2012-2019. Python programming language is used for this analysis.

# Type of Post & The Entries

# 01



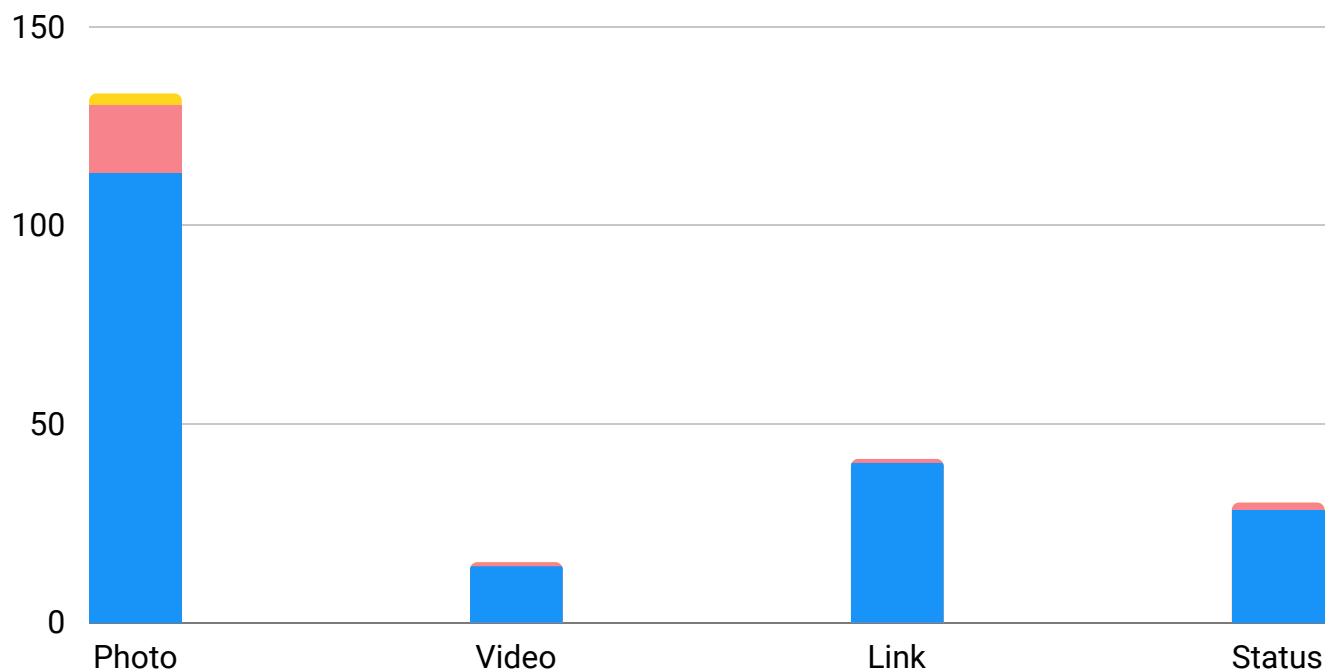
Photos are the most uploaded type of post with a total of 1967 entry followed by Video with 40, and Link and Status by 20 and 15 entries. Australis Cosmetics uses visual posts to promote products and reposting influencers' makeup looks.



Visualization is important when engaging with an audience on Facebook. The audience often skimming through posts at fast speed and visualized posts do a better job at grabbing attention than other type of posts

## Most Engaging Type of Post

02



Analysis shows that Photos are the most engaging type of post measured by average likes, comments, and shares.

█ Average Likes  
█ Average Comments  
█ Average Shares

In fact, Photos are not only the most occurring and most engaging type of post, it also gives the company creativity to play with the visual content.

In the key metric of average comments, the result points out that Status is the second most commented post. The growing cosmetics company must also prioritize Status as part of engaging with audience in the platform.

1st → Photos

2nd → Status

# Common Keywords

# 03

Common Keywords is an essential social media analysis. It enables the growing cosmetic company to identify the needs and wants of its social community. It helps gauging market interest of makeup products and identifying trending or popular topics.



Australis Facebook Page's most occurred keywords are New, Shade, Look, & Online. These words are associated with makeup products. This result shows that the company introduce new products & shades, a lot. Meanwhile, as a company that also operates as an e-commerce, it promotes online purchasing.

## COMMON KEYWORDS BASED ON KEY METRICS

## TOP 20 LIKES\_COUNT



There are engaging word such as ***Love*** and ***Us*** that triggers the feeling of belonging. Action words of ***Click*** and ***Enter*** shows that action posts are also most liked.

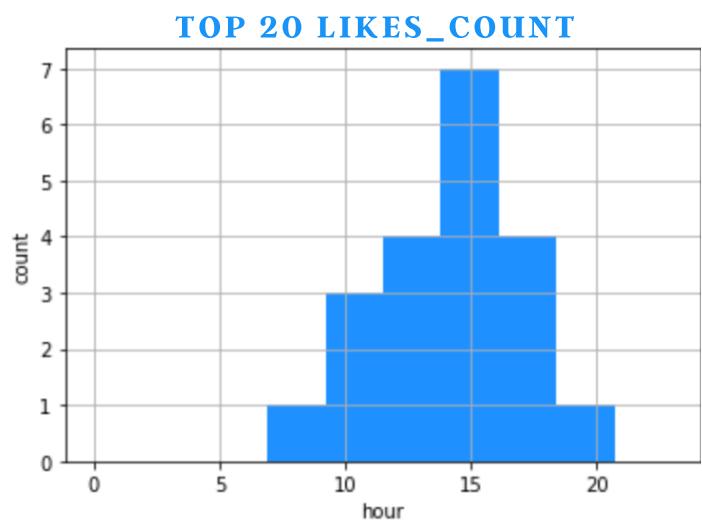
## TOP 20 COMMENTS\_COUNT



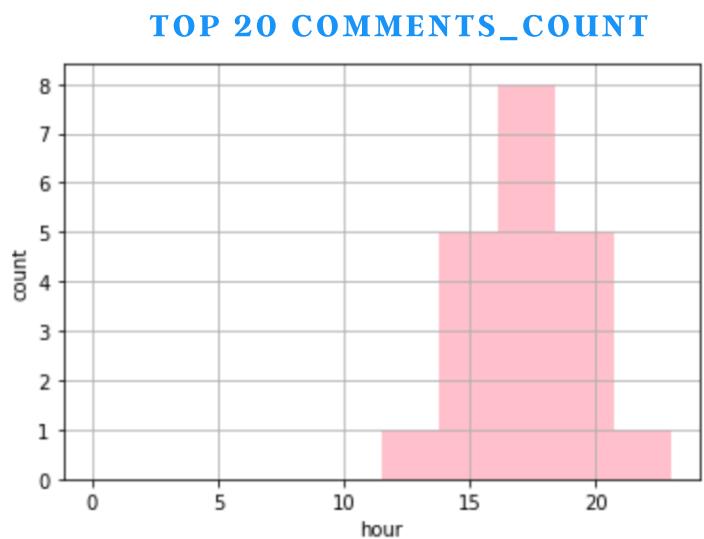
The cosmetics company uses a lot of actions words such as ***Win*** and ***Tell***. Both keymetrics also use emojis which showed as "***Ed***" in the wordcloud.

# Best Post Timing 04

Getting your posts in front of your audience's eyes at just the right time can make your campaign. To maximize likes engagement, the growing company should post between 14 p.m. and 16 p.m. During these hours, the audiences are welcoming their leisure time of finishing school or work.



Meanwhile, The top-20 most commented posts occurred between 16 p.m. and 18 p.m. This most likely happen due to leisure time which means more time the audience will spend on social media. Thus, they more likely to spare more time to engage with your post.



It is important to post regularly to increase brand awareness and customers loyalty. However, postings too many will come out as spam. Postings too little will result in customers forgetting your brand. Thus, set numbers per week of how many posts you will put in your page.

# APPENDICES

# Most Engaging Type of Post

```
#average like count for each entry type
for tp in df["type"].unique():
    like = df[df["type"] == tp]["likes_count"].mean()
    print(f"type {tp} like {int(like)} times on average")
```

type photo like 113 times on average  
type video like 14 times on average  
type link like 40 times on average  
type status like 28 times on average

```
#average comment count for each entry type
for tp in df["type"].unique():
    like = df[df["type"] == tp]["comments_count"].mean()
    print(f"type {tp} like {int(like)} times on average")
```

type photo like 17 times on average  
type video like 1 times on average  
type link like 1 times on average  
type status like 2 times on average

```
#average share count for each entry type
for tp in df["type"].unique():
    like = df[df["type"] == tp]["shares_count"].mean()
    print(f"type {tp} like {int(like)} times on average")
```

```
type photo like 3 times on average  
type video like 0 times on average  
type link like 0 times on average  
type status like 0 times on average
```

# Best Post Timing 04

```
tstamps = pd.to_datetime(df  
(by='likes_count', ascending=True))
```

218	2012-11-12	16:09:18
27	2012-07-10	10:07:22
130	2012-09-19	11:23:15
209	2012-11-08	09:40:34
36	2012-07-16	17:15:59
17	2012-07-03	10:48:12
1764	2016-01-29	13:10:31
199	2012-11-01	17:53:15
22	2012-07-05	15:59:10
1893	2016-07-07	20:37:00
12	2012-06-28	16:52:25
1792	2016-03-02	12:00:00
1972	2016-10-16	17:00:00
44	2012-07-20	16:17:16
64	2012-08-06	12:01:57
16	2012-07-02	15:20:30
1	2012-06-21	15:09:46
540	2013-05-22	17:47:41
189	2012-10-25	16:54:47
160	2012-10-08	13:22:04

```
tstamps = pd.to_datetime(df  
(by='comments_count', ascen  
tstamps
```

```

1367 2014-09-24 19:30:00
1419 2014-12-03 19:30:01
1972 2016-10-16 17:00:00
1764 2016-01-29 13:10:31
1315 2014-08-11 18:35:00
1196 2014-06-10 16:45:01
1502 2015-03-12 18:00:01
1394 2014-10-27 20:00:00
1984 2016-10-30 16:45:00
1365 2014-09-19 16:30:01
958 2014-01-28 14:15:38
1370 2014-09-29 19:30:01
1715 2015-11-30 17:37:01
1900 2016-07-15 18:42:00
1423 2014-12-08 18:06:09
1203 2014-06-13 16:20:01
1385 2014-10-20 21:00:00
1893 2016-07-07 20:37:00
1822 2016-04-08 17:39:52
1883 2016-06-28 18:16:00
Name: created_time, dtype: datetime64[ns]

```

# Type of Post & The Entries

```
# types of post and occurrence
for tp in df[ "type" ].unique():
    ntp = len(df[df[ "type" ] == tp])
    print(f"Type {tp} occurs {ntp} times")
```

```
type photo occurs 1967 times
type video occurs 42 times
type link occurs 20 times
type status occurs 15 times
```

# Common Keywords

```
# combine all post text entries
text_all = ' '.join(df['message_clean']))
```

```
stopwords = set (STOPWORDS)
stopwords.add ("ed")
```

```
from wordcloud import WordCloud, STOPWORDS  
from PIL import Image
```

```
# keywords occurring throughout all of t1
wc = WordCloud(background_color= 'white',
plt.axis("off")
plt.imshow(wc, interpolation="bilinear")
plt.show()
```

