Data Analyst Intern Presentation

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Contents

Understanding Engagement Rates: Key Insights and Trends

Engagement Rates = (Total Engagements / Total Impressions)*100

Typical Engagement Rate = 5.42 %

Likelihood that we achieve a 15% Engagement Rate = 8.038 %

The Engagement Rates vary from 0.082 % to 58.85 % . Our average engagement rate of 5.42% indicates that achieving an engagement rate of 15% or more is relatively less common (indicated by the likelihood of 8.038%)

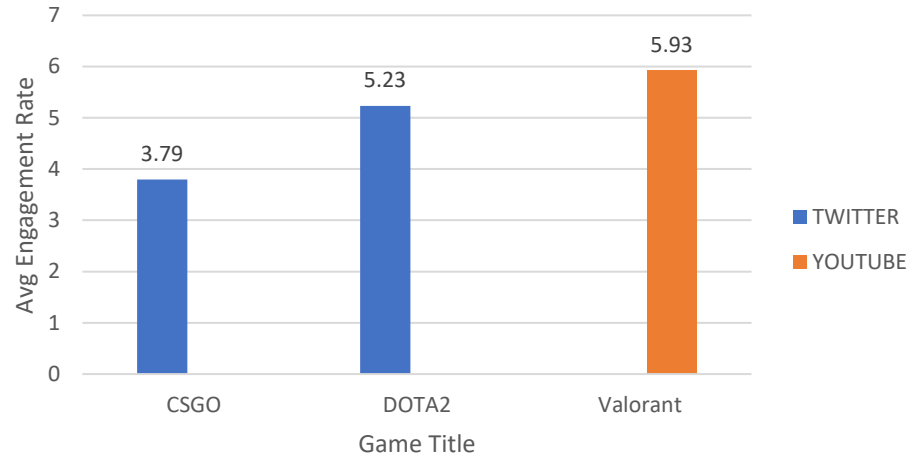# Impact of Day of the Week and Posting Timing on Engagement Rates

Engagement Rate Variation by Day of the Week and Time
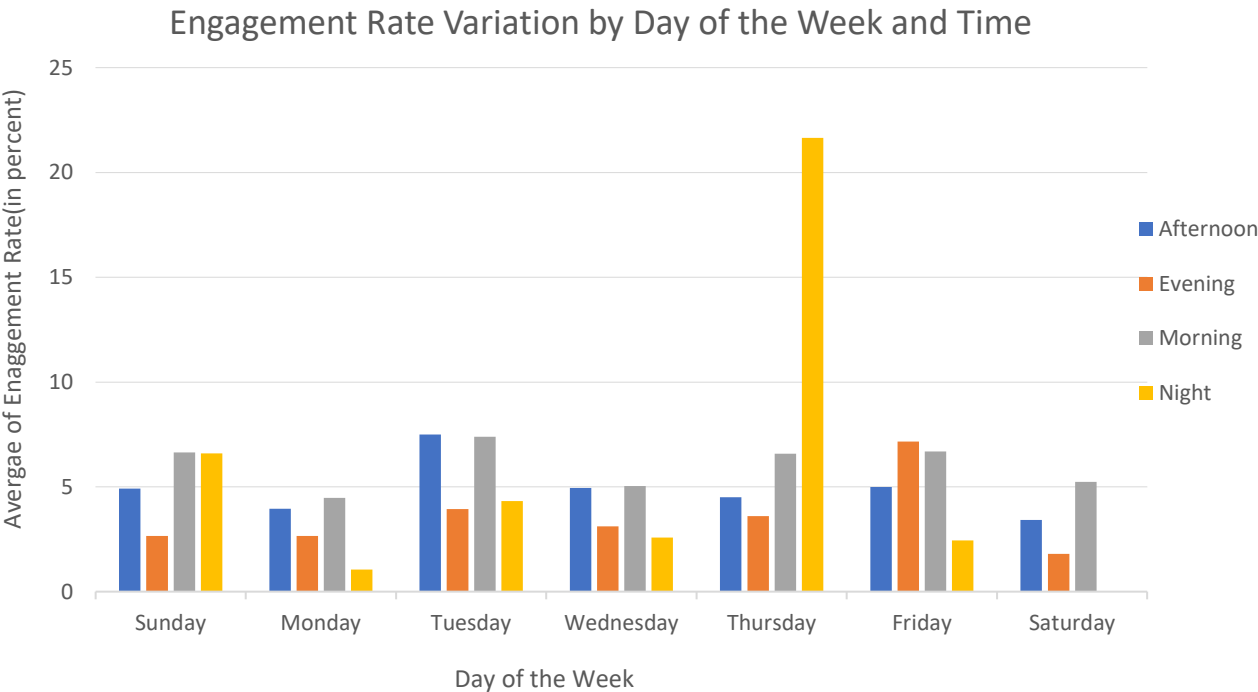
Posts on Thursday Nights showed the highest engagement followed by Tuesday Afternoon.

Average of Engagement Rate	Column Labels				
Row Labels	Afternoon	Evening	Morning	Night	Grand Total
Sunday	4.918943235	2.664018681	6.64431035	6.605060525	5.602534524
Monday	3.950929285	2.664127477	4.47331172	1.056072791	3.902877711
Tuesday	7.500912292	3.937490117	7.387916106	4.329415559	7.084445433
Wednesday	4.944254304	3.117269498	5.048228714	2.588392574	4.816301724
Thursday	4.505531205	3.612505847	6.582998779	21.64948454	5.210130814
Friday	5.000107642	7.168808657	6.697406139	2.452711146	5.919443132
Saturday	3.421416707	1.812242862	5.239930537		4.114266249
Grand Total	5.071969055	4.091755453	6.11914592	4.789001729	5.41984559

Analyzing Social Performance of Game Titles

## Social performance of game titles

CSGO: 3.79 (TWITTER)
DOTA2: 5.23 (TWITTER)
Valorant: 5.93 (YOUTUBE)

Avg Engagement Rate — Game Title

Legend: TWITTER, YOUTUBE

Total social Impressions of game titles

CSGO: 2156613
DOTA2: 892482
Valorant: 21817

Total Impressions — Game title

Legend: YOUTUBE, TWITTER
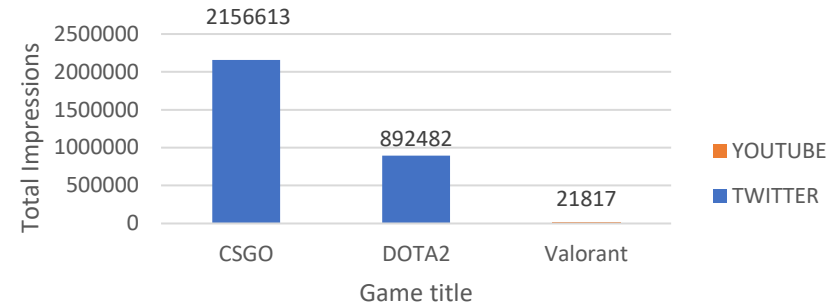
Total social engagement of game titles

CSGO: 78190
DOTA2: 58918
Valorant: 876

Total Engagement — Game Title

Legend: TWITTER, YOUTUBE

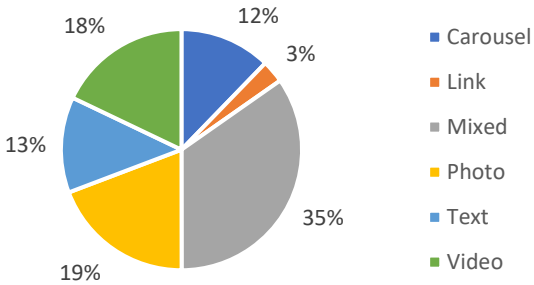Overall we see that Valorant's engagement rate is highest through Youtube
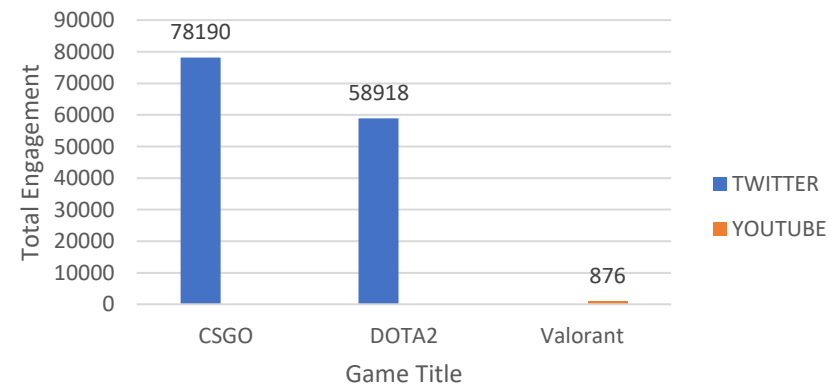
CSGO and DOTA2 have more impressions and engagement on Twitter, but their impressions to engagement ratio is not as effective as Valorant's Youtube

Comparing Media Types: Unveiling the Best Performers
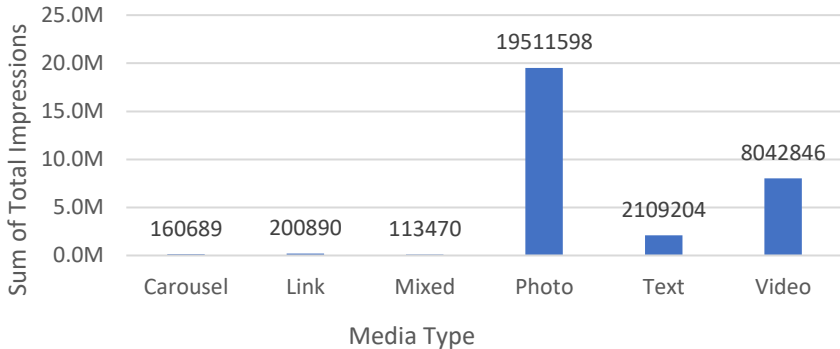
Engagement Rate of various media type

Row Labels	Average of Engagement Rate
Carousel	3.784294247
Link	0.935904029
Mixed	10.72464792
Photo	5.946497078
Text	3.974610478
Video	5.534845083
Grand Total	5.41984559

🏆 Media Type : Mixed

Total Impressions of various Media Type

Row Labels	Sum of Total Impressions
Carousel	160689
Link	200890
Mixed	113470
Photo	19511598
Text	2109204
Video	8042846
Grand Total	30138697

🏆 Media Type : Photo

Total Engagement of various Media Type
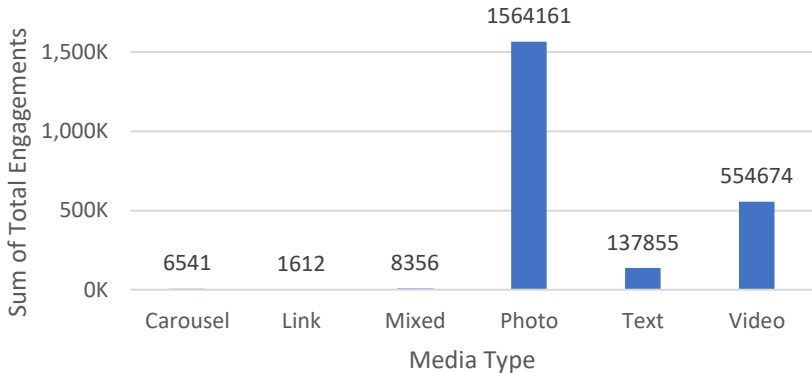
Row Labels	Sum of Total Engagements
Carousel	6541
Link	1612
Mixed	8356
Photo	1564161
Text	137855
Video	554674
Grand Total	2273199

🏆 Media Type : Photo

Campaign Performance Analysis

Average Engagement Rates of Campaigns

Campaign Performance
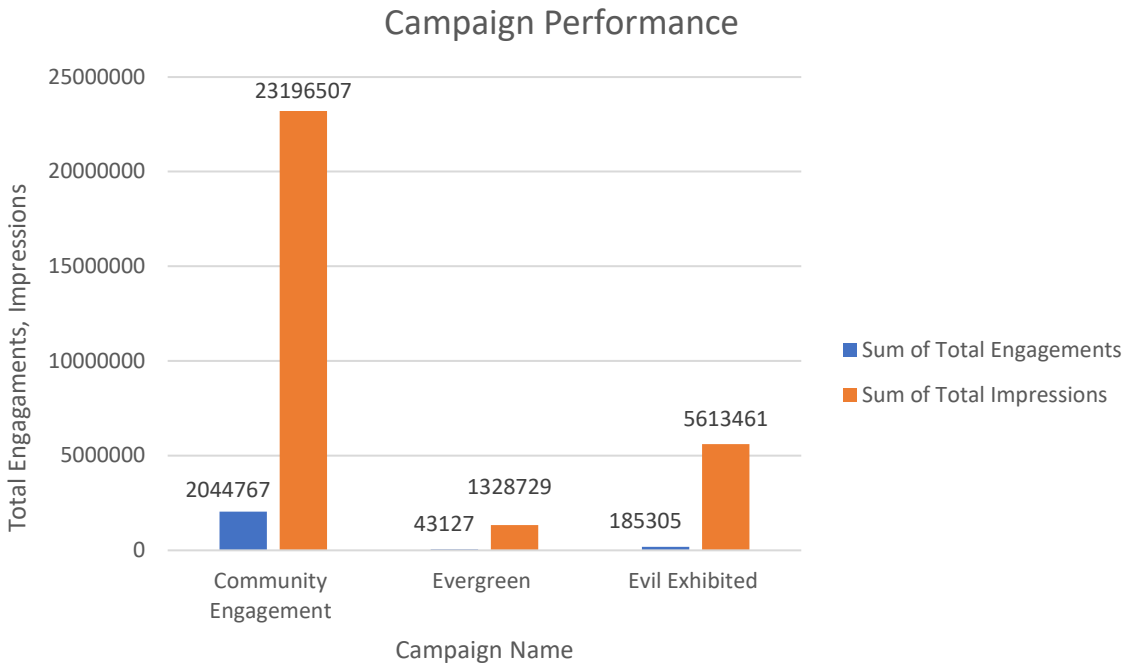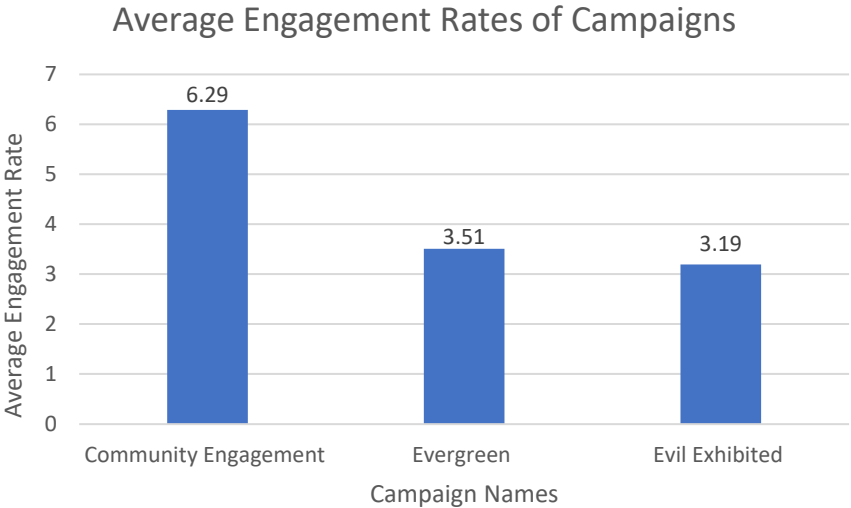
Row Labels	Average of Engagement Rate
Community Engagement	6.284858156
Evergreen	3.510547803
Evil Exhibited	3.190825896
Grand Total	5.41984559

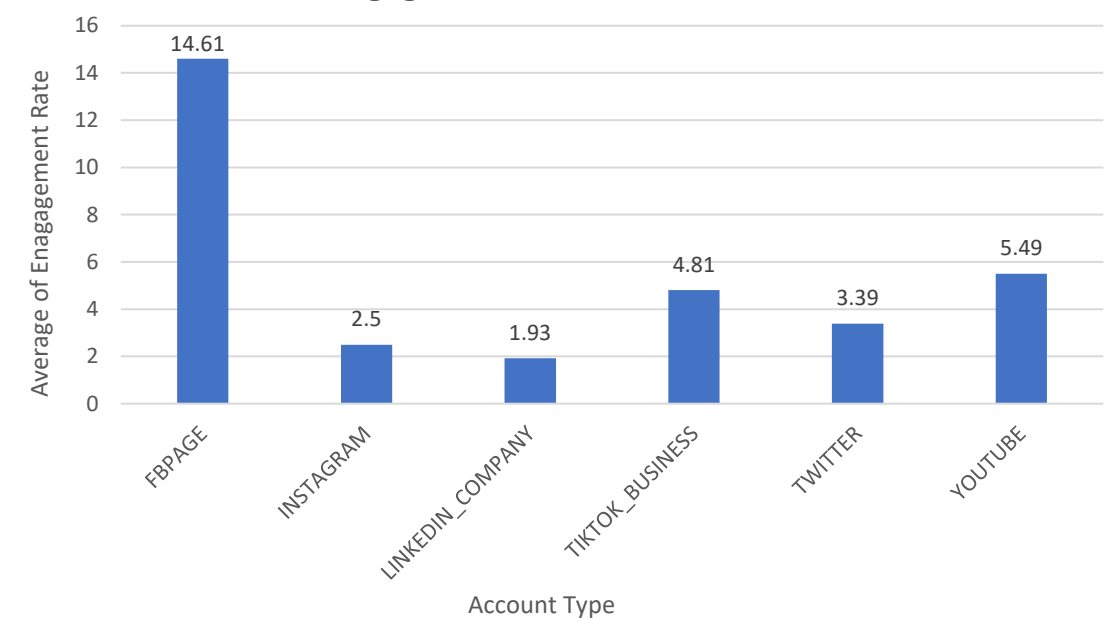| Row Labels	Sum of Total Engagements	Sum of Total Impressions
Community Engagement	2044767	23196507
Evergreen	43127	1328729
Evil Exhibited	185305	5613461
Grand Total	2273199	30138697

🏆 Best Performing Campaign : Community Engagement
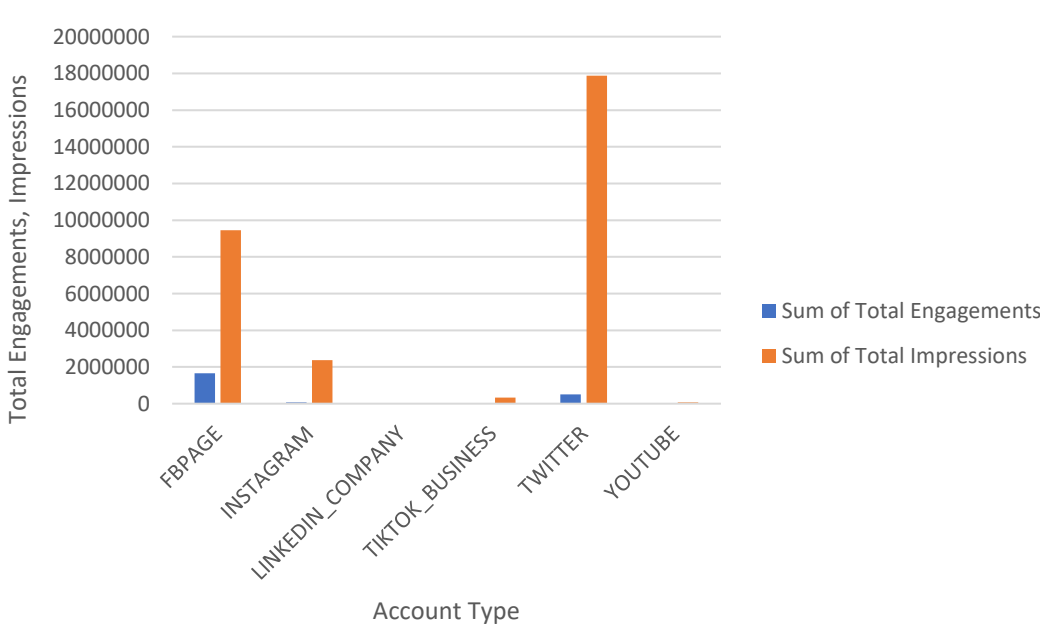
Social Account Performance Analysis

Engagement Rate of Social Accounts

Performance of Social Accounts

Row Labels	Average of Engagement Rate
FBPAGE	14.60589114
INSTAGRAM	2.500186651
LINKEDIN_COMPANY	1.931654282
TIKTOK_BUSINESS	4.805182273
TWITTER	3.388012896
YOUTUBE	5.495713898
Grand Total	5.41984559

Row Labels	Sum of Total Engagements	Sum of Total Impressions
FBPAGE	1658360	9461753
INSTAGRAM	80278	2370623
LINKEDIN_COMPANY	721	34935
TIKTOK_BUSINESS	17653	330592
TWITTER	513355	17869435
YOUTUBE	2832	71359
Grand Total	2273199	30138697

🏆 FBPAGE for the win

Crafting an Effective Posting Strategy: Leveraging Data Insights

Facebook stands tall as the winner amongst social media platforms. Thus, focus can be on Facebook for primary posting efforts. The audience seems to show an affinity for visuals hence preferring photos and mixed media content followed by videos, hence visually appealing posts containing a combination of the two will help attract and maintain the following.

To maximize engagement, I recommend posting a minimum of two times a week specifically Thursday nights and Tuesday afternoons which show higher success rates in engagement.

- Increase posting videos and photos on Facebook (similar content can be posted on TikTok and longer version of videos on YouTube)
- Thursday Nights and Tuesday afternoon – hit the sweet spot !

Actionable Recommendations

Further Analysis
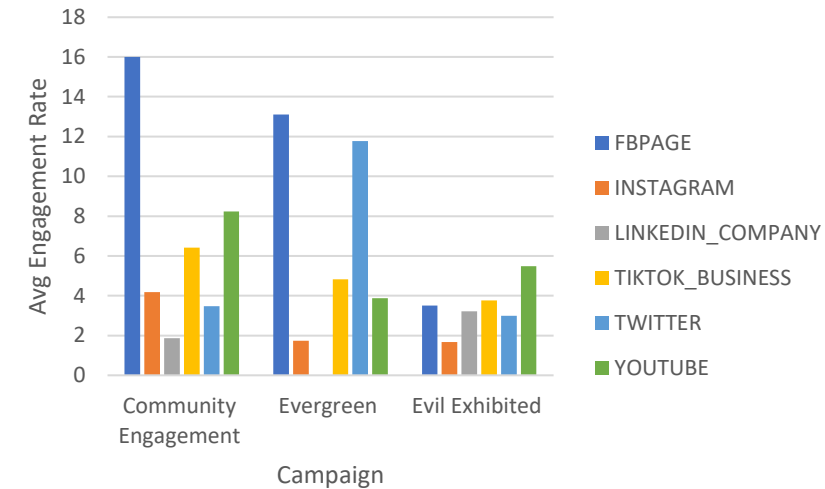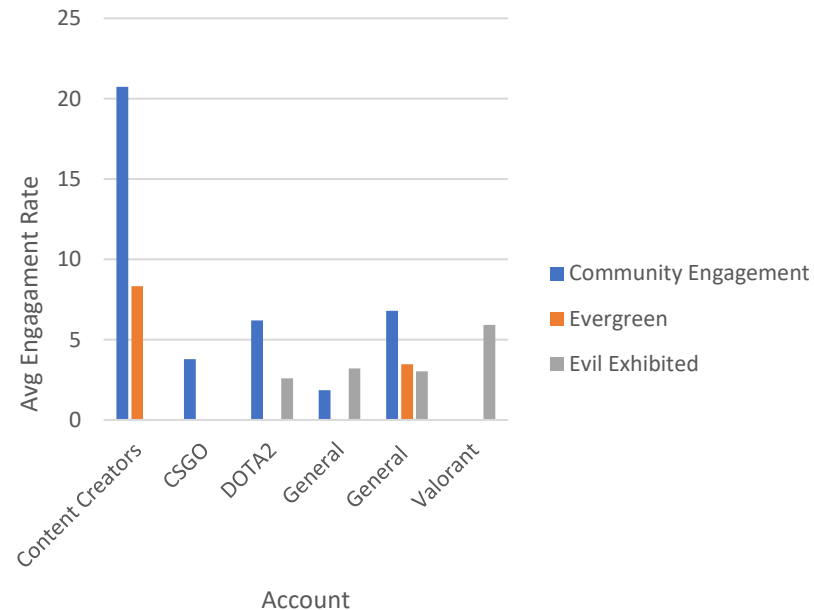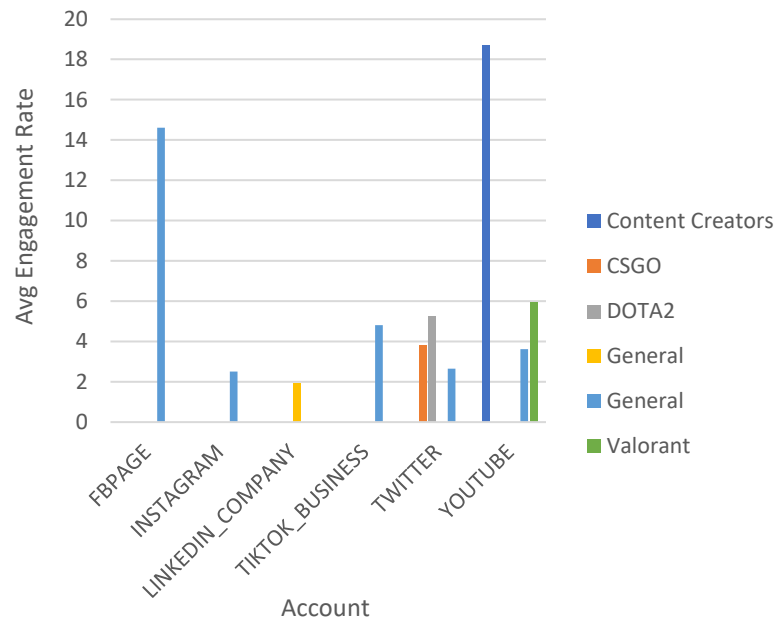
Content Creators bring in the highest engagement through YouTube, hence partnering with influential gaming content creators can amplify our reach.
Community Engagement campaigns collaborating with content creators to organize tournaments/events, exclusive interviews, Q&A sessions can help expand brand presence.
Facebook Page drove the highest community engagement and previously our analysis showed photos, videos and mixed content having highest success rate hence community collaborative activities like co-creating content – such as fan art, fan video, game analysis, utilizing Facebook's live video feature to stream matches can help leverage the platform to increase brand visibility, fan loyalty and overall growth
Through the Game title social performance we saw Valorant bringing in high engagement through Youtube despite CSGO and DOTA2 having more activity on Twitter, hence Videos work better. Hence, we can safely shift the focus from Twitter to platforms like **YouTube, Tiktok and Instagram Reels** for CSGO and DOTA2 as well!

LIVE EVIL