



Looking at above chart we can see that user engagement likes and comments peaked at certain time intervals, when total number of post appears in new feeds is high and profile views are at peak. Showing solid post reach. At same intervals user sharing is very low. Further investigation is recommended in how to increase number of shares per post and post overall effectiveness. Number of time profile has been viewed and number of interaction user had with post peak at same intervals usually when new context is created and then slows down. Profile visits are strong in 2024, particularly Feb - July, with downwards trend, slowing drastically in second part of 2024 and and remain at min through 2025.

