

Marcus J. Anderson

Social Media Platform: Instagram

Number of Advertisers: 70

Categories Identified (7):

Entertainment Venues (e.g. Live Nation Comedy)

Influencers (e.g. Heather McMahan)

Music (e.g. Jack Harlow)

News (e.g. Akron Beacon Journal)

Shopping (e.g. Blackstone Products)

Sports (e.g. NFL Network)

Television/Movies (e.g. Marvel Studios)

My script on sankeymatic.com:

Instagram Advertisers [10] Entertainment Venues

Instagram Advertisers [10] Influencers

Instagram Advertisers [10] Music

Instagram Advertisers [10] News

Instagram Advertisers [10] Shopping

Instagram Advertisers [10] Sports

Instagram Advertisers [10] Television/Movies

Entertainment Venues [5] Relevant

Entertainment Venues [1] Not Relevant

Entertainment Venues [4] Way Off

Influencers [3] Not Relevant

Influencers [7] Way Off

Music [3] Relevant

Music [3] Not Relevant

Music [4] Way Off

News [3] Relevant

News [1] Not Relevant

News [6] Way Off

Shopping [5] Relevant

Shopping [1] Not Relevant

Shopping [4] Way Off

Sports [1] Relevant

Sports [3] Not Relevant

Sports [6] Way Off

Television/Movies [4] Relevant

Television/Movies [4] Not Relevant

Television/Movies [2] Way Off

My data flow graphic:

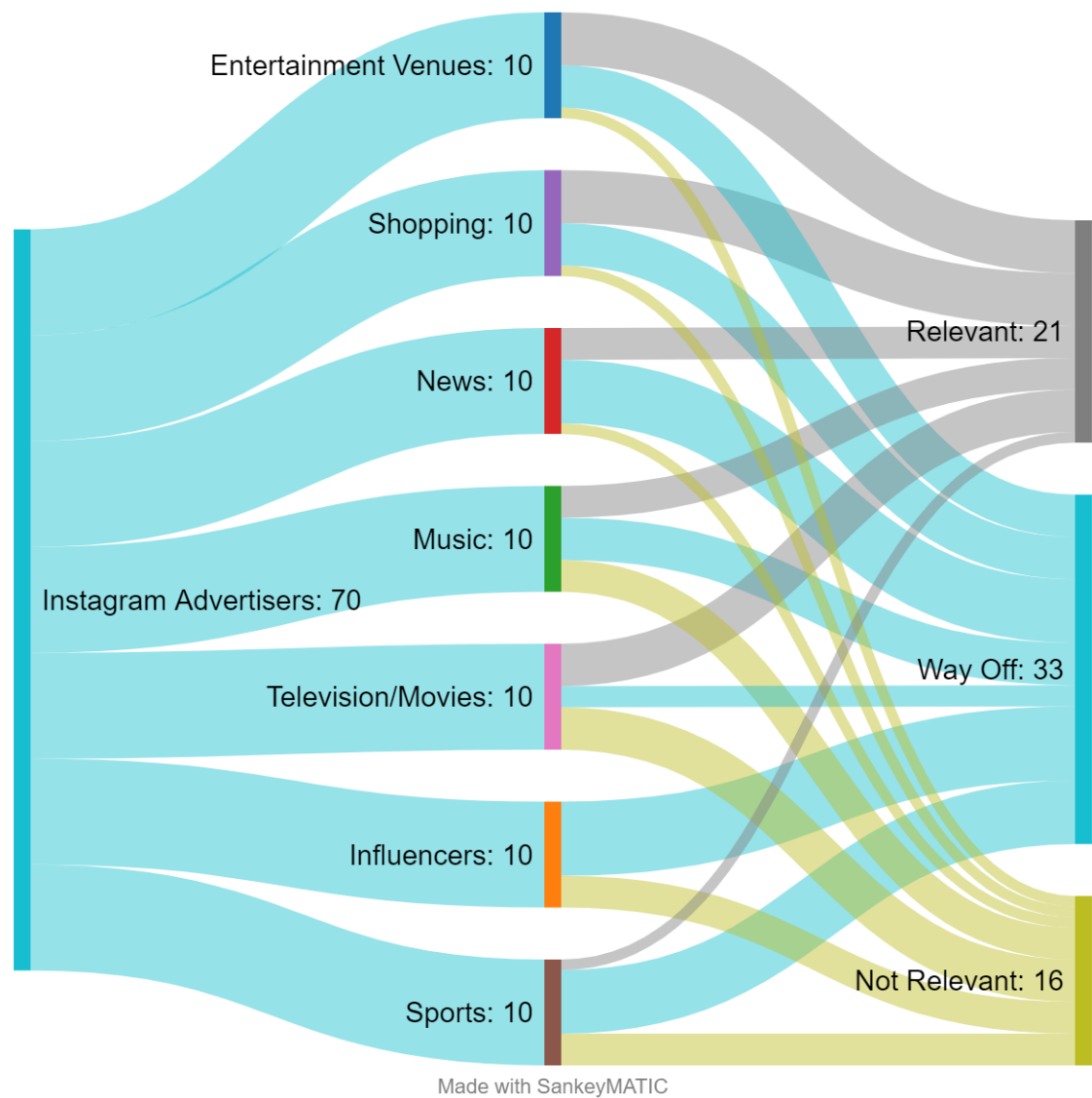


Table: Summary Statistics

Category	Data Bucket	Count	Accuracy	Rubbish
Entertainment Venues	Way Off	4		
	Not Relevant	1		
	Relevant	5		
	Total Count	10	50%	40%
Influencers	Way Off	7		
	Not Relevant	3		
	Relevant	0		
	Total Count	10	0%	70%

Music	Way Off	4		
	Not Relevant	3		
	Relevant	3		
	Total Count	10	30%	40%
News	Way Off	6		
	Not Relevant	1		
	Relevant	3		
	Total Count	10	30%	60%
Shopping	Way Off	4		
	Not Relevant	1		
	Relevant	5		
	Total Count	10	50%	40%
Sports	Way Off	6		
	Not Relevant	3		
	Relevant	1		
	Total Count	10	10%	60%
Television/Movies	Way Off	2		
	Not Relevant	4		
	Relevant	4		
	Total Count	10	40%	20%

My most accurate category: Entertainment Venues and Shopping

My least accurate category: Influencers

Table: Regulated Domain Information

Regulated Domain	Number of Items	Advertiser Sample
Credit	0	
Education	2	SmartAsset.com BroBible
Employment	10	Akron Beacon Journal The Columbus Dispatch
Housing	3	Zillow Home Loans Moving.com
Public Accommodation	10	Live Nation Comedy Secrets Royal Beach Punta Cana