

# Report on Data Analysis

## Executive Summary

We exported the sales data from our data base, and we conducted some analysis on it to gain insight into some of our sales operations and study ways of enhancing our services based on a certain scope.

### Scope:

- Marketing

### Data Specs:

Here are the tables we used to conduct our analysis.

- SoMe interaction Table

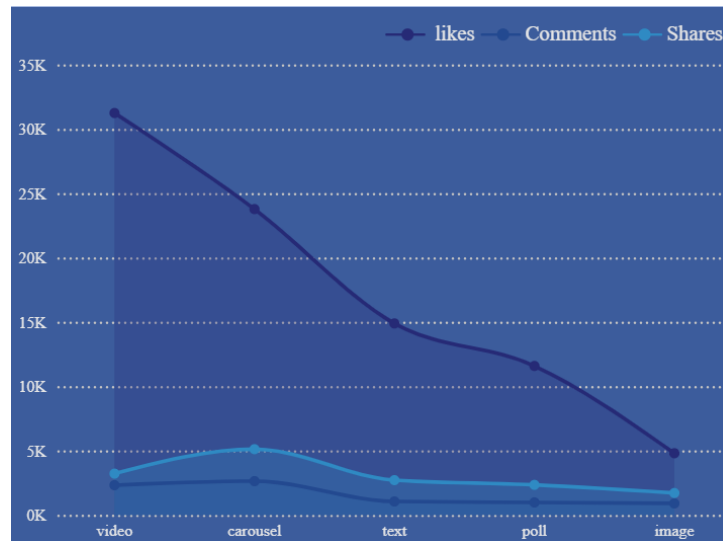
# Project Scope:

## Marketing

- Total Likes of each application
- Total Comments of each application
- Total Shares of each application
- The Number of interactions with each post
- Interaction rates each sentiment score
- interactions by time of day

# Facebook

C1: The Number of interactions with Facebook post

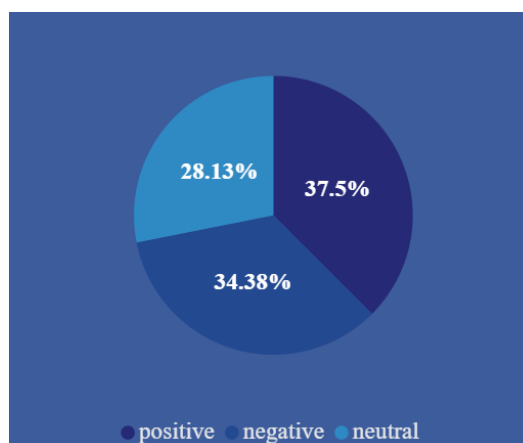


Based on the chart above we counted **interactions with each post** occurred we found **Likes** the most **interactions** will all type of posts.

## Recommendations:

- **To increase comments on the post:** Ask an Open-Ended Question and Engage with Comments.
- **Choosing the right time to post:** Try posting content at various times throughout the day or try to avoid posting during peak times.

C2: sentiment score with Facebook post

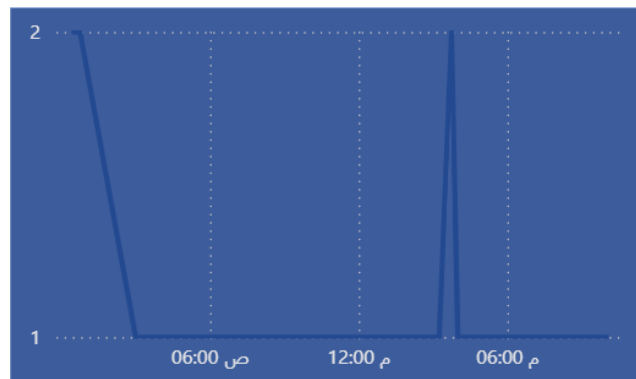


Based on the Chart above we counted **sentiment score**, we found **Positive** the highest

## Recommendations:

- **Use Positive Language:** Make sure your words convey optimism and positivity and avoid negative or discouraging terms.
- **Provide Valuable Content:** Share tips or useful information that adds value to your followers' lives, which can enhance positive sentiments.

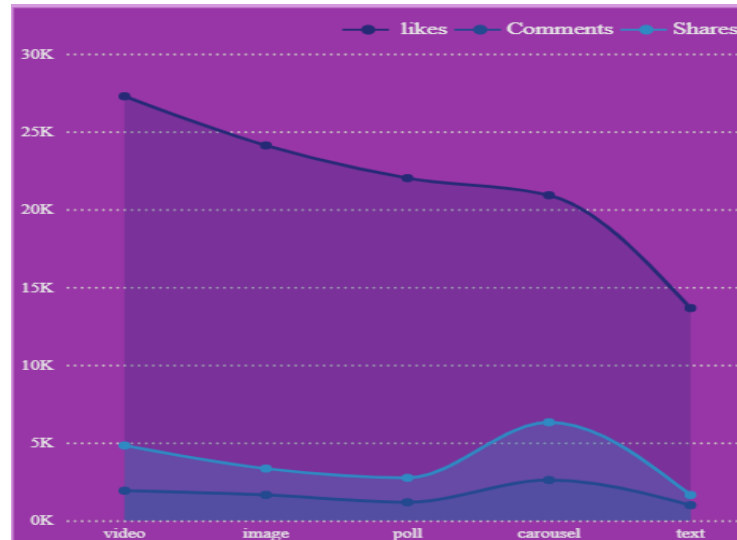
C3: interactions by time of day with Facebook post



- Based on the Chart above we counted **interactions by time of day** and we found **12:30 AM**, **3:45 PM** the highest

# Instagram

C1: The Number of interactions with Instagram post

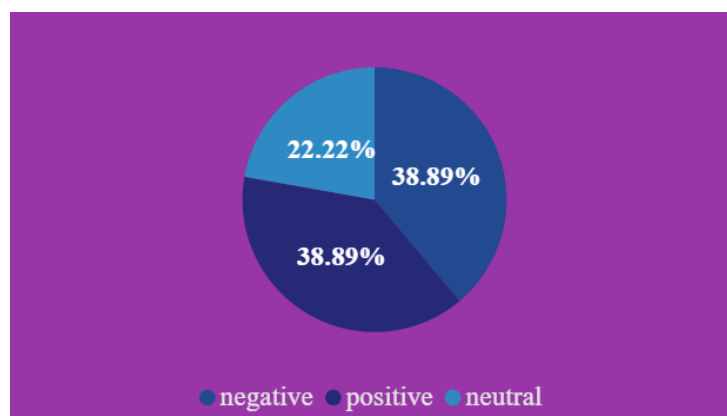


Based on the chart above we counted **interactions with each post** occurred we found **Likes** the most **interactions** will all type of posts.

## Recommendations:

- **To increase comments on the post:** Ask an Open-Ended Question and Engage with Comments.
- **Choosing the right time to post:** Try posting content at various times throughout the day or try to avoid posting during peak times.

C2: sentiment score with Instagram post

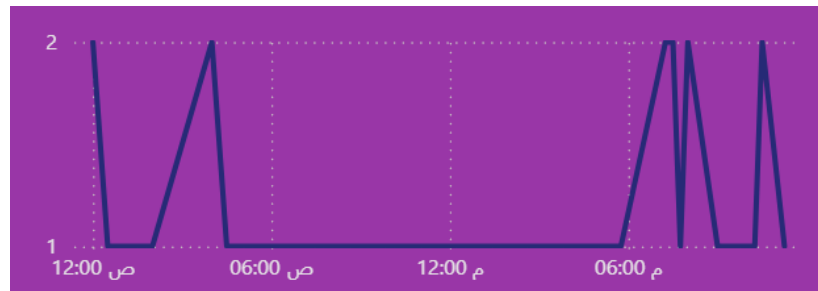


Based on the Chart above we counted **sentiment score**, we found **Positive** the highest

## Recommendations:

- **Use Positive Language:** Make sure your words convey optimism and positivity and avoid negative or discouraging terms.
- **Provide Valuable Content:** Share tips or useful information that adds value to your followers' lives, which can enhance positive sentiments.

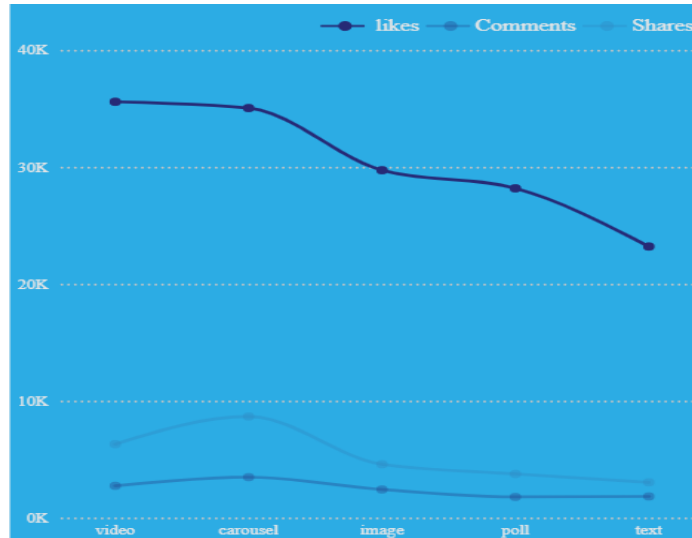
### C3: interactions by time of day with Instagram post



Based on the Chart above we counted **interactions by time of day**, and we found **12:00 AM, 4:00 AM, 7:30 PM , 8:00 PM and 10:30 PM** are the most interactive.

# Twitter

C1: The Number of interactions with Twitter post

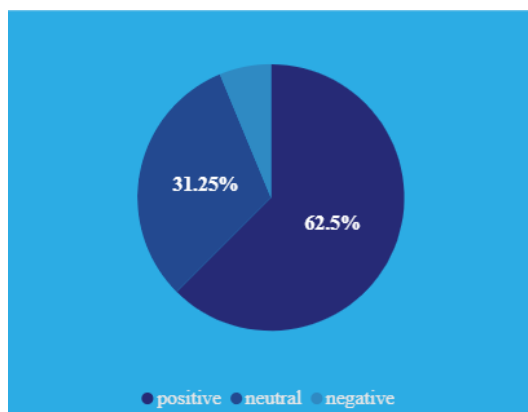


Based on the chart above we counted **interactions with each post** occurred we found **Likes** the most **interactions** will all type of posts.

## Recommendations:

- **To increase comments on the post:** Ask an Open-Ended Question and Engage with Comments.
- **Choosing the right time to post:** Try posting content at various times throughout the day or try to avoid posting during peak times.

C2: sentiment score with Twitter post

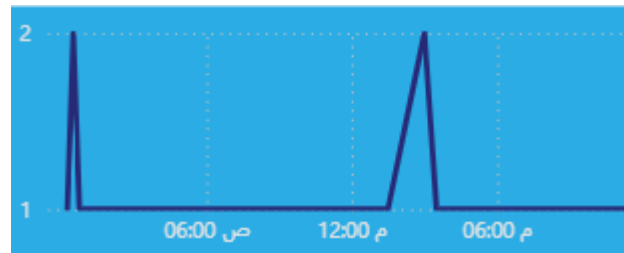


Based on the Chart above we counted **sentiment score**, we found **Positive** the highest as **62%**

## Recommendations:

- **Use Positive Language:** Make sure your words convey optimism and positivity and avoid negative or discouraging terms.
- **Provide Valuable Content:** Share tips or useful information that adds value to your followers' lives, which can enhance positive sentiments.

C2: sentiment score with Twitter post



- Based on the Chart above we counted **interactions by time of day** and we found **12:30 AM, 3:00 PM** the highest

## Summary

In conclusion, this report highlights the key findings. The data indicates that **likes** across all platforms were at their highest levels, reflecting a **positive** interaction with the content provided. Customer satisfaction was also favorable.

Additionally, it was observed that interaction times peaked in **the evening**, suggesting that this period is the most effective for engaging with our audience. We recommend continuing to enhance activities during these hours to maximize impact and engagement.