

Welcome

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Social Media Performance Analysis



Total Reaction
37,720

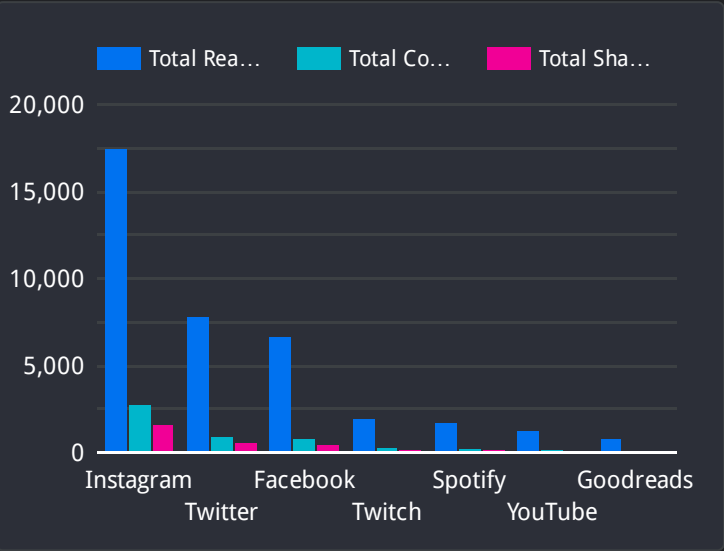
Total Comments
5,200

Total Shares
3,000

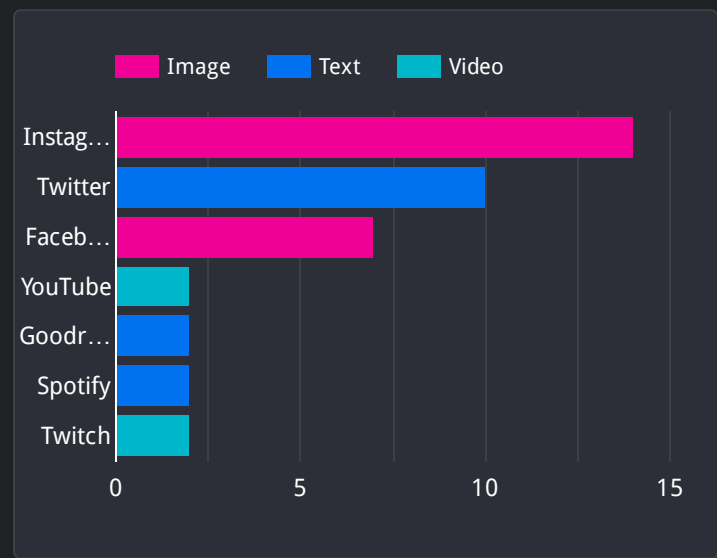
Chose Platform

Select date rang

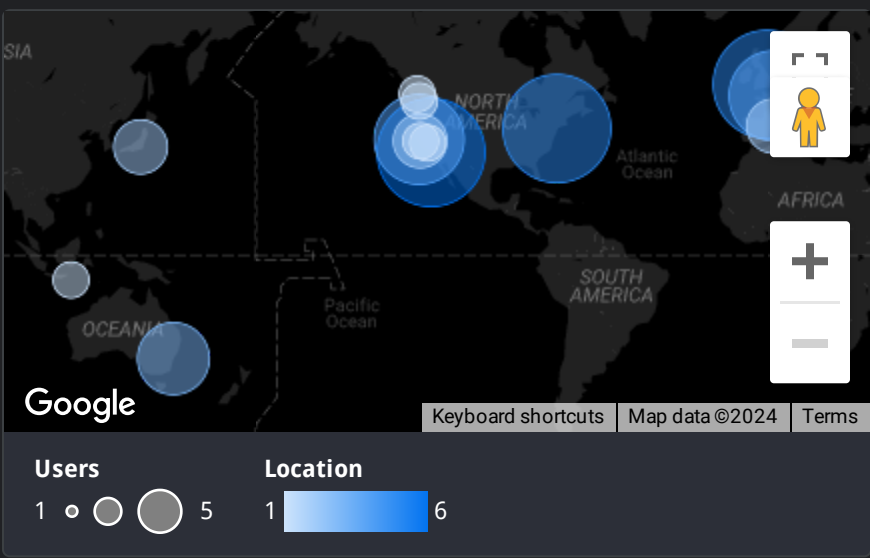
Top Engaging Platforms:



Top Engaging By Media Type:



Users by Location:



Best of all - Top 10

	PostID	Date	User Acti...	Data Ty...	Location	Hashtags	Post Text	Platfor...	T.Reacti...	T.Comme...	T.Shares
1.	98342	Jul 30, 2023, 3:55:0...	2 posts per ...	Image	New York City, ...	#PetLove	"Connecting with furry friends!	Instagram	2,200	320	200
2.	95641	Jul 30, 2023, 6:50:0...	2 posts per ...	Image	Vancouver, Can...	#NatureLove	"Finding serenity in the beauty of na...	Instagram	1,220	180	100
3.	94728	Jul 30, 2023, 9:55:0...	1 post per day	Image	London, UK	#AnimalRights	"Giving a voice to the voiceless!	Instagram	1,450	250	120
4.	92634	Jul 30, 2023, 12:40:...	4 posts per ...	Image	Los Angeles, USA	#FitnessMotiv...	"Empowering lives through fitness!	Facebook	1,500	250	120
5.	82036	Jul 30, 2023, 2:45:0...	3 posts per ...	Image	California, USA	#AdventureTi...	"Experiencing the thrill of a lifetime! ...	Instagram	1,500	250	120
6.	67482	Jul 30, 2023, 3:40:0...	3 posts per ...	Image	Barcelona, Spain	#Wanderlust	"Discovering the world's wonders! ??...	Facebook	1,150	140	70
7.	30420	Jul 30, 2023, 11:40:...	4 posts per ...	Image	New York City, ...	#Fashionista	"Setting trends with style!	Instagram	1,750	320	220
8.	24680	Jul 30, 2023, 9:45:0...	2 posts per ...	Image	Bali, Indonesia	#Wanderlust	"Embracing the beauty of nature!	Facebook	1,200	110	50
9.	16572	Jul 30, 2023, 12:30:...	4 posts per ...	Image	Los Angeles, USA	#FitnessGoals	"Pushing my limits in the gym!	Instagram	1,850	350	180
10.	14236	Jul 30, 2023, 11:50:...	3 posts per ...	Image	San Francisco, ...	#AdoptDontS...	"Giving furry friends a second chance!	Instagram	1,350	280	150

Report Overview:

In this report, I have compiled data on the total number of reactions, comments, and shares. The aim is to analyze and compare the engagement across various platforms based on the content type and location. The ultimate goal is to identify the platforms that generate the highest interaction with the preferred content type among the audience.

Key Objectives:

1. Total Engagement Metrics:

- Breakdown of reactions, comments, and shares.

2. Platform Comparison:

- Analyzing the interaction levels on different platforms based on content type and location.

3. Audience Preference:

- Determining the preferred content type by analyzing interaction patterns.

4. Content Enhancement:

- Improving post visibility and recognition through strategic hashtag usage.

Conclusion:

By thoroughly examining the data and insights provided in this report, we can make informed decisions regarding platform selection, content strategy, and audience engagement optimization.


Website Performance Analysis

Total Users
21,838

Total Views
102,877

Total Purchase
1,531

Total Cart
1,167

Select date range 

Top Purchasing products

	user_id	product_id	Total_Purchases	Total_Price	event_time
1.	513990971	1005136	1	2,012	Nov 01, 2019, 3:19:54AM
2.	513070340	1801700	1	1,861	Nov 01, 2019, 2:33:10AM
3.	546129282	1005135	1	1,665	Nov 01, 2019, 2:00:08AM
4.	542210844	1005135	1	1,665	Nov 01, 2019, 12:33:17AM
5.	519291059	1005135	1	1,665	Nov 01, 2019, 3:53:09AM
6.	530717866	1005135	1	1,665	Nov 01, 2019, 12:26:10AM
7.	530717866	1005135	1	1,665	Nov 01, 2019, 12:24:39AM
8.	513509085	1005135	1	1,665	Nov 01, 2019, 3:30:07AM
9.	531330336	1005135	1	1,665	Nov 01, 2019, 3:30:56AM
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Cart Users they didn't reach the buying stage

	user_id	product_id	brand	Total_Carts
1.	533187126	2900958	arg	10
2.	562951051	1004905	huawei	9
3.	549741334	1004766	samsung	8
4.	566297892	5400799	NULL	7
5.	541910739	1004210	samsung	6
6.	534175552	1701026	hp	6
7.	559972043	1004767	samsung	5
8.	563416044	1002524	apple	5
9.	545073500	0101305	htc	4
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Report Overview:

In this analysis, we have compiled data on user interactions including views, purchases, and items added to the cart. The aim is to identify user behavior patterns and optimize the conversion process.

Key Objectives:

1. User Engagement Metrics:

- Compilation of user interactions such as views, purchases, and cart additions.

2. Top Purchased Products:

- Identification of the most frequently purchased products, including timestamps and selling prices.

3. Cart Abandonment Analysis:

- Examination of users who added items to their cart but did not complete the purchase, including reasons for abandonment and associated product IDs.

Conclusion:

By analyzing the gathered data, we can gain insights into user behavior, optimize product offerings, and implement strategies to reduce cart abandonment rates, ultimately enhancing the overall conversion process.

Ads Performance Analysis

Total_Interest
37,452

Total_Impressions
213,434,828

Total_Clicks
38,165

Total_Spent
58,705

Total_Conversion
3,264

Total_Approved_Conversion
1,079

Best ages by Clics AND Gender (interest & Impression)

	age	gender	interest	Impressions	Clicks ▾
1.	30-34	F	27	2,223,278	421
2.	45-49	F	27	1,428,421	367
3.	45-49	M	16	2,286,228	353
4.	45-49	F	10	1,358,324	346
5.	30-34	M	15	3,052,003	340
6.	30-34	F	29	1,705,246	295
7.	45-49	F	63	1,111,156	282
8.	40-44	F	27	1,083,259	276
9.	45-49	F	27	1,088,027	272
10.	30-34	F	28	1,189,509	268
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Total of Conversion and Approved & Not_Approved BY age, gender

	age	gender	Total_Conversio...	Approved_Conversion	Not_Approved_Conversion
1.	30-34	M	60	17	43
2.	30-34	M	40	21	19
3.	30-34	F	38	13	25
4.	40-44	F	31	9	22
5.	30-34	M	31	7	24
6.	40-44	F	30	10	20
7.	30-34	M	28	14	14
8.	30-34	M	26	14	12
9.	30-34	F	26	5	21
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Report Overview:

In this analysis, we aim to compare age groups based on the number of clicks, which is crucial for understanding user engagement. By doing so, we can identify key insights regarding user behavior, including the number of users who clicked and made a purchase, those who clicked but did not purchase, and those who initiated the order but did not confirm it.

Key Objectives:

1. Age Group Comparison:

- Analysis of user engagement across different age demographics based on click-through rates.

2. Purchase Behavior:

- Identification of users who clicked and made a purchase, as well as those who clicked but did not purchase.

3. Order Confirmation Analysis:

- Examination of users who initiated the order process but did not confirm it.

Conclusion:

By evaluating the data pertaining to user clicks and purchase behavior across various age groups, we can gain valuable insights to tailor marketing strategies, optimize conversion rates, and improve the overall user experience.

Summary:

The analysis explored user engagement by age groups, focusing on click-through rates. Insights on purchase behavior were gathered to refine marketing strategies. This brief summary highlights actionable findings for enhancing user experience and targeting.

Tools By Used:

- MS SQL Server

Visit My code on GitHub: [Click Here](#)

- Looker Studio

Thank you I hope I have succeeded.
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[LinkedIn Profile](#)