



**EVIL  
GENIUSES**

# **Twitter Engagement Analysis by Content Type**

Submitted by Monica  
Radhakrishnan

# TWITTER ANALYTICS

It is a Data dashboard that tracks the performance of your account. It can reveal Business Insights that help guide your social media strategy, from identifying your most loyal followers to posting tweets at the right time of day.

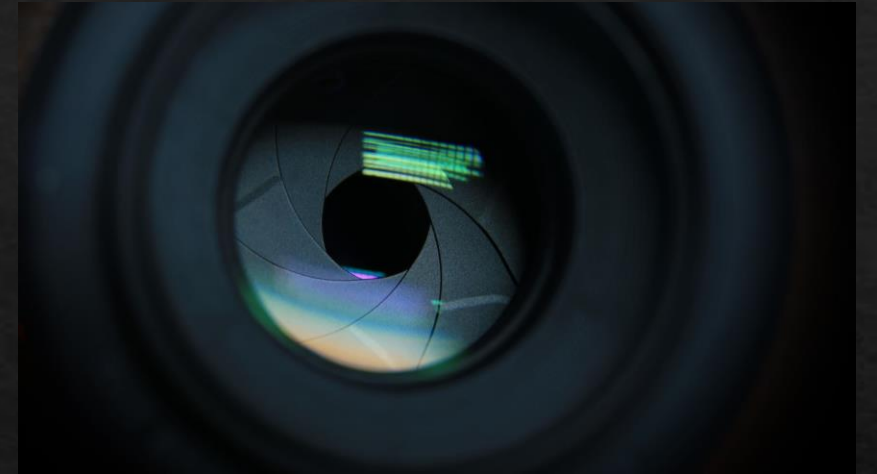
## Benefits of Twitter analytics

- Learning what your audience really wants
- Tracking your growth
- Figuring out the best time to post

# OBJECTIVE

Analyze the Impression and Engagement Rate varies by post type on Twitter.

Is Video better than picture or text post ?



# Summary on Impressions & Engagement Rate

The overall engagement rate is **0.10%** and the avg. number of Impressions is **~196k**

Video content attracts more Engagement from followers with an avg. Engagement rate of **0.18%** which is **81%** higher than the overall engagement.

Tweets with video content have an avg Impressions of **~279k** which is **42.46%** higher than the overall avg number of Impressions



# Summary

The overall ER is 0.10% and the avg. number of Impressions is ~196k

Video content attracts more engagement from followers with an avg. ER of 0.18% which is 81% higher than the overall engagement.

Tweets with video content have an avg Impressions of ~279k which is 42.46% higher than the overall avg number of Impressions.

The Overall avg CTR (Click-Through-Rate) is 0.35% & tweets with Video content have an avg CTR of 0.54% which is 54.2% higher than the overall average.

***Video content has the most Engagement, Impressions & CTR*** even though they contribute only to 13.14% of the overall tweet count

ER - Engagement Rate

CTR -  $\text{SUM}(\text{Likes, Replies, Shares}) / \text{Total Impressions} * 100$

# Summary (cont..)

56% of the overall tweets are Text but they have the least average ER of 0.06% & the least avg. Impressions pf ~158k

31% of tweets have a Picture in them & those tweets have better engagement & impressions than Text with an avg. ER of 0.14% & avg. Impressions of ~230k but lesser engagement than Video content.

POST TYPE	AVG. ER	AVG IMPRESSION	AVG CTR	TOTAL TWEET
VIDEO	0.18%	279.8K	0.54%	13%
PICTURE	0.14%	230.3K	0.44%	31%
TEXT	0.06%	158K	0.25%	56%
OVERALL	0.10%	196.4K	0.35%	100%

# TWITTER ENGAGEMENT ANALYTICS KPIs

TOTAL TWEETS  
15,141

TOTAL  
IMPRESSIONS  
2.97B

OVERALL  
ENGAGEMENT  
RATE 0.10%

OVERALL CTR  
0.35%

◇ MOST ENGAGED CONTENT :  
**VIDEO**

◇ AVG. ER: **0.18%**

◇ AVG. IMPRESSIONS : **279K**

◇ AVG. CTR : **0.54%**

ER - ENGAGEMENT RATE

CTR - CLICK THROUGH RATE

# ENGAGEMENT TRENDS

**Monday** has the most number of tweets overall with **2410** tweets followed by **Friday** with **2332** tweets

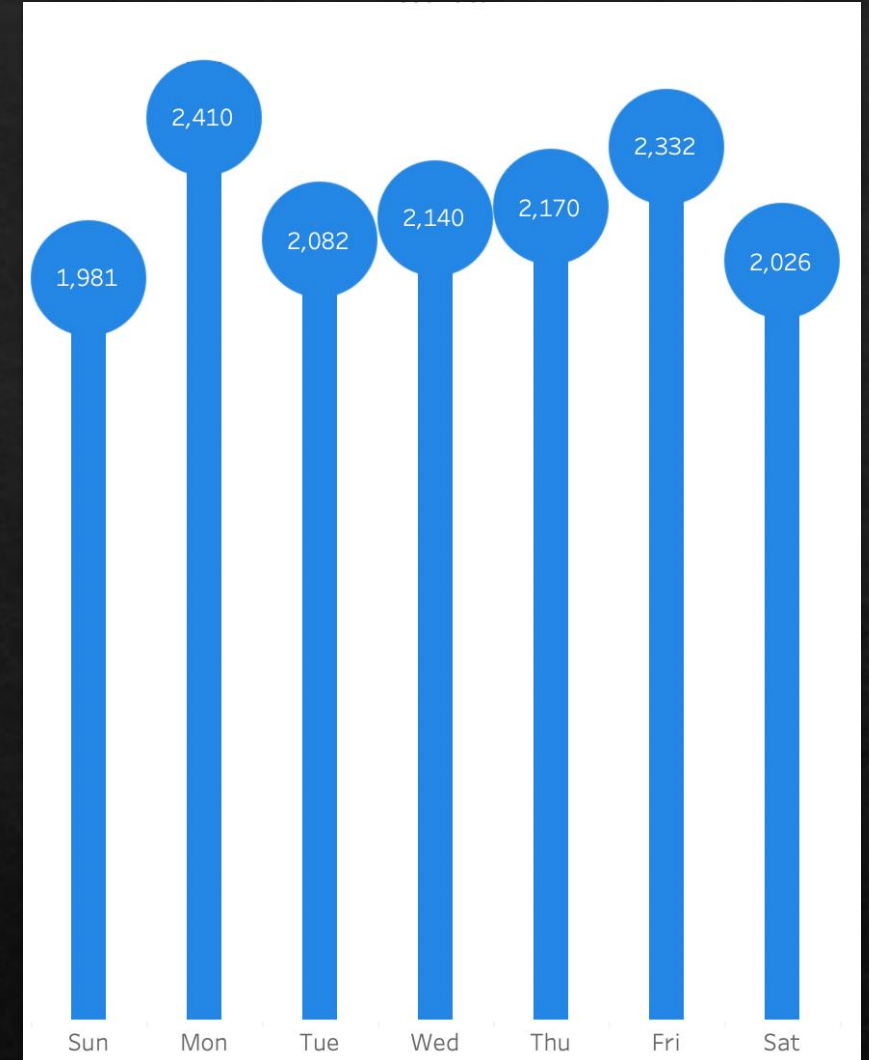


Chart generated using Tableau



## ENGAGEMENT TRENDS (Cont.)

Engagement & Impressions trends suggest that most engagement on Twitter happens between 9PM and 2AM

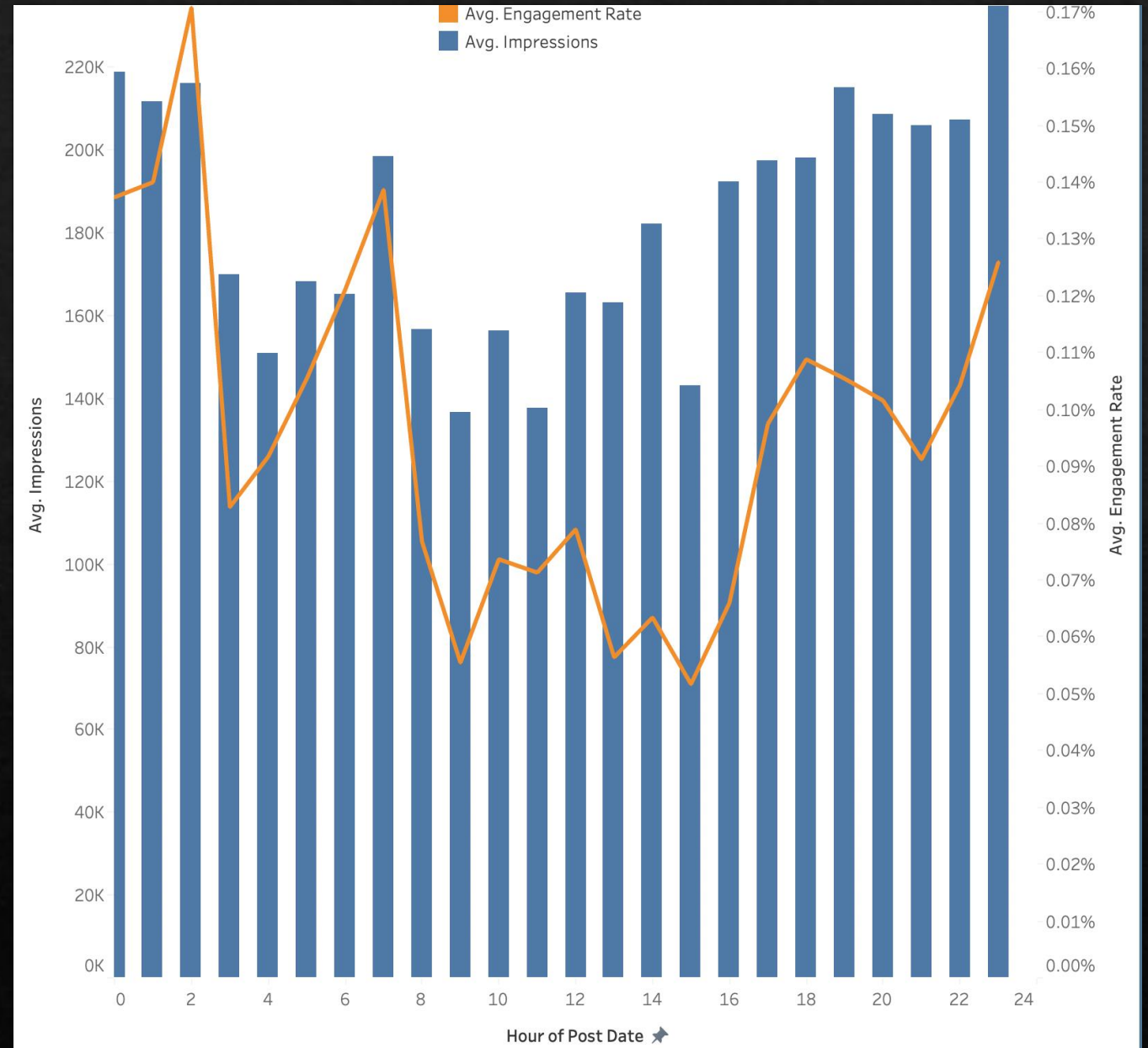


Chart generated using Tableau

## ADDITIONAL INSIGHTS

- ◆ For Videos less than 200 seconds durations have Impressions less than 1.5M.
- ◆ Most of the Video posts falls within the duration of 200 seconds has more Impressions than videos with durations more than 200 seconds.

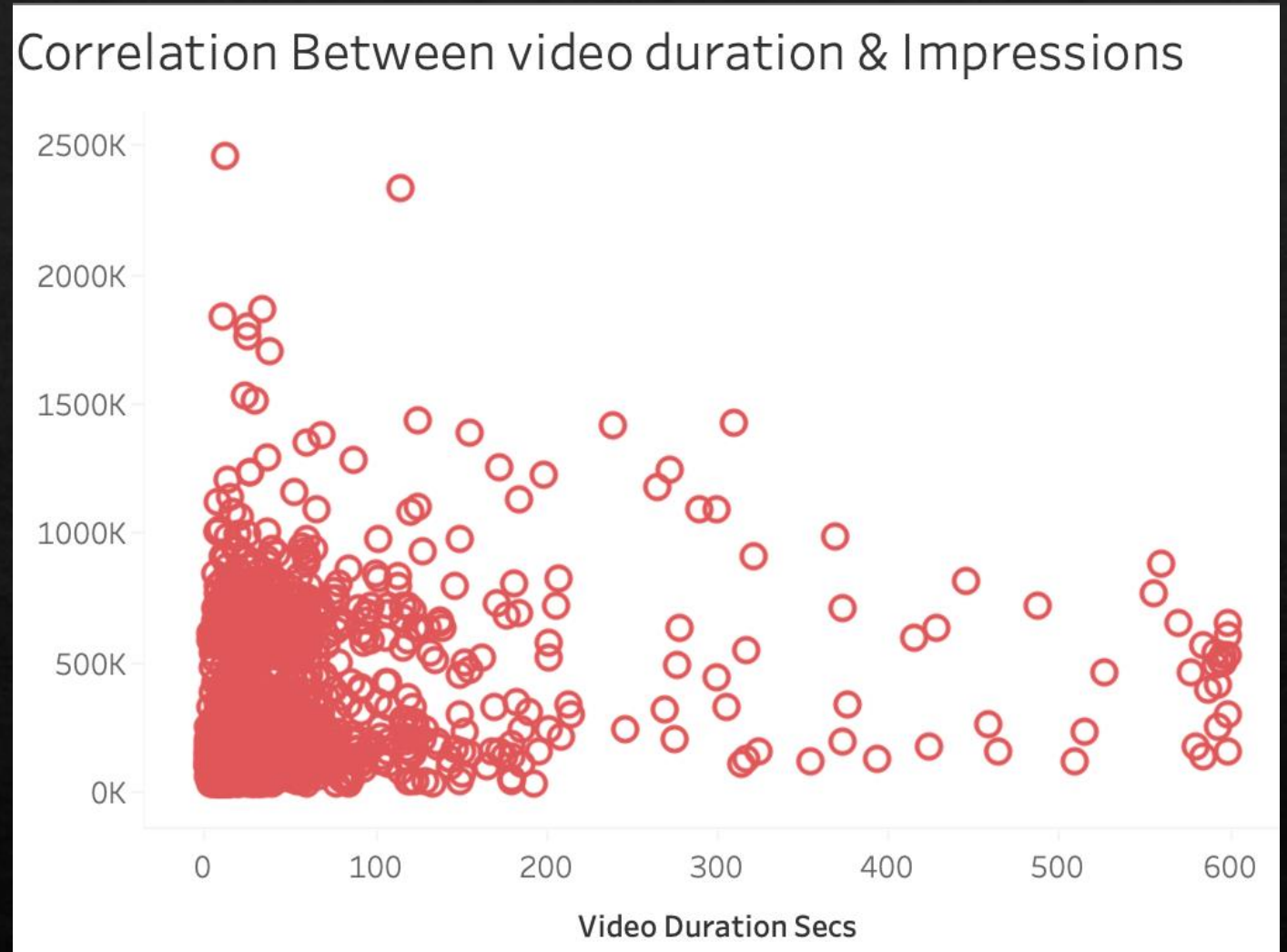
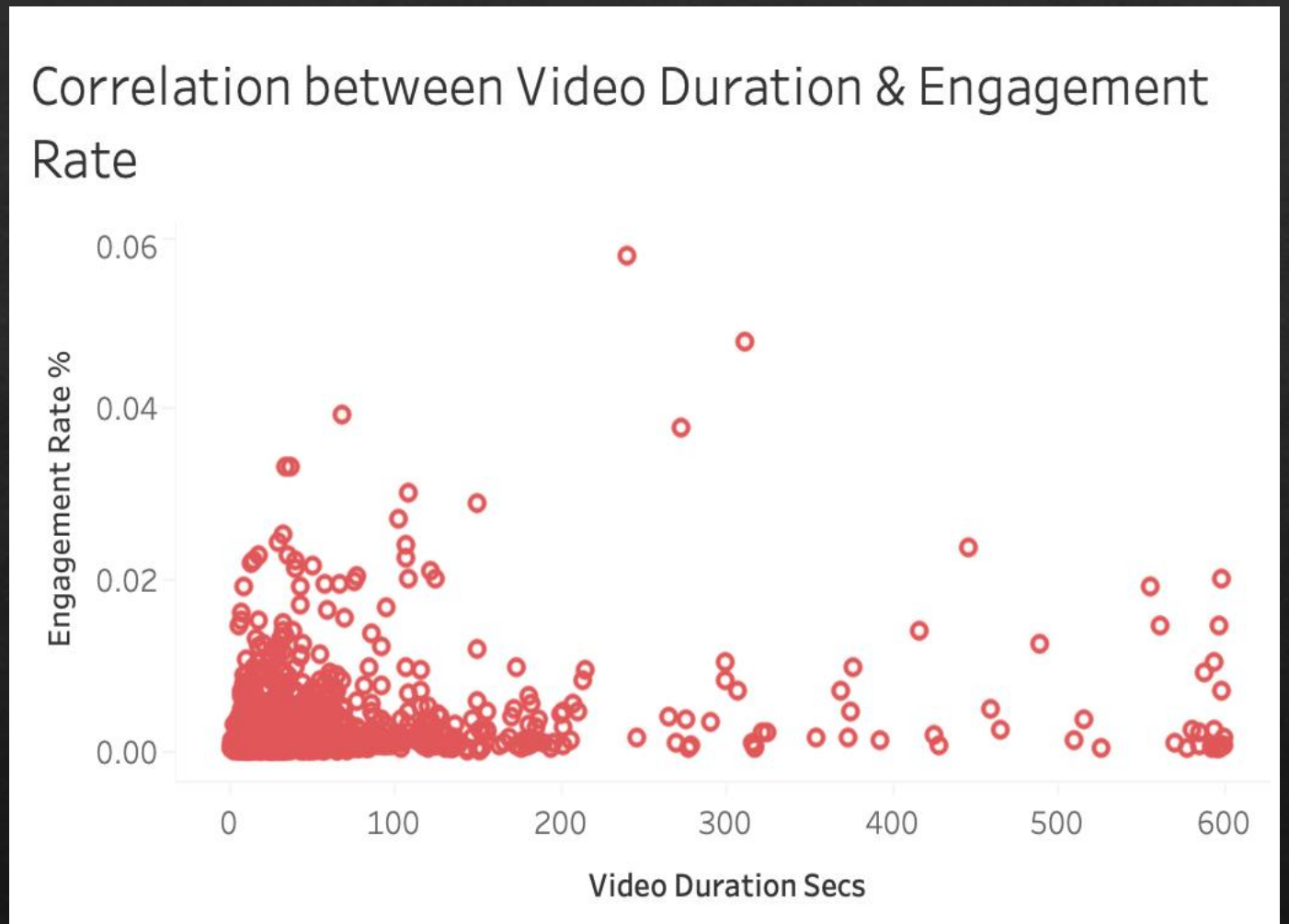


Chart generated using Tableau

## RECOMMENDATION

- ◆ The correlation graph shows, most video posts are tend to fall within the duration of 200 seconds has below avg. ER of 0.18%. There's no enough data to conclude that higher duration videos will improves ER.
- ◆ Recommending A/B Testing for further analysis

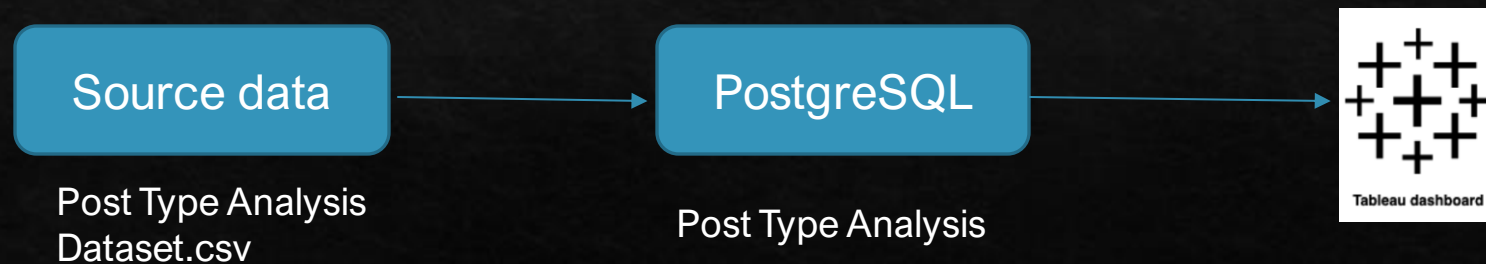


ER - ENGAGEMENT RATE

Chart generated using Tableau

# ASSUMPTIONS & WORKFLOW

- ❖ Click-Through-Rate is calculated as  $\text{Sum}(\text{Likes}, \text{Replies}, \text{Shares}) / \text{Total Impressions} * 100$ .
- ❖ Post Type is created to identify whether its Video or picture, by the field flags is\_Video & is\_Photo. When is\_Video & is\_Photo is 'False' then it's a Text post. (Field added using SQL before connecting to Tableau)



- ❖ SQL Queries are used for analysis are attached along with the email



Thank You