BI Sample Task (OPI)

Outline

1. Statistics for number of Likes & Comments
2. Posts traffic
3. Posts by Type
4. UGC Reposts performances
5. Map locations for UGC Reposts

Objective

I would like to see OPI brand recognition and viewers interaction with the brand on Instagram based on number of UGC reposts through out the years

Statistics Performance

	Comments	Likes
count	15521.00	15521.00
mean	3.77	123.23
std	8.77	411.42
min	0.00	0.00
25%	0.00	12.00
50%	1.00	30.00
75%	4.00	93.00
Sum		1912720

- mean - average
- std - standard deviation
- 25%, 50%, 75% - percentile

DESCRIBE:

The table displays statistical measure of Comments and Likes throughout the years (2012-2015) of posts related to OPI on Intstagram

Posts traffic on Instagram
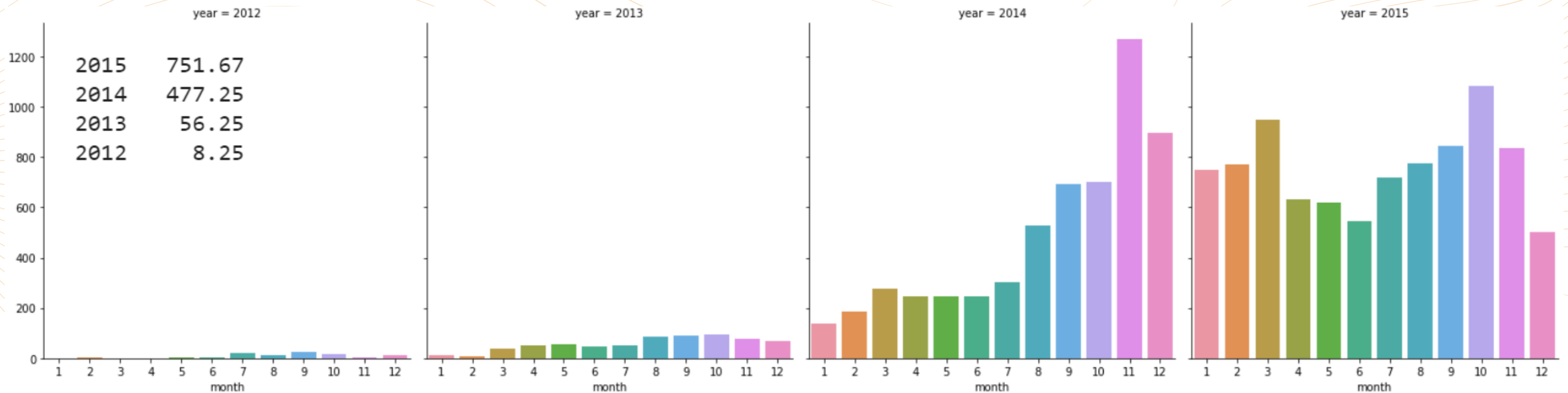
DESCRIBE:
- The charts display posts traffic generated by users for OPI on Instagram, broken down by year and month
- Year 2015 has the most content generated and evenly distributed - Average = 751.67
- Year 2014 is less than Year 2015, and November generates the most content - Average = 477.25

Total posts by Type

Differentiate between Video vs Image
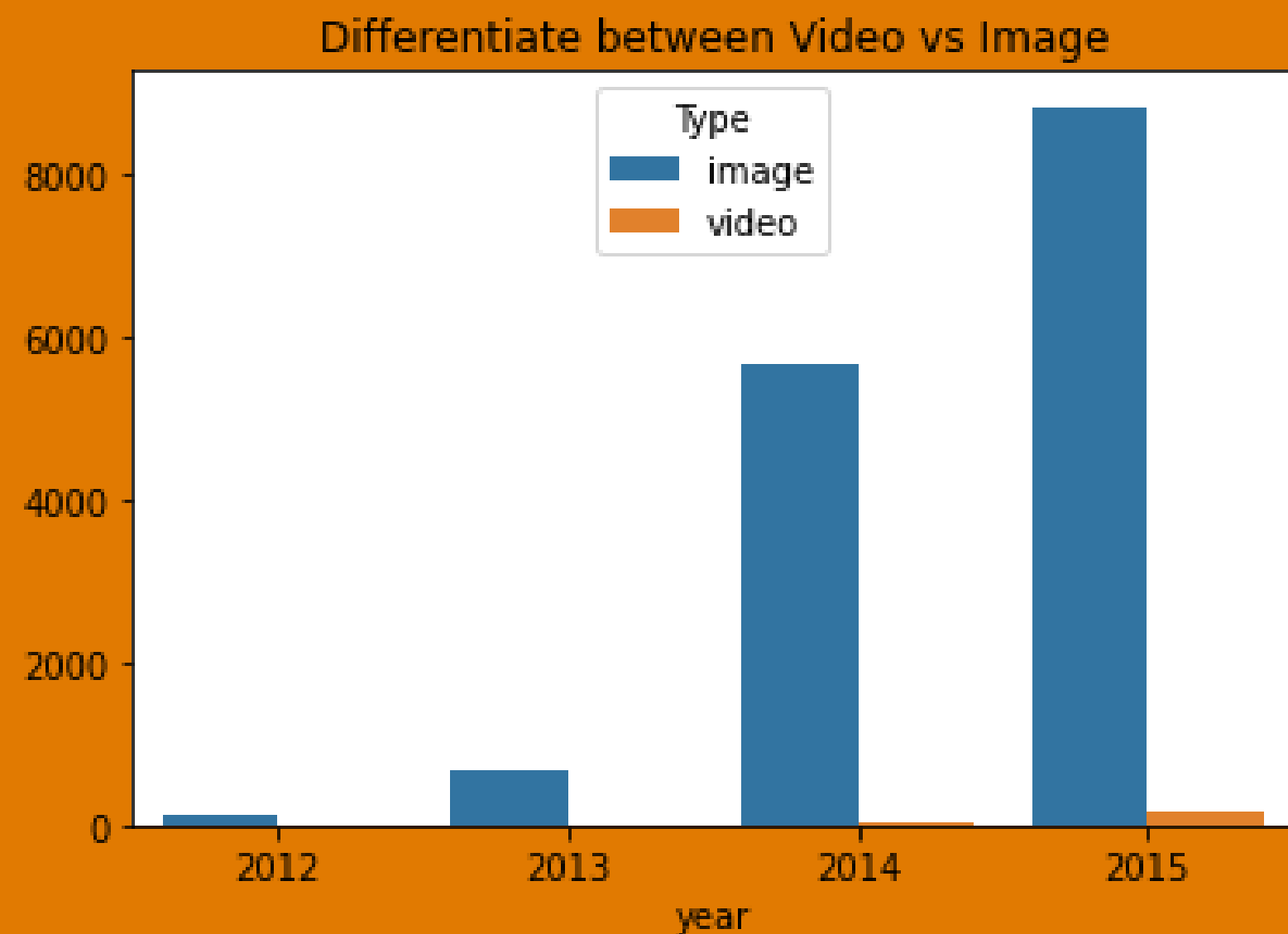
There are more posts in image than they are in video

year	Type	
2012	image	99
2013	image	666
	video	9
2014	image	5688
	video	39
2015	image	8845
	video	175

UGC Reposts I

Users repost with different Captions

The data is first filtered down to different Captions were posted by same users to see how viewers interacted to the posts

- There were more reposts with different captions, increasing by year
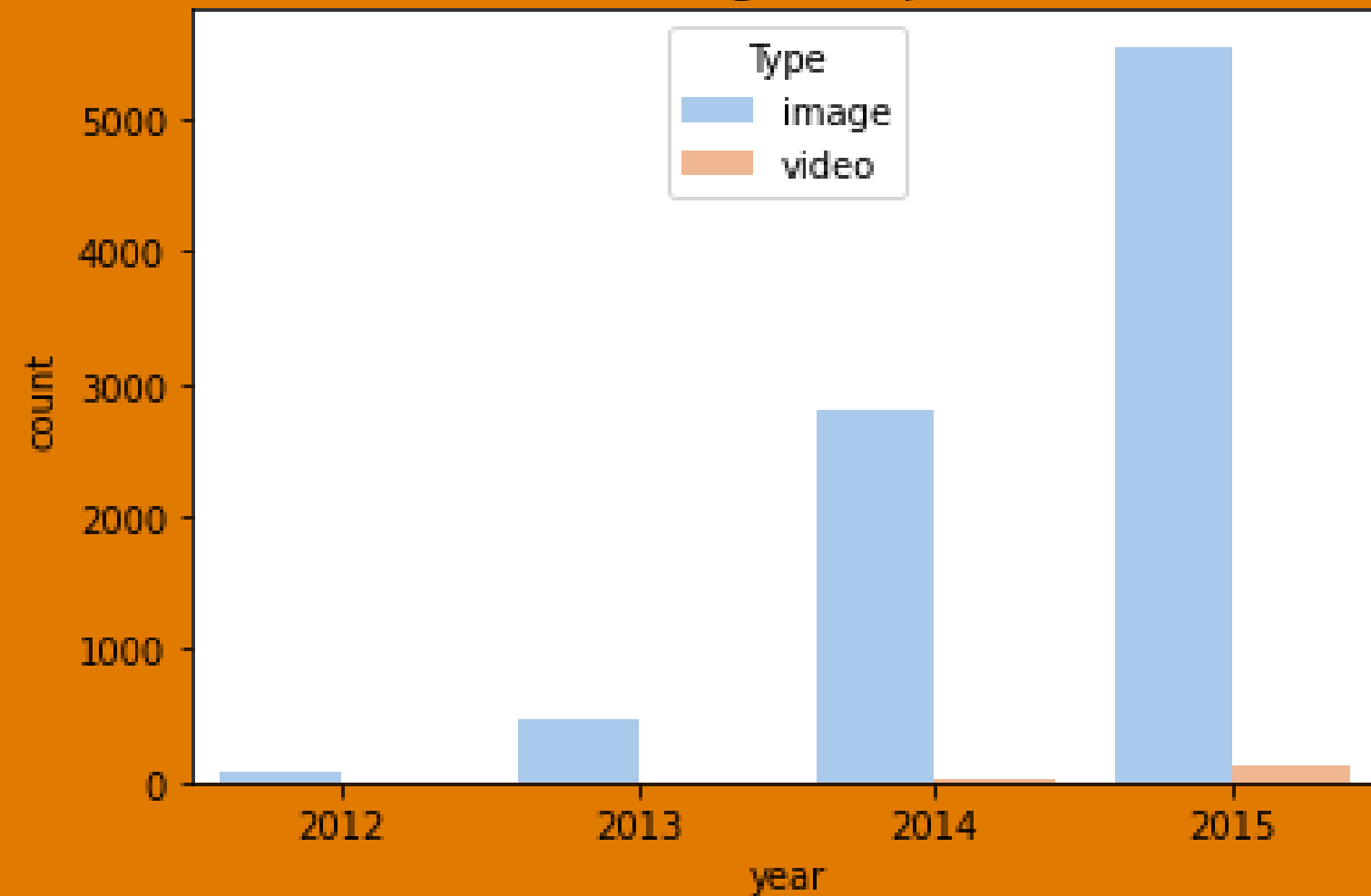- Year 2015 has highest number of Likes - 1294070

Number of reposts by year - Different contents

2012	82
2013	488
2014	5040
2015	7181
	12791
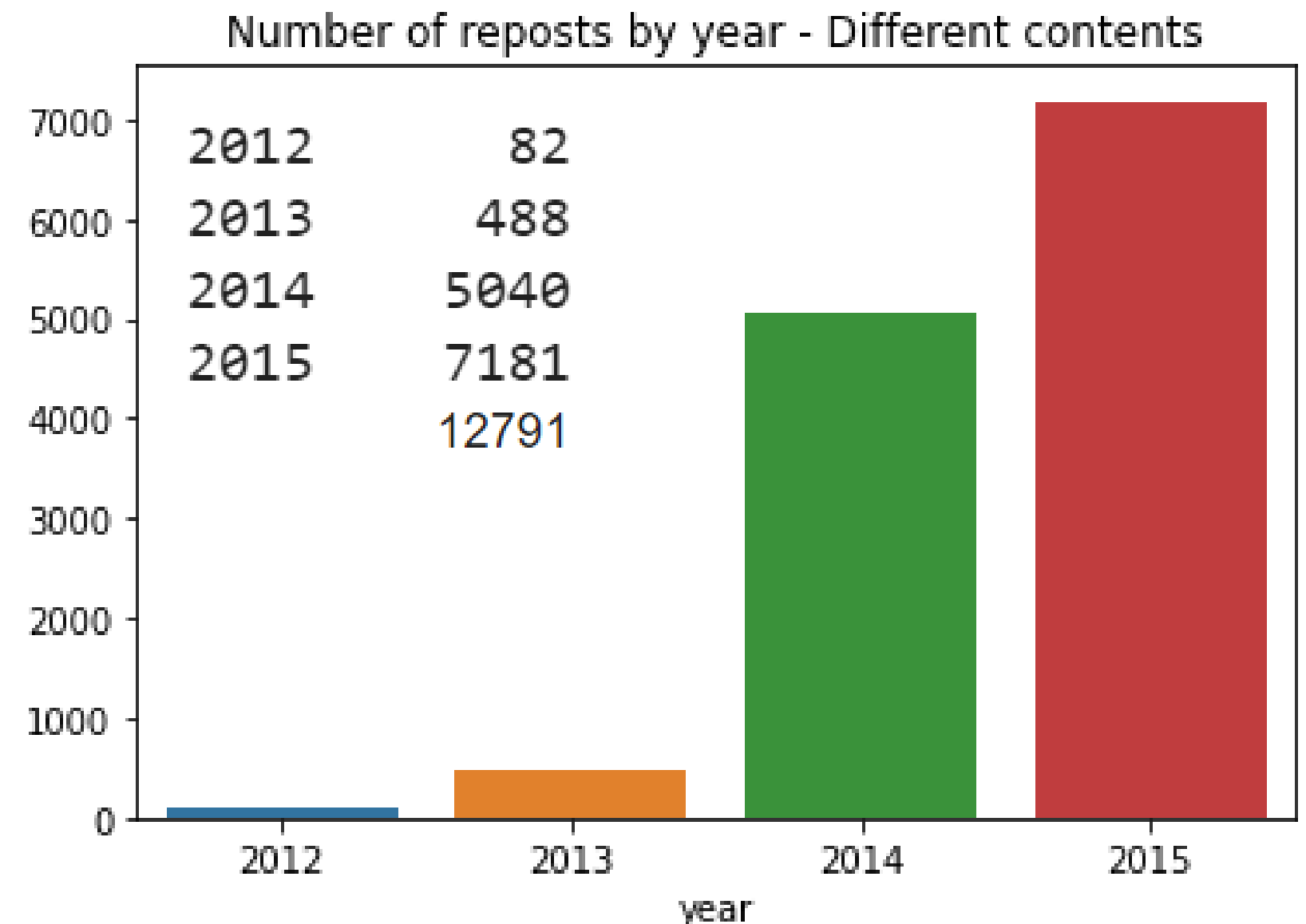
Total likes for reposts by year

year

2012	6706
2013	44614
2014	324189
2015	1294070

UGC Reposts I - by Type

Image & Video reposts

Differentiate between Video vs Images - Repost Posts with different Caption

year	Type	
2012	image	82
2013	image	466
	video	8
2014	image	2813
	video	29
2015	image	5544
	video	129

Reposts under image were always higher throughout the year
-> Future users may consider video reposts to communicate with viewers (Eg. Tiktok platform)

UGC Reposts I - Locations
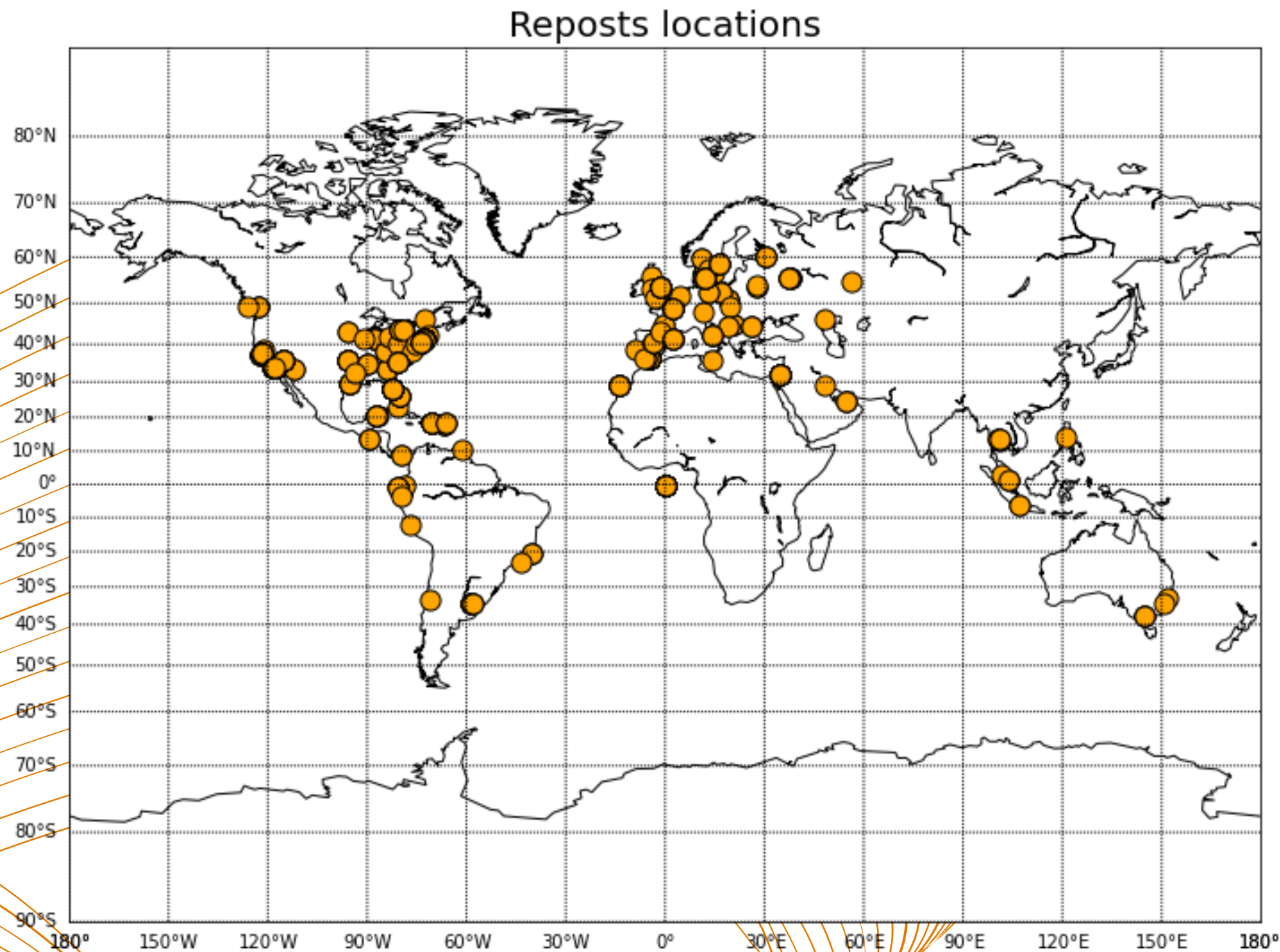
Reposts locations

There are several no given data for longitude & latitude in the dataset. Therefore, the graph shows an estimated numbers of locations that generate high number of UGC reposts

- USA
- Europe
- South America
- Southeast Asia
- West Africa
- Southeast Australia

UGC Reposts II

## Users repost same Caption in same day

The data is filtered down to same Caption was posted multiple times in a day to see if viewers were still interested in the posts

- There were more reposts with same caption in 2014 than they were in 2015
- However, Likes in 2015 was more higher than in 2014

Number of reposts by year - Same content

```
2013       6
2015    1105
2014    2009
        3120
```
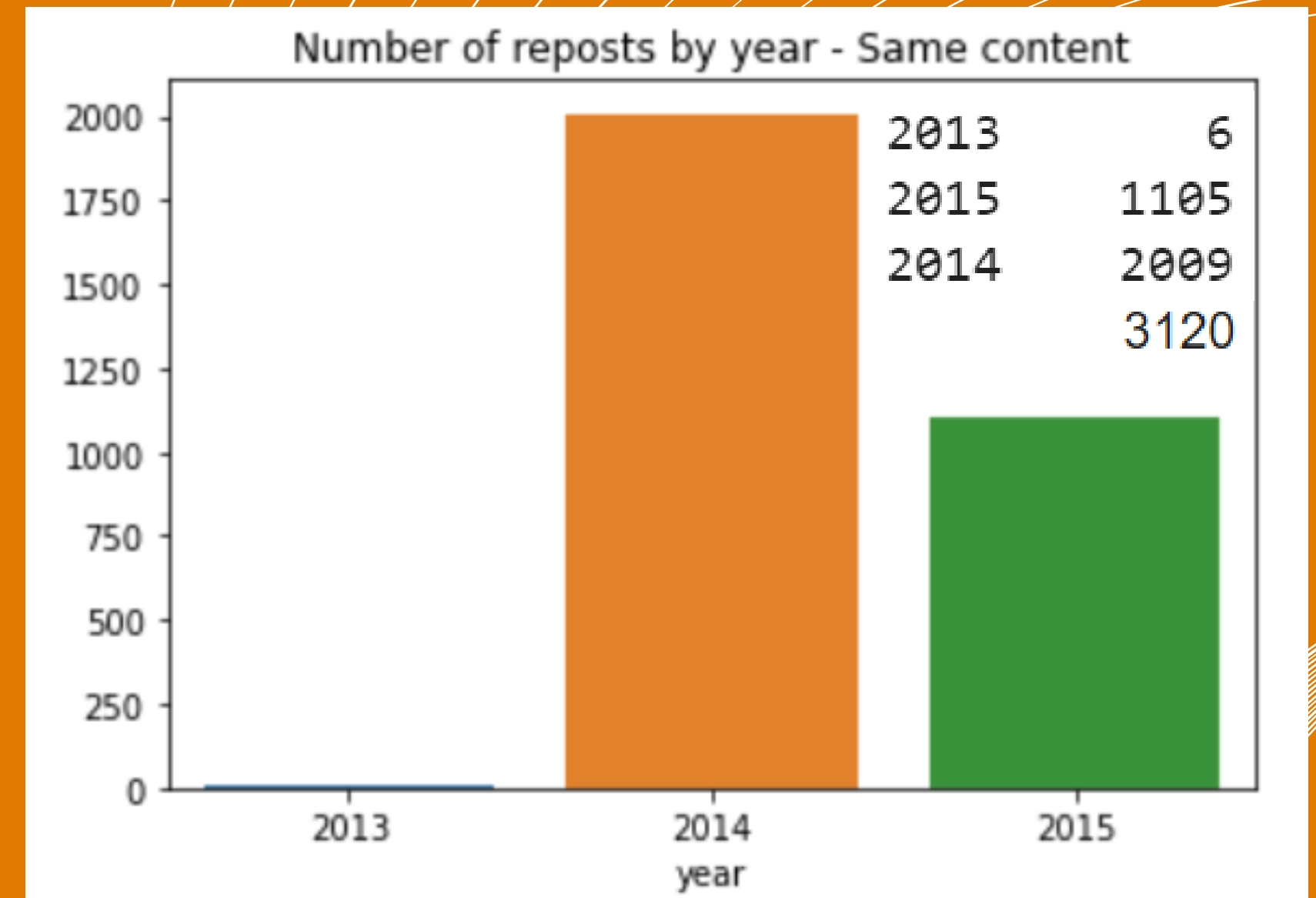
```
Total likes for reposts by year
year
2013         26
2014      60353
2015     207141
```

UGC Reposts II - Locations
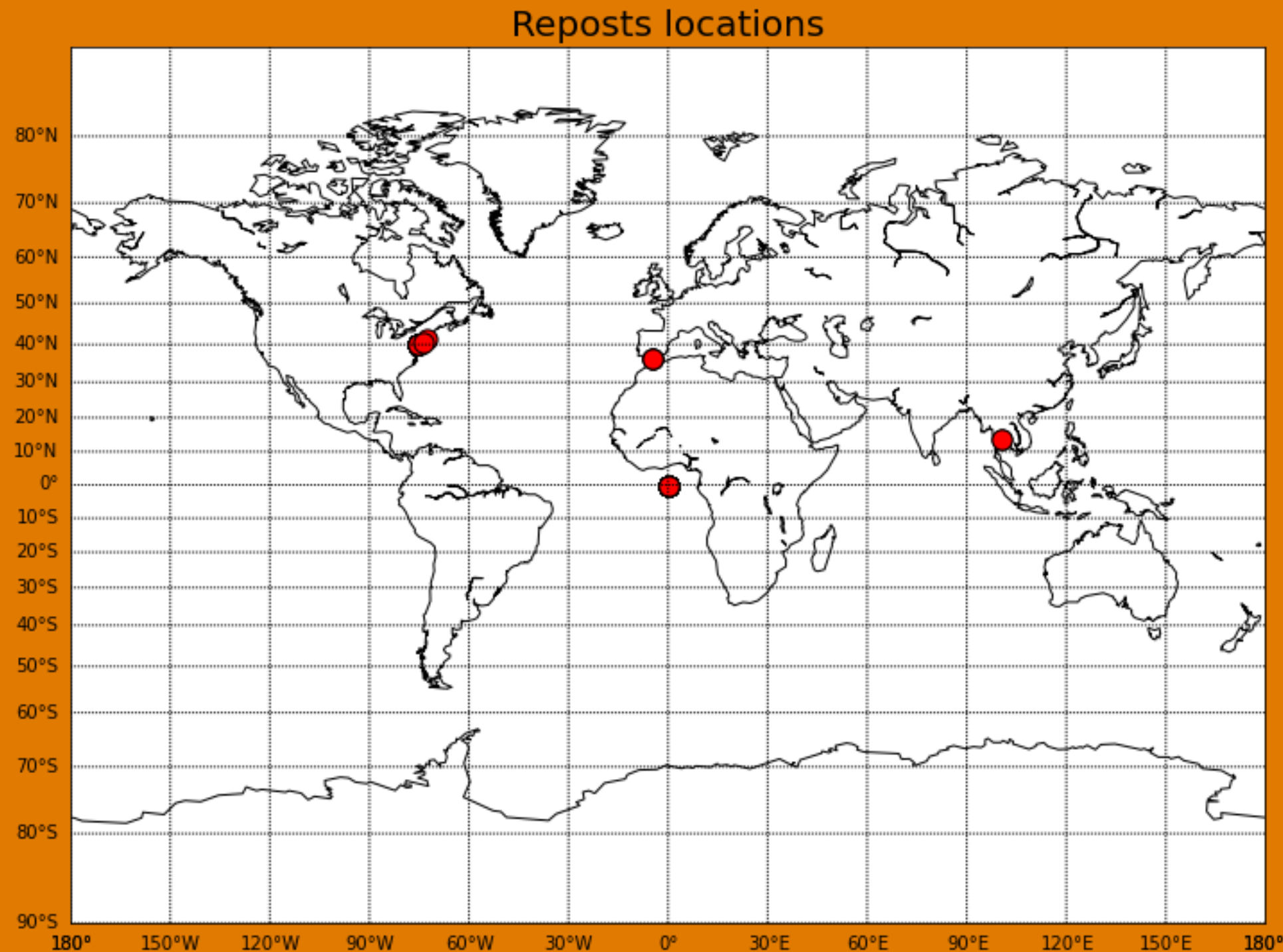
Reposts locations

There are several no given data for longitude & latitude in the dataset. Therefore, the graph shows an estimated numbers of locations that generate high number of UGC reposts

- East coast of USA
- South East Europe
- West Africa
- Southeast Asia

Conclusion

- Repost same content multiple times did not generate viewers' interest (as shown in UGC Reposts II - Year 2014 & 2015)
- There are more image posts than video posts

-> Should consider video posts

- USA & European countries deliver heavy posts traffic

-> Instagram culture is popular in USA & European countries than in Canada, South America, Africa, Asia & Australia

-> Facebook or other regional social platforms are popular in countries besides USA & European countries

Thank you!

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