An abstract network pattern on the left side of the page, consisting of numerous small dots (nodes) in shades of pink and purple, connected by thin, light gray lines (edges), forming a complex web-like structure.

# Nation With Namo – Case Study

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BY PRAKHAR GUPTA

# Weekly Performance Report

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A Pivot table has been created in Excel (refer to “Sample Data” workbook) to summarize the sample dataset on a week-on-week basis. It contains the following fields:

- Reaction per Impression (or Reach, in %)
- Comments per Impression (in %)
- Shares per Impression (in %)
- Complete View Ratio Or CVR – The ratio between the complete view and video view fields (in %)
- Avg Shares per Page.

**We can see that for the second week of June (8<sup>th</sup> to 14<sup>th</sup>), the avg shares per post is the highest for Page ID “FB002” (Answer to ques. 5)**



# Analysis by Post Type

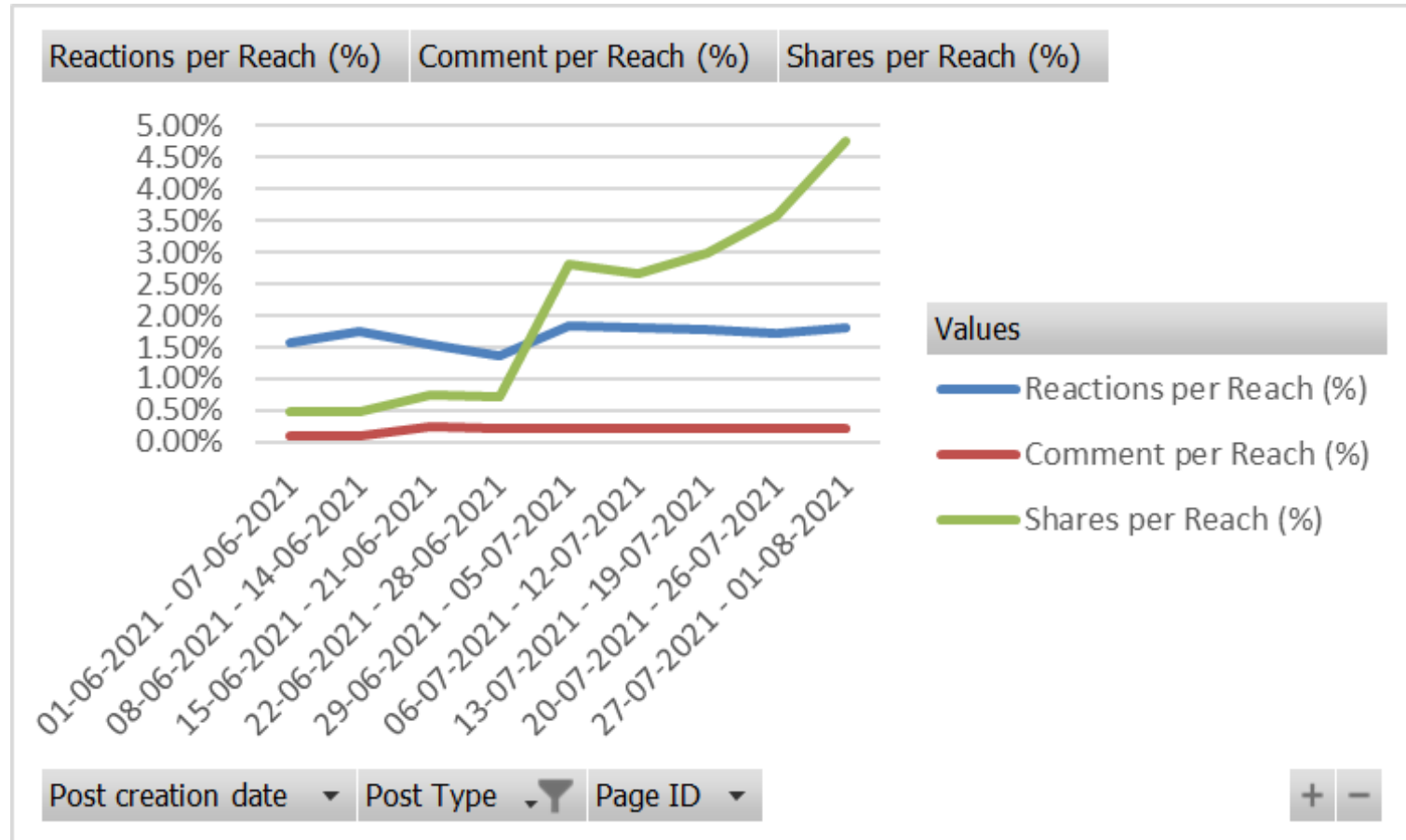
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From the pivot charts in the next slide (refer to “Modified Data” workbook), we can draw the following conclusions:

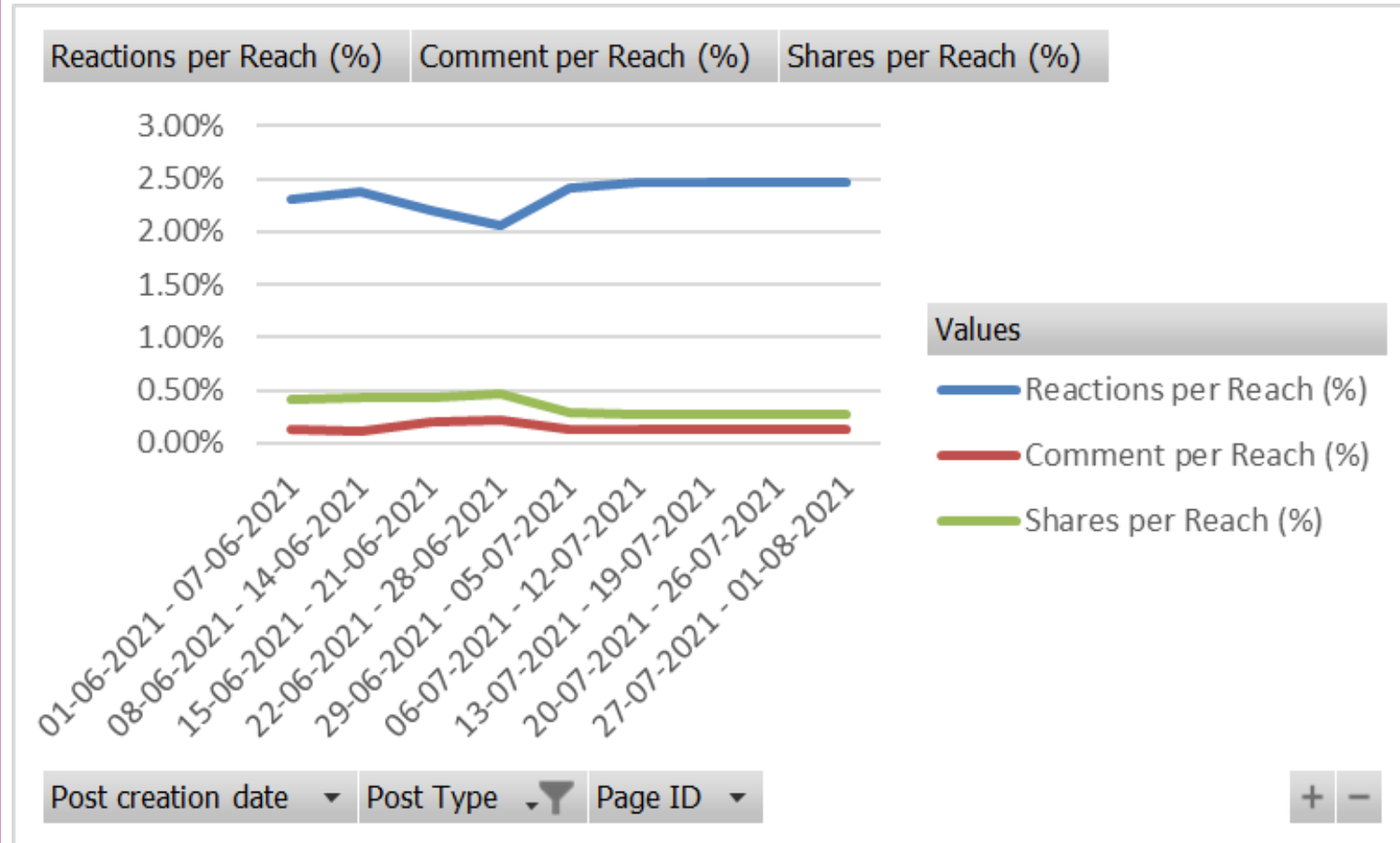
- The Reaction per Impressions values are slightly higher for Non-Video posts, indicating that users are less likely to give a particular reaction to a Video Post
- The values of Shares per Impressions tends to be much higher for video Posts.
- The Comments per Impressions is quite low for both the Post Types

**(Answers to Ques 4 & 6)**

# For Video Posts



# For Non -Video Posts

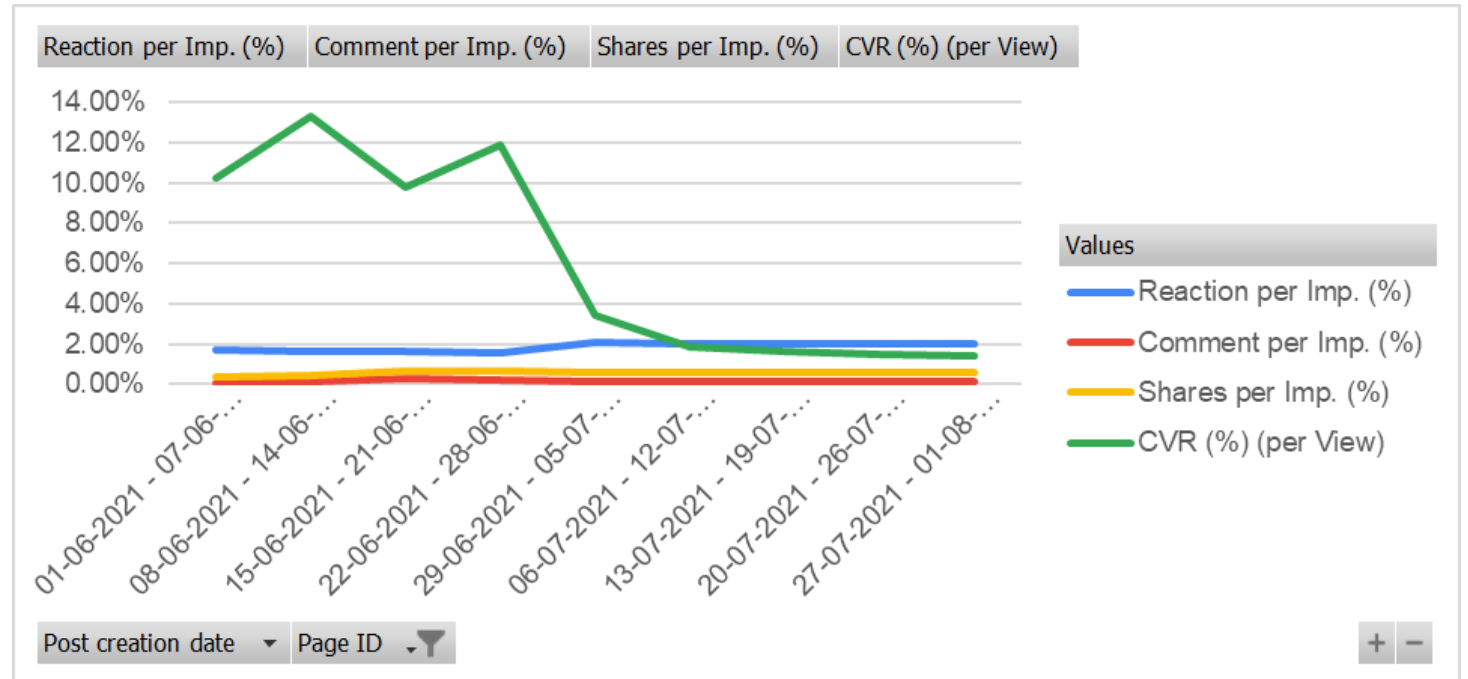




# Recommendations for “FB002”

From the Chart (in “Sample Data”):

- The CVR and Reactions per Impression metrics perform fine
- However, the comments and shares per Impression metrics are poor, so they need to work on boosting that





While the Reactions and CVR Metrics (for video posts) generally work well, the comments and shares metrics (especially for Non-Videos) perform poorly.



As Video posts tend to get shared more frequently, such content must be pushed more as they likely to reach more people.

## Overall Qualitative Recommendations