**Business Analysis Report: Hacker News Post Engagement**

Objective: The goal of this analysis is to identify factors that drive engagement (measured by comments) on Hacker News posts. I specifically analyzed 'Ask HN' and 'Show HN' posts.

Key Findings:

Average Comments per Post Type:

'Ask HN' posts receive an average of 10.39 comments per post.

'Show HN' posts receive an average of 4.89 comments per post.

Conclusion: 'Ask HN' posts tend to spark more discussion compared to 'Show HN' posts.

Top 5 Hours for 'Ask HN' Posts (by Average Comments):

15:00 - 28.68 average comments

13:00 - 16.32 average comments

12:00 - 12.38 average comments

02:00 - 11.14 average comments

10:00 - 10.68 average comments

Conclusion: Posting 'Ask HN' content between 12:00-15:00 increases chances of higher engagement.

Title Length vs. Comments:

A negative correlation (-0.71) was found between title length and engagement.

Shorter titles receive more comments.

Conclusion: Keep titles concise to maximize engagement.

Engagement by Day of the Week:

Monday sees the highest average comments per post (5.0).

Sunday has the lowest engagement (1.67 avg comments).

Conclusion: Weekdays, especially Mondays, tend to drive more discussions.

Impact of URLs on Engagement:

Posts without URLs receive 3.0 average comments.

Posts with URLs receive 0 average comments.

Conclusion: Users engage more with discussion-based posts rather than link-sharing posts.

Recommendations:

Post 'Ask HN' content around 12:00 - 15:00 to maximize engagement.

Use concise and direct titles to attract more comments.

Avoid posting on Sundays if engagement is a priority.

Prioritize discussion-based posts rather than just sharing links.

Final Thoughts:

These insights can help optimize Hacker News posts for maximum engagement. By aligning posting times, title length, and content type with user behaviour, engagement rates can be improved significantly.