

Problem statement –

On the website mobileknowledge.com, different websites can place their postings related to different products on their website to create awareness. There are 2 different websites – A & B which sell mobile phones of 8 different brands (Apple, Auxus, Blackberry, Celkon, Gionee, HTC, Huawaei & Lava). They promote themselves by posting these products on the website mobileknowledge.com.

You as a consultant of mobileknowledge.com need to give useful business insights to website A, B & C so that they improve their social presence (likes, comments, shares) on mobileknowledge.com. Also you need to submit a report to the senior management regarding the performance of these websites showcasing opportunities and trends.

Reference/definitions:

Header	Definition
Reach	Total number of people, this post is shown to.
Frequency (per user)	Number of times the posting is shown to a single person
Impressions	Total number of times the posting is shown to a person
Clicks	Number of times anyone clicks on the posting to read the details of the product.
Click-Through Rate (CTR)	Number of people clicking the post per impression. It is the ratio of Clicks by Impressions.
Post Likes	Number of people liking the post
Post Comments	Number of people commenting on the post
Post Shares	Number of people sharing the post

Note:

- Data is made up and do not represent actual numbers.
- You can consider actual prices of the mobile.
- Date can be considered actual.