Report on Performances of Websites
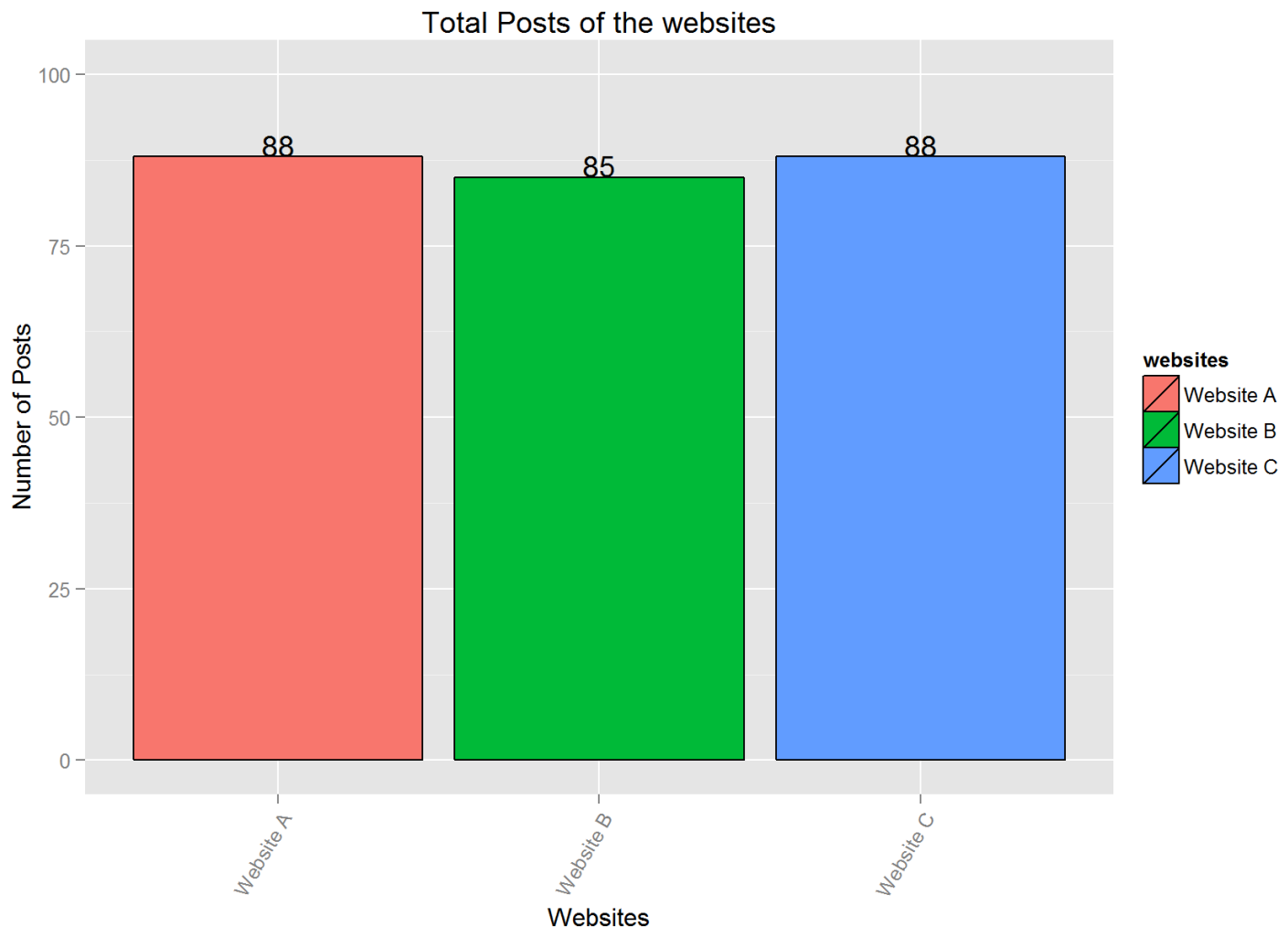
Sanket Achari

Wednesday, April 22, 2015

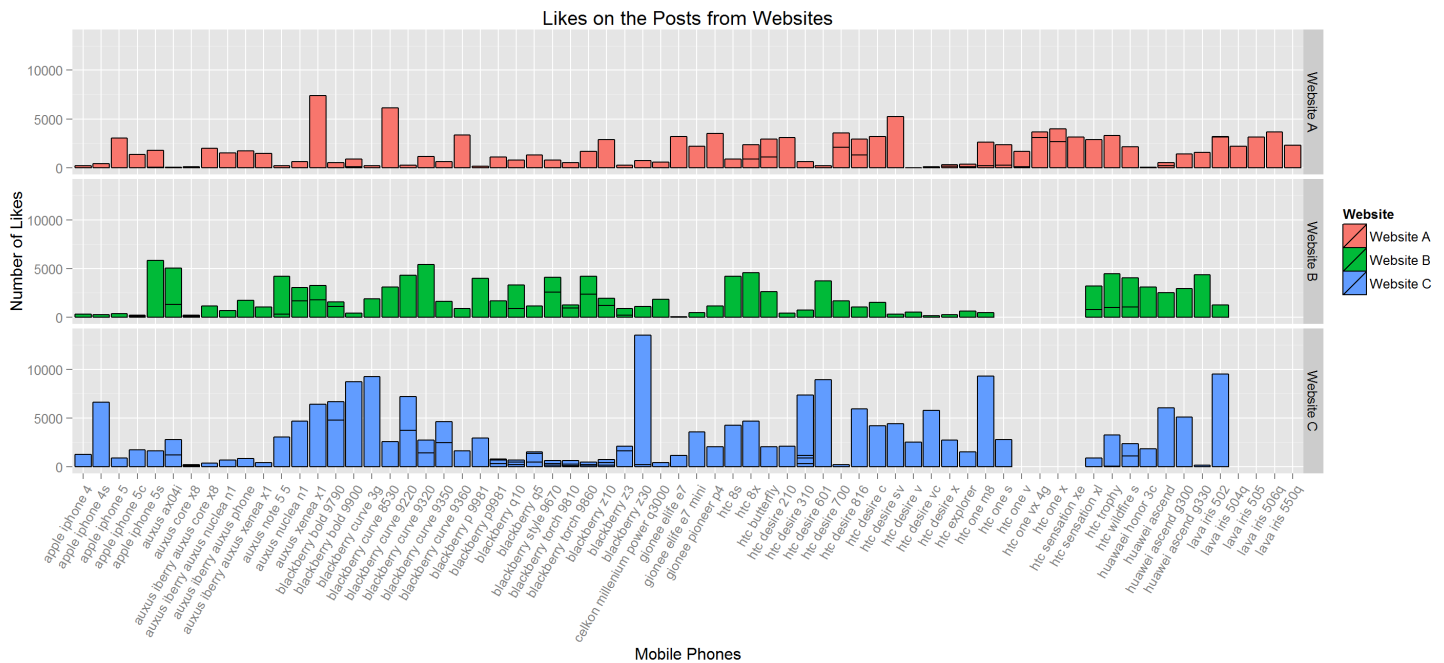## Performances of the Websites A, B & C are calculated based on the following parameters

- Likes
- Comments
- Shares
- Clicks
- Clicks Through Rate (CTR)
- Reach & Frequency per User

Total Number of Posts

- Graph shows that all the Websites have nearly same posts on mobileknowledge.com.
- This means websites A, B & C are equally active on the mobileknowledge.com.

Popularity & Trends

Likes on the Posts from Websites

Top 5 posts from website A which has got maximum likes

```
          Post.about Post.Likes
       auxus xenea x1       7373
 blackberry curve 8530       6145
        htc desire sv       5254
        lava iris 506q       3679
      gionee pioneer p4       3491
```
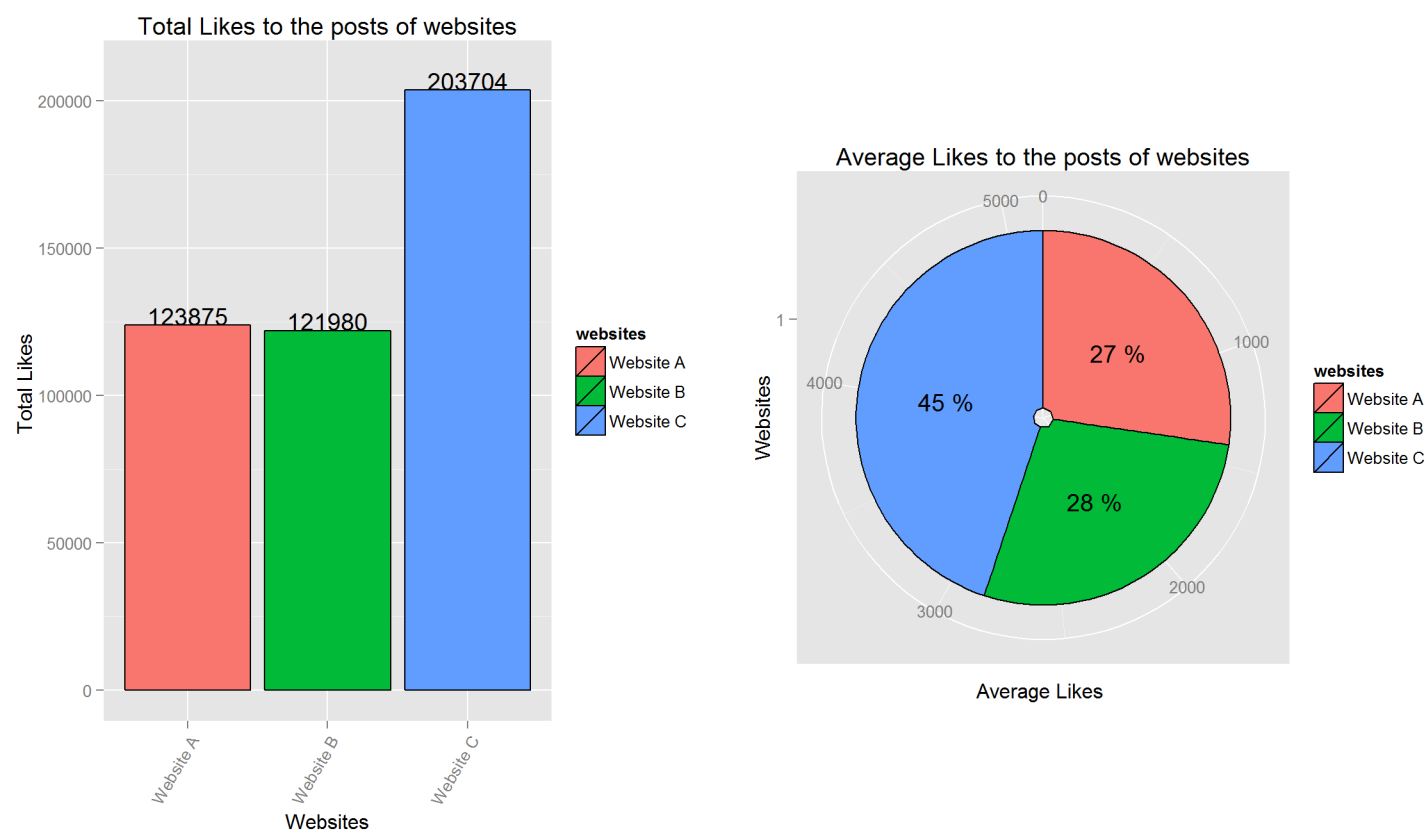
Top 5 posts from website B which has got maximum likes

```
          Post.about Post.Likes
        apple iphone 5s       5835
 blackberry curve 9320       5390
               htc 8x       4556
    huawei ascend g330       4378
 blackberry curve 9220       4317
```
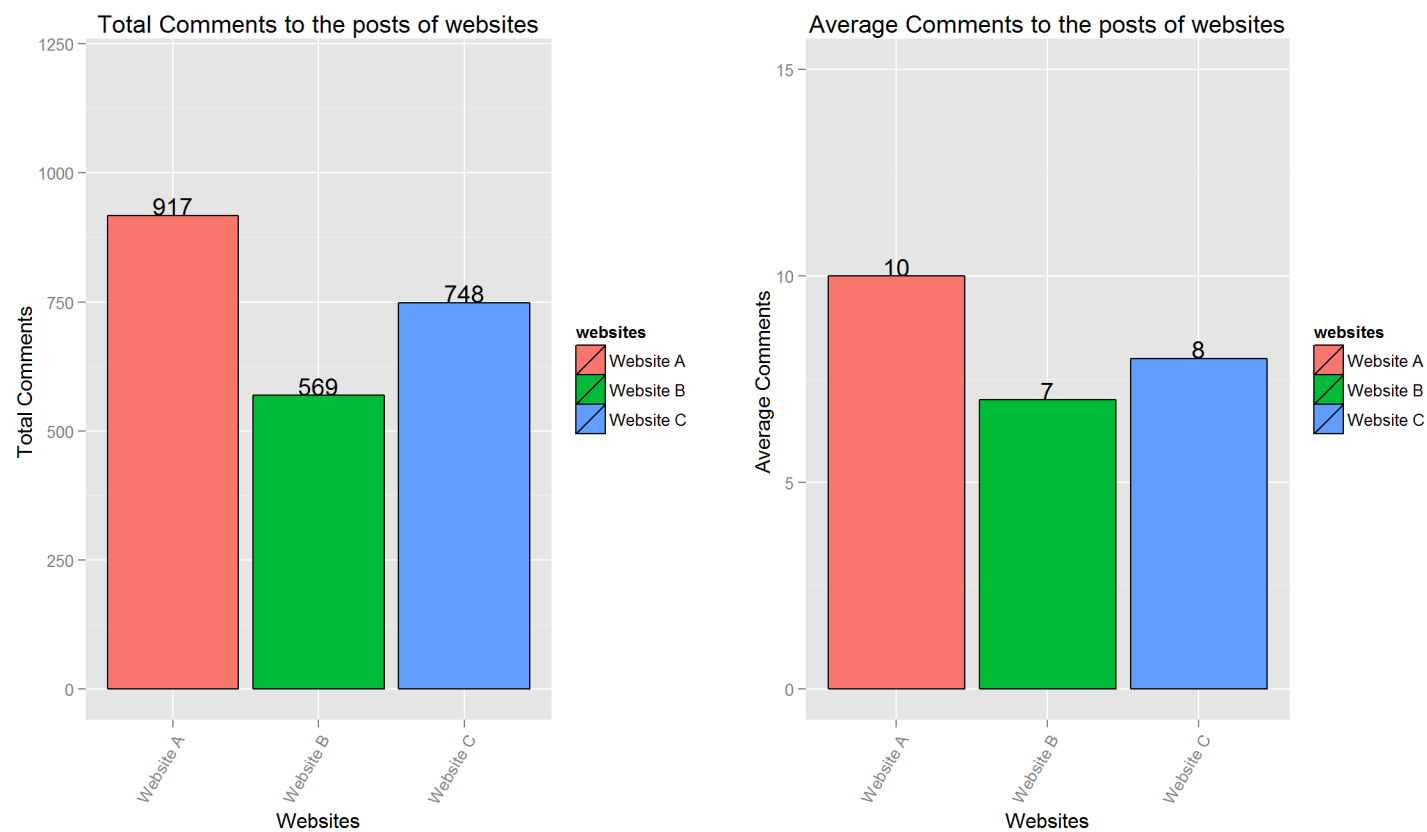
Top 5 posts from website C which has got maximum likes

```
        Post.about Post.Likes
     blackberry z30      13274
       lava iris 502       9511
         htc one m8       9274
  blackberry curve 3g       9229
      htc desire 601       8913
```
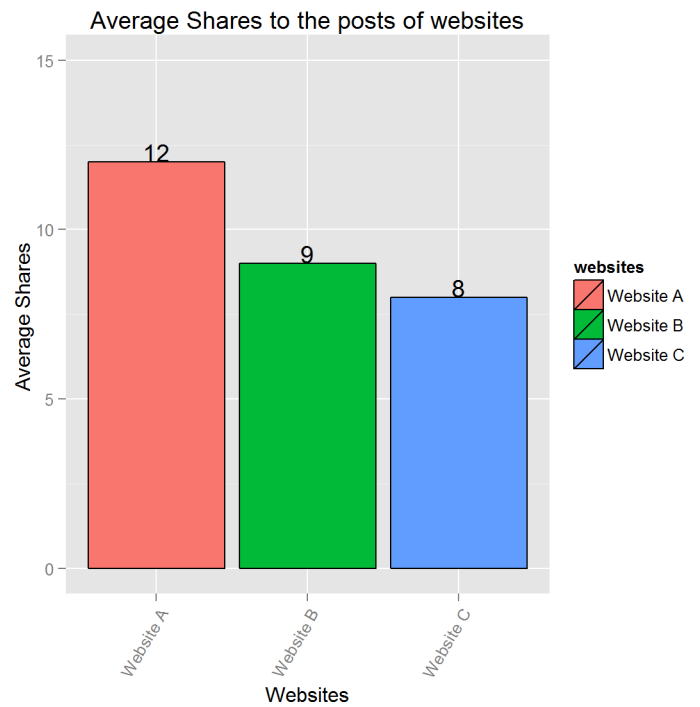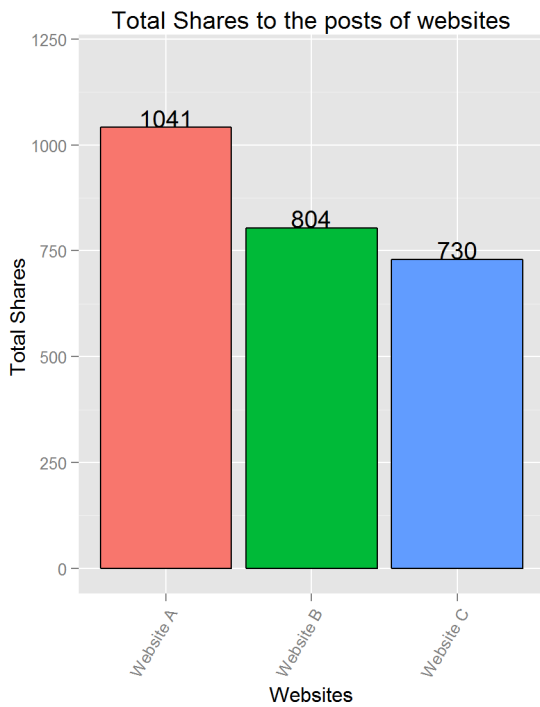
Number of Likes on the posts

Total Likes to the posts of websites

Average Likes to the posts of websites

Number of comments on the posts

Total Comments to the posts of websites

Average Comments to the posts of websites

Number of Shares of the posts

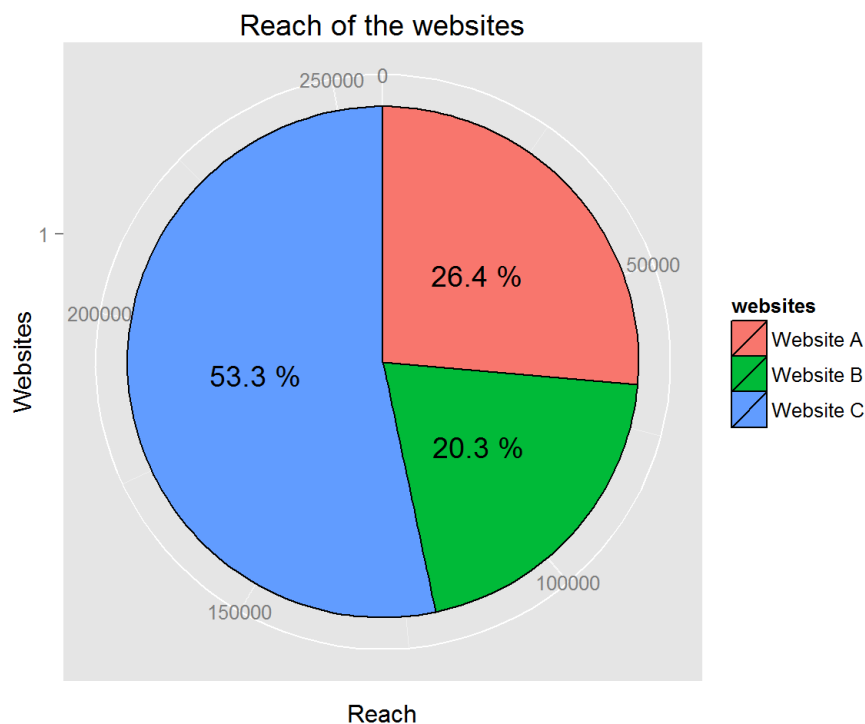### Total Shares to the posts of websites

Average Shares to the posts of websites

From the above graphs we can see that Posts from

- Website C has got maximum Likes & Website A and B have got nearly same likes
- Website A has got maximum Comments Website B has got minimum comments
- Website A has got maximum Shares & Website C has got minimum shares
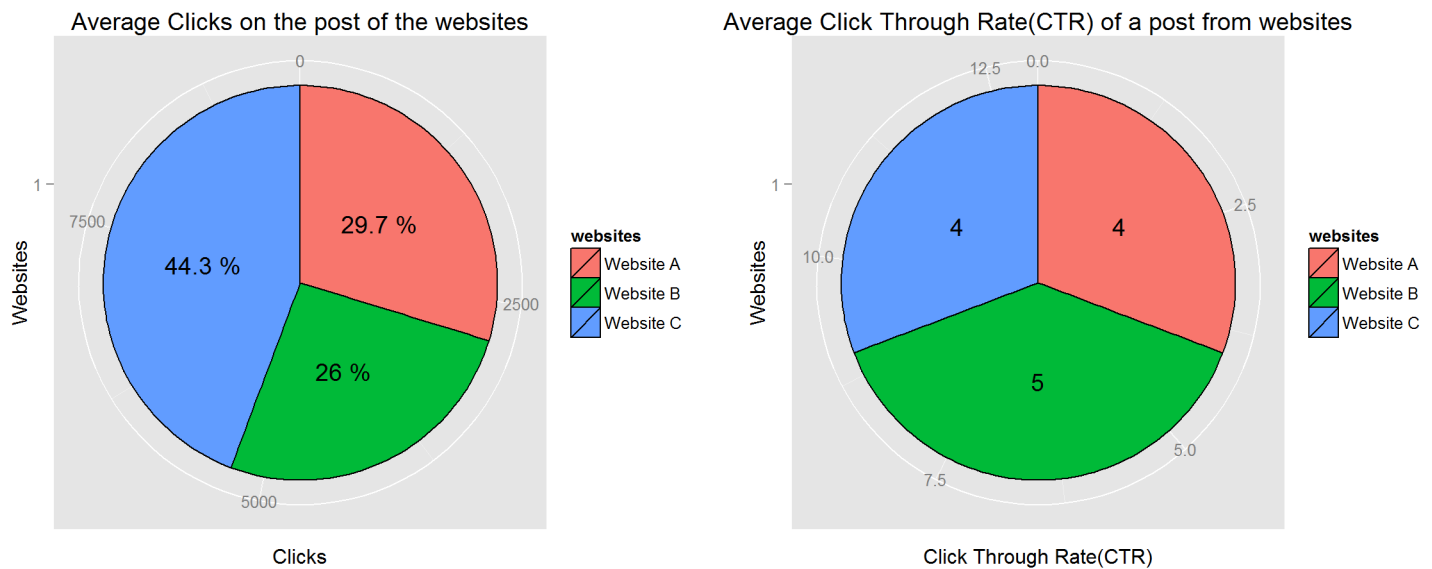
Average Reach

Reach of the websites

- Website C has topped the reach of its post on mobileknowledge.com.
- More than 50% of people have viewed posts from website C.

Average reach of the posts from Websites are as follows:-

- Website A - 67986
- Website B - 52149
- Website C - 137148

Average Clicks & Average Click Through Rate(CTR)

Average Clicks on the post of the websites

Average Click Through Rate(CTR) of a post from websites

- Clicks :- Posts from Website C has got the maximum clicks compared to Website A & B.
- This shows that more number of people showed interset in posts from Website C.

- Clicks Through Rate(CTR) :- Despite the maximum number of clicks on the posts from website C, it has got less CTR than Website B.
- This shows there is a great potential in the posts from website B.
- Website A & C has got same CTR.

Average Frequency of the posts shown to a single person

```
  websites Avg_Freq
1 Website A    1.029
2 Website B    1.015
3 Website C    1.030
```