

Analysis of Website B data

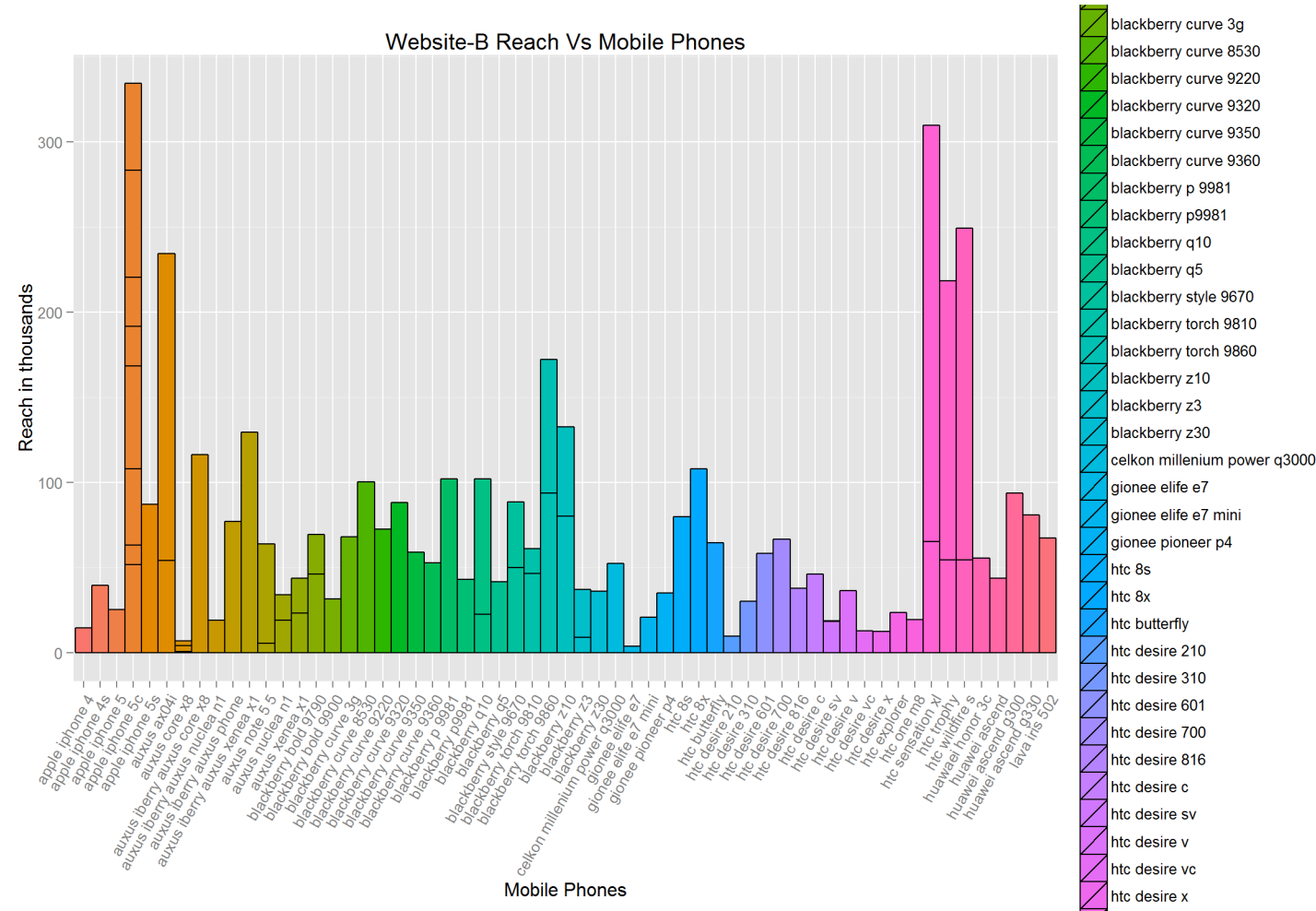
Sanket Achari

Tuesday, April 21, 2015

Insights of following parameters are present in this report

- Reach
- Impression
- Clicks, Clicks Through Rate (CTR)
- Likes, Comments & Shares

Reach



Top 5 posts which has got maximum Reach

| Start.Date | Post.about | Reach |
|------------|-----------------------------|--------|
| 2014-11-03 | htc sensation x1 | 244482 |
| 2014-11-03 | htc wildfire s | 194780 |
| 2014-11-03 | auxus ax04i | 180390 |
| 2014-11-03 | htc trophy | 164113 |
| 2014-11-06 | auxus iberry auxus xenea x1 | 129306 |

| Start.Date | Post.about | Reach |
|------------|---------------|-------|
| 2014-11-23 | htc desire v | 3 |
| 2014-11-23 | htc desire vc | 25 |
| 2014-11-23 | htc desire sv | 49 |
| 2014-11-02 | auxus core x8 | 710 |
| 2014-11-04 | auxus core x8 | 2858 |

| Start.Date | Post.about | Impressions |
|------------|------------------|-------------|
| 2014-11-03 | htc sensation xl | 248705 |
| 2014-11-03 | htc wildfire s | 195741 |
| 2014-11-03 | auxus ax04i | 184998 |

| Start.Date | Post.about | Impressions |
|------------|---------------|-------------|
| 2014-11-23 | htc desire v | 3 |
| 2014-11-23 | htc desire vc | 25 |
| 2014-11-23 | htc desire sv | 49 |

[illegible]

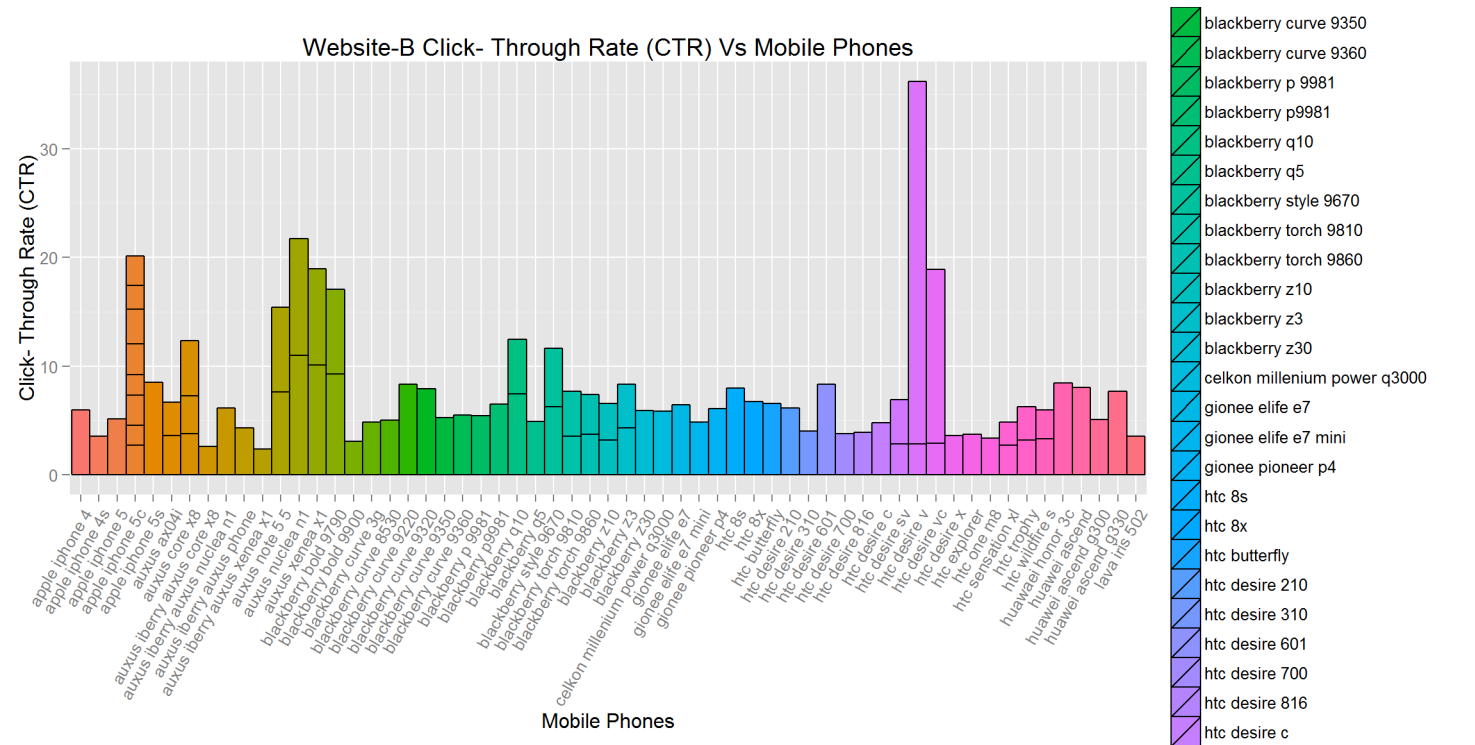
Top 5 posts which has got maximum Clicks

| Start.Date | Post.about | Clicks |
|------------|-----------------------|--------|
| 2014-11-02 | apple iphone 5s | 7556 |
| 2014-11-21 | htc 8x | 7323 |
| 2014-11-13 | blackberry curve 9320 | 6980 |
| 2014-11-21 | htc 8s | 6342 |
| 2014-11-12 | huawei ascend g330 | 6198 |

Top 5 posts which has got minimum Clicks

| Start.Date | Post.about | Clicks |
|------------|---------------|--------|
| 2014-11-23 | htc desire v | 1 |
| 2014-11-23 | htc desire sv | 2 |
| 2014-11-23 | htc desire vc | 4 |
| 2014-11-02 | auxus core x8 | 27 |
| 2014-11-03 | auxus core x8 | 114 |

Click- Through Rate (CTR)



Top 5 posts which has got maximum Click- Through Rate (CTR)

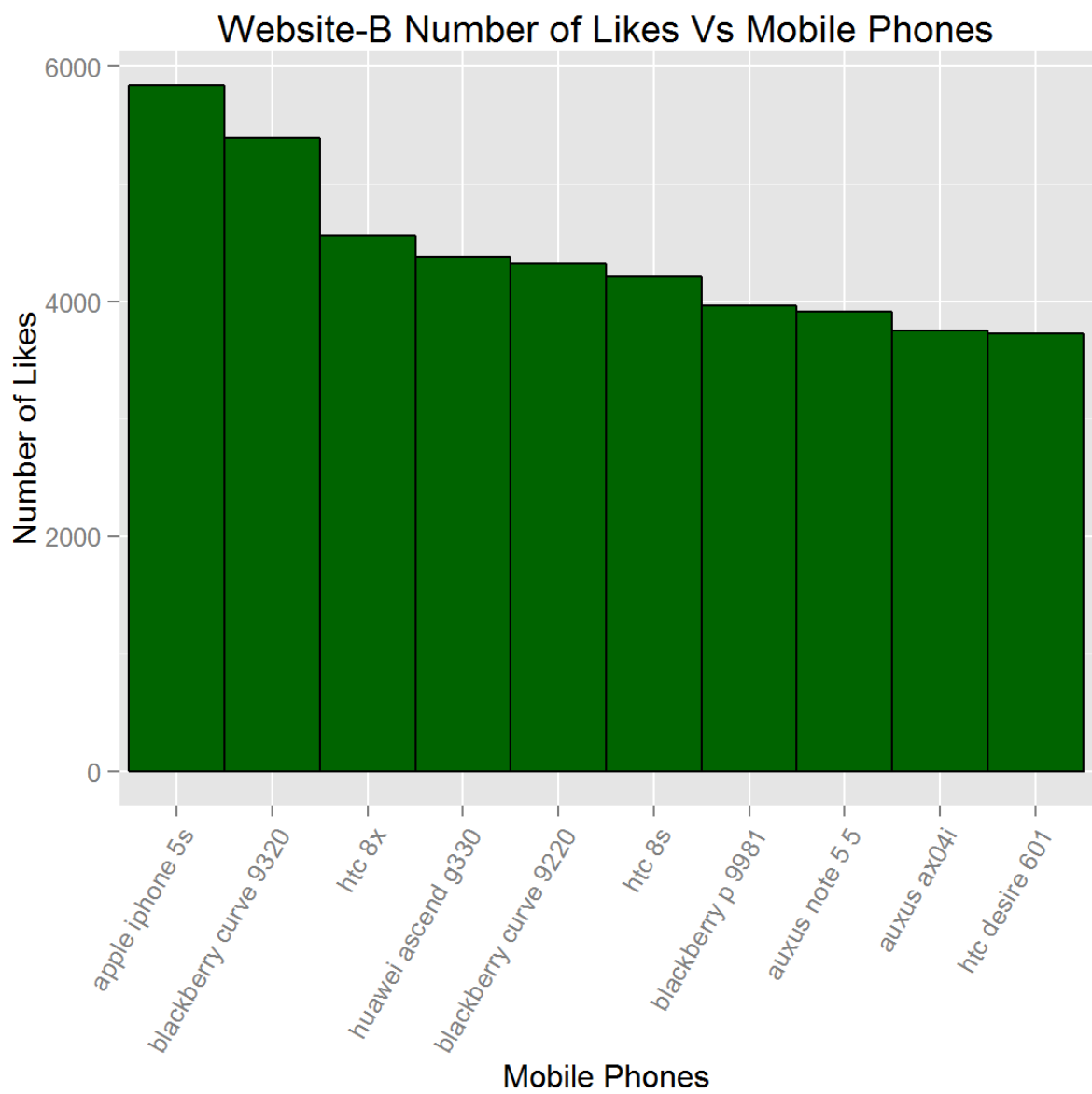
| Start.Date | Post.about | CTR |
|------------|-----------------|----------|
| 2014-11-23 | htc desire v | 33.33333 |
| 2014-11-23 | htc desire vc | 16.00000 |
| 2014-11-09 | auxus nuclea n1 | 10.99372 |
| 2014-11-10 | auxus nuclea n1 | 10.70817 |
| 2014-11-09 | auxus xenea x1 | 10.09517 |

Top 5 posts which has got minimum Click- Through Rate (CTR)

| Start.Date | Post.about | CTR |
|------------|-----------------------------|----------|
| 2014-11-18 | apple iphone 5c | 1.838044 |
| 2014-11-19 | apple iphone 5c | 1.934085 |
| 2014-11-03 | htc sensation x1 | 2.106914 |
| 2014-11-22 | apple iphone 5c | 2.124359 |
| 2014-11-06 | auxus iberry auxus xenea x1 | 2.388165 |

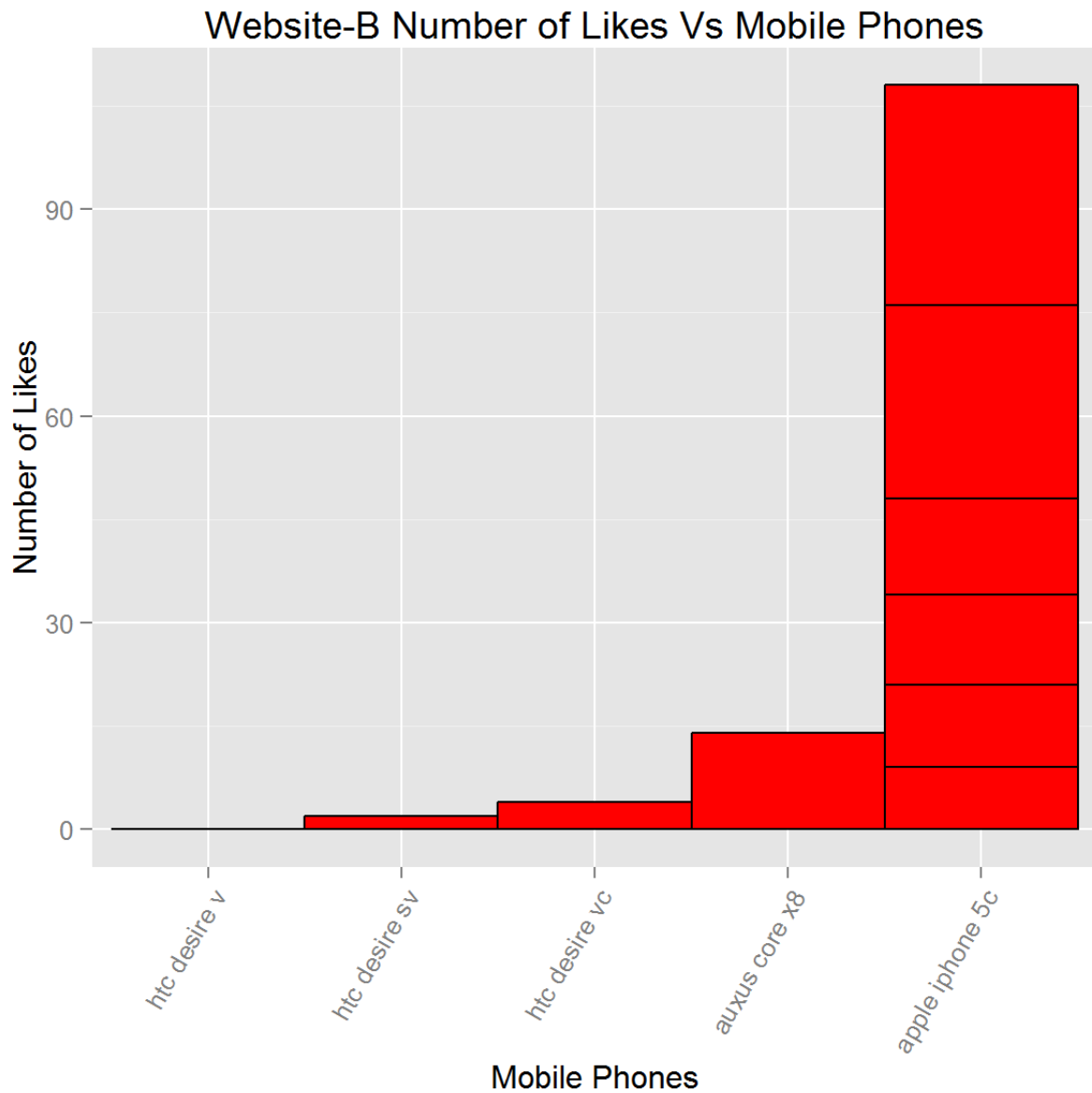
Likes

Highest Likes on the post



| Start.Date | Post.about | Post.Likes |
|------------|-----------------------|------------|
| 2014-11-02 | apple iphone 5s | 5835 |
| 2014-11-13 | blackberry curve 9320 | 5390 |
| 2014-11-21 | htc 8x | 4556 |
| 2014-11-12 | huawei ascend g330 | 4378 |
| 2014-11-12 | blackberry curve 9220 | 4317 |

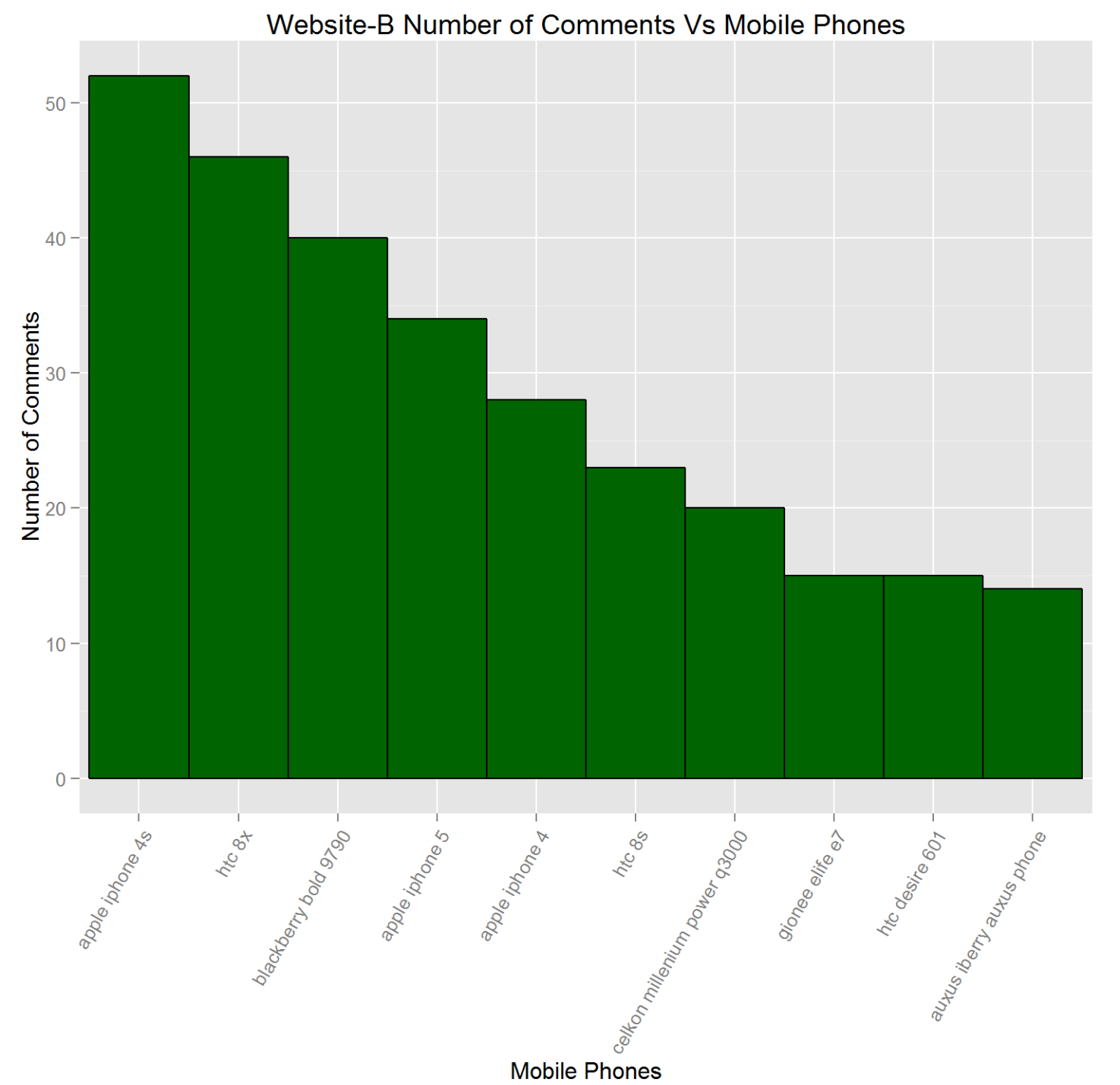
Lowest Likes on the post



| Start.Date | Post.about | Post.Likes |
|------------|-----------------|------------|
| 2014-11-23 | htc desire v | 0 |
| 2014-11-23 | htc desire sv | 2 |
| 2014-11-23 | htc desire vc | 4 |
| 2014-11-23 | apple iphone 5c | 9 |
| 2014-11-01 | apple iphone 5c | 12 |

Comments

Highest Comments on the post



| Start.Date | Post.about | Post.Comments |
|------------|----------------------|---------------|
| 2014-11-01 | apple iphone 4s | 52 |
| 2014-11-21 | htc 8x | 46 |
| 2014-11-09 | blackberry bold 9790 | 40 |
| 2014-11-01 | apple iphone 5 | 34 |
| 2014-11-01 | apple iphone 4 | 28 |

Many posts have got zero comments

| Start.Date | Post.about | Post.Comments |
|------------|-----------------|---------------|
| 2014-11-02 | auxus core x8 | 0 |
| 2014-11-03 | auxus core x8 | 0 |
| 2014-11-04 | auxus core x8 | 0 |
| 2014-11-10 | auxus xenea x1 | 0 |
| 2014-11-18 | apple iphone 5c | 0 |

Shares

Highest Shares of the post

| Start.Date | Post.about | Post.Shares |
|------------|----------------------|-------------|
| 2014-11-09 | blackberry bold 9790 | 158 |
| 2014-11-10 | blackberry bold 9790 | 58 |
| 2014-11-21 | htc 8x | 48 |
| 2014-11-22 | htc desire 601 | 40 |
| 2014-11-22 | htc desire 700 | 30 |

Many posts have got zero shares

| Start.Date | Post.about | Post.Shares |
|------------|-----------------|-------------|
| 2014-11-02 | auxus core x8 | 0 |
| 2014-11-03 | auxus core x8 | 0 |
| 2014-11-04 | auxus core x8 | 0 |
| 2014-11-07 | auxus note 5 5 | 0 |
| 2014-11-18 | apple iphone 5c | 0 |