

DATA-BACKED MARKETING WITH SOCIAL MEDIA ANALYTICS



Dissecting the digital Landscape: A Comprehensive Analysis of Social media

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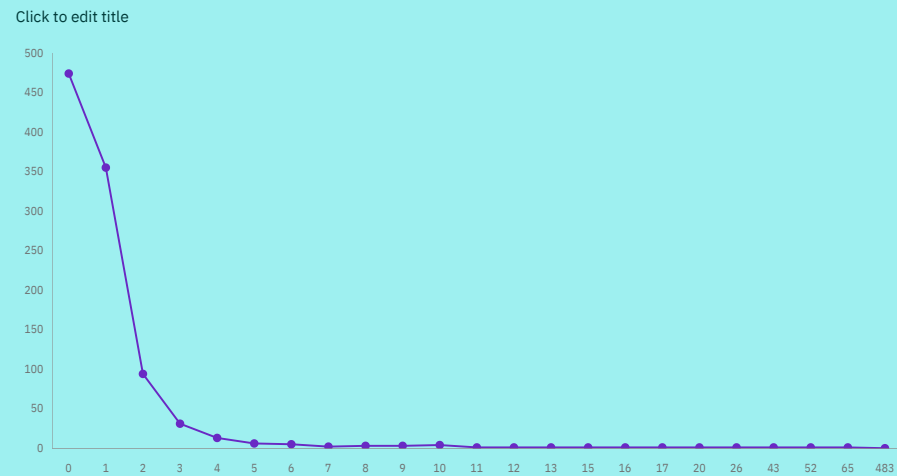
Varun Nambiar

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Dissecting Social media's Landscape

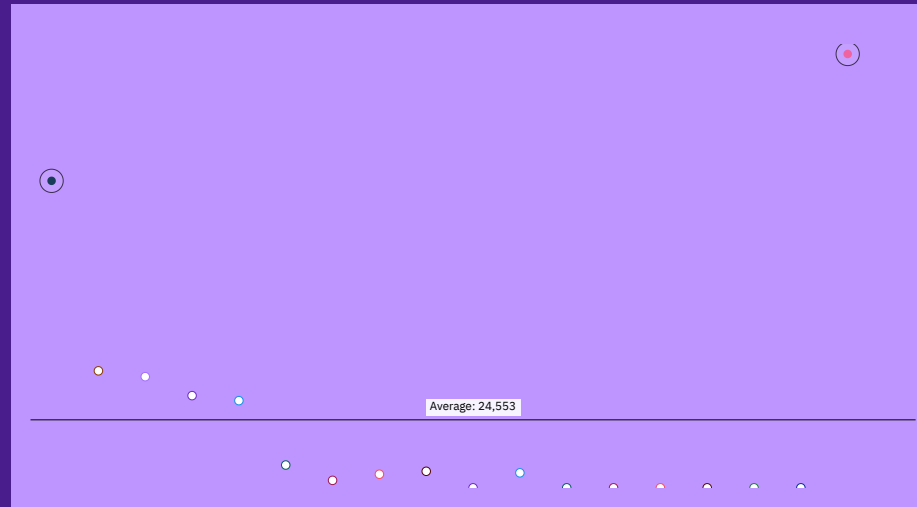
Engagement rate by Replies

- This visualization tells us the Engagement by replies
- As we clearly see the engagements start of very high and then the replies starts rolling in slowly



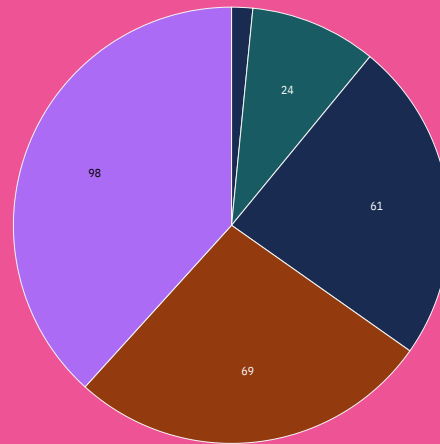
Impressions by Retweets

- This is a line graph that plots the relation between impressions and retweets.
- As we can see the impressions starts of high and then as time goes replies reduce
- Average is about 24,553



Url clicks by dial phone

- This pie chart represents the Url clicks by dial phone
- The most url clicks are 98 from 381





Thank you!

