

# DATA-BACKED MARKETING WITH SOCIAL MEDIA ANALYTICS



## Dissecting the digital Landscape: A Comprehensive Analysis of Social media

Team ID: Team-591233

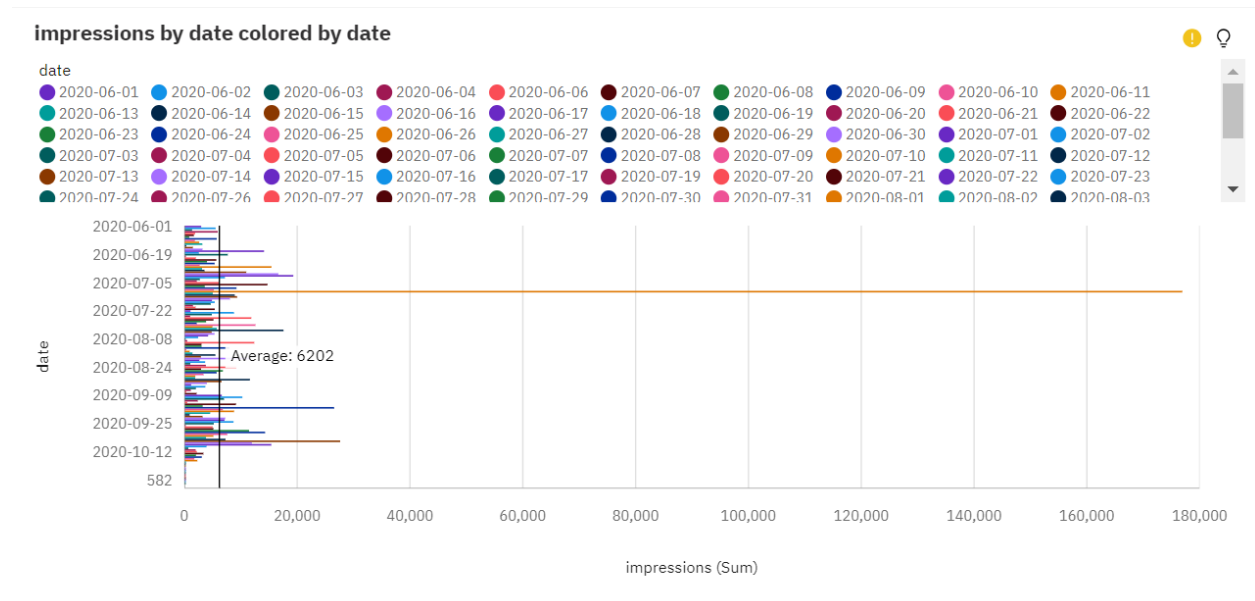
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# Visualizations

## Visulaization-1



## Details

## Analytics

Over all **dates** and **dates**, the sum of **impressions** is nearly 912 thousand.

## Insights



^ The summed values of **impressions** range from 0.0109 to nearly 177 thousand.

## Show average value



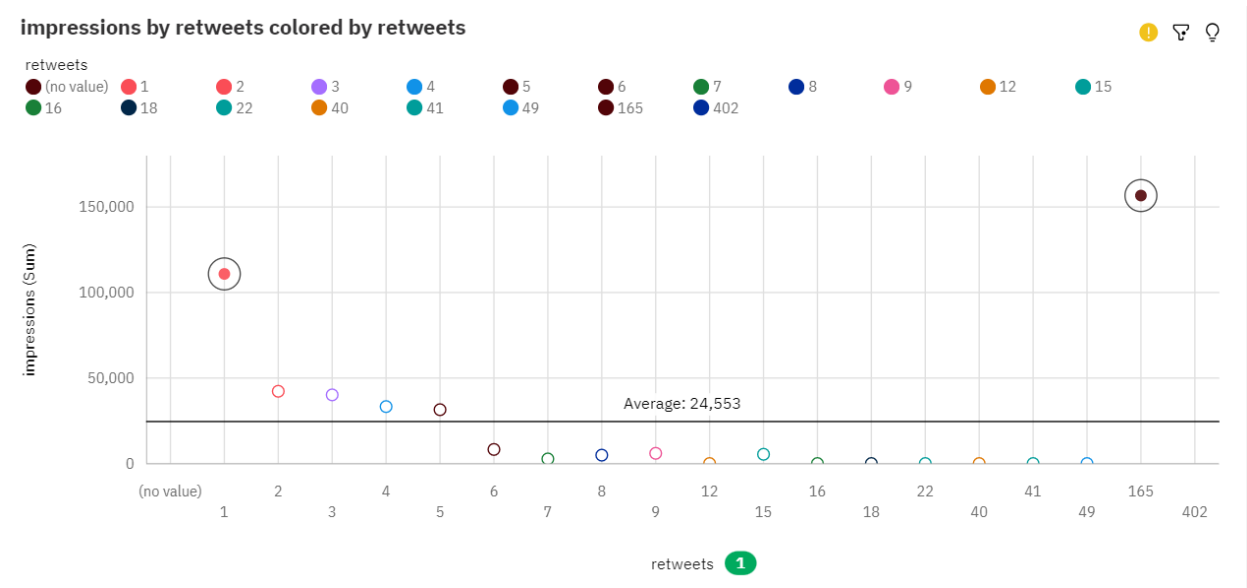
The average value of impressions is 6202.

An invalid data record was encountered in impressions and excluded from the analysis.

**impressions** is unusually high when the combination of **date** and **date** is 2020-07-10 and 2020-07-10.

For **impressions**, the most significant value of **date** is 2020-07-10, whose respective **impressions** values add up to nearly 177 thousand, or 19.4 % of the total.

Visualization-2



Details

**impressions** is unusually high when **retweets** is 165 and 1.

Over all values of **retweets** and **retweets**, the sum of **impressions** is almost 442 thousand.

Analytics

The summed values of **impressions** range from 0.04814 to nearly 157 thousand.

Insights



Show average value

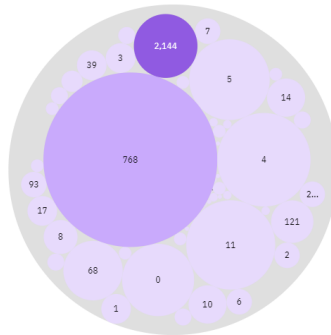
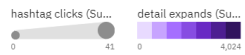


The average value of impressions is 24,553.  
An invalid data record was encountered in impressions and excluded from the analysis.

**impressions** is unusually high when the combinations of **retweets** and **retweets** are 165 and 165 and 1 and 1.

For **impressions**, the most significant values of **retweets** are 165 and 1, whose respective **impressions** values add up to almost 268 thousand, or 60.5 % of the total.

detail expands hierarchy colored by detail expands and sized by hashtag clicks



## Details

Over all **detail expands**, the sum of **hashtag clicks** is 307.

**hashtag clicks** ranges from 0, when **detail expands** is 24, to 41, when **detail expands** is 768.

retweets, replies, email tweet and likes 3

retweets	replies	email tweet	likes
1,106	1,674	2,053	8,187.01