Task -1

# Social Media Analysis of Evil Geniuses (Esports Company)

Please refer to Task1.mkv to view the explanation of the Tableau Dashboard I have generated for this dataset.

Following are amazing insights I generated with regards to to social media analysis

1. What is the typical engagement rate? What’s the likelihood that they can achieve a 15% engagement rate?

The Typical Engagement rate turns out to be around 4.69%, and there is a 6.3% likelihood that we can achieve and engagement rate of 15%.

1. Does day of the week and time of posting affect engagement rates?

Yes, Day of the week and time of posting affect the engagement rate. It is observed that Tuesday, Wednesday and Thursday were the best days to achieve more than average engagement rates. Also, it is advisable to make posts before 9 AM, 12 PM and 3 PM to effectively increase impressions and thus the engagement.

1. How are the game titles doing in terms of social performance? Is there a specific game they should focus more on or less?

Game titles DOTA2 and CSGO are performing extremely well in terms of social presence. However, though Valorant provided great engagement rate conversion, it is almost in terms of number of posts made on social media.

Also, CSGO has consistently delivered greater impressions compared to DOTA2, but the number of posts for CSGO speak otherwise. Inspite of achieving 5 times the impressions than DOTA2 the number of posts on DOTA2 outperform CSGO by 3 times. It is advisable to concentrate more on engaging the impressive audience of CSGO.

1. What media type performs the best?

Photo and Video media types perform equally well with an average engagement rate of 5%. For both of these types, the engagement rate on twitter has been really poor compared to the greater impressions they get on the platform. Facebook has consistently outperformed for both these media types in terms of engagement rate. Also, Video media type has an upper hand in terms having presence in almost all the social media platforms compared to photo.

1. What is the best performing campaign?

Community Engagement is by far the best performing campaign with an average engagement rate of 5%. In this campaign, photos are the go to media type as most of the posts are done in photos, but Photos, Videos and Text are equally engaging. Twitter was extensively used to promote this campaign, but can shift focus to Facebook as it provides scope for larger engagement of the audience.

1. Suggestions and ideal posting strategies
   * Currently more than 50% of posting is being done through twitter.
   * There is a huge potential for higher reach and hence increase in overall engagement if consistently posting on Facebook and Tiktok.
   * Closly monitor any events in the past that may have sharply increased or decreased the impressions and the engagement rates among the audience. Plan to make new posts considering the consequences of such events.
   * Stragecally make postings on Tuesday, Wednesday and Thursday before the 9th Hour, 12th Hour and the 15th Hour.
   * Increase impressions for Valorant which is highly under-developed category for posting.
   * Though CSGO is having 5 times of impressions than DOTA2, more posts are being made on DOTA2 not utilizing the reach and engagement brought by CSGO community.
   * Specifically for DOTA2, twitter is the most favorable platform with 3x impressions than youtube. Can focus more on increasing the community base on twitter.
   * Focus mostly in posting content in Photos and Videos as they have more reach and engagement.
   * Twitter is performing badly for these content types compared to Facebook. All the time and resources are being underutilized by focusing more on Twitter. Shifting audience base to Facebook can boost up engagement rates drastically.
   * Links and other media types can be preferably continued in the platform they currently dominate to maintain consistency and not to lose the lesser audience groups on these platforms.
   * Community Engagement is the best campaign, both in terms of impressions and engagement.
   * Photos continue to dominate the reach, but videos and Text are equally engaging. As mentioned above, FB provides a great potential in terms of Engagement rates.