Under25- a detailed report with solutions/suggestions

d1= importing data from a .CSV file

d2= data where Card ID is not null

d3= entire data set with Space Posted in "is not null"

d7= top 10 values when the **Card Type** is "Image" and **Space Posted in** is "Student Creator Fellowship"

Insights to derive from the project:

1. **Which category (Space Posted In) is having more posts?**
2. **What type of content is posted more?**
3. **Time during which there is high engagement**

Card ID~ unique identification attribute

1. Total Records= 1160
2. Null Records= 580 (PS: figured out that the even rows were empty)
3. Not Null Records= 580 (or unique Card IDs)
4. 28 unique columns
5. Single User~ Koustubh Kulkarni
6. Unique "Space Posted in" ~ 8 (excluding null values)
7. 561 records where the Space Posted In is not null
8. Dropped the column name Card Body
9. When the "Space Posted in" is null, not having relevant data to analyse. There are 19 records of this type!
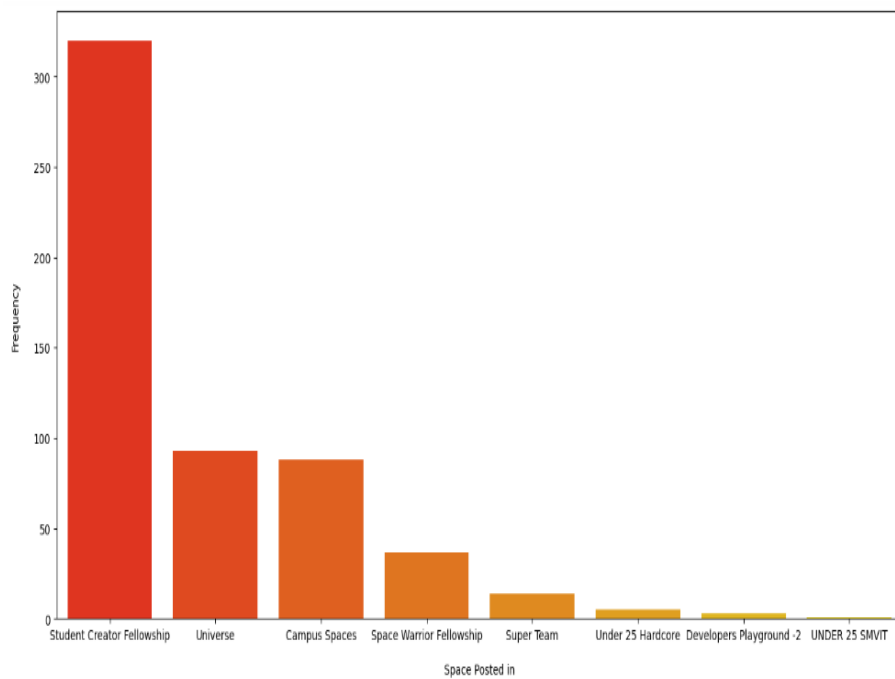
Majorly posting the content that is under *Student Creator Fellowship* space.
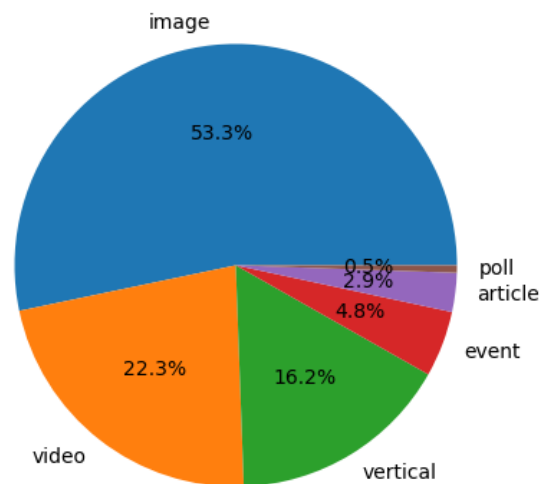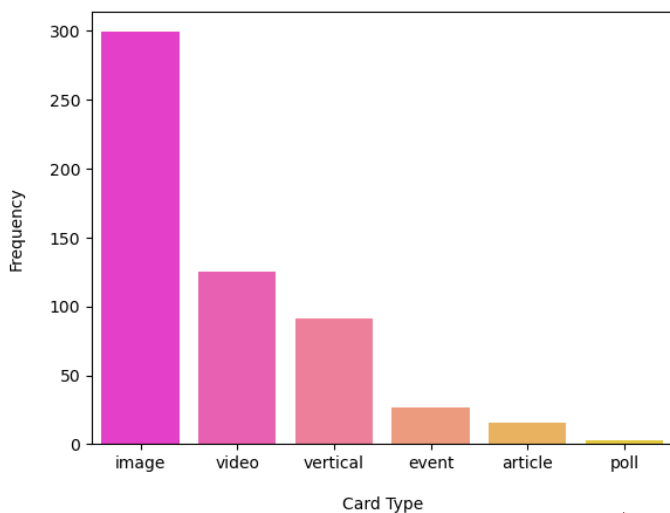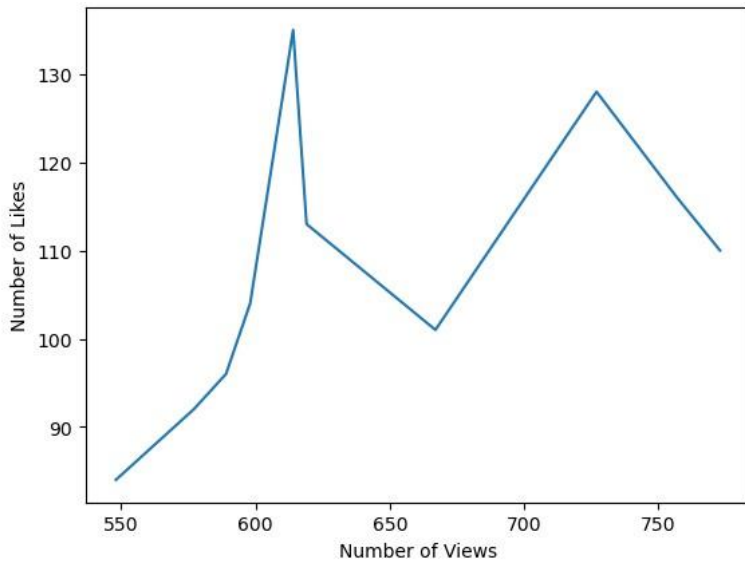

Posting large amount of content under *images* card type, then *videos*!

Solution: need to populate Koustubh's feed with the **CONTENT** which is image related

& with A/B testing we can simultaneously focus on **video** category.

- 157 records where the Space Posted in= **"Student Creator Fellowship"** and Card Type=*" image"*


	Time of Card Posting	Number of Views	Number of Likes
581	12:10:11	614.0	135.0
583	13:22:50	619.0	113.0
407	14:38:14	757.0	116.0
625	15:16:08	589.0	96.0
267	17:24:25	548.0	84.0
353	19:20:15	773.0	110.0
277	19:20:33	727.0	128.0
271	21:43:24	598.0	104.0
641	22:16:27	577.0	92.0
693	23:47:36	667.0	101.0

- Line graph depicting the how the Number of Likes is increasing decreasing with the increase in Number of Views, when Student Creator Fellowship and Image (**considering top 10 values**)

- Maximum number of views are gained during the evening hours because generally netizens are either returning from work or free at that time

Reasons for fall in likes with increase in views could be:

1. Users might not be relating with the content which is posted in *image* category
2. There could be glitch with the product (here the application)
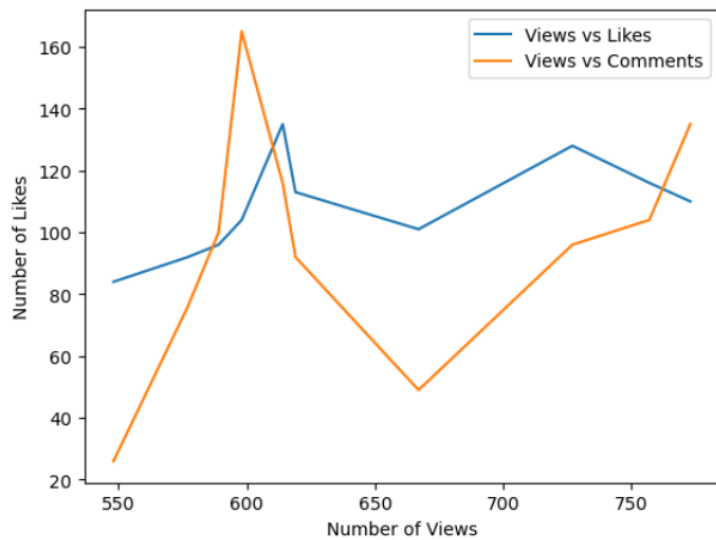
	Number of Views	Number of Comments
267	548.0	26.0
641	577.0	76.0
625	589.0	100.0
271	598.0	165.0
581	614.0	116.0
583	619.0	92.0
693	667.0	49.0
277	727.0	96.0
407	757.0	104.0
353	773.0	135.0
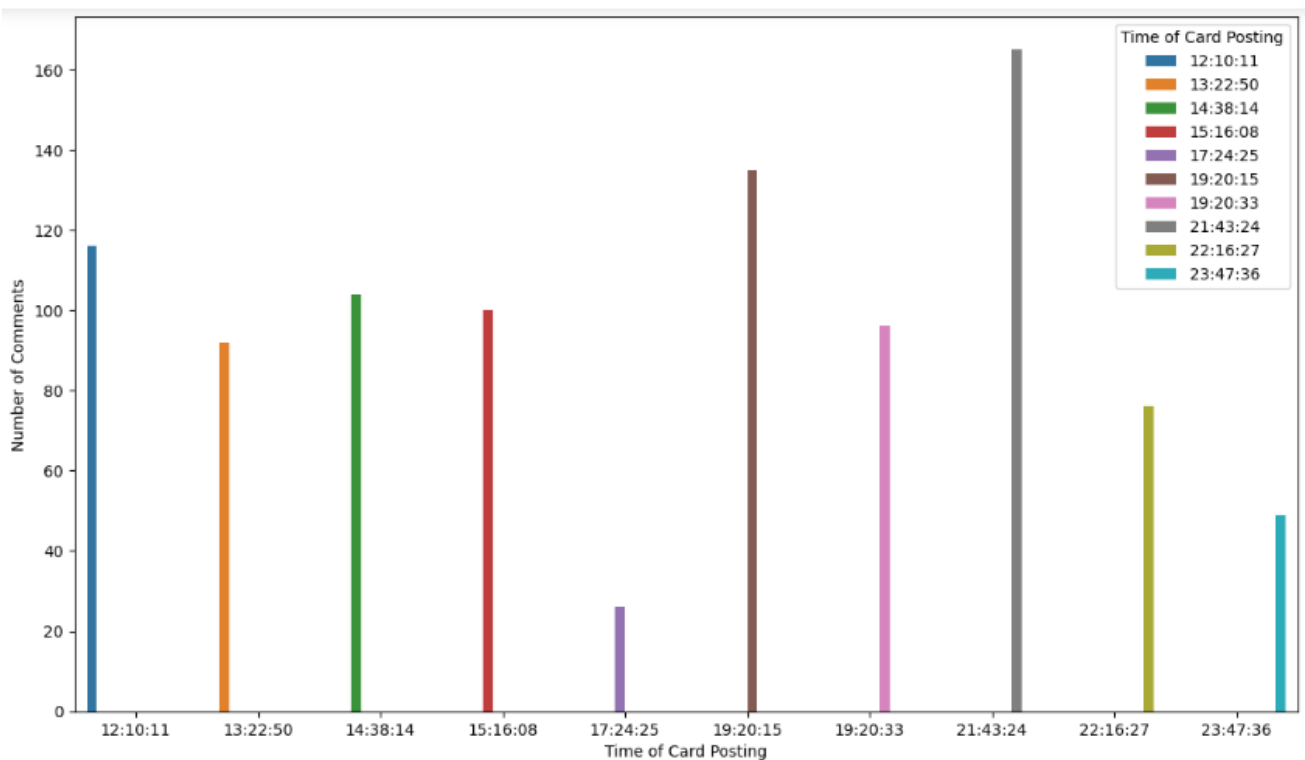
• It can be understood from the above graph that, during evening hours, people are engaging more with his content (considering top 10 values)

	Time of Card Posting	Number of Comments
581	12:10:11	116.0
583	13:22:50	92.0
407	14:38:14	104.0
625	15:16:08	100.0
267	17:24:25	26.0
353	19:20:15	135.0
277	19:20:33	96.0
271	21:43:24	165.0
641	22:16:27	76.0
693	23:47:36	49.0

Solution~ with the above time observation, it can be inferred that we should show Koustabh's & the other creators' content who're posting under similar vertical, during the evening hours!

	Number of Saves	Number of Shares(Inside App)
353	0.0	1.0
625	1.0	0.0
267	1.0	105.0
271	2.0	7.0
693	3.0	0.0
583	3.0	1.0
277	4.0	12.0
581	5.0	2.0
641	6.0	1.0
407	8.0	3.0

only the highest value of shares among top 10 values

By viewing the data, it can be seen that for **top 10** values, number of saves & shares (inside the app) are not very appealing.

	Number of Saves
921	24.0
803	17.0
345	11.0
255	10.0
407	8.0
257	7.0
503	6.0
169	5.0
277	4.0
273	3.0
3	2.0
9	1.0
1	0.0

only the highest value of saves among top 30 values

	Card ID	Created By	Space Posted in	Date of Card Posting	Time of Card Posting	Card Type	Card Title	Card Description	Total Reach	Number of Views	Number of Likes	Number of Shares(Inside App)	Number of Shares(Outside App)	Number of Comments
265	3153	Koustubh Kulkarni	Student Creator Fellowship	23-12-2021	15:53:17	vertical	What's your username?	Plug yourself unapologetically in the comments...	REACH NOW ADDED	953.0	139.0	189.0	OUTSIDE SHARE COUNTER NOW ADDED	275.0

Also, while analysing **top 30** values, observed that the maximum value of **Shares is 189** after 105 and for **Saves it's 24** in the whole data set

- Above image shows the data when there were **189 shares** (which is the maximum in entire given data set)

- Number of **shares** are more the *vertical* card type.

	Card ID	Created By	Space Posted in	Date of Card Posting	Time of Card Posting	Card Type	Card Title	Card Description	Total Reach	Number of Views	Number of Likes	Number of Shares(Inside App)	Number of Shares(Outside App)	Number of Comments	Number of Upvotes on Comments	Number of Saves
921	2994	Koustubh Kulkarni	Universe	17-12-2021	17:50:48	image	ZOJXQYNSYCBXVGH		NaN	REACH NOW ADDED	247.0	62.0	4.0	OUTSIDE SHARE COUNTER NOW ADDED	15.0	11.0	24.0

- image shows the data when there were **24 saves** (which is the maximum in the entire data set)

- When the card type is "Image" and the Space is "Universe", user is tending to **SAVE a little more**.

- It's great that the engagement with the content is increasing exponentially while viewing the **top 10** and **top 30** records.

- Verticals like **Number of Saves** and **Number of Shares (Inside App)** are not increasing as the other ones. So, the areas we need to focus on are~ **Save and Share**

- **Below stats show where there are maximum Likes, Views & Comments**

pace sted in	Date of Card Posting	Time of Card Posting	Card Type		Card Title	Card Description	Total Reach	Number of Views	Number of Likes	Number of Shares(Inside App)	Number of Shares(Outside App)	Number of Comments
erse	22-08-2022	01:33:37	image	REPITTQIJEMSOOOHLTOFMDDJVEGDXUBOLQE			NaN	REACH NOW ADDED	431.0	157.0	8.0	OUTSIDE SHARE COUNTER NOW ADDED	329.0

	Card ID	Created By	Space Posted in	Date of Card Posting	Time of Card Posting	Card Type	Card Title	Card Description	Total Reach	Number of Views
345	4205	Koustubh Kulkarni	Student Creator Fellowship	18-01-2022	21:30:51	vertical	Mission 03 ⚠️	Big Bang Social Onboarding starts now ✅	REACH NOW ADDED	1677.0

	Card ID	Created By	Space Posted in	Date of Card Posting	Time of Card Posting	Card Type	Card Title	Card Description	Total Reach	Number of Views	Number of Likes
1147	31779	Koustubh Kulkarni	Under 25 Hardcore	31-05-2022	20:44:35	image	WOYXCSSDFKDWWXL		NaN	REACH NOW ADDED	573.0	181.0

To increase them, following can be considered:

1. Populating the content in most frequently interacted Space/Card Type, that the user is **Liking, Commenting, Viewing** & is tend to **Share/Save** more
2. Trying out showing different content too in order to analyse the spike in the numbers of different verticals above.

Product suggestions:

- Fixing 'Exiting out of the Application'
- Can we put an option to change the house?
- Story feature can't be recognized unless someone deliberately clicks on the Under25 logo at the top left, so we can figure out various ways to enhance the story feature