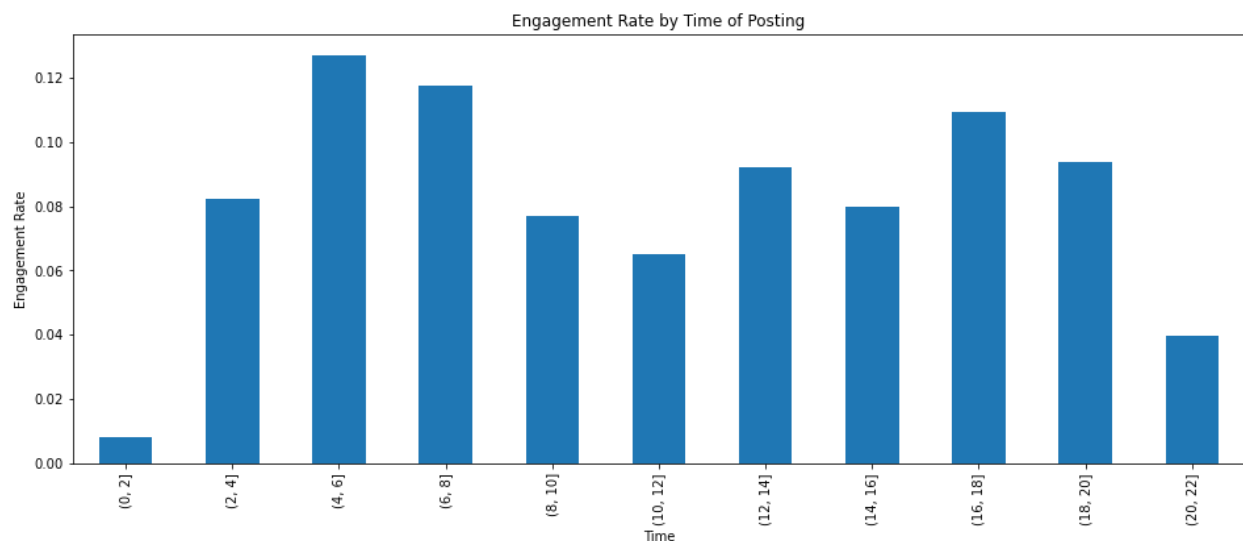
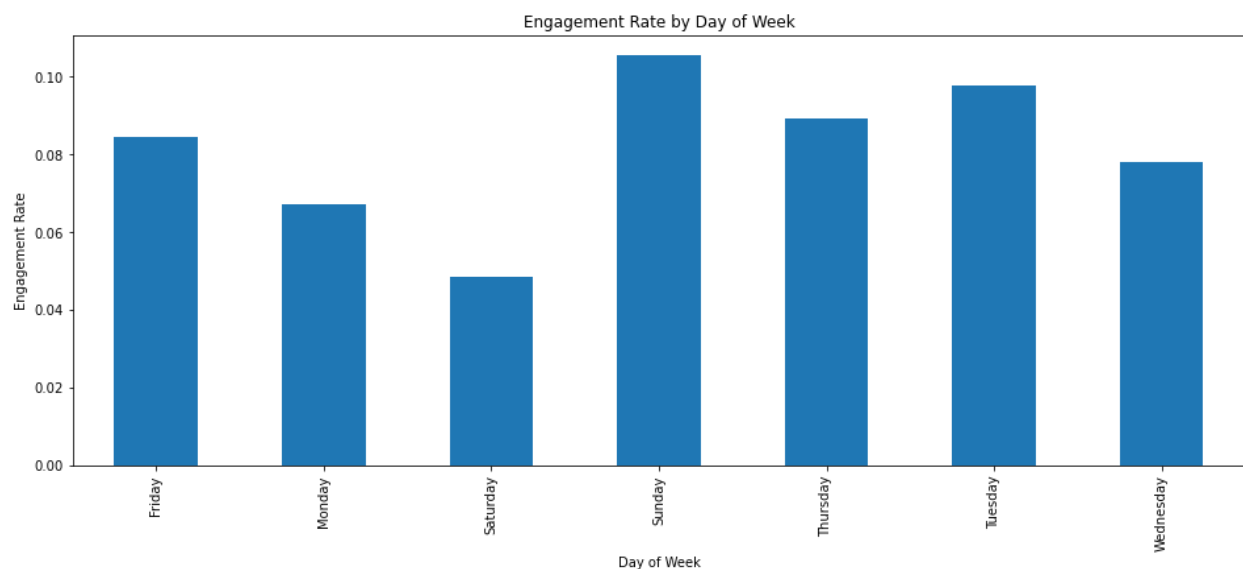


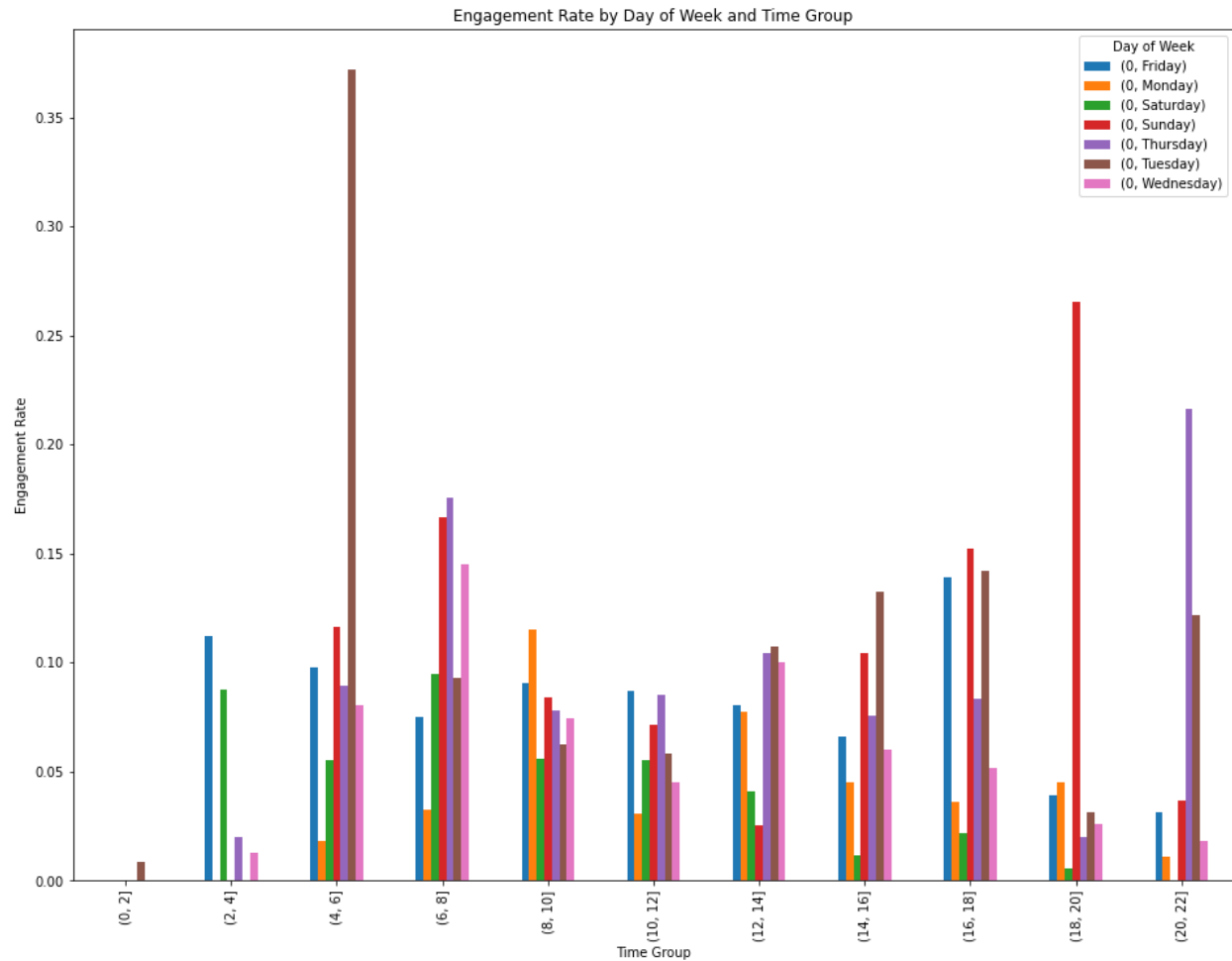
1. What is the typical engagement rate we can expect? What's the likelihood that we can achieve a 15% engagement rate?

The typical engagement rate is 8.5%. The likelihood of achieving a 15% engagement rate is about 0.08.

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

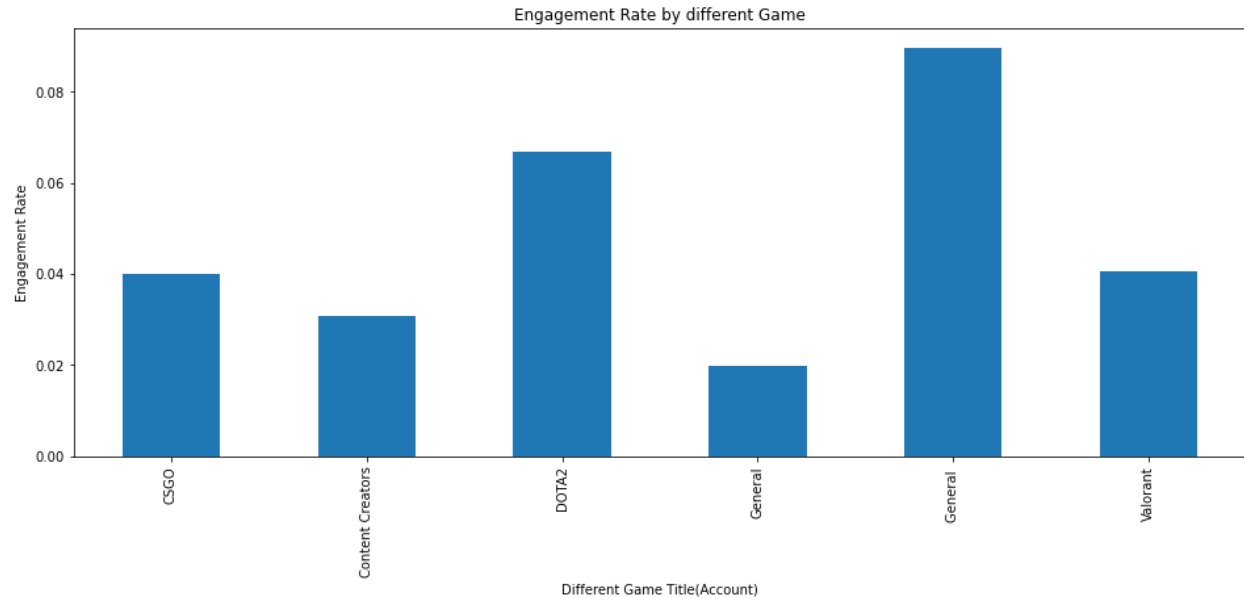
Yes. Based on the visualization and ANOVA result, we conclude that day of the week and time of posting affect engagement rates. Below are the visualizations of engagement rate by day of week, engagement rate by time of posting, and engagement rate of different day and time posting. Time on the x-axis and engagement rate on the y-axis.





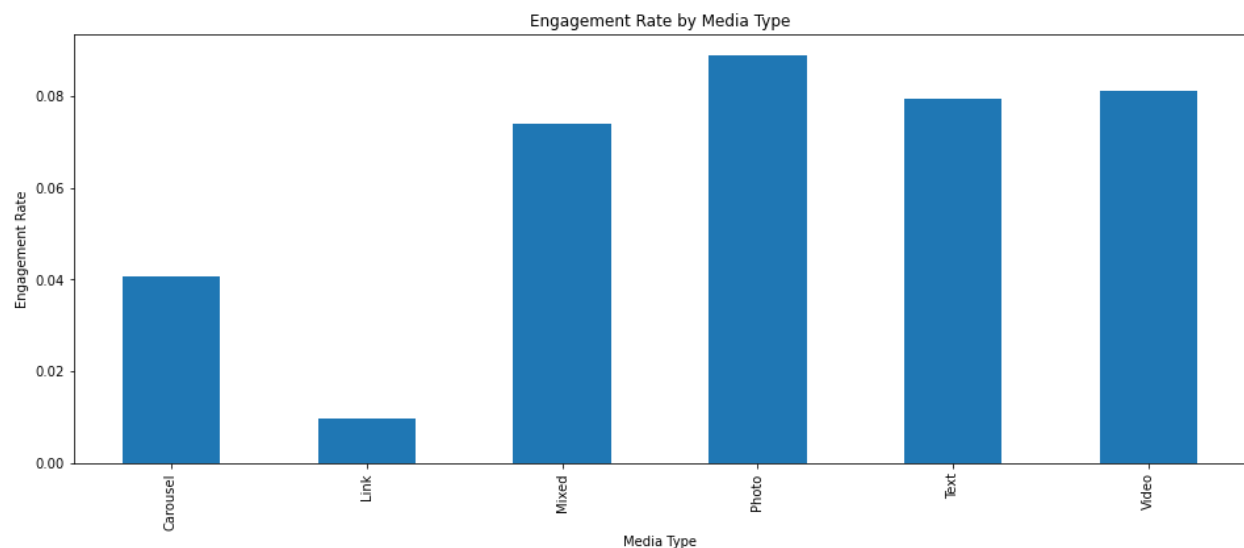
3. How are our game titles doing in terms of social performance? Is there a specific game we should focus more on or less?

different game titles lead to different engagement rate. game titled 'General' has the highest engagement rate. If 'General' is a game title, we should focus more on the game title with 'General'. If 'General' means a general category and no further information on the specific game title, we should focus more on 'DOTA2' since 'DOTA2' has the second highest engagement rate. Below is the visualization with game titles on the x-axis and engagement rate on the y-axis.



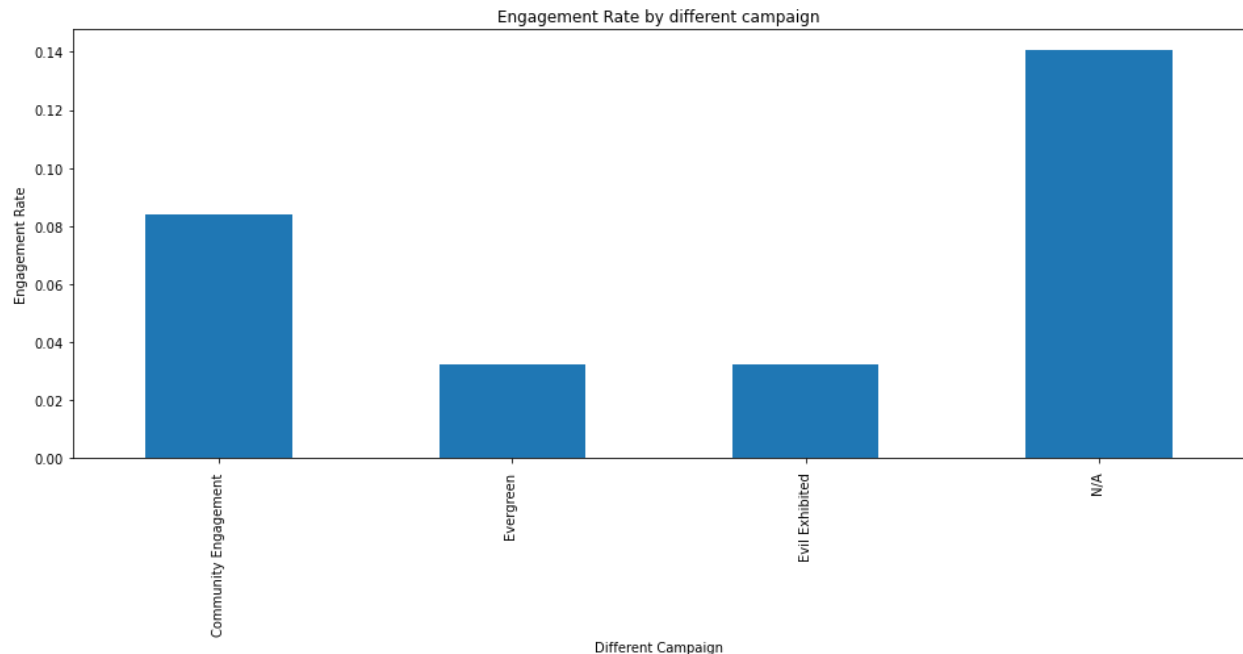
4. What media type performs the best?

The media type 'album' has the highest performance. But since there is only one valuable data point of the media type 'album', the result could be biased. If we exclude 'album', the media type 'Photo' now has the best performance. We conclude the media type 'Photo' has the highest performance. Below is the final visualization with media type on the x-axis and engagement rate on the y-axis.



5. What is our best performing campaign?

From the visualization result, we can see that 'Community Engagement' has the best performance. Below is the visualization with campaign name on the x-axis and engagement rate on the y-axis.



6. Define out a posting strategy for our social channels based on your discoveries.

- **Timing and Day of Posting:** Focus more on Sundays and Tuesdays, as they have the highest and the second highest engagement rates when the engagement rates are calculated by day of the week.
- **Game Titles:** Prioritize the game title with the highest engagement rate, or if 'General' represents a general category, focus on 'DOTA2' which has the second-highest engagement rate.
- **Media Type:** Emphasize photo content since it consistently shows high engagement.
- **Community Engagement:** Foster an active community by participating in discussions, responding to comments, and encouraging user interaction.

Above is the optimized posting option for each variable based on the available historical data. However, to mitigate potential bias, we should continuously monitor performance and conduct A/B tests to explore alternative strategies in response to evolving audience preferences.

7. What suggestions would you give to the social media team if they want to expand their presence (e.g. if our CSGO YouTube channel is doing well should we expand to TikTok)?

- **Evaluate Platform Relevance:** Assess if the new platform aligns with our target audience and offers an opportunity to reach a larger/different audience.
- **Analyze Content Fit:** Determine if our existing media type can be effectively adapted while maintaining its value and appeal on the new platform.
- **Research Competitors and Best Practices:** Study competitors' performance and best practices on the new platform if data available.
- **Develop a Pilot Plan:** Test the new platform's viability and effectiveness through a pilot phase before further investment.
- **Continuous Evaluation and Adaptation:** Monitor performance, gather feedback, and adjust your posting strategy based on audience preferences and insights gained.¶