Question 1:

Post Data: Daily data give for Reach, Impression, Click for 3 content types Photo, Link and Video.

1. Create a monthly table that shows monthly reach, impression and clicks for each of the content type for the below months.
2. Show monthly changes in reach for each of the content type for the below months.

Jan-16
Feb-16
Mar-16
Apr-16
May-16

Question 2:

Daily Data: Daily data given for likes, reach, engaged user and impression.

1.   Build a regression model that predicts daily likes using variable reach, engaged user and impression. Utilize data until row 299 for regeression. Use the model to predict Likes for row 300 to 338. Comment on your actual likes vs predicted likes. What does it say about your model?
2. Calculate 30-day rolling average of the reach and impression data. Plot a chart of reach and impression against date.

Question 3:

Analysis: Data given on blog posts we have done along with categories, Life Stage, word count, Reach, link clicks, avg time spent, and read more clicked.

1. Calculate rate of read more click in for all posts.
2. Perform data analysis to show how to optimize the rate of read more form above #1.
3. Comment on your findings.