

Yandex.Zen



User interaction analysis

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What's this project about?

During the study, user interaction with Yandex.Zen cards was analyzed to identify modern trends.



Results are presented in a dynamic dashboard format.

About data

The source — Yandex.Zen data on interactions with thematic cards;

Time span — 2019-09-24 18:28:00 — 19:00:00;

Total number of observations — 30745;

Total number of user interactions — 310207;

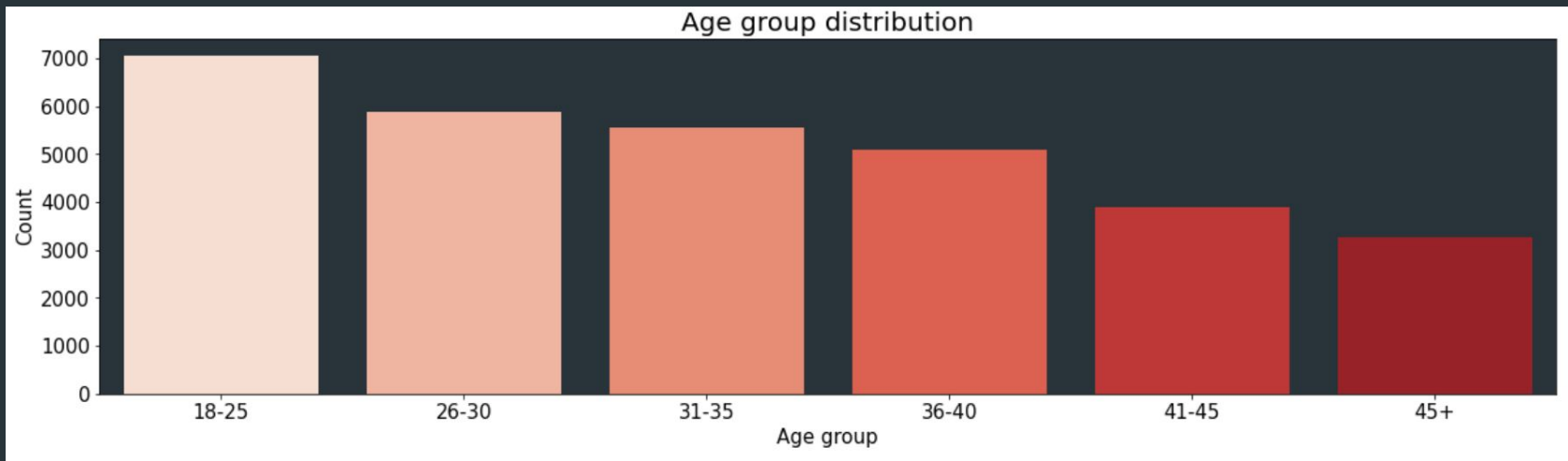
What does «interaction» mean?

There are three ways for users to interact with the system:

1. Card display (show);
2. Click on the card (click);
3. View the card article (view);

Age group histogram

	18-25	26-30	31-35	36-40	41-45	45+
Count	7056	5875	5552	5105	3903	3254



Top 10 card topics

	Count	Ratio
Relationship	1536	5.0%
Interesting Facts	1535	5.0%
Science	1505	4.9%
Collections	1456	4.7%
Helpful Hints	1424	4.6%
Society	1422	4.6%
Russia	1385	4.5%
History	1363	4.4%
Family	1287	4.2%
Travel	1247	4.1%

Top 10 source topics

	Count	Ratio
Family relationships	1822	5.9%
Russia	1687	5.5%
Celebrities	1650	5.4%
Helpful Hints	1578	5.1%
Travel	1563	5.1%
Movie	1505	4.9%
Children	1459	4.7%
History	1437	4.7%
Family	1405	4.6%
Clothing	1379	4.5%

Objectives:

1. How many card interactions do we have in the system per card theme?
2. How many cards generate sources with different themes?
3. How do card themes relate to source themes?

Interactive dashboard

Yandex.Zen | Tableau Public

User Interaction Analytics (Yandex.Zen)

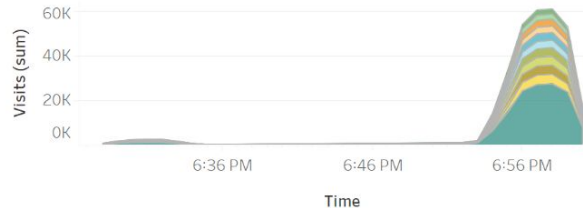
Data on user interactions with cards related to their themes, sources and age groups of users.

Age group
(All)

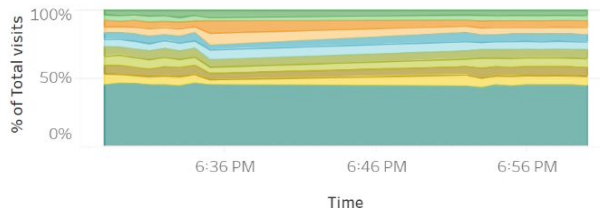
Time
6:28:00 PM 7:00:00 PM

Card topic
(All)

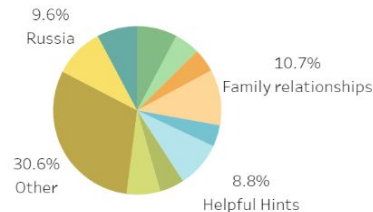
Interactions by card themes (abs)



Interactions by card themes (%)



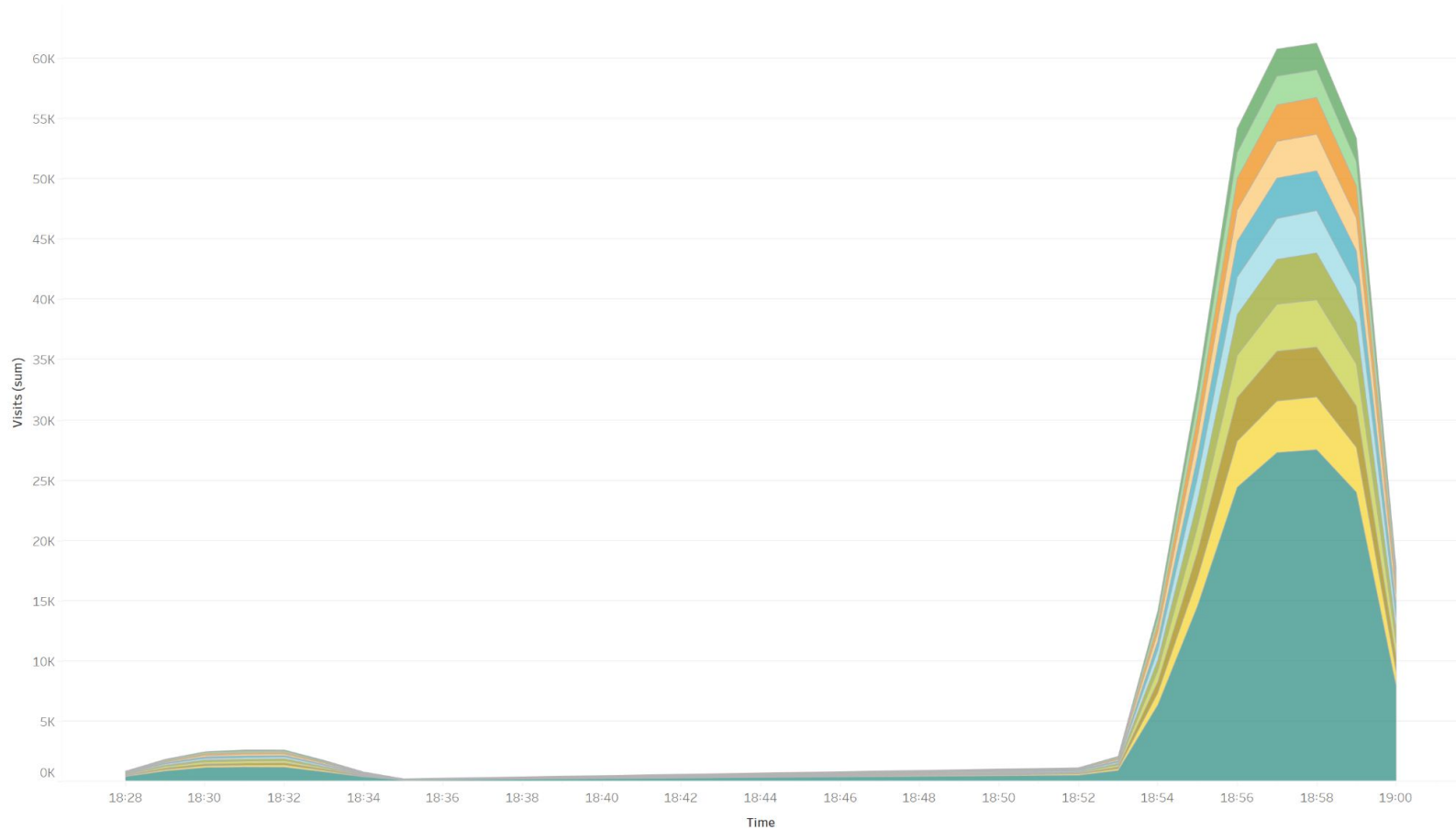
Interactions by source themes (%)



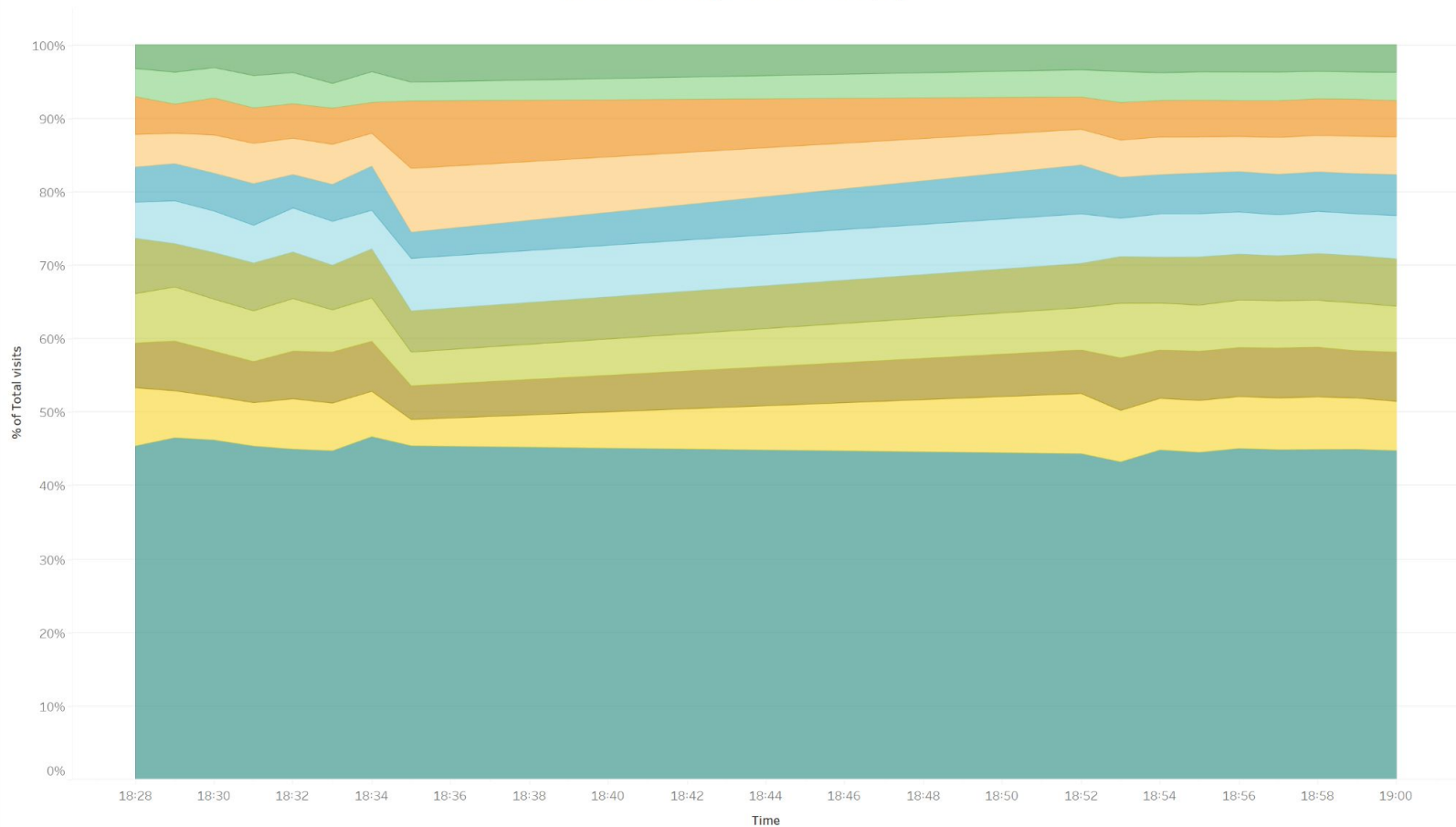
Source topics - card topics look-up table

	Art	Auto	Celebriti..	Children	Clothing	Construc..	Do it you..	Family	Family r..	Finance	Food	Garden a..	Health	Helpful ..	History	Interiors	Money	Movie	Music	Politics	Psycholo..	Repair
Celebrities	356	29	445	145	467	50	6	234	764	59	36	21	139	178	644	12	55	408	55	35	88	3
Children	238	192	1,444	621	320	103	354	558	1,184	53	675	633	346	1,541	455	97	228	474	9	135	128	174
Collections	257	551	1,353	319	1,612	361	364	424	1,386	26	871	522	396	2,795	597	122	217	1,403	190	43	396	479
Culture	682	103	1,508	578	295	86	76	482	892	9	55	100	41	231	636	124	46	1,543	178	308	81	154
Family	288	50	689	361	544	351	434	1,131	1,489	38	1,236	548	275	1,293	266	321	458	486	41	78	176	447
Health	64	232	962	798	518	106	548	247	814	19	558	542	404	2,335	68	57	95	156	20	121	214	145
Helpful	83	749	271	707	891	77	679	811	1,781	206	223	253	1,346	1,413	437	427	916	143	127	51	438	485
Hints	695	522	921	1,047	310	9	149	696	1,344	62	60	209	771	859	636	30	114	1,091	164	695	227	168
History																						

Interactions by card themes (abs)



Interactions by card themes (%)

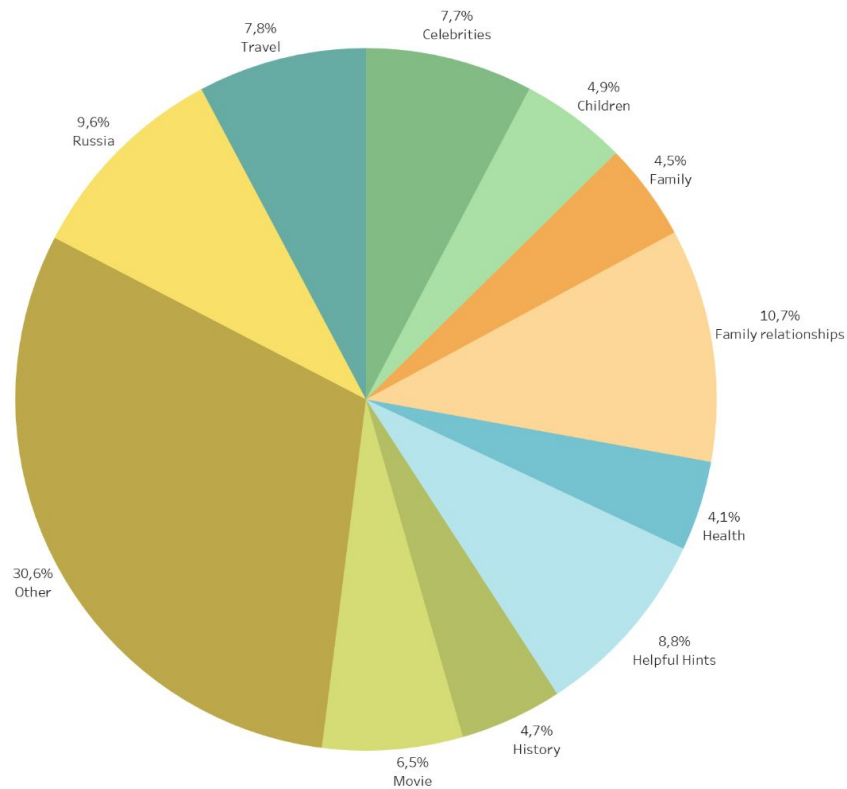


Conclusions:

(card topics)

- interactions are distributed evenly among the card topics;
- peak of interactions is between 18:53 and 19:00;
- top 10 card sources represent approximately 50% of all interactions.

Interactions by source themes (%)



Conclusions:

(source topics)

- family relationship theme is a leader among card sources;
- other popular topics: Russia, helpful tips, travel and celebrity
- top 10 topics make up 70% of all interactions.

Source topics - card topics look-up table

	Art	Auto	Celebriti..	Children	Clothing	Construc..	Do it yourself	Family	Family rel ationshi..	Finance	Food	Garden and cott..	Health	Helpful Hints	History	Interiors	Money	Movie	Music	Politics	Psycholo..	Repair	R
Art	512	145	1 083	639	209	53	128	404	754	4	7	43	70	331	596	164	98	1 254	223	121	98	172	
Beauty	232	29	1 313	703	428	174	466	274	748	56	253	513	736	1 227	177	185	48	472	38	282	171	172	
Celebrities	356	29	445	145	467	50	6	234	764	59	36	21	139	178	644	12	55	408	55	35	88	3	
Children	238	192	1 444	621	320	103	354	558	1 184	53	675	633	346	1 541	455	97	228	474	9	135	128	174	
Collections	257	551	1 353	319	1 612	361	364	424	1 386	26	871	522	396	2 795	597	122	217	1 403	190	43	396	479	
Culture	682	103	1 508	578	295	86	76	482	892	9	55	100	41	231	636	124	46	1 543	178	308	81	154	
Family	288	50	689	361	544	351	434	1 131	1 489	38	1 236	548	275	1 293	266	321	458	486	41	78	176	447	
Health	64	232	962	798	518	106	548	247	814	19	558	542	404	2 335	68	57	95	156	20	121	214	145	
Helpful Hints	83	749	271	707	891	77	679	811	1 781	206	223	253	1 346	1 413	437	427	916	143	127	51	438	485	
History	695	522	921	1 047	310	9	149	696	1 344	62	60	209	771	859	636	30	114	1 091	164	695	227	168	
Humor	205	224	334	404	384	55	204	584	1 887	41	194	321	124	1 150	715	17	79	502	67	17	140	201	
Interesting ..	697	1 254	720	327	837	234	341	611	1 323	55	391	825	2 090	2 023	1 273	54	145	1 033	325	340	449	175	
Money	172	338	591	859	98	68	137	345	696	415	193	101	65	1 087	271	62	203	1 042	42	949	305	362	
Psychology	306	19	582	1 233	183	88	45	656	855	76	62	86	583	862	286	46	86	219	19	224	141	34	
Relationship	374	478	2 040	242	1 428	513	517	194	1 030	296	573	944	1 173	2 716	679	862	281	672	139	830	197	510	
Russia	355	1 885	1 579	493	276	179	114	608	1 962	125	23	85	282	730	1 104	134	229	919	324	232	38	345	
Scandals	91	14	1 992	844	281		56	386	952	13	48	24	43	54	410	93	35	707	132	374	18	13	
Science	510	1 606	1 554	930	393	99	358	809	1 711	62	91	227	629	1 865	1 102	186	197	3 279	403	244	291	415	
Show	66	4	829	297	393	8		151	1 503	354	1		20	38	215	30	8	2 201	98	522	7	7	
Society	218	379	829	1 007	355	97	162	1 416	2 727	406	160	76	1 181	1 313	1 116	64	350	578	79	1 209	919	181	
Stories	291	78	615	286	30	74	92	539	875	82	28	201	248	358	568	47	454	357	36	63	233	123	
Tourism	173	161	269	406	248	74	688	283	1 580	83	382	523	311	721	618	279	74	252	77	307	133	403	
Travel	555	343	509	509	382	85	127	306	709	77	357	499	187	888	1 018	26	363	289	33	60	126	451	
Women	485	156	967	875	547	56	223	988	2 270	6	348	125	1 022	986	560	175	122	340	45	78	253	67	
Women's p..	96	26	546	613	466		19	759	2 073	5	67	49	349	418	181		256	264	5	23	463	13	

Conclusions:

(look-up table)

Top 5 correspondences:

stories - travel (4587)

Russia - society (3471)

cinema - science (3279)

Russia - Russia (2847)

Society - family relationship (2,727)

General conclusion

Interests of 6 different age groups of users (from 18 to 45+ y.o) are evenly distributed regarding the cards topics and relatively evenly (leader - family relationship, 10.7%) among the sources topics. The peak of interactions is from 18:53 to 19:00 p.m.

Generally, the topic of a source logically corresponds to the topic of a card.

Feedback

