
Data Analysis Project

Data Analyst: Samantha Spearin

Client/Sponsor: Alice Burns

Purpose: This project is to help Alice determine which of her content pieces are bringing the most interaction over different platforms. The interactions will be broken down into 4 categories: Likes, Follows, Shares and Comments. We will be comparing the different content types on each of her 3 social media platforms: TikTok, Instagram, and Facebook. The goal is to determine which types of content work better on which platforms so that she can post relevant, engaging content to reach more of her audience and efficiently utilize all platforms.

Scope / Major Project Activities:

Activity	Description
Gather and import data points	Here we gather data in a spreadsheet for each individual content piece that has been posted in the last year over each social media platform.
Identify what different factors take place in how content performs	Make a list of anything that may affect how content performs. Example: time of day, platform, type of content, hash tags, holiday, etc.
Identify any outliers	Identify an outlying data that may skew the end result reports. After identifying decide if to remove or correct the information
Organize and sort data points	Here we will be sorting the data by social media platform and content type to get a better visual of the data and get rid of or correct any data that may skew the results.
Run analysis on data	In this step we will create different reports to show trends

	of certain content, the types of interactions they get, what time do posts perform better and what has performed worse or better on each platform.
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This project does not include:

- Comparing content of competitors
- Creating new content pieces
- Any data before last year

Deliverables:

Deliverable	Description/ Details
List of content data	A spreadsheet of all of the data for each piece of content including: platform, interaction metrics, and date/time that each piece was posted.
List the different factors that help determine the content performance	A list of different factors that have affected the performance of content across the 3 different social media pages.
Present outlying data	A list of outlying data that was removed or adjusted
Visual of how content is performing	A visual representation of the data, showing the trends that are observed over the different platforms, using different data filters.
Recommendations on what type of content to post	A list of content type, content platform, and post time recommendations.

Schedule Overview / Major Milestones:

Milestone	Expected Completion Date	Description/Details
<i>Sort the data for each platform</i>	<i>August 9th, 2022</i>	<i>Complete the sort process of the raw data so that it is easy to read, certain trends should be visible and the filtering process can start looking for correlations.</i>
<i>Create Visuals for the client</i>	<i>August 12th, 2022</i>	<i>After filtering different data and</i>

		<i>having answered all the questions to reach the goal, I will create a presentation to relay the information to the client, showing trends that I have observed.</i>
<i>Present to the client</i>	<i>August 13th, 2022</i>	<i>Present the visuals along with recommendations to help the client gain more interactions and visibility from her target audience.</i>

*Estimated date for completion:

August 13th, 2022