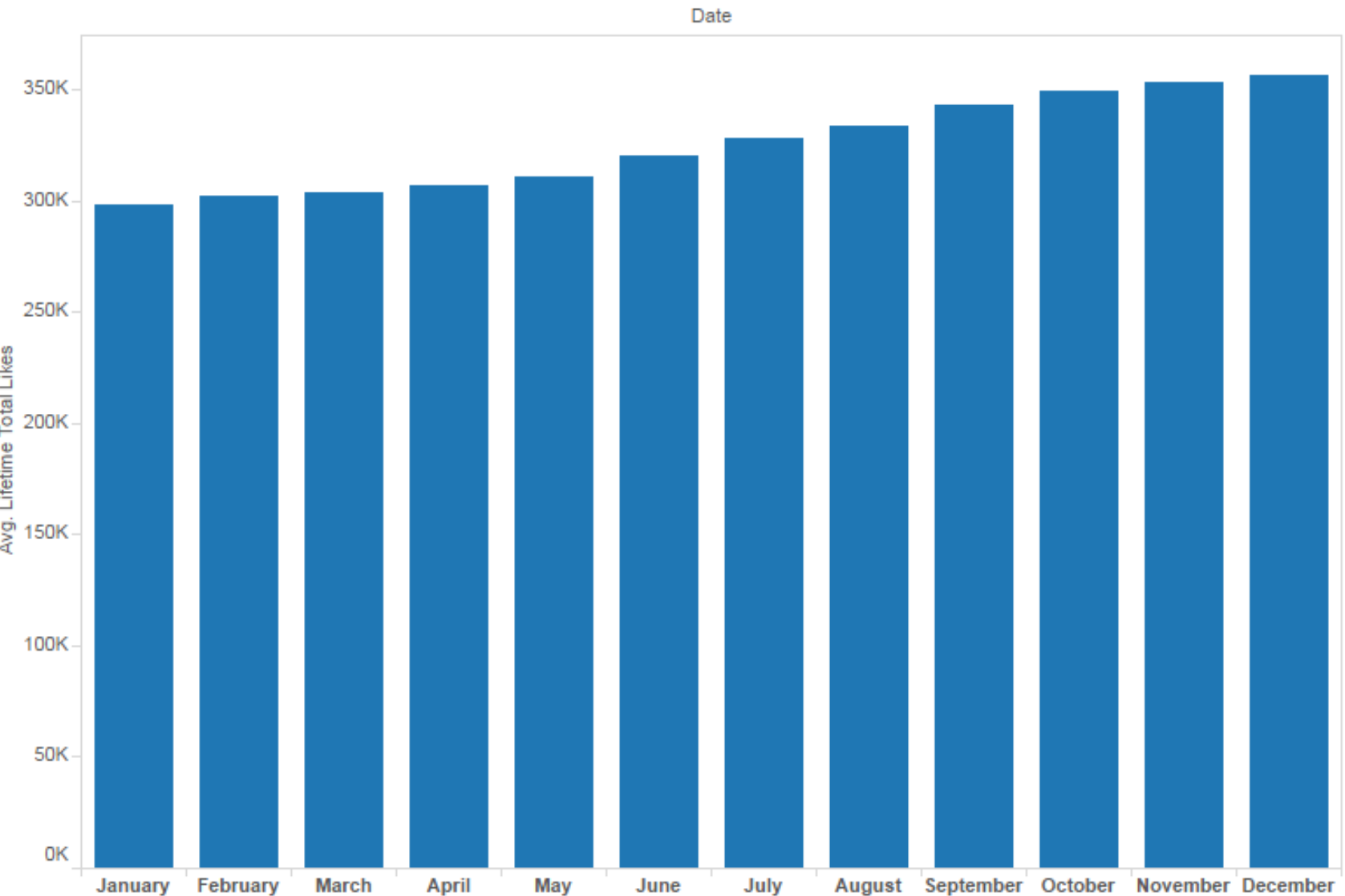


# SGAG — PRELIMINARY UPDATES

Exploratory Data Analysis – March 2016

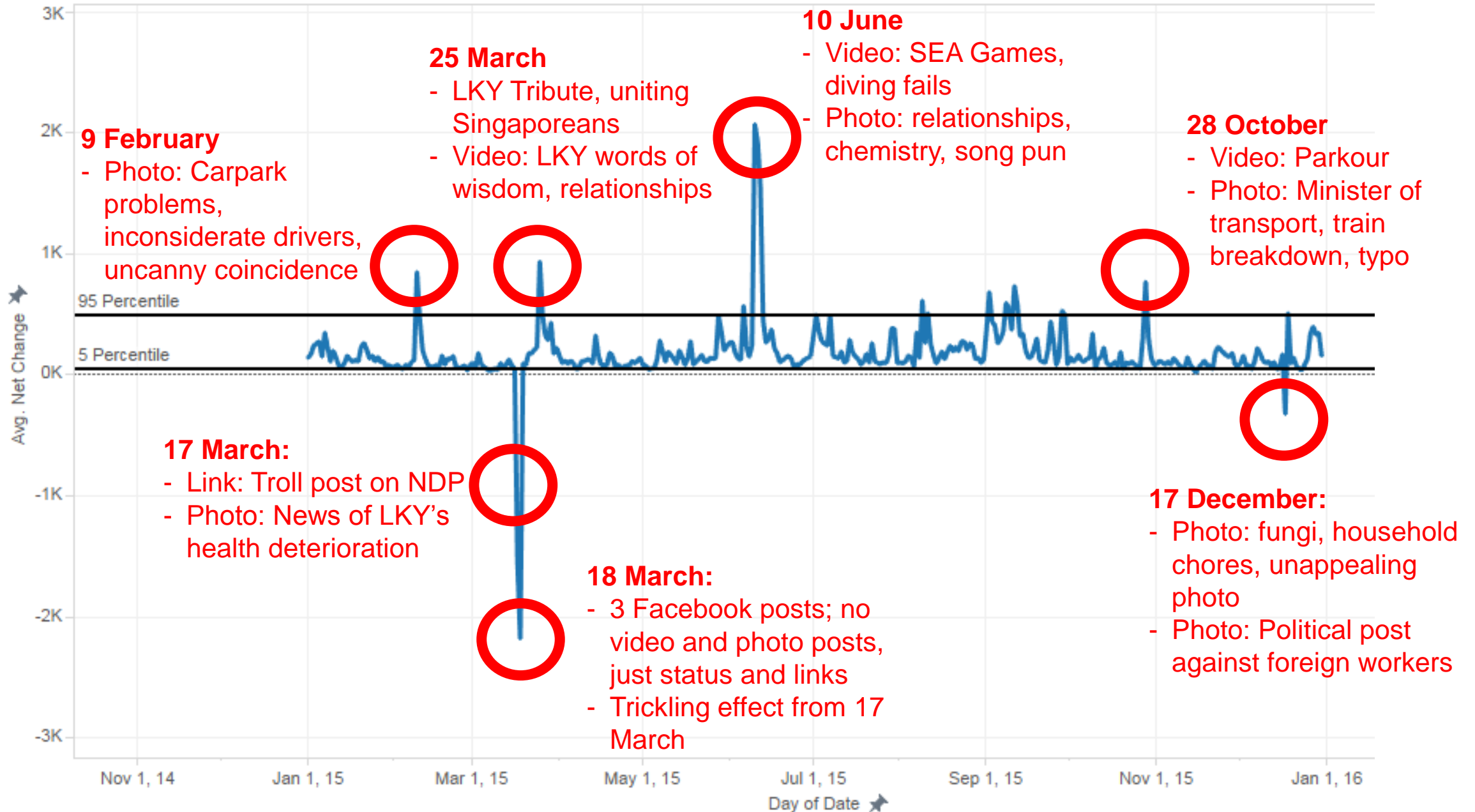
# JAN – DEC 2015, LIFETIME TOTAL LIKES



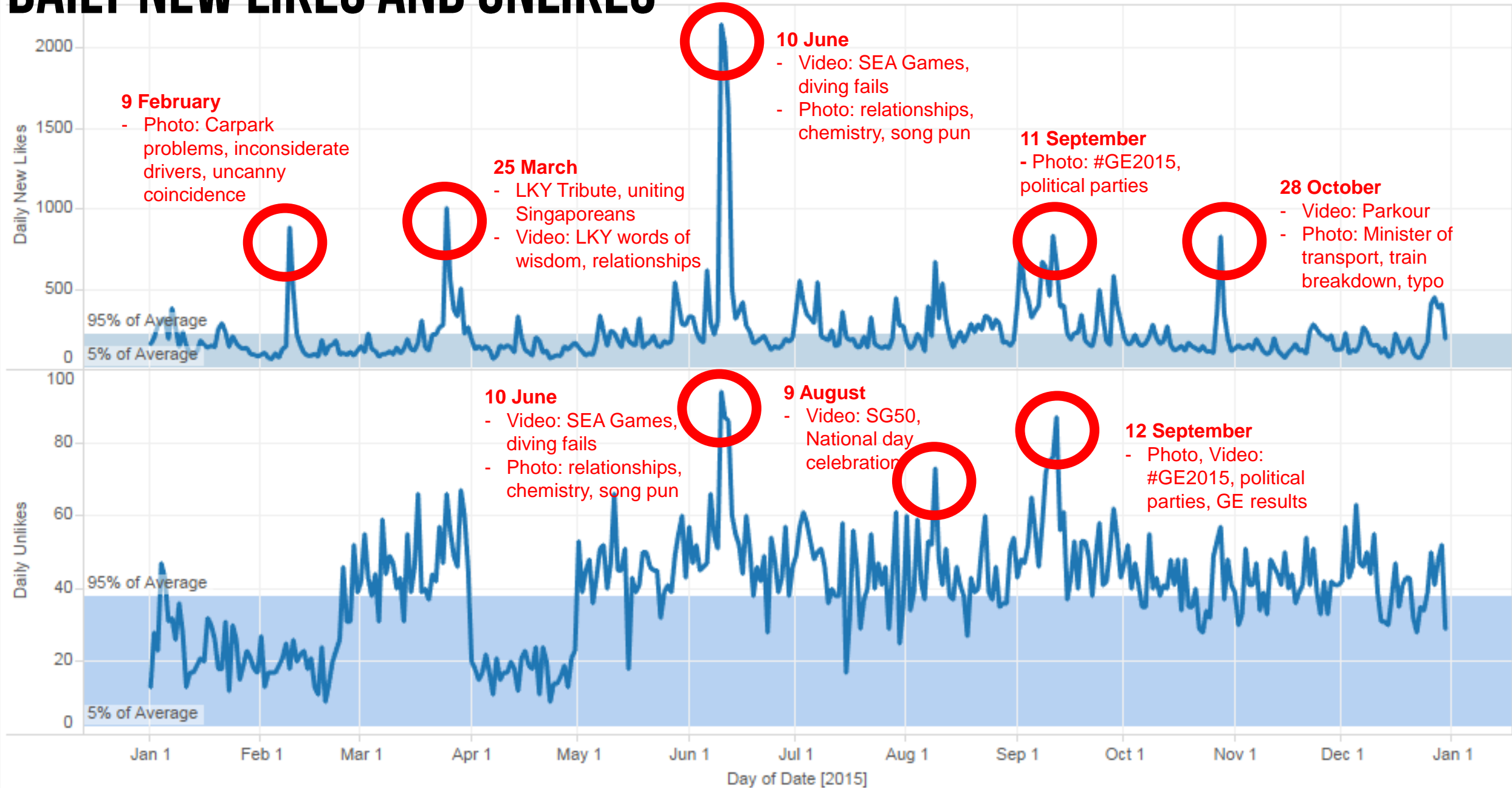
### Overall trend:

- Consistent growth throughout the year
- Max: December (356842)
- Min: January (297986)
- Grow by 19.8% across the past 12 months

# NET CHANGE (%) IN DAILY LIFETIME TOTAL LIKES



# DAILY NEW LIKES AND UNLIKES

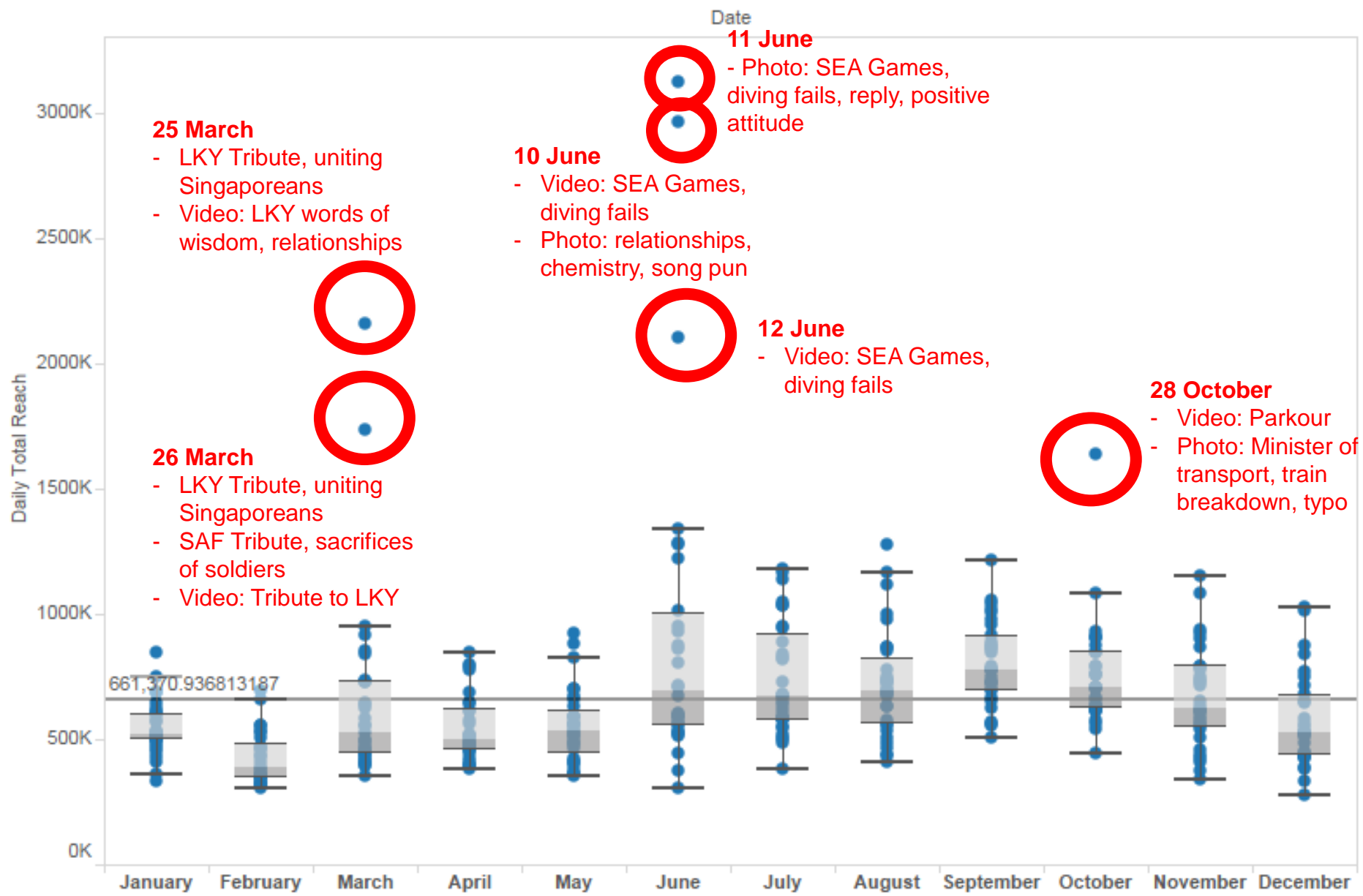


# DAILY NEW LIKES AND DAILY UNLIKES

## Overall Trend:

- General increase in both new likes and unlikes
- Absolute number of new likes is significantly larger than that of unlikes
- However, percentage change is more significant in unlikes than new likes
  - Daily new likes: January (159) to December (192) → 23.7% increase
  - Daily page unlikes: January (13) to December (29) → 123% increase
- Both daily new likes and unlikes peaked on the same day, 10<sup>th</sup> June
  - Daily unlikes (94)
  - Daily new likes (2146)
  - Content generated on 10<sup>th</sup> June:
    - SEA Games – Diving fails from Philippines contestants, viral video
    - Meme post - Textbook authors getting married, relationships, song puns

# AVERAGE DAILY TOTAL REACH

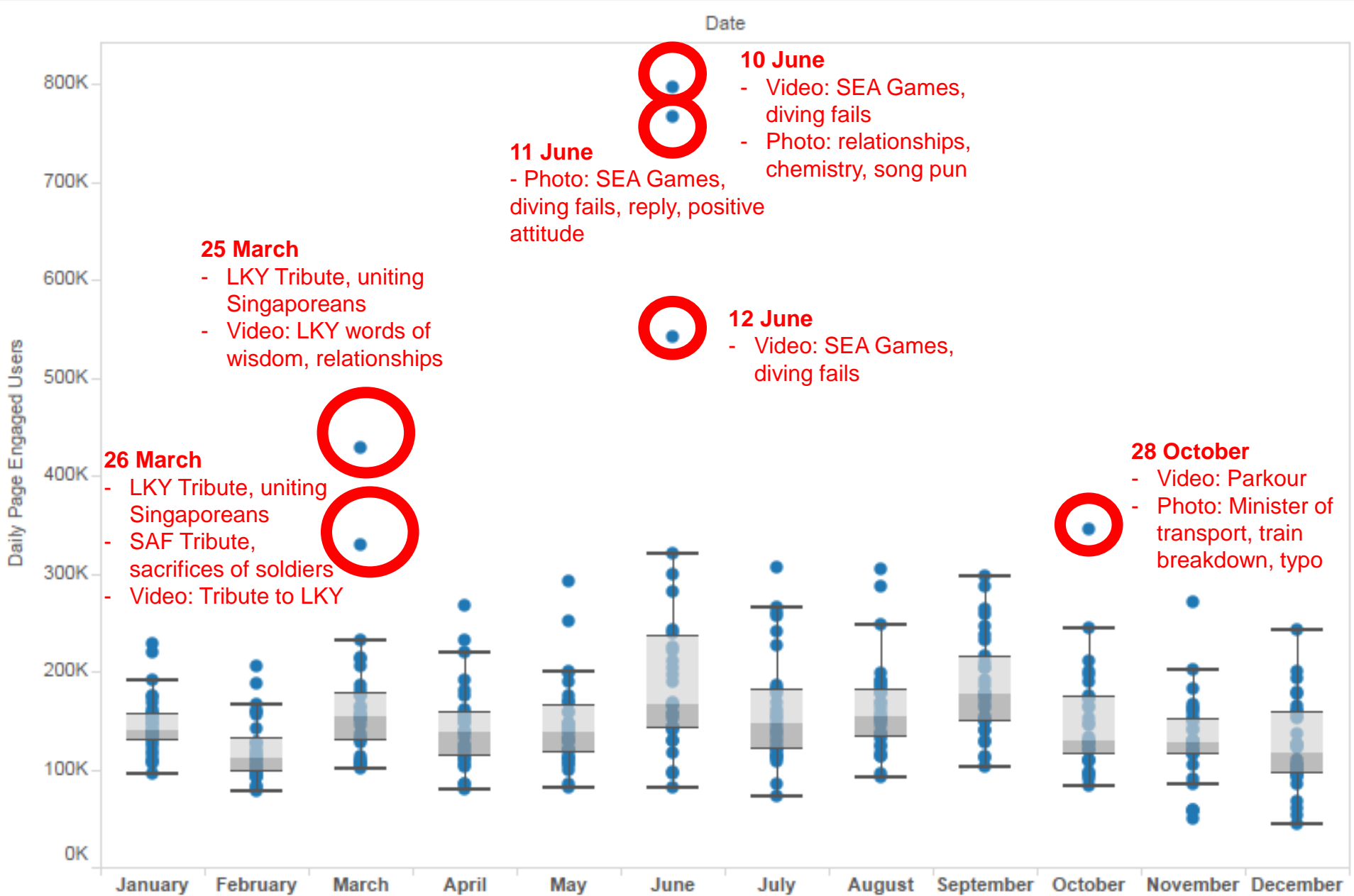


# AVERAGE DAILY TOTAL REACH

## Overall trend:

- Overall growth achieved, but with fluctuations
- Highest average reach: June
- June content includes: daily life as a Singaporean, SEA Games, submissions from SGAG users, breaking news
- Lowest average reach: February
- February content included Chinese New Year celebrations, and screen captures from other sites

# AVERAGE NO. OF DAILY ENGAGED USERS



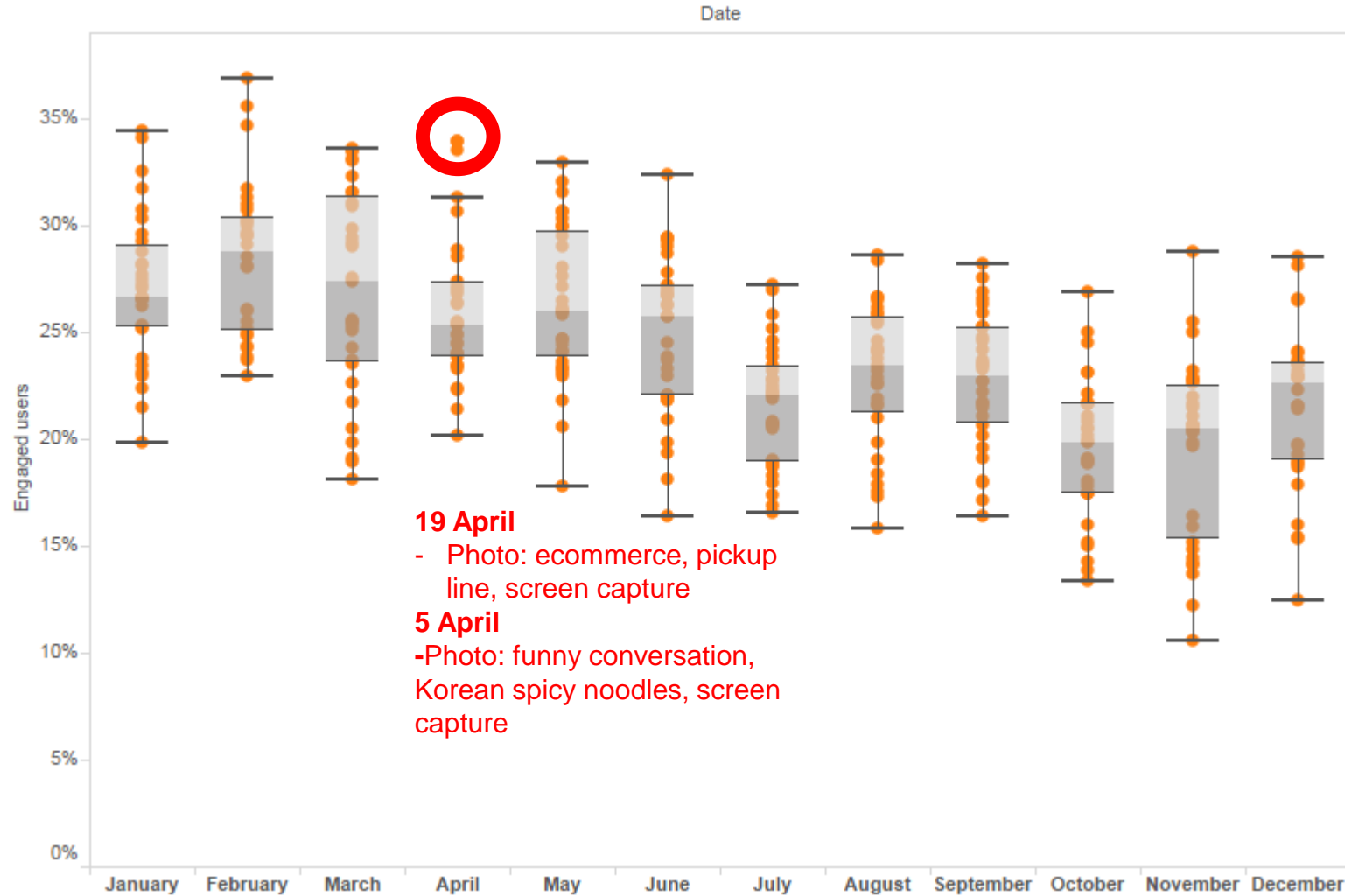


# AVERAGE NO. OF DAILY ENGAGED USERS

## Overall trend:

- General decline in average daily engaged users, with some fluctuations
- Highest month: June
- Lowest month: February
- Comparing January (146 065 users) to December (124 326 users), a decline of 17.5% is registered

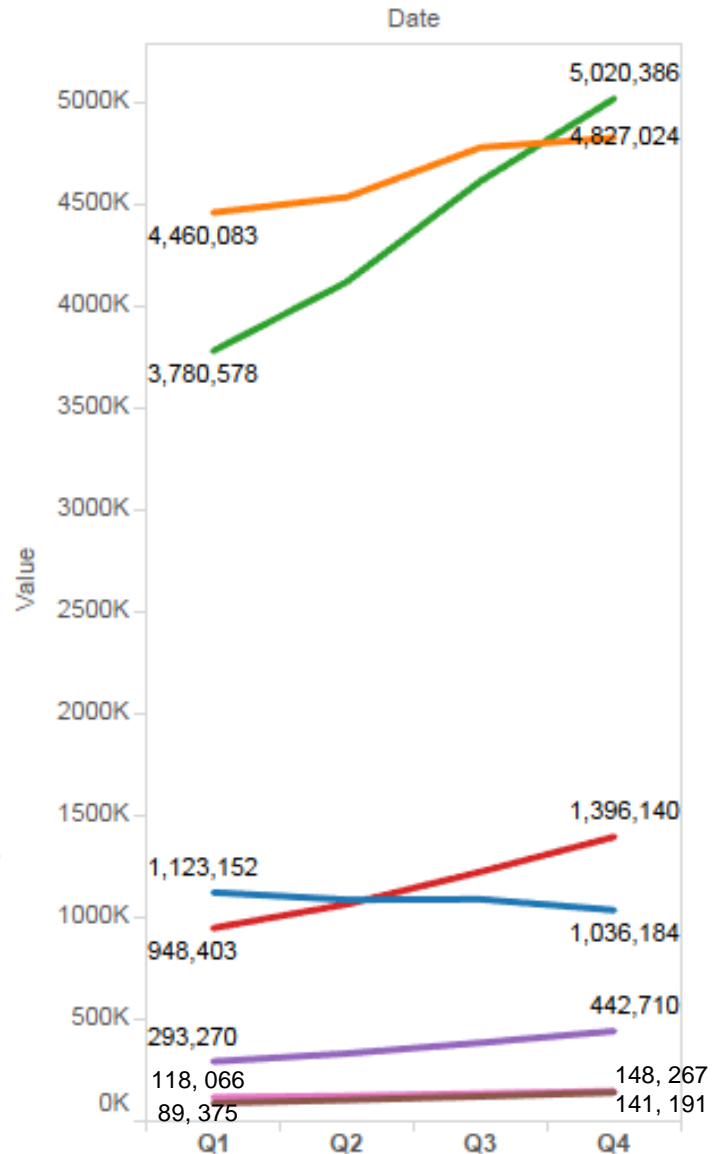
# % OF ENGAGED USERS OVER TOTAL REACH



## Overall trend:

- General decline in average rate of engaged users
- Although average reach per post has increased, average engaged users per post has decreased over the years

# COMPOSITION OF LIFETIME LIKES (FEMALE)



## Overall trend:

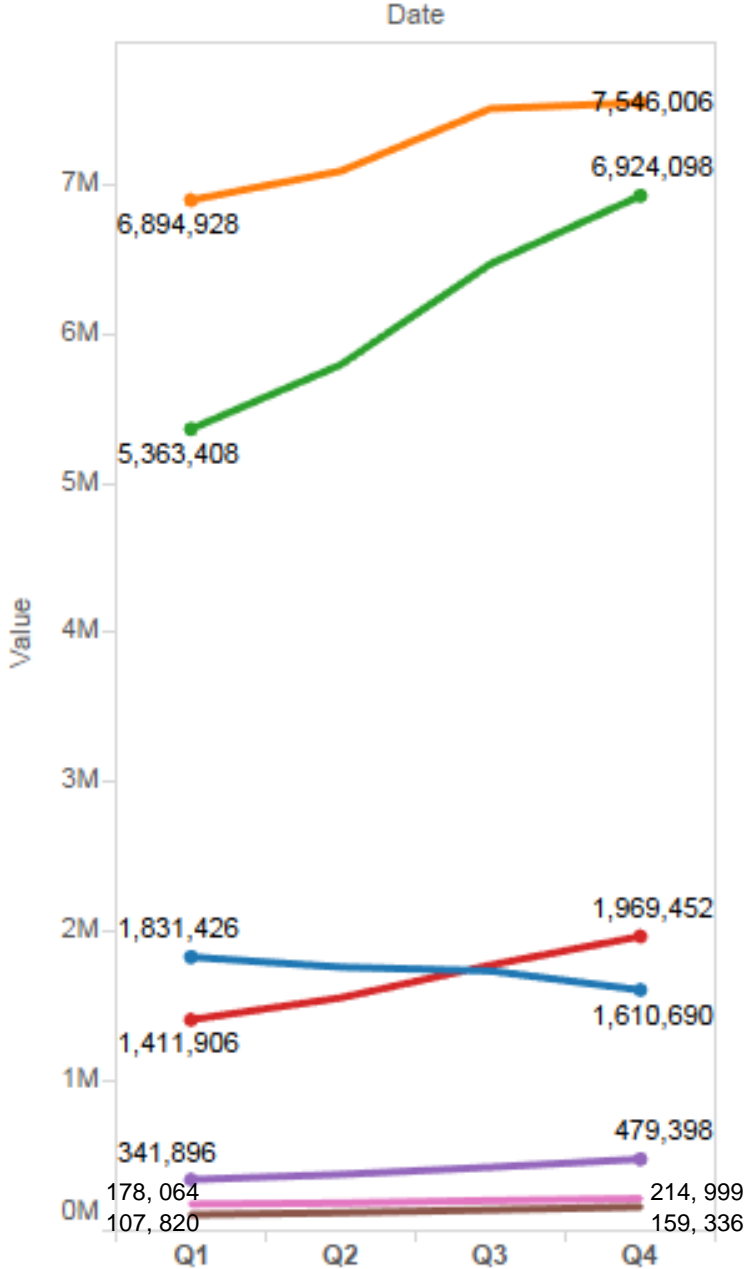
- Percentage change in female audience base:
  - 13-17 year olds decreased in viewership
  - 25-64 year olds have grown substantially in viewership
- Change in age group composition
  - 25-34 year olds have increased to form the majority age group in female audiences
  - 18-24 year olds maintains their position as another significant audience segment

		13 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and beyond
Ave no. of lifetime likes	Jan-15	12634	49408	41143	10263	3182	960	1300
	Dec-15	11222	53090	56341	15727	4998	1605	1658
Percentage Change (%)		-11.2%	7.5%	36.9%	53.2%	57.1%	67.2%	27.6%
Composition distribution	Jan-15	10.6%	41.6%	34.6%	8.6%	2.7%	0.8%	1.1%
	Dec-15	9.4%	44.7%	47.4%	13.2%	4.2%	1.3%	1.4%

### Overall trend:

- Percentage change in female audience base:
  - 13-17 year olds decreased in viewership
  - 25-64 year olds have grown substantially in viewership
- Change in age group composition
  - 25-34 year olds have increased to form the majority age group in female audiences
  - 18-24 year olds maintains their position as another significant audience segment

# COMPOSITION OF LIFETIME LIKES (MALE)



## Overall trend:

- Percentage change in male audience base:
  - Similarly, 13-17 year olds decreased in viewership
  - However, 25-64 year olds have grown in viewership
- Change in age group composition:
  - 18-24 year olds maintains its position as the largest audience segment
  - 25-34 year olds are another important audience segment

		13 to 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 and beyond
Ave no. of lifetime likes	Jan-15	20614	76096	58362	15313	3713	1162	1966
	Dec-15	17253	83083	77675	22178	5418	1798	2391
Percentage Change (%)		-16.3%	9.2%	33.1%	44.8%	45.9%	54.8%	21.6%
Composition distribution	Jan-15	11.6%	42.9%	32.9%	8.6%	2.1%	0.7%	1.1%
	Dec-15	9.7%	46.9%	43.8%	12.5%	3.1%	1.0%	1.3%

### Overall trend:

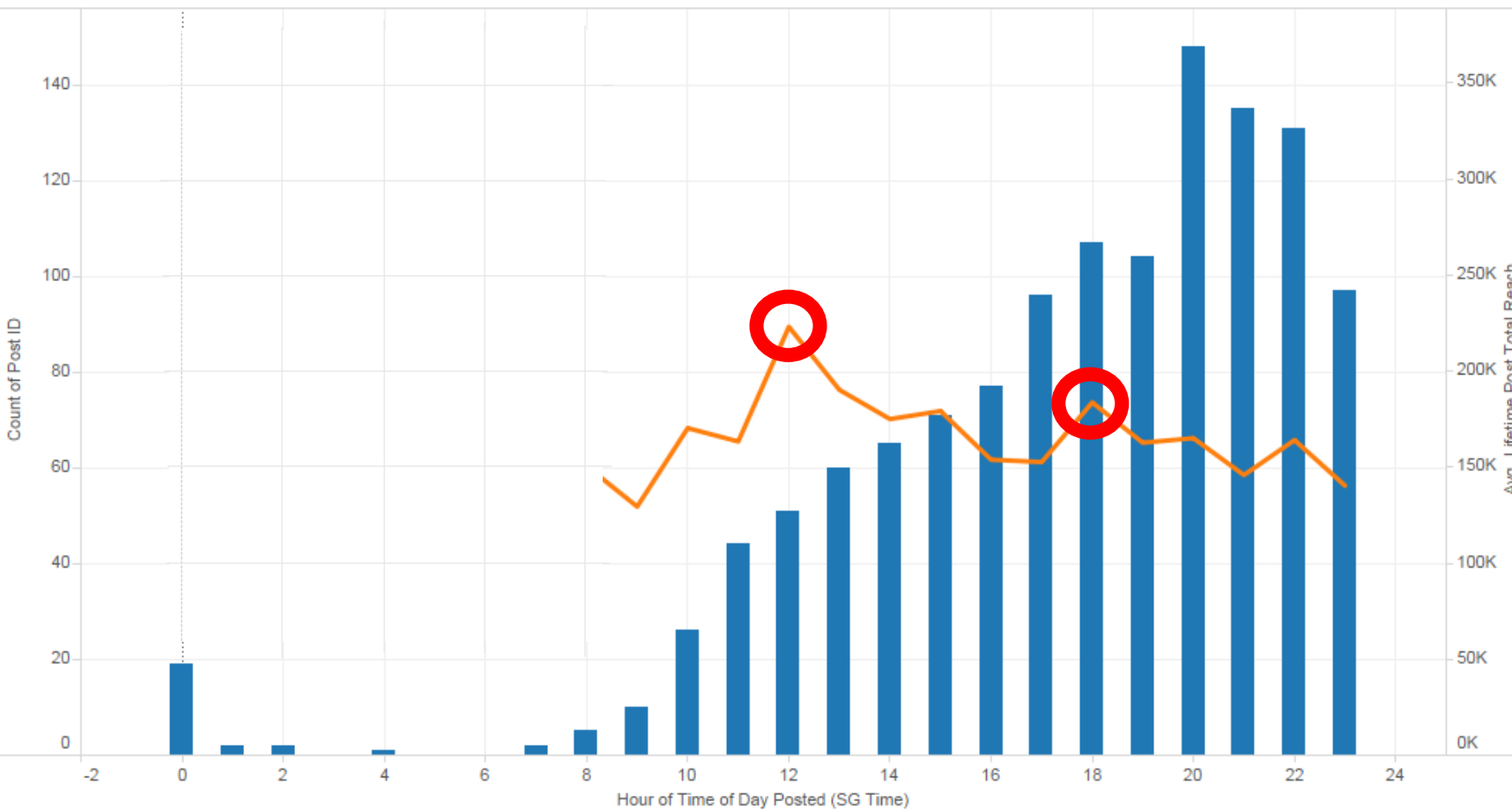
- Percentage change in male audience base:
  - Similarly, 13-17 year olds decreased in viewership
  - However, 25-64 year olds have grown in viewership
- Change in age group composition:
  - 18-24 year olds maintains its position as the largest audience segment
  - 25-34 year olds are another important audience segment

# OVERALL DEMOGRAPHICS ANALYSIS

- Overall, there are more male than female audience members
- In both gender groups, the ages 18-34 years old continue to form the bulk of SGAG's audience base
  - SGAG's targeting has been successful thus far
- However, the ages of 13-17 years old has decreased in SGAG's audience base
  - SGAG has lost viewership in this age group
  - A cause for concern because 13-17 years old represents the future audience members for SGAG, yet SGAG has not seemed to generate content sufficiently interesting to gain their attention

# TIME OF DAY OVER AVERAGE POST REACH

Time of Day vs Post Reach



The trends of count of Post ID and Avg. Lifetime Post Total Reach for Time of Day Posted (SG Time) Hour. Color shows details about count of Post ID and Avg. Lifetime Post Total Reach.

## Measure Names

- Avg. Lifetime Post Total Reach
- Count of Post ID

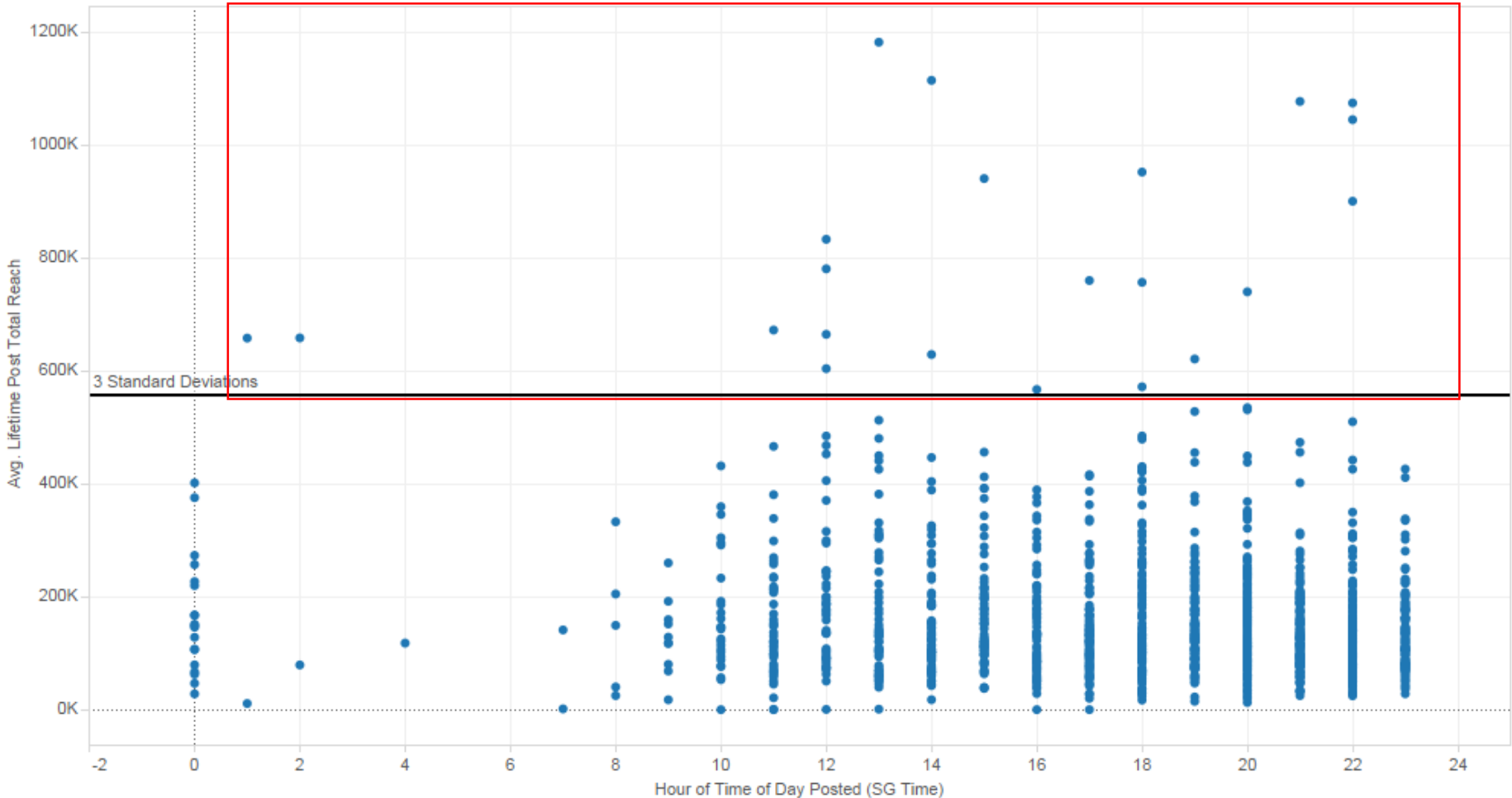
## Overall Trend:

- Majority of posts released in evening, 6pm-12 am
- Average post reach also declines in the evening
- Lunch hours (12pm) has the highest post reach
- Going home hours (6pm) also has a relatively high post reach



# TOP PERFORMING POSTS IN TOTAL REACH

Time of Day vs Post Reach(2)



## Overall Trend:

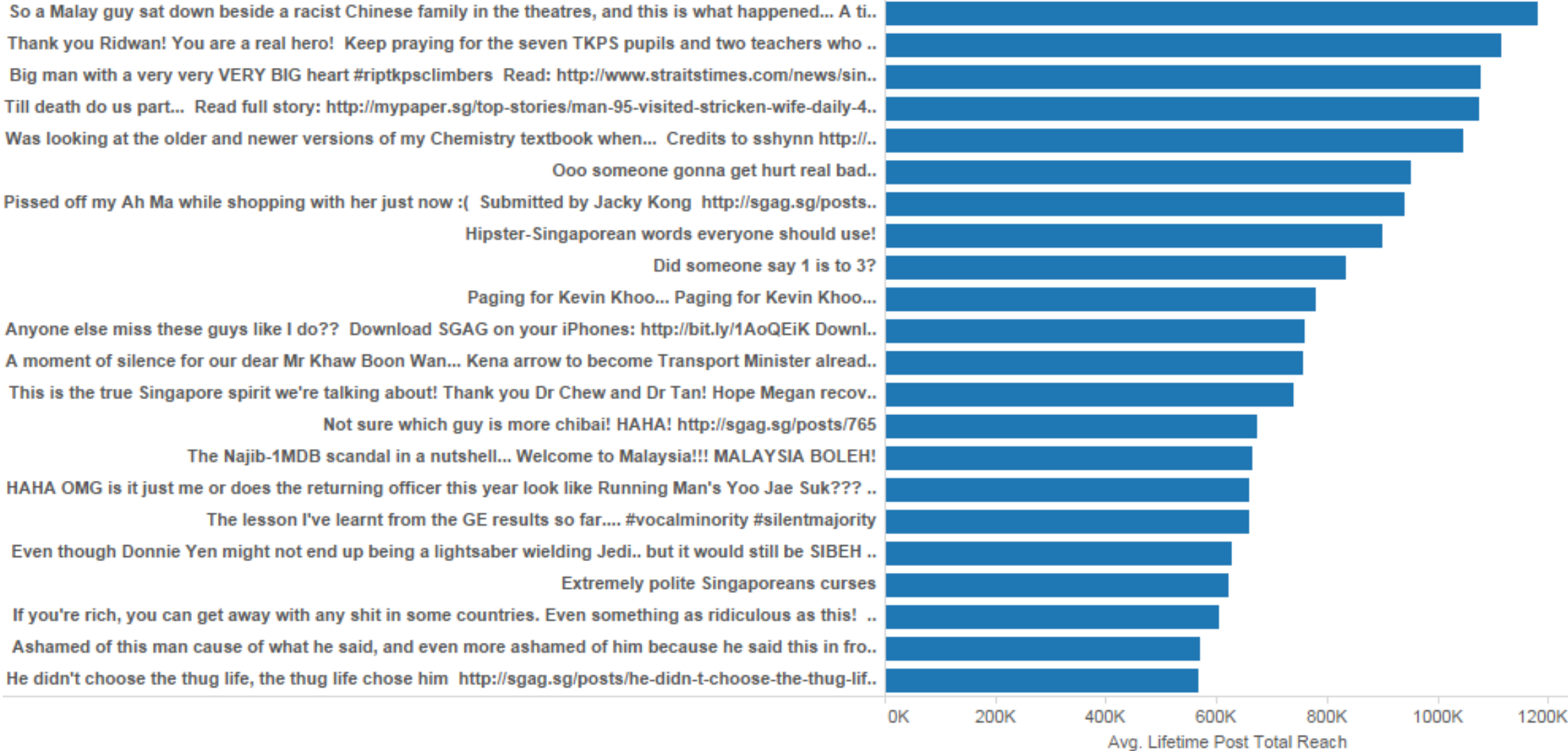
- 22 posts who performed exceptionally well
- Majority were posted in the months of June, October and December

The trend of Avg. Lifetime Post Total Reach for Time of Day Posted (SG Time) Hour. Color shows details about Avg. Lifetime Post Total Reach. Details are shown for Post ID.

# TOP 22 PERFORMING POSTS IN TOTAL REACH

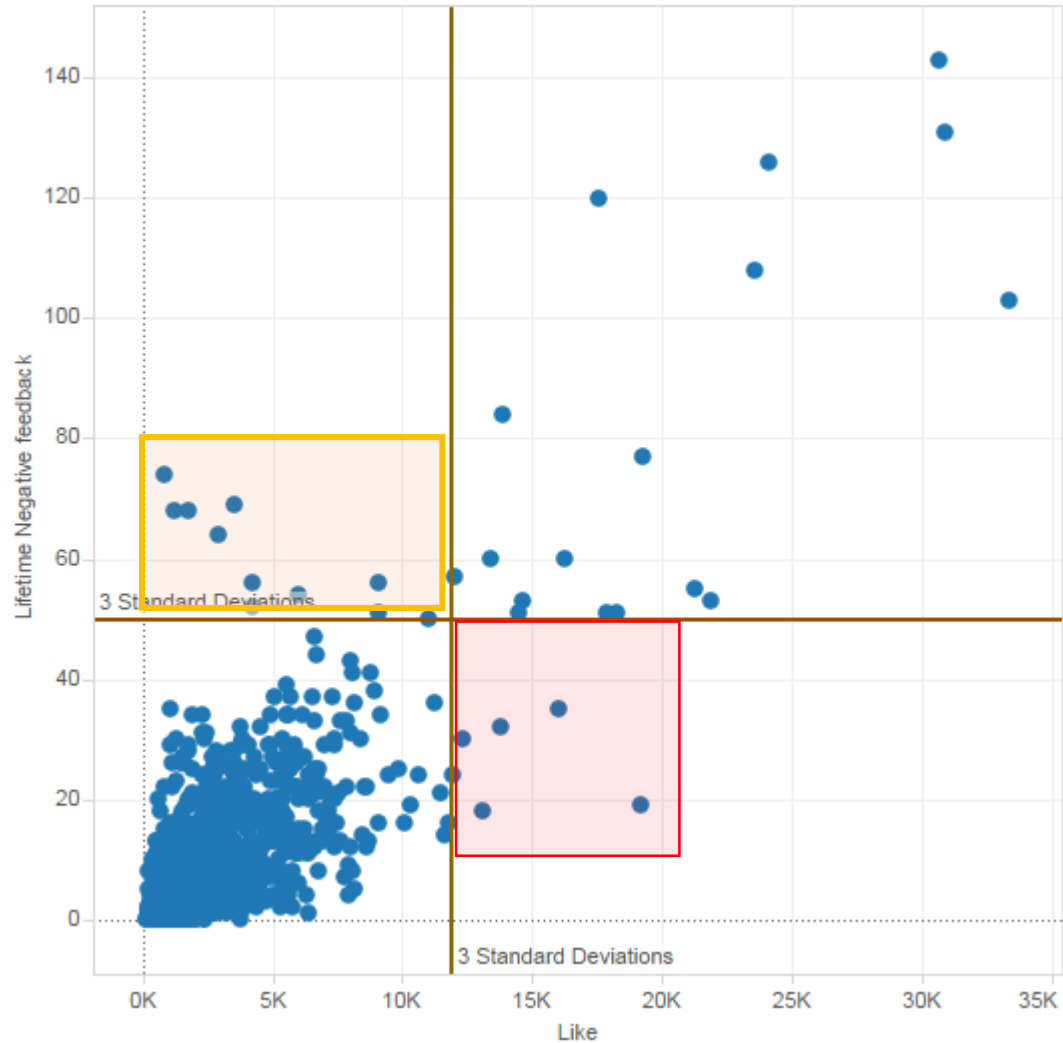
## Top 22 in Total Reach

Post Message



# NO. OF NEGATIVE FEEDBACK OVER LIKES

Likes vs Unlikes

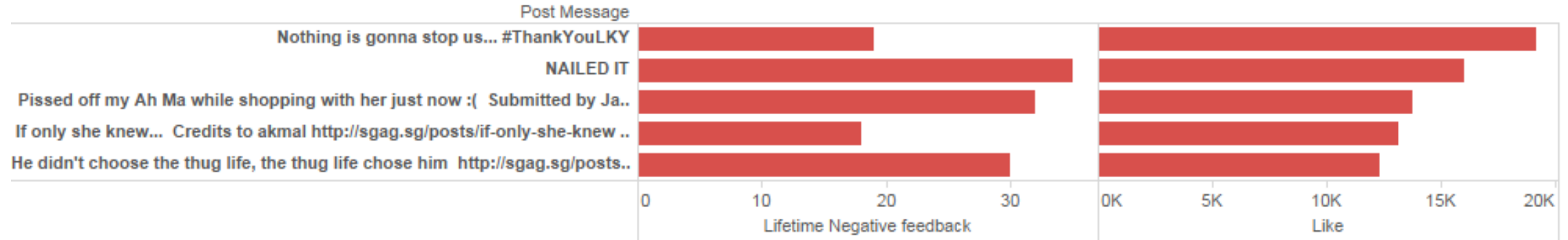


## Overall Trend:

- 11 posts who had low negative feedback but high likes ■
- 5 posts who had high negative feedback but low likes ■
- In general, posts who had greater numbers of likes also tended to have a higher amount of negative feedback

# 5 POSTS: LOW -VE N' HIGH LIKES

## Low -ve n' High Likes

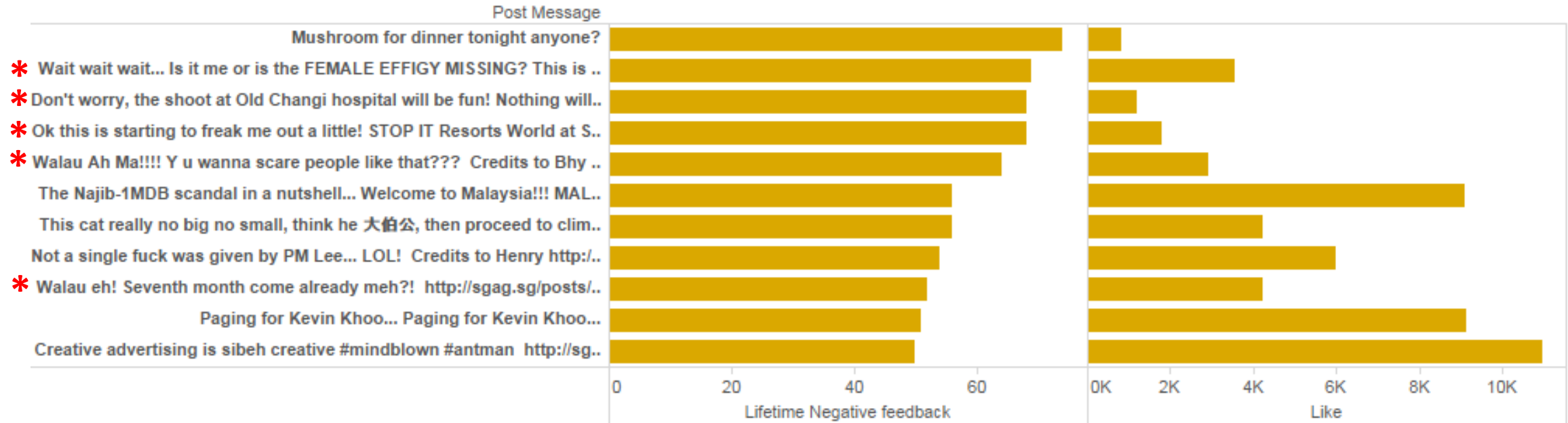


## Overall Trend:

- No clear similarities between topics of these 5 posts

# 11 POSTS: HIGH -VE N' LOW LIKES

## High -ve n' Low Likes

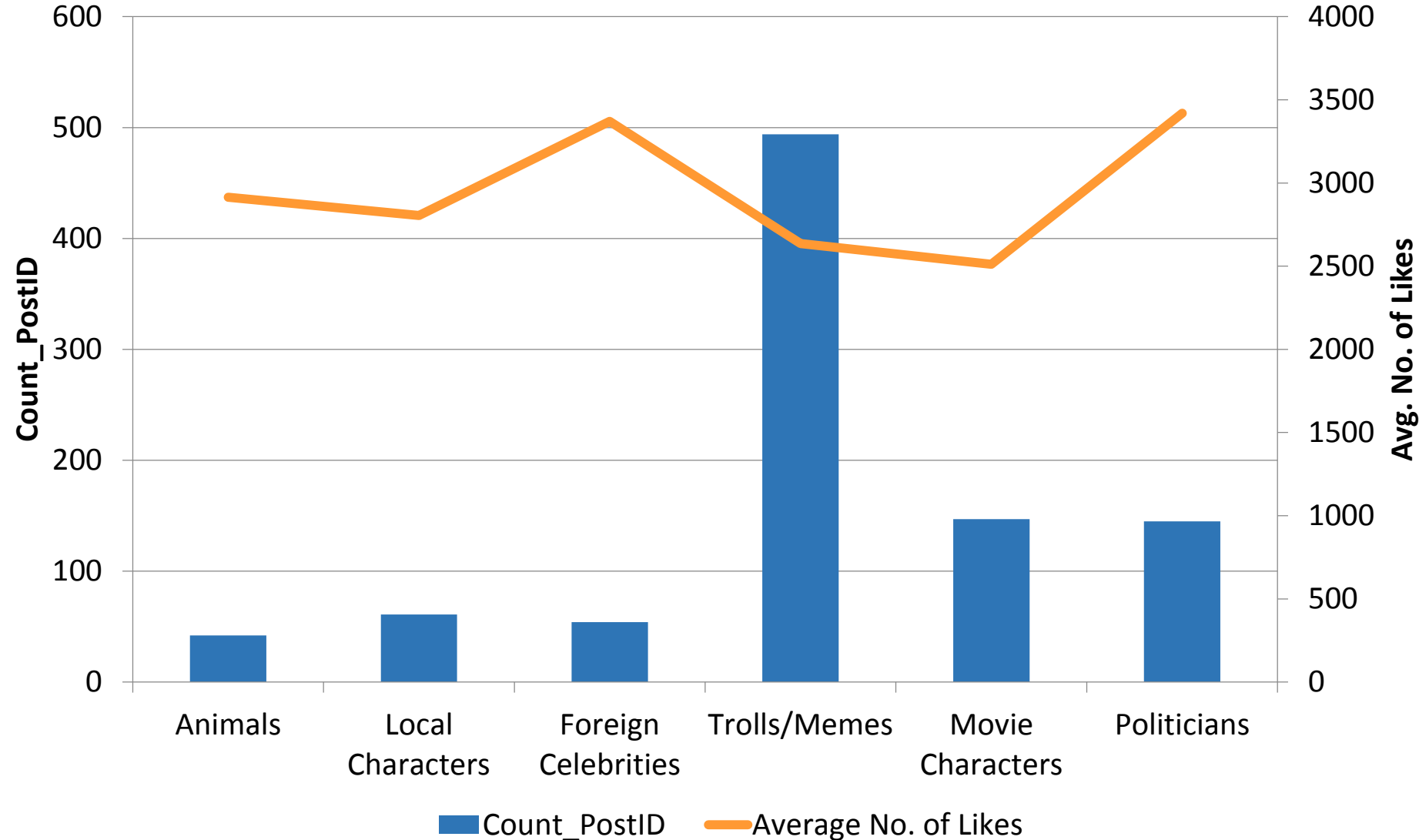


## Overall Trend:

- 5 posts shared a common topic about seventh month and ghosts “\*”
- Superstitious audience members may not have favored such content

# CHARACTER DESIGN VS NO. OF LIKES

Character Design vs Avg. No. of Likes

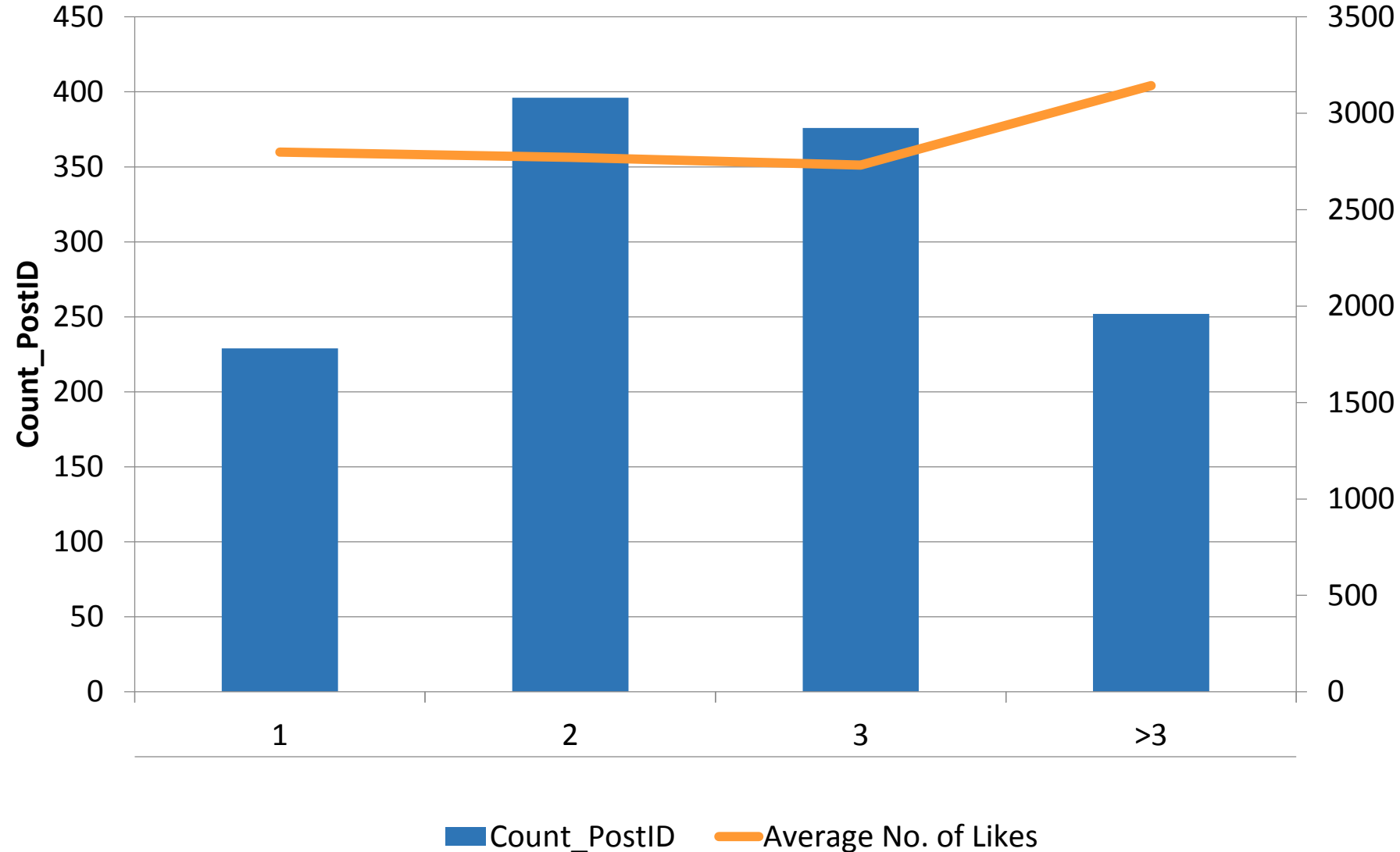


## Overall Trend:

- Trolls/Memes form the majority design character in posts
- Of the other minor design characters used, “Politicians” and “Foreign Celebrities” appear to be more popular among audiences as well

# NO. OF FRAMES DESIGN VS NO. OF LIKES

No. of Frames Design vs Avg. No. of Likes

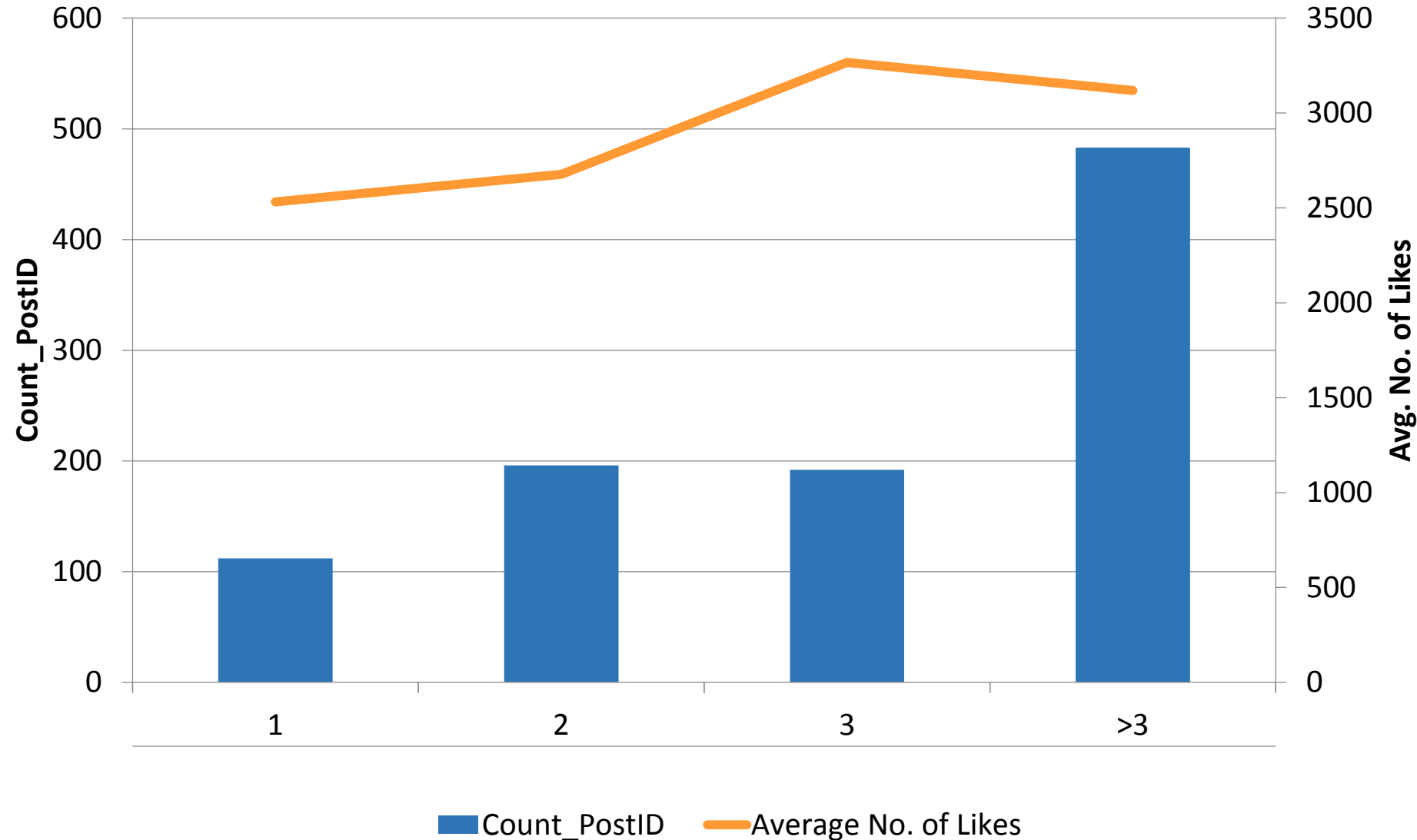


## Overall Trend:

- Most posts have 1, 2 or 3 frames in their design
- Generally, as number of frames increase, average no. of likes decrease as well
- Posts with more than 3 frames appear to garner more likes, perhaps because they are richer in information

# NO. OF DESCRIPTION LINES DESIGN VS NO. OF LIKES

No. of Description Lines Design vs Avg. No. of Likes



## Overall Trend:

- Most posts have 1, 2 or 3 description lines in their design
- No. of likes increase from 1 to 3 description lines, perhaps because posts have more information
- For posts with more than 3 description lines, average no. of likes decrease slightly, perhaps fonts are too small, or there is too much information