

## Social Media Activity Comparison

An excel based solution, which is macro free, to enable you to keep on top of your social media (and other CSV) data. If this sounds like what you need, take a look at the details below.

**Compare the difference of activity over two periods**

**See what % each activity earns compared to allocated %**

**Discover how portion increases or decreases**

**Allocate each entry to categories for useful reporting**

**See how each category changes from period to period**

**See how each line compares and ranks**

**Select up to 4 metrics to monitor**

**Customise the spreadsheet to use many CSV data exports**

**Keep a rolling list of entries for easy update**

**Use this template for analysing many social media platforms**

**And so much more...**

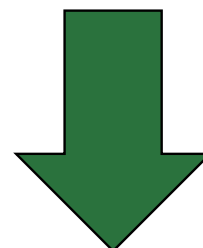
**Analyse various social media (and other) CSV data  
to compare actions from one period to another**

Categories	VALUE Change from Period 1 to Period 2				PORTION Change from Period 1 to Period 2			
	Views	Time [H]	Impressions	Clicks / View	Views	Time [H]	Impressions	Clicks / View
Advert	65.45% ▲	48.06% ▲	117.20% ▲	50.65% ▲	-4.48% ▼	-2.34% ▼	-2.51% ▼	-5.26% ▼
Basic Demo	174.88% ▲	143.96% ▲	293.15% ▲	138.05% ▲	2.62% ▲	2.53% ▲	-5.34% ▲	-4.23% ▲
Bespoke Demo	150.00% ▲	113.42% ▲	147.14% ▲	60.99% ▲	0.20% ▲	-0.10% ▲	-0.33% ▲	-6.40% ▼
Blog	43.18% ▲	50.35% ▲	142.09% ▲	39.10% ▲	-0.57% ▼	-0.59% ▼	-0.25% ▼	-3.46% ▼
DIY	86.27% ▲	137.77% ▲	128.22% ▲	59.75% ▲	-0.34% ▼	0.11% ▲	-0.34% ▼	-1.23% ▼
Download	48.96% ▲	58.82% ▲	660.71% ▲	34.60% ▲	-1.15% ▼	-1.69% ▼	0.72% ▲	-7.41% ▼
LTAVS					1.74% ▲	2.92% ▲	2.71% ▲	
Prime Demo	128.04% ▲	115.21% ▲	152.38% ▲	89.93% ▲	-2.25% ▼	-2.74% ▼	-11.76% ▼	2.28% ▲
Select Demo					0.27% ▲	0.52% ▲	0.95% ▲	
Website	402.97% ▲	327.28% ▲	555.12% ▲	122.84% ▲	3.96% ▲	1.38% ▲	5.45% ▲	4.81% ▲

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## Period 1 Data

## Data Added & Correct

Your Business

YouTube

01 Jan 2019 - 31 Dec 2019

Video	Views	Watch Time	Impressions	Clicks	CTR
	1175	4629	5	10.89	
	703	2734	3	19.46	
	501	3944	3	9.31	
	304	1494	1	8.1	
	175	1139	0	8.08	
	166	171	0	1.75	
	158	1377	1	5.66	
	137	174	0	0	
	71	6.82	44		

This spreadsheet is designed to take two batches of CSV data, and compare them. It is made so that you have control, so you can edit data from Facebook, LinkedIn, YouTube, Google Analytics, Twitter, or even other programmes or websites which export data to CSV. You just need to make sure that the raw data follows some rules, and then you simply put the two batches of data into the spreadsheet (copy and paste values). As you can see in the image above, headers in the grey, data in the white. Do that for both batches (each batch for a similar period of time) so that you can compare the two periods of data.

Data Selections	Period 1 Data	Period 2 Data	Categories
Select the header for the main entry data above, and then select up to 4 headers for each 'metric' below. These metrics will then be used to compare each period to the other.	Data Added & Correct	Data Added & Correct	Advert ✓ Basic Demo ✓ Bespoke Demo ✓ Blog ✓ DIY ✓ Download ✓ LTAVS ✓ Prime Demo ✓ Select Demo ✓ Website ✓
	Start of the Period 01/01/2019	Start of the Period 01/01/2020	
	End of the Period 31/12/2019	End of the Period 31/12/2020	
Metric 1 Views	Data Found	Data Found	
Metric 2 Watch time (hours)	Data Found	Data Found	
Metric 3 Impressions	Data Found	Data Found	
Metric 4 Impressions click-through rate (%)	Data Found	Data Found	
Names of Metrics	Ranked Order	Sum or Average	
Metric 1 Views	Metric 1 High to Low ✓	Metric 1 Sum ✓	
Metric 2 Time (H)	Metric 2 High to Low ✓	Metric 2 Sum ✓	
Metric 3 Impressions	Metric 3 High to Low ✓	Metric 3 Sum ✓	
Metric 4 Clicks / View	Metric 4 High to Low ✓	Metric 4 Average ✓	
			Enter up to 20 unique categories above. These categories will be available for selection on the other tabs, and show in the report. Each entry needs to fall in only 1 category.

You then have some options so that you can customise the spreadsheet for your data. Firstly, you can specify which column contains the identifying data (such as video name if you're analysing YouTube data). You can then select up to 4 metrics to monitor and compare, these will be available and will taken from the headers of the entered data. You can also state if they are ranked high to low (like views) or low to high (like bounce rate), and you can state if the totals need to be taken (like with views) or if an average needs to be used (like with click through rate). You can also input up to 20 categories, and you can categorise however you wish. This means that you will be able to assign a category to each item, in order to report by category.

#	Entry Name/Description	Category	Sorter	Ranks for Each Selected Data Source				Ranks for Each Selected Data Source			
				01 Jan 2019 - 31 Dec 2019				01 Jan 2020 - 31 Dec 2020			
				Views	Time (H)	Impressions	Clicks / View	Views	Time (H)	Impressions	Clicks / View
	YouTube Analytics Report Demo Video - OLD	Prime Demo		37	46	21	79	128	162	53	104
	YouTube Analytics Report Demo Video	Prime Demo		87	69	56	128	266	232	232	261
	World Cup 2018 Schedule Demo Video	Prime Demo		122	149	44	89	146	102	122	176
	Why Use Us? (Old)	Advert		178	158	242	186			345	316
	What Decision Will You Make (Old)	Advert				243	223			343	295
	Weekly Profit Calculator Demo Video - Go2Games	Prime Demo		164	150	254					
	Website Visitor Report Demo Video	Select Demo						254	173	92	254
	We Have a Spreadsheet for That - Advert	Advert		109	140	148	93			287	288
	Voucher Code Database Demo Video	Prime Demo		47	31	45	19	33	22	42	19
	Types of Spreadsheets - Word-Type	Website		181	182	106	188	64	148	115	179
	Types of Spreadsheets - Software-Style	Website		159	171	65	124	25	80	38	35
	Types of Spreadsheets - Interactive	Website		172	186	67	123	82	153	76	195
	Types of Spreadsheets - Database-Style	Website		79	145	117	103	47	115	85	187
	Types of Spreadsheets - Data Analysis	Website		35	102	41	6	15	43	24	5
	Types of Spreadsheets - Dashboards	Website		148	162	59	126	83	149	67	161
	Twitter Statistics Analyser Demo Video	Prime Demo				98	241			175	332
	Tweet Manager Video (Old)	Prime Demo		182	128	149	189			332	333

Here an image of the tab where you can easily input the unique entries. It gives you a list from the raw data, and then lets you simply copy and paste (values) into this tab. You can then assign each line to a category. In this case each line represents a YouTube video, but in your spreadsheet that may not be the case. Not only that, but the analytics are already starting. You can see how each line ranks for each of the 4 metrics you selected over both periods. This is quite useful for seeing how individual entries have performed compared to each other.

Period 1		01 January 2019 to 31 December 2019		Period 2		01 January 2020 to 31 December 2020			
Categories		Period 1				Period 2			
Categories	Target %	Views	Time (H)	Impressions	Clicks / View	Views	Time (H)	Impressions	Clicks / View
Advert	17.91%	8.89% ▼	3.92% ▼	7.21% ▼	14.09% ▼	4.41% ▼	1.58% ▼	4.70% ▼	8.84% ▼
Basic Demo	21.76%	8.05% ▼	12.37% ▼	8.46% ▼	5.97% ▼	10.68% ▼	14.90% ▼	13.80% ▼	10.20% ▼
Bespoke Demo	2.48%	1.45% ▼	1.86% ▼	1.80% ▼	26.14% ▲	1.65% ▼	1.77% ▼	1.48% ▼	19.73% ▲
Blog	2.20%	0.84% ▼	1.03% ▼	1.20% ▼	6.70% ▼	0.27% ▼	0.43% ▼	0.95% ▼	3.24% ▲
DIY	6.06%	0.97% ▼	0.71% ▼	1.17% ▼	4.74% ▼	0.64% ▼	0.82% ▼	0.84% ▼	3.50% ▼
Download	2.48%	1.83% ▼	3.33% ▲	0.27% ▼	12.96% ▲	0.68% ▼	1.64% ▼	0.99% ▼	5.55% ▲
LTAVS	6.61%	0.00% ▼	0.00% ▼	0.00% ▼		1.74% ▼	2.92% ▼	2.71% ▼	4.84% ▼
Prime Demo	30.30%	76.03% ▲	75.98% ▲	77.28% ▲	20.16% ▼	73.77% ▲	73.25% ▲	65.52% ▲	22.44% ▼
Select Demo	1.10%	0.00% ▼	0.00% ▼	0.00% ▼		0.27% ▼	0.52% ▼	0.95% ▼	7.60% ▲
Website	9.09%	1.93% ▼	0.79% ▼	2.61% ▼	9.23% ▲	5.89% ▼	2.17% ▼	8.06% ▼	14.04% ▲

On the final tab (a report tab) you can see what portion of each metric each category has achieved over each period. You can also see what the target % is, which is based on how many of each category there are. So in this case, Prime Demos account for 30.30% of all videos, yet they account for 76.03% of all the views (in the first year) and 73.77% in the second. This means that they are doing much better than they 'ought to' based on how many there are. You can see these figures for all the categories that you set.

**VALUE Change from Period 1 to Period 2**

**PORTION Change from Period 1 to Period 2**

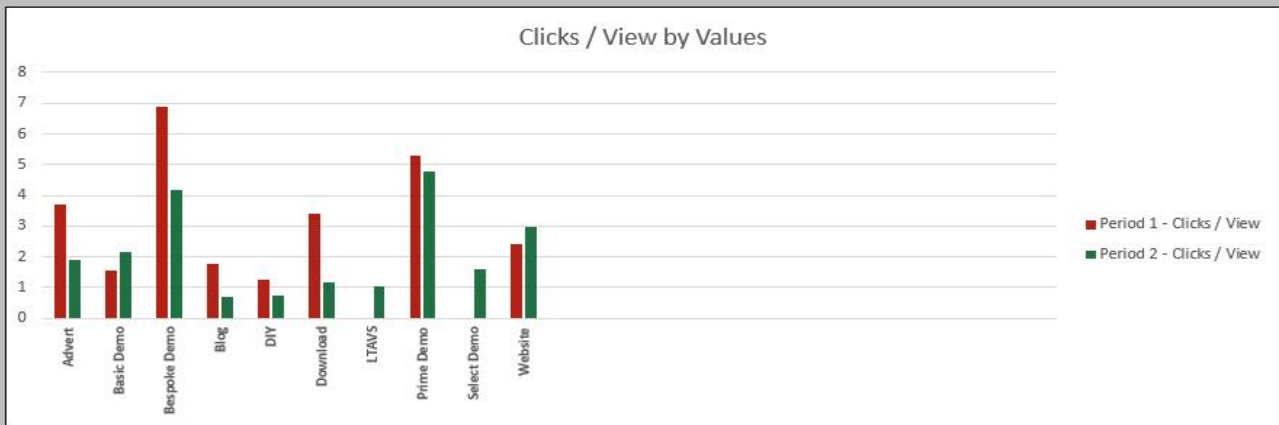
Categories
Advert
Basic Demo
Bespoke Demo
Blog
DIY
Download
LTAVS
Prime Demo
Select Demo
Website

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402.97% ▲	327.28% ▲	555.12% ▲	122.84% ▲

Views	Time (H)	Impressions	Clicks / View
-4.48% ▼	-2.34% ▼	-2.51% ▼	-5.26% ▼
2.62% ▲	2.53% ▲	5.34% ▲	4.23% ▲
0.20% ▲	-0.10% ▼	-0.33% ▼	-6.40% ▼
-0.57% ▼	-0.59% ▼	-0.25% ▼	-3.46% ▼
-0.34% ▼	0.11% ▲	-0.34% ▼	-1.23% ▼
-1.15% ▼	-1.69% ▼	0.72% ▲	-7.41% ▼
1.74% ▲	2.92% ▲	2.71% ▲	
-2.25% ▼	-2.74% ▼	-11.76% ▼	2.28% ▲
0.27% ▲	0.52% ▲	0.95% ▲	
3.96% ▲	1.38% ▲	5.45% ▲	4.81% ▲

Not only that, but you can see how the VALUES have changed from period to period. So in the example, The views on advert videos went up by 65.45% from period 1 (in this case 2019) to period 2 (in this case 2020). The second table (on the right) shows how the portion has changed from period to period. So in the last example we looked at Prime Video go from 76.03% in the first period to 73.77% in the second period. This means that their share dropped by 2.25% (numbers are rounded) from one period to another.

**Clicks / View**



Lastly, you can see how the actual values changed from period to period for each of the 4 metrics that you selected. This doesn't work with percentages, but shows the actual values earned for each category. Imagine all of the above for any of your CSV data exports. What data can you export to CSV, and how will this help you?

So there you have it, an overview of this unique product. We can't show you everything in this brochure, so please use the link below to the demo video, should you wish to see exactly how this product works.

All the other links you may need for more information, or to purchase this product, are below.

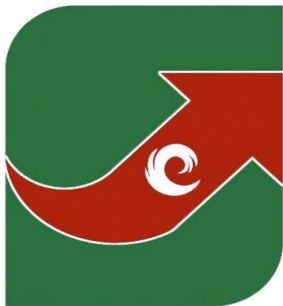


In order to purchase this product, download a free trial, or watch the demo video, please click the image to the left.

This product is sold from the UK, and will be invoiced as GBP. The fee is a once off fee, and there is no monthly charge. There will be an entirely optional annual charge, should you want to receive future upgrades.

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