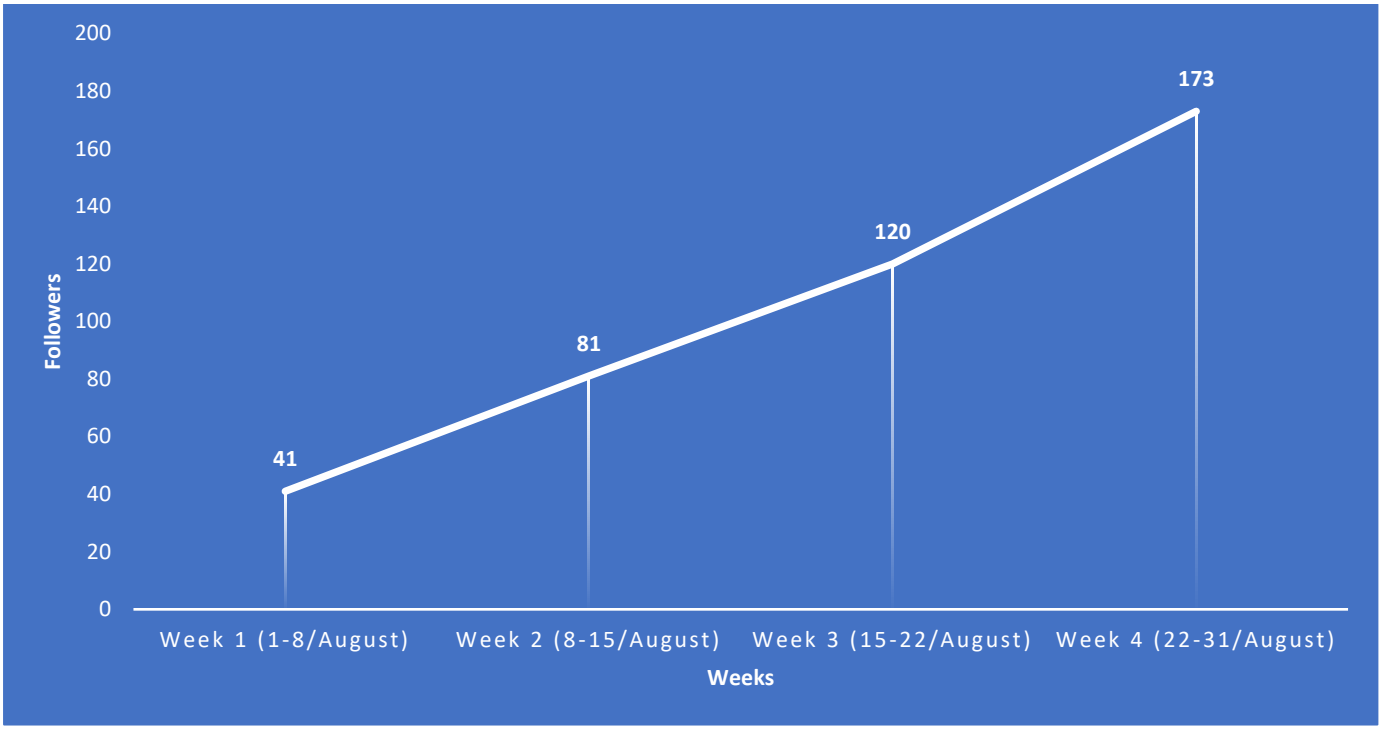
Data Analysis in August for WeChat Official Account in China Market

1. Followers in August



In August, the followers keep increasing week by week.

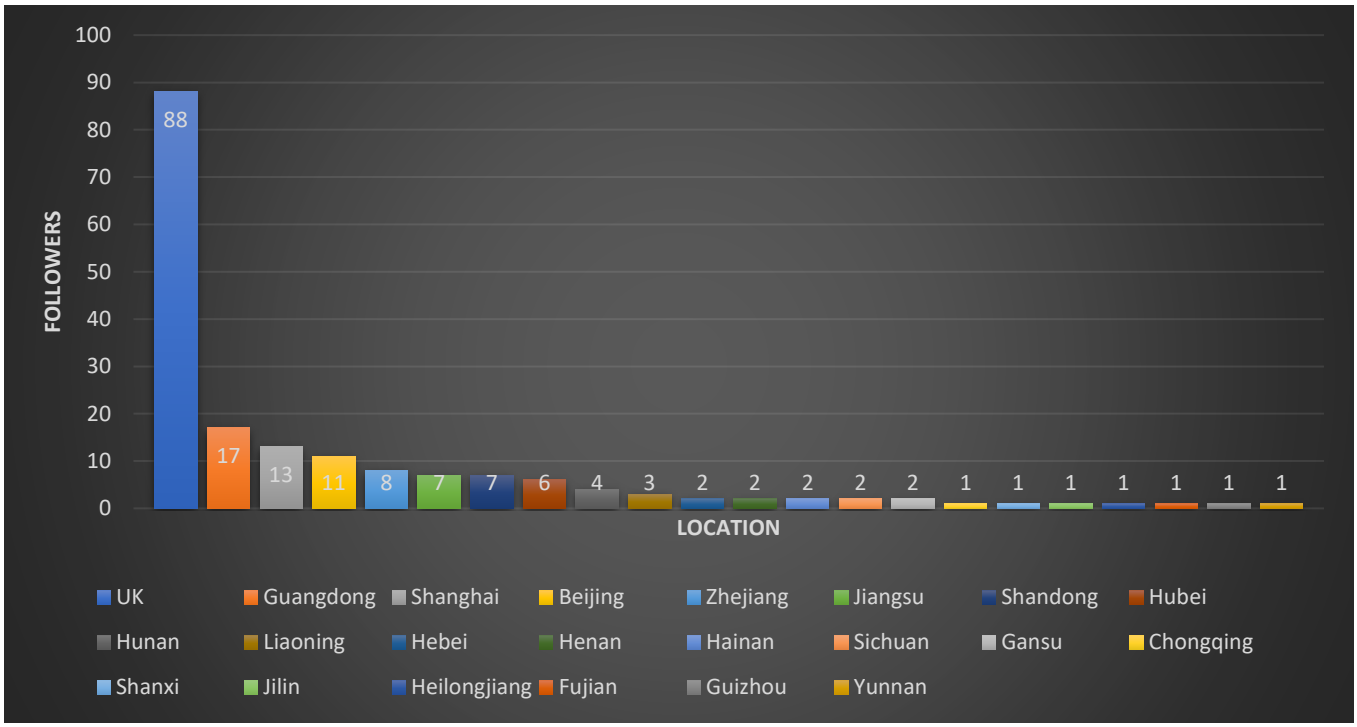
Week 1: 1 – 8/August, 41 followers

Week 2: 8 – 15/August, 81 followers

Week 3: 15 – 22/August, 120 followers

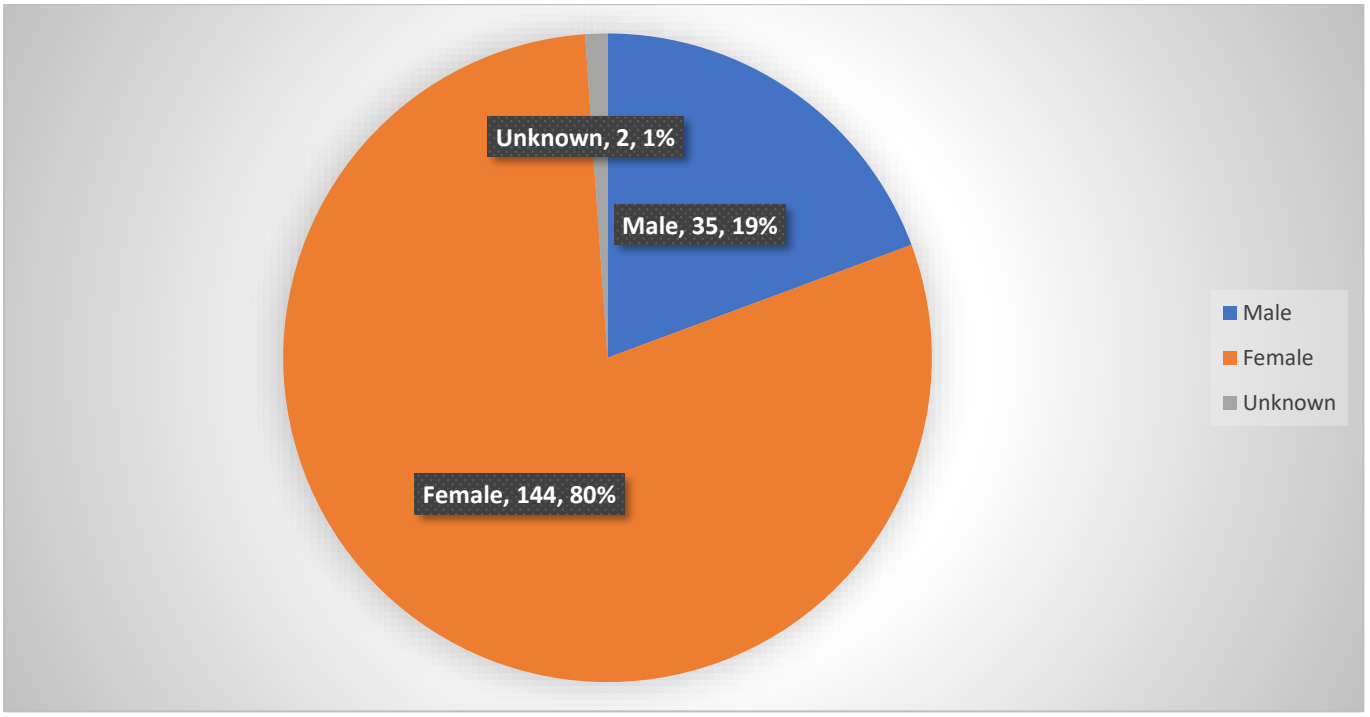
Week 4: 22 – 31/August, 173 followers

2. The Location of Followers



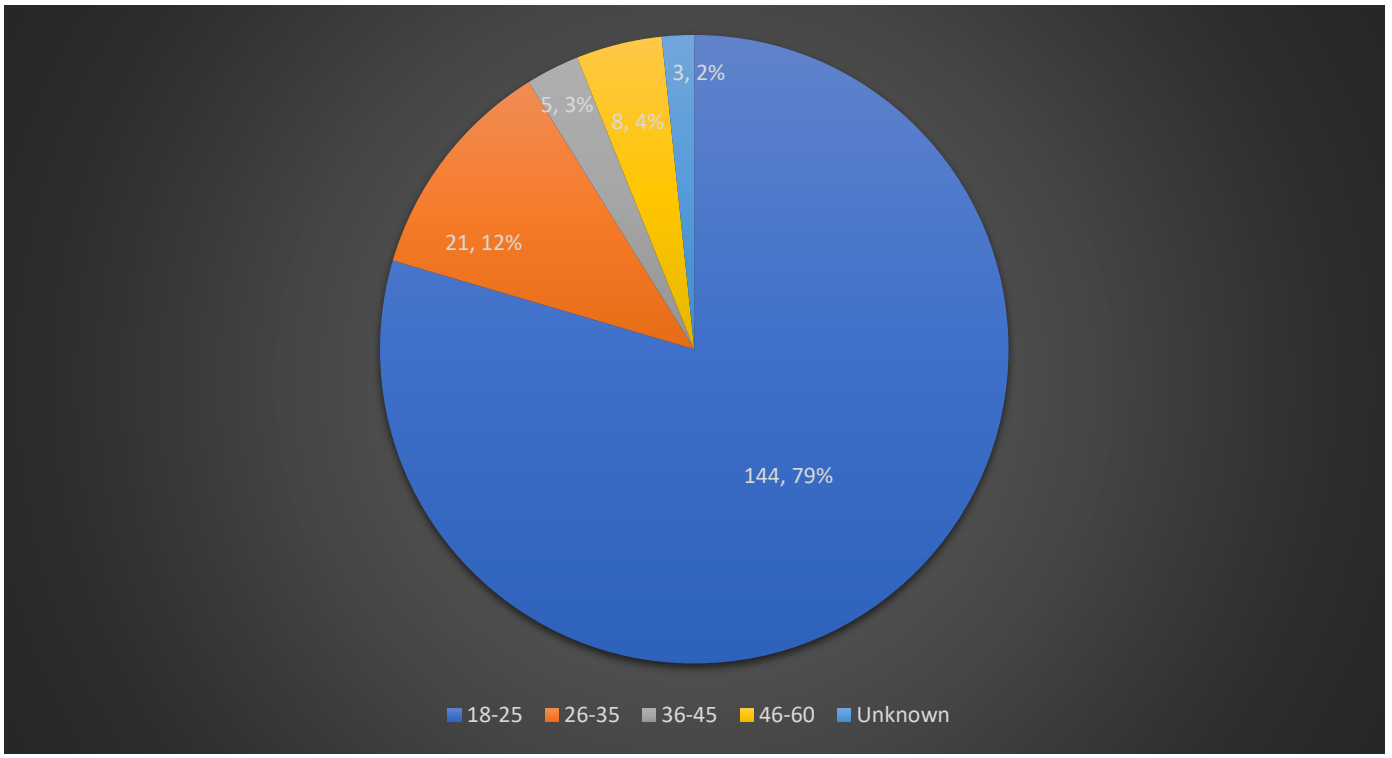
There are 88 followers come from UK which is the most. However, in China, the most followers from Guangdong, 17 followers. Then Shanghai, 13 followers, then Beijing, 11 followers, Zhejiang, 8 followers, Jiangsu, and Shandong, 7 followers, Hubei, 6 followers, Hunan, 4 followers, Liaoning, 3 followers, Hebei, Henan, Hainan, Sichuan, and Gansu, all of them are 2 followers. The rest of 1 follower from Chongqing, Shanxi, Jilin, Heilongjiang, Fujian, Guizhou, and Yunnan.

3. The Gender of Followers



There are 144 followers are female, which account for 80%, 35 followers are male, which account for 19%, 2 followers are unknown, which account for 1%.

4. The Age of Followers



18-25 years old: 144 followers, account for 79%

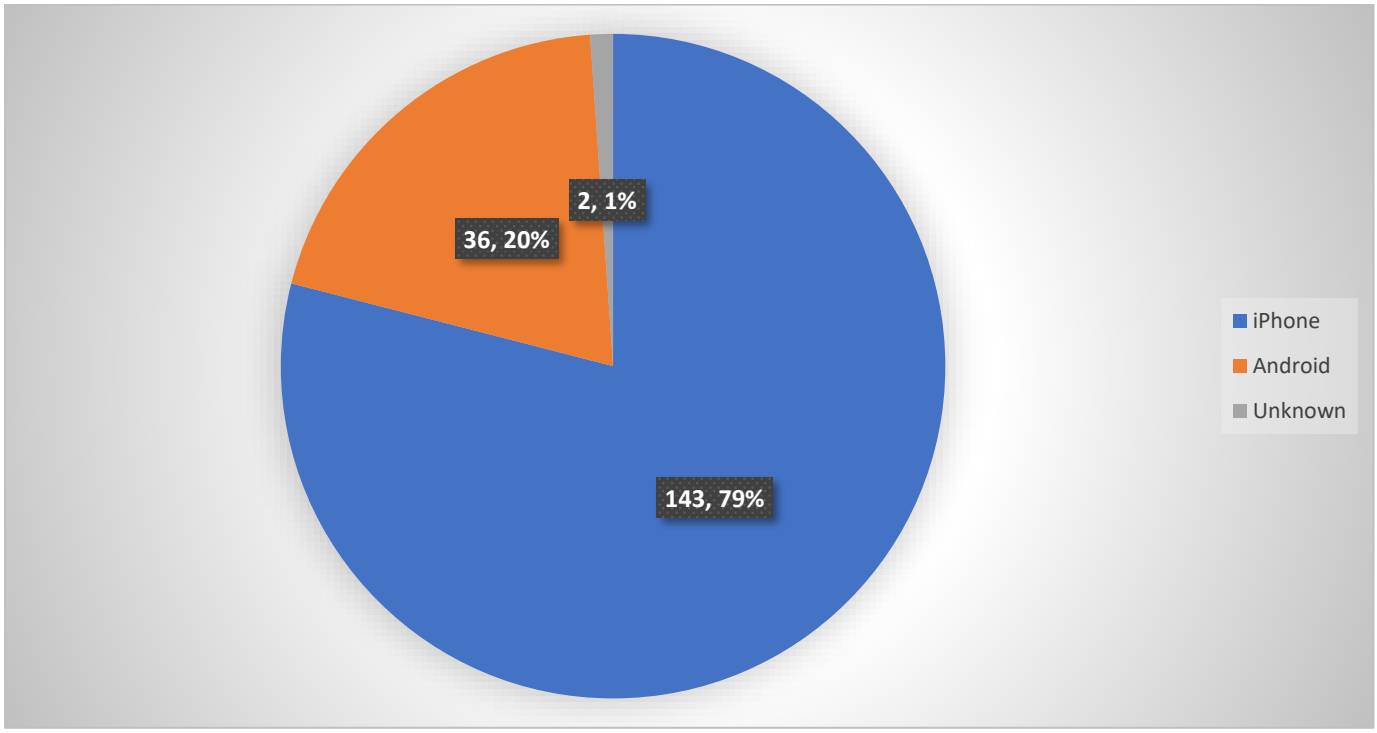
26-35 years old: 21 followers, account for 12%

36-45 years old: 5 followers, account for 3%

46-60 years old: 8 followers, account for 4%

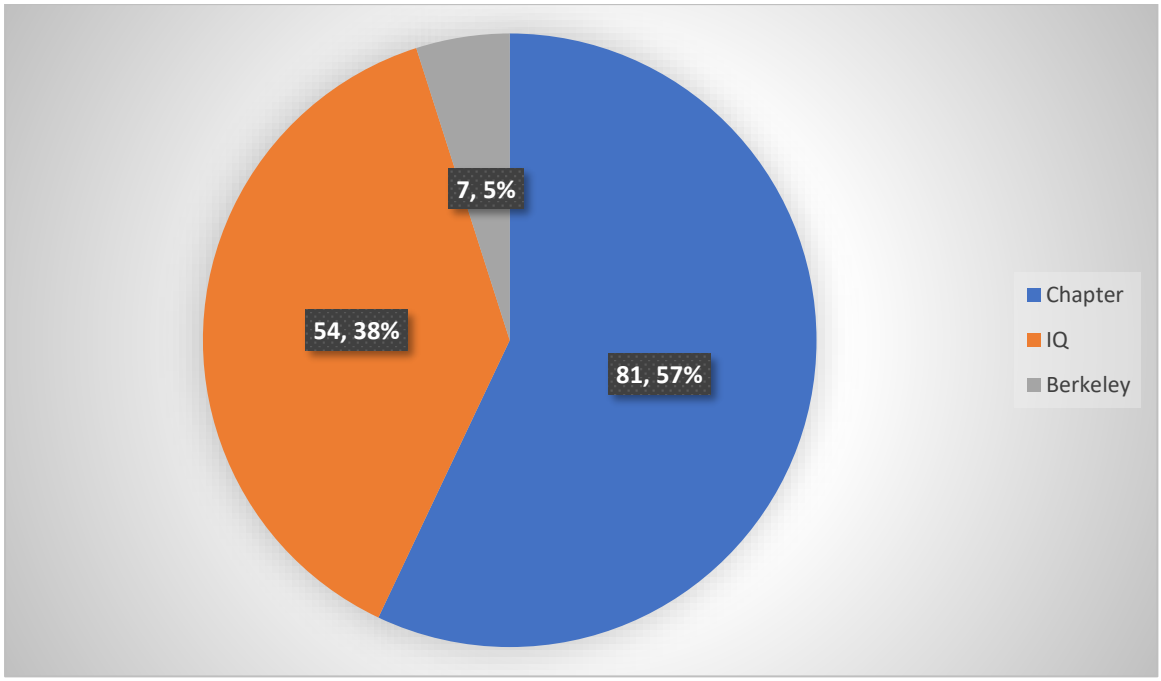
Unknown: 3 followers, account for 2%

5. Equipment of Followers



143 followers use iphone to follow us, which account for 79%. 36 followers use Android to follow us, which account for 20%, 2 followers are unknown, which account for 1%.

6. Menu Click Times



There are 81 clicking times for Chapter, which account for 57%.

There are 54 clicking times for iQ Student Accommodation, which account for 38%.

There are 7 clicking times for Berkeley, which account for 5%.