

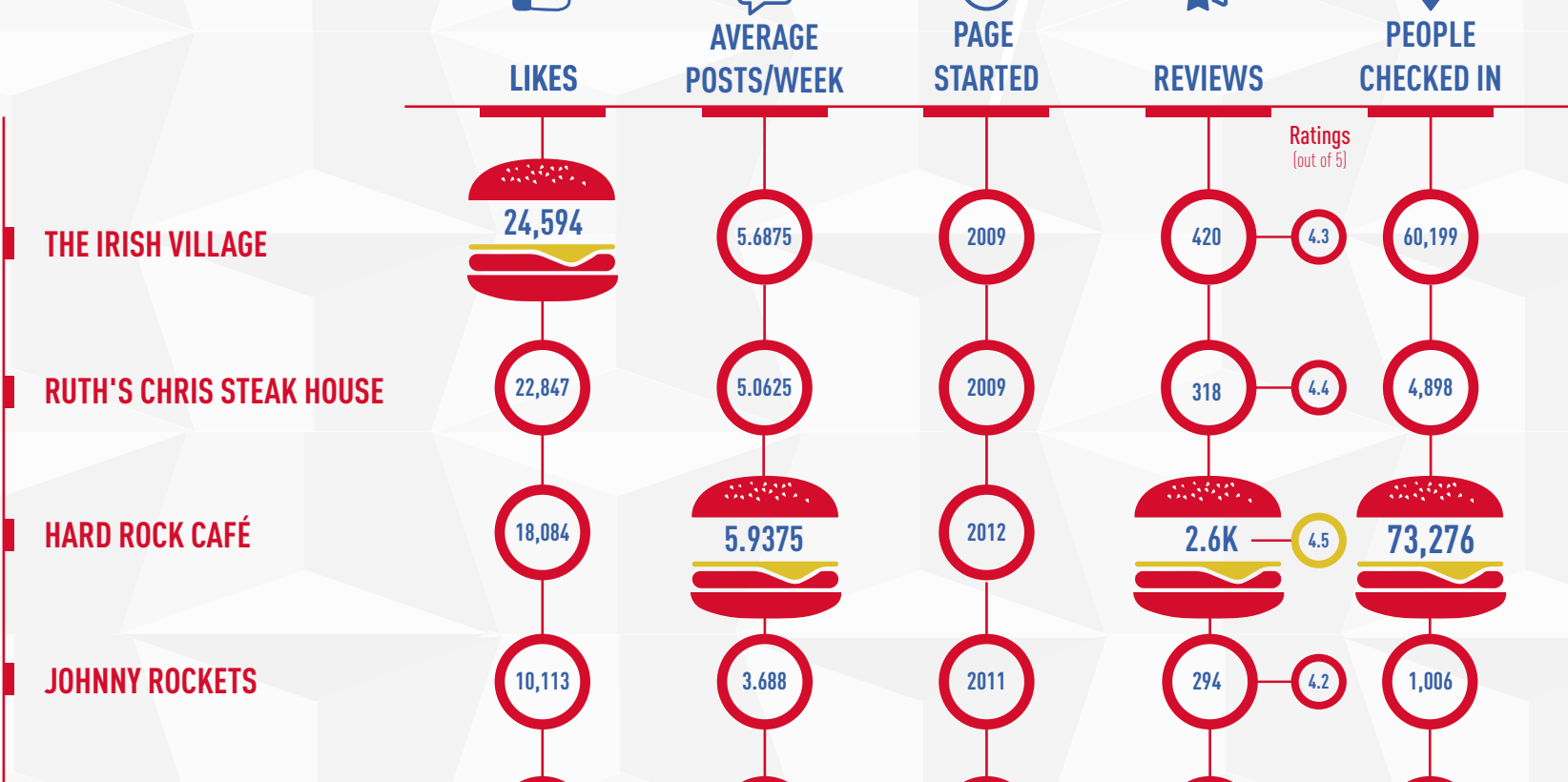
## Lava Brands Social Media Activity Survey of 5 Local & International Burger Restaurants in Dubai

**Background & Methodology:** We Analyzed Facebook and Instagram Pages of 5 Local & International Burger Restaurants in Dubai. Post/week data is collected for the period of 1 Jan 2015 to 30 Apr 2015(16 weeks). The rest of the statistics are collected till mid of May 2015 from the beginning. As with any study done, there is a margin of error due to using publicly available data, human error...

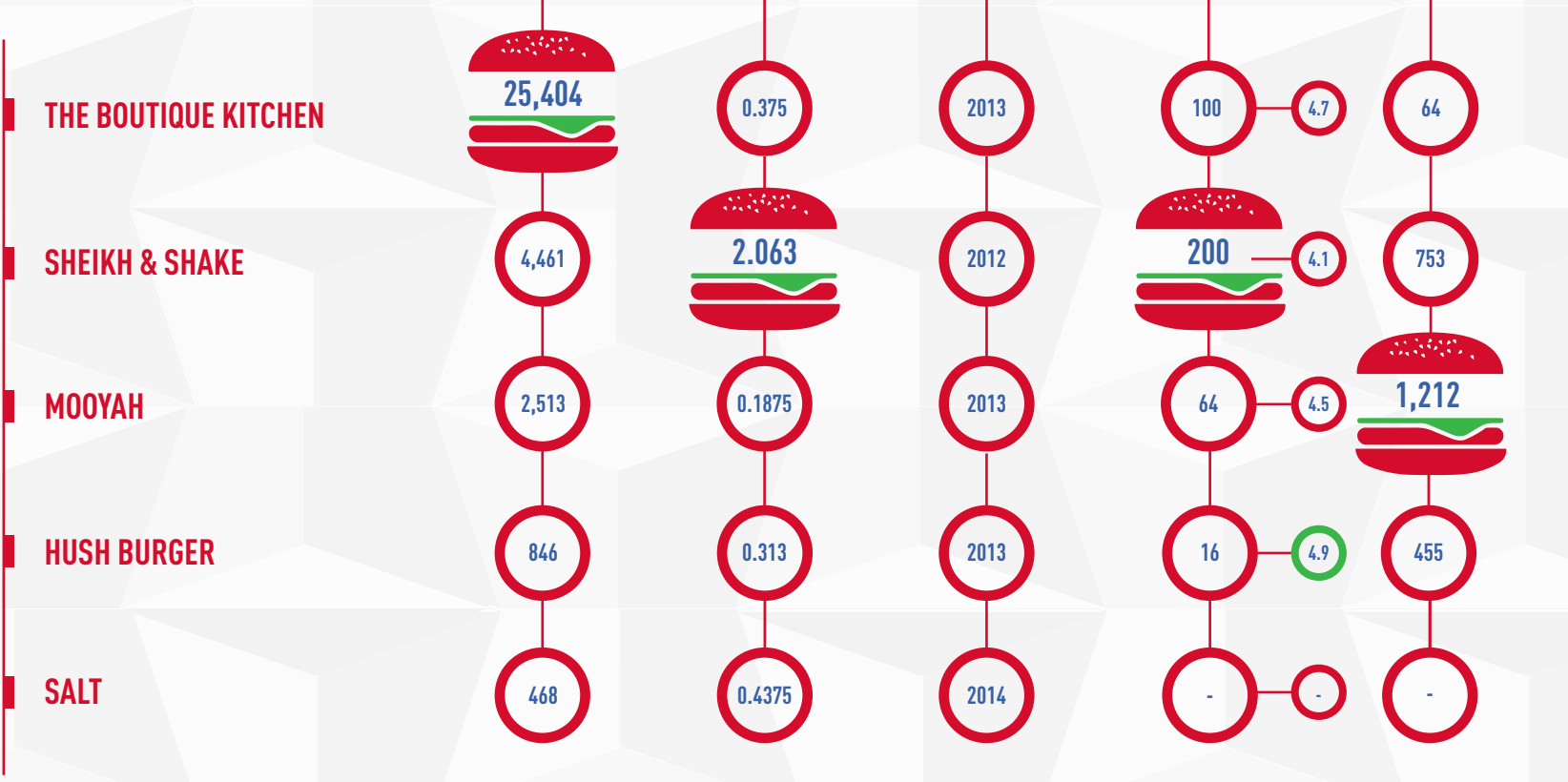


FACEBOOK PAGE STATISTICS

### INTERNATIONAL RESTAURANTS



### LOCAL RESTAURANTS



### AVERAGE NUMBER



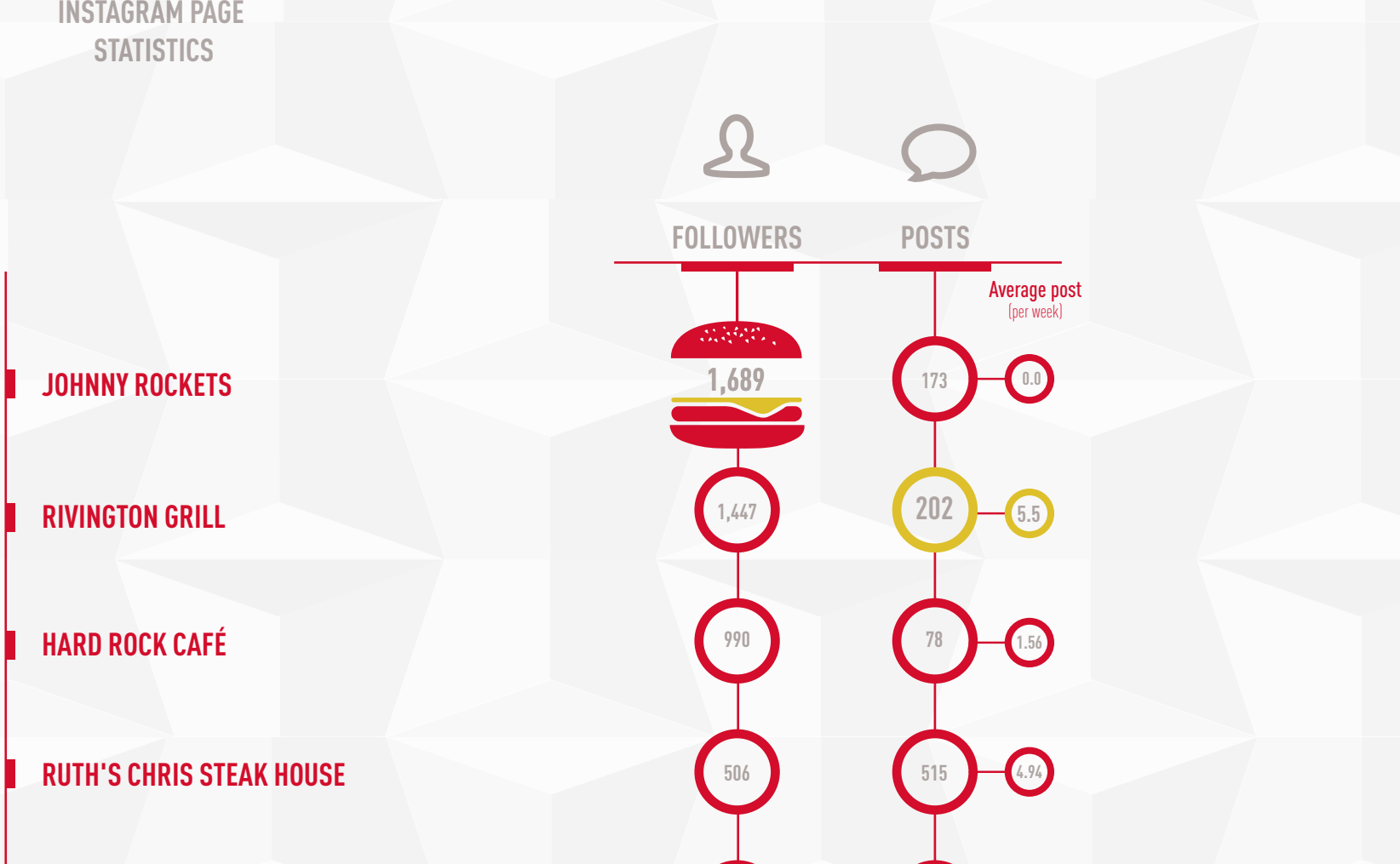
#### Inference :

International Burger Restaurants are more active on Facebook and on an average they have more number of followers, posts per week, number of reviews & ratings and people checked in than Local Burger Restaurants in Facebook.

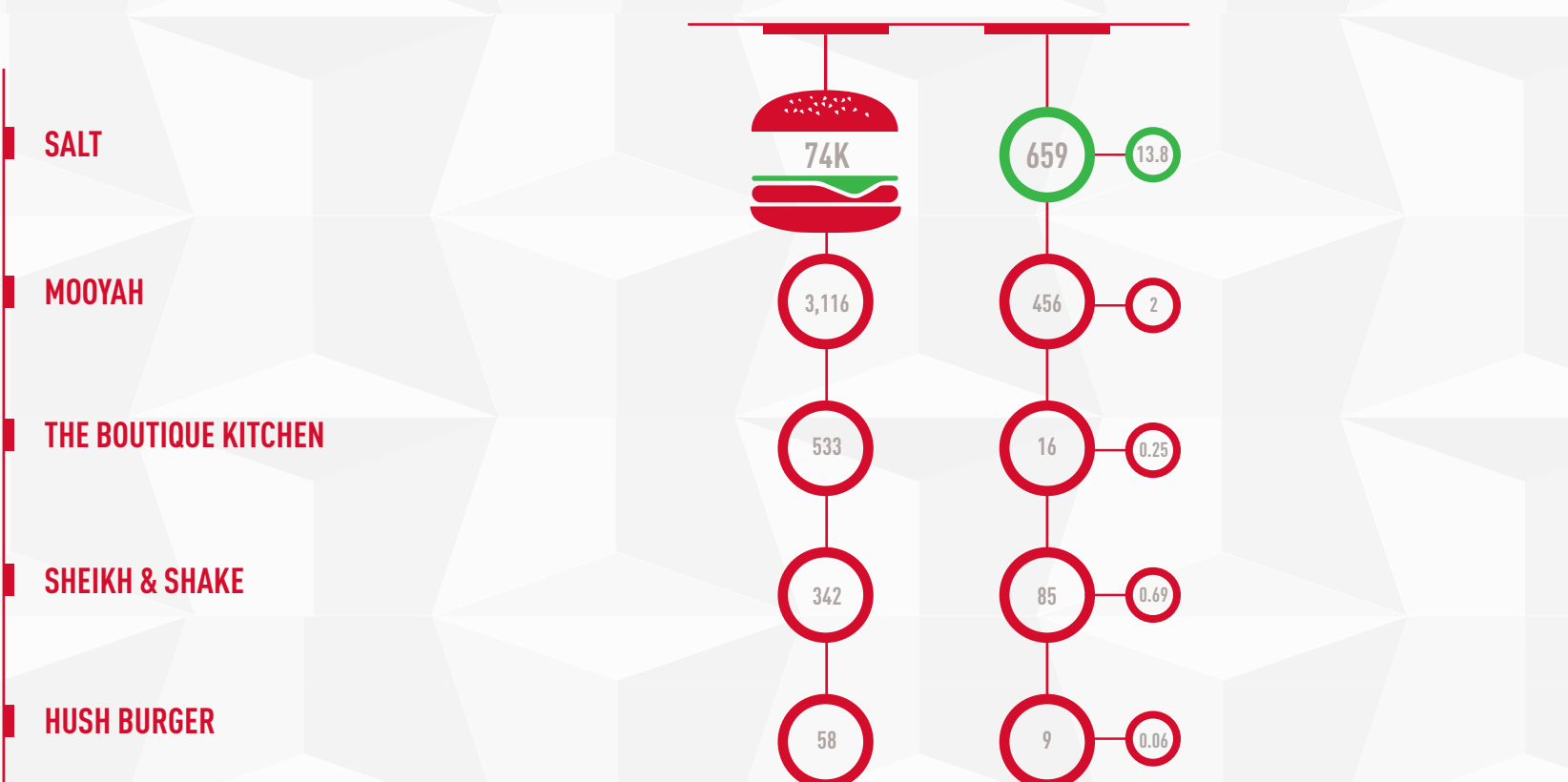


INSTAGRAM PAGE STATISTICS

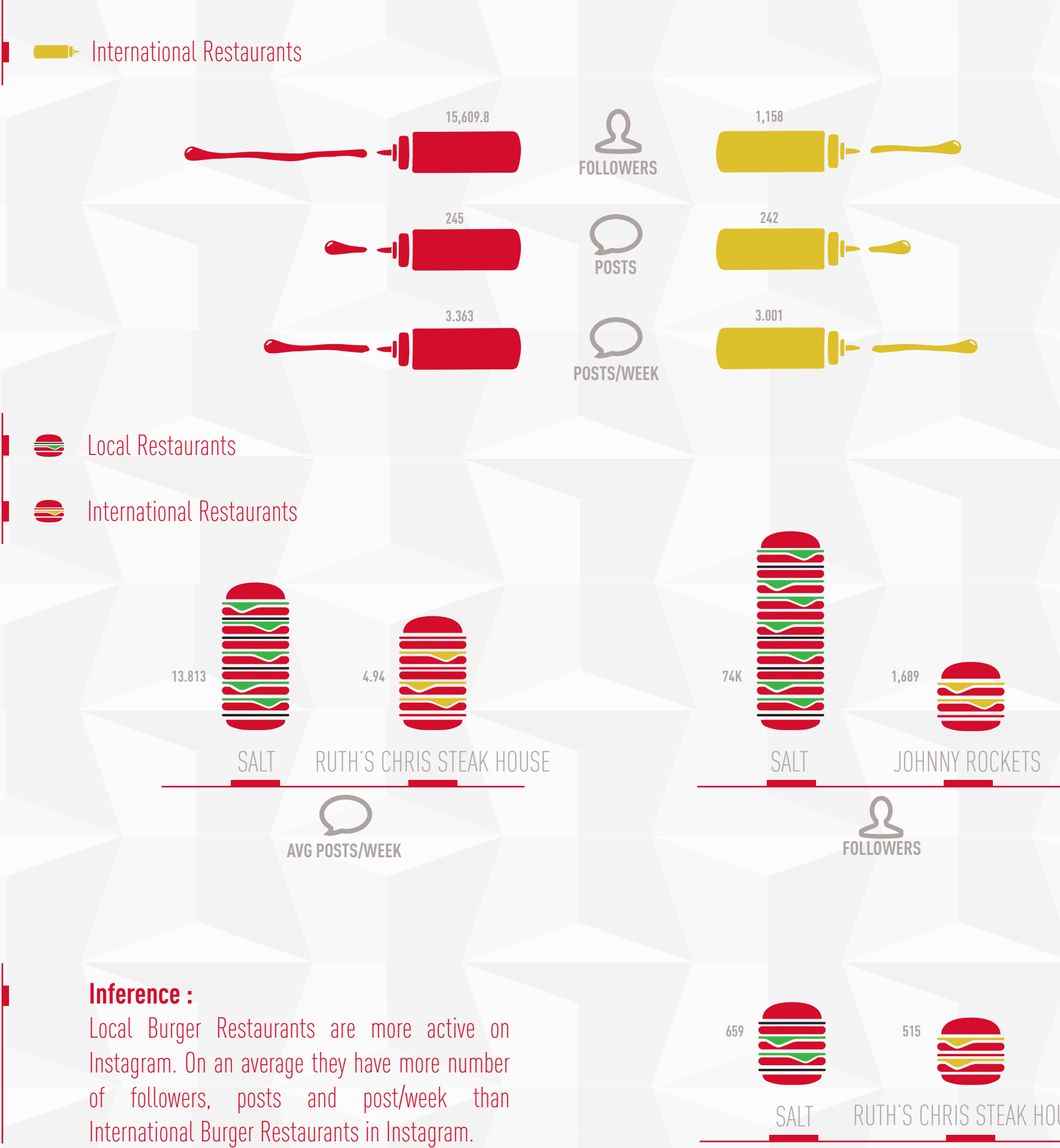
### INTERNATIONAL RESTAURANTS



### LOCAL RESTAURANTS



### AVERAGE NUMBER



#### Inference :

Local Burger Restaurants are more active on Instagram. On an average they have more number of followers, posts and post/week than International Burger Restaurants in Instagram.

### SOURCES

<https://www.zomato.com/dubai/best-burger>  
<https://www.facebook.com/RuthsChrisDubai>  
<https://www.facebook.com/TheIrishVillageDubai>  
<https://www.facebook.com/RivingtonGrillDubai>  
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<https://www.facebook.com/pages/Johnny-Rockets-UA2721440406681747>

<https://instagram.com/hardrockcafedubai/>  
<https://instagram.com/uttschrisdubai/>  
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<https://instagram.com/sheikhandshake/>  
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