

PROMTPRESS PUBLIC REPORT

Channel audit

Salary Analyst



@zarplatnik_analytics

We honestly talk about salaries and working conditions in analytics. Anonymous stories, infographics and stats – all to make job search more transparent Other channels: @zarplatnik_media Author:...

SUBSCRIBERS

11 317

+20 per month

ERR (% SEE POSTS)

65.0%

per day **30.3%**

REACH/POST

5.6K

ad reach **3.4K**/24h

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SECTION 01 · CHANNEL SNAPSHOT

Key channel metrics

Each card is a separate channel health indicator. Subtitle shows the period.

 SUBSCRIBERS 11 317 —	 SUBS REACH 49.23% avg % subs see post	 VIEWS/POST 5.6K median 5.3K · 28 days	 POSTS/WK 1.0 for the period
 7D TREND — no data for period	 REACTIONS/POST 159.0 total 636 reactions, 311 reposts, 178 comments	 POST LENGTH 848 chars median 1K · 28 days	 POSTS ANALYZED 4 28 days
 AD REACH 3.4K 24h avg	 CHURN / MONTH +20 for the last month	 CITATION INDEX 3 citation index · 29 channels mentioned over all time	 CHANNEL AGE 2 years 1 month created 02.06.2024

AI EDITOR SUMMARY

Channel «Salary Analyst» — 11 317 subs. Each post gets on avg 5.6K people (49% of subs), this is wide reach for a channel of this size. Publishes 1 posts per week (~0/day) — rare publications.

SECTION 02 · CONTENT ANALYSIS

What works best

Top posts by engagement & outsiders – to see what to repeat and what to drop.

WHAT SUCCESSFUL POSTS HAVE IN COMMON

- 01 Analysis based on 4 posts in 28 days.
- 02 Dominant format: Photo (4/4 posts).
- 03 Avg post length – 848 chars (median 1000).
- 04 Peak audience activity – Monday, 22:00 MSK.
- 05 Top posts get 1x more views than the weakest (6.3K avg for top vs 4.7K for worst) – among 4 posts in 28 days. Analyze what the top has in common: topic, format, timing.

TOP 4 POSTS

Nº1 22.06 · 19:04 PHOTO Story of a Junior Business Analyst at FGBU GMC Rosstat How many hours per day? 1-2 hrs meetings, 4-5 hrs on...	VIEWS 8 166 REPOSTS 210	REACTIONS 448 ER 72.2%
Nº2 24.06 · 11:03 PHOTO  Reader Question, Issue #68 In this section you can anonymously ask a question via the form, optionally describing your background, and the question...	VIEWS 6 897 REPOSTS 10	REACTIONS 32 ER 60.9%
Nº3 21.07 · 09:22 PHOTO If you want to grow in analytics – enter the field, dive into data science, or advance your career – at Central University...	VIEWS 3 758 REPOSTS 10	REACTIONS 19 ER 33.2%

Nº4

21.07 · 12:23

PHOTO

✓

History of a Senior Data Analyst from Sber How many hours does work take per day? 1-2 hours for meetings, 5-6 hours for tasks Would you add anything...

VIEWS

3 463

REPOSTS

81

REACTIONS

137

ER

30.6%

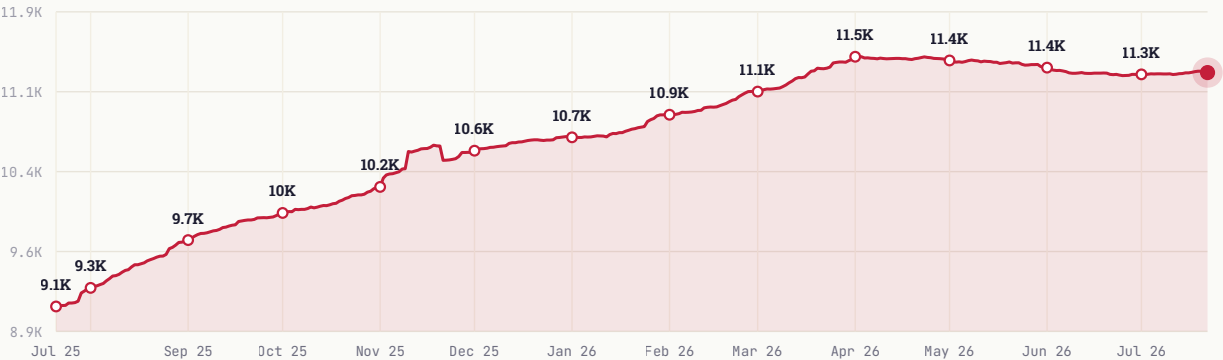
WORST 3

↓ 24.06 · 11:03 PHOTO 💰 Reader Question, Issue #68 In this section you can anonymously ask a question via the form, optionally describing your background, and the question...	VIEWS 6 897 REPOSTS 10	REACTIONS 32 ER 60.9%
↓ 21.07 · 09:22 PHOTO If you want to grow in analytics – enter the field, dive into data science, or advance your career – at Central University...	VIEWS 3 758 REPOSTS 10	REACTIONS 19 ER 33.2%
↓ 21.07 · 12:23 PHOTO ✓ History of a Senior Data Analyst from Sber How many hours does work take per day? 1-2 hours for meetings, 5-6 hours for tasks Would you add anything...	VIEWS 3 463 REPOSTS 81	REACTIONS 137 ER 30.6%

SECTION 03 · SUBSCRIBER DYNAMICS

How the channel grew over the year

Yearly subscriber growth chart. Key months show exact subs. See which months grew or shrank.

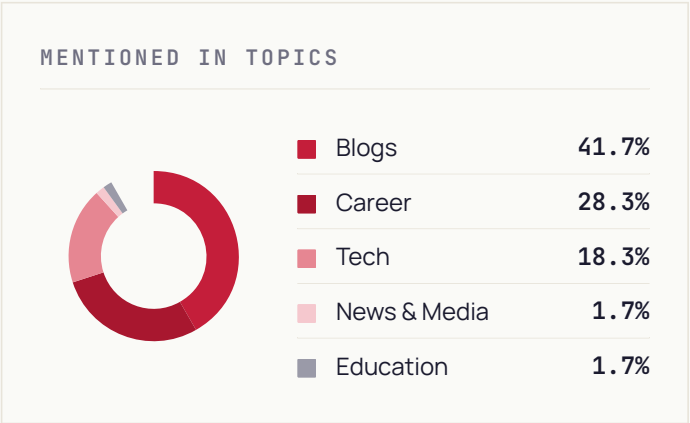
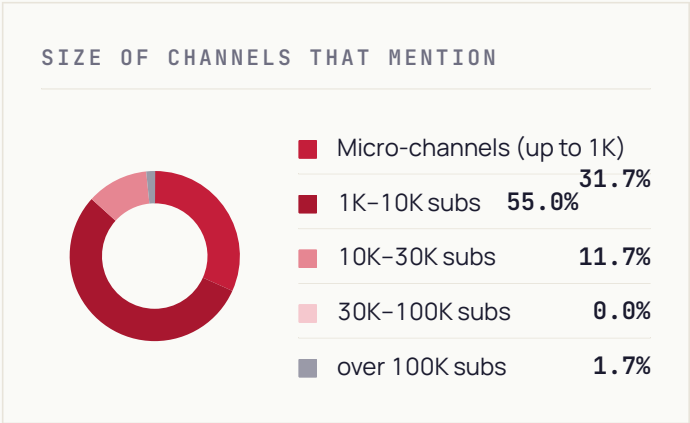
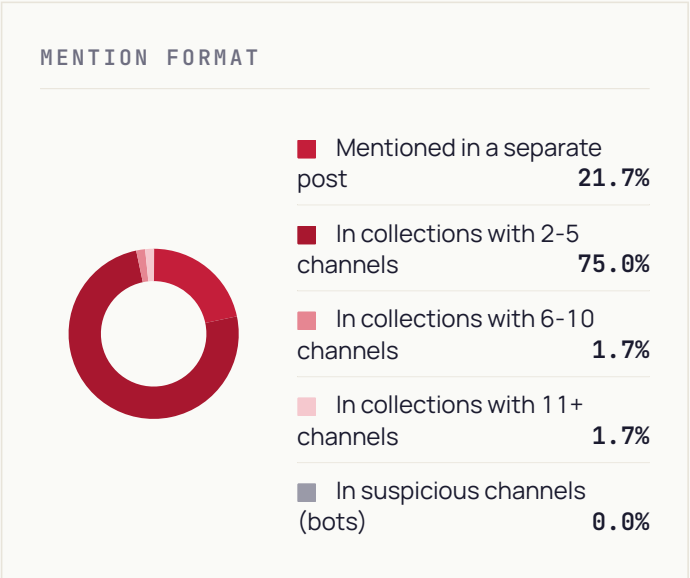
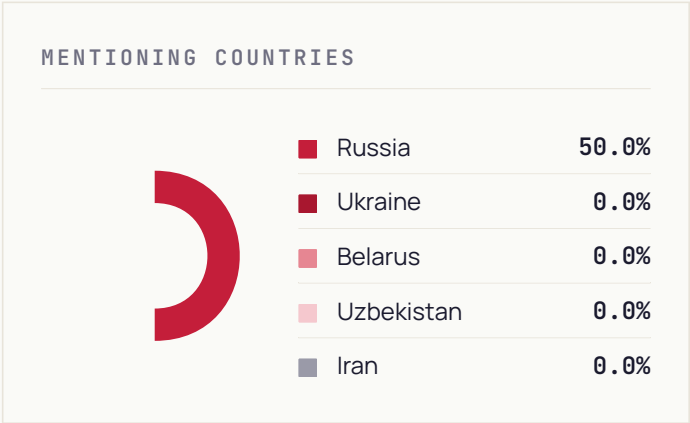


START OF PERIOD	NOW	NET GROWTH
9 089	11 317	+2 228

SECTION 04 · CITATIONS

Who mentions the channel and how

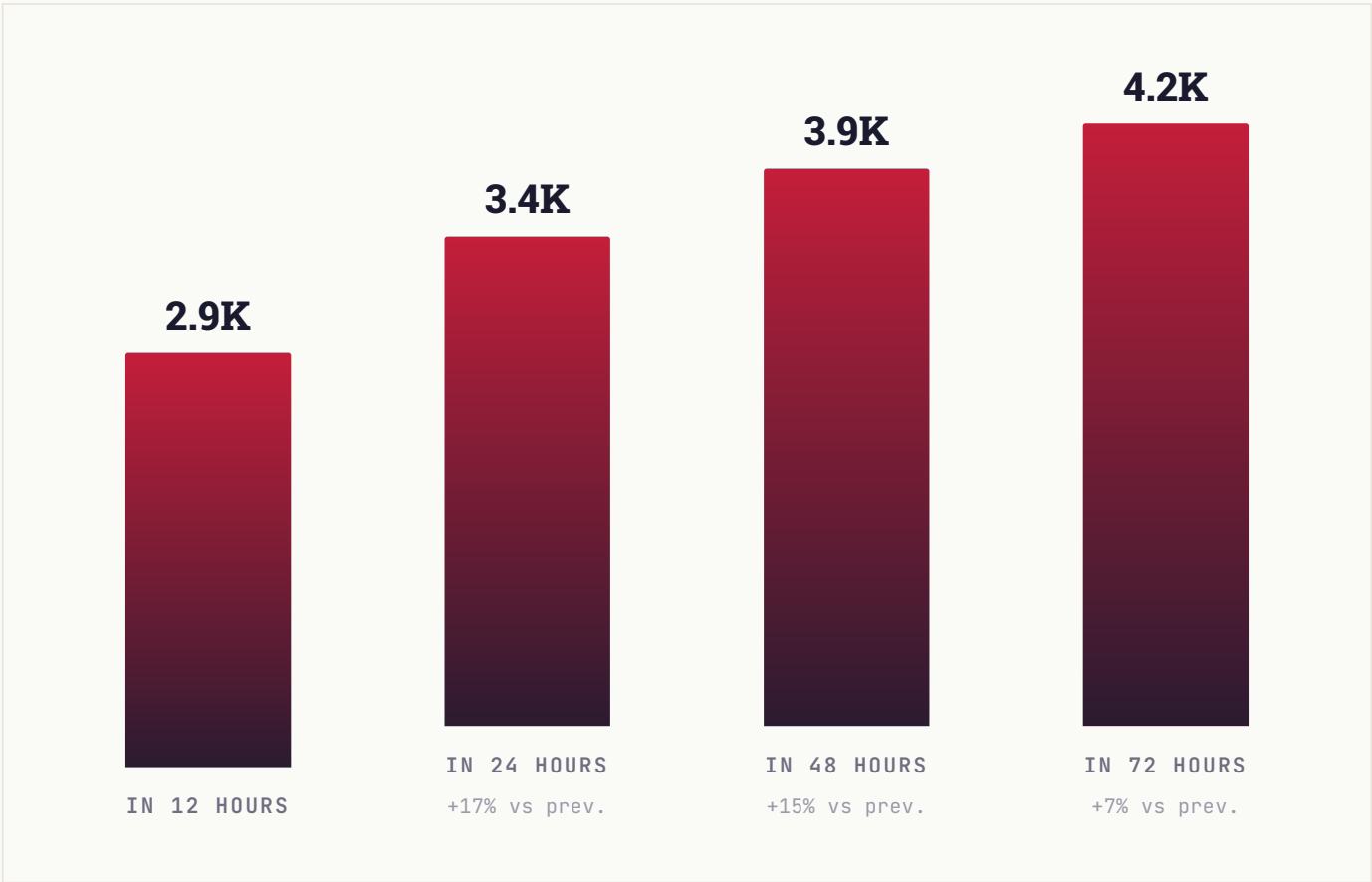
Citation index 3 – channel popularity rating based on mentions. Considers not only count but also weight of mentioning channels: a post from a 100K subs channel weighs more than from a 1K subs channel. All-time mentions: 29 different channels.



SECTION 05 · AD POTENTIAL

How long a post generates reach

Avg reach of ad post over time since publication. Helps estimate how long a placement stays effective.



SECTION 06 · COMPETITORS

Who you compete with

11 nearest channels by topic and audience. Your channel is highlighted — see its rank among niche peers.

CHANNEL	SUBSCRIBERS
 وظائف - أي وظيفة - و	1.2M
 قناة وظائف - وظيفتك علينا - قو	814.1K
UB Remote no exp - Freelance	794.8K
اى استخدام	650.9K
求职 求职招聘	644.1K
 ساحة الوظائف سا 	538.9K
RM JOBS MOSCOW VACANCIES	474.8K
SW SR W  RLD	464.1K
شغل شغ	457K
SI SeoJob Earn Online	427.6K
FOR Salary Analyst YOU	11.3K

COMPARATIVE CONCLUSION

Channel is not yet outside top 96 of niche — early growth stage. Niche leader —  وظائف - أي وظيفة (1.2M), top-96 median: 173.5K. First goal — enter top-96 via systematic traffic & content work.

SECTION 07 · MENTION DYNAMICS

How often the channel is mentioned

Monthly we track posts in other channels that mention yours. Over the last **6 months** such mentions were **7**, they brought **1 855** new subs.

PERIOD	MENTIONS	CHANNELS	GAINED SUBS	
Jan 2026	1	1	232	
Dec 2025	0	0	158	
Nov 2025	1	1	484	
Oct 2025	2	2	266	
September 2025	1	1	259	
August 2025	2	2	456	

TOTAL MENTIONS	MONTHS OF DATA	ACQUIRED SUBS
7	6	1 855

SECTION 08 · NICHE COMPARISON

Where the channel ranks in its league

Took top-100 channels in category «Career» (Russia) and compared your channel.
Gray band – range where 80% of niche channels fall (p10 to p90). Black vertical – median. Red dot – your channel.



— SECTION 09 · STRATEGY

What to do right now

5 priority actions sorted by expected impact. Check off and revisit in a month.

- | | | |
|----|---|--|
| 01 | Post more often
Now 1.0 posts/wk. Active channels average 7-10.
Consistency is key to retention. | EFFECT
Consistency
beats volume |
| 02 | Best post day: Monday
Peak audience activity on this day at 22:00 MSK. | EFFECT
Best window
for important
posts |
| 03 | Increase video posts share
Video in Telegram holds audience longer & is favored by the algorithm. Aim for 15-25% share. | EFFECT
Video retains
audience
better |
| 04 | Systematic traffic buying
Three formats for your media: Inhouse (premium channels), Native (native integrations), Premium (target audience). PromptPress picks sources for your niche. | EFFECT
+1000-3000
subs |
| 05 | Test polls & interactive formats
Posts with polls/reactions usually boost ER by +5-15%.
One weekly poll on a hot topic — easy growth lever. | EFFECT
+5-15% ER |

★ WHAT'S NEXT

Want this done by **PromptPress?**

This audit is what we can do in minutes using public data. Want to go further? Run ads with us and hit your growth target in a month.

01	Launch Telegram ads	https://panel.promptpress.com/register
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02	Contact manager	t.me/PromptPress_manager
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