PROJECT DEVELOPMENT PHASE

Performance Metrics

Date	3 November 2023
Team ID	NM2023TMID01224
Project Name	How to create a reel design using Canva

Performance Testing:

S.No.	Parameter	Values	Screenshot
1.	Social Media Engagement	Likes - 213 Shares - 199 Saves - 2 Comments - 1	 Once you try it, you'll love it💜✨... cafe_.de_.paris · Original audio October 26 · Duration 0:28 838 213 1 199 2 Reel interactions 415 Likes 213 Shares 199 Saves 2 Comments 1

2.	Traffic	Accounts reached - 377 Plays – 838 Watch time – 2 hours 47 minutes 48 seconds	