Social Media Analytics Dashboard Report

Project Overview: Building the Social Media Analytics Dashboard

This interactive dashboard was developed using Microsoft Power BI, combining robust data modeling, visualization, and performance analysis techniques to track and compare the performance of Facebook and Instagram content.

Skills Used

- Power BI Desktop: For visual development and interactivity
- Power Query: For data transformation and monthly aggregation
- DAX (Data Analysis Expressions): To create custom KPIs and metrics
- Visual Storytelling: To design clean, insightful, and business-ready dashboards

These dashboards enable stakeholders to evaluate social media efforts at a glance, spot trends, and make data-informed content decisions.

1. What Are Some Key Metrics to Track to Measure the Performance of Facebook and Instagram Posts?

Facebook Key Metrics (from dashboard)

- Average Daily Impressions: 3.11K - a measure of content visibility
- Net New Followers: 2,028 - shows audience growth
- Total Posts: 308 - indicates content volume
- Total Reactions: 2M - strong engagement indicator
- Organic vs Paid Reach - helps evaluate ad spend efficiency
- Follower Growth Rate: 17.2% - measures page momentum
- Audience Growth Over Time - visualizes audience trends across the year

Instagram Key Metrics

- Total Followers: 194 - the current audience size
- Total Engagements: 8,353 - combined user interactions
- Engagement Rate: 0.10% - shows engagement per reach
- Total Reach: 1.59M - total number of unique viewers

- Impressions: 83K - total views including repeats
- Engagement Distribution - gives insight into what actions users take (likes, saves, shares, comments)

2. Is the Instagram Reel Performing Well?

Based on the "Reel vs Feed Performance" visual:
- Feed posts have higher total engagement than Reels
- Reels are currently underperforming in comparison
- This suggests a need to optimize video content or reconsider Reel strategies

Possible reasons for underperformance:
- Content not aligned with audience interests
- Suboptimal posting time
- Weaker calls-to-action or visuals in Reels

Recommendation: Reassess Reel content themes and test different formats, captions, and publishing times.

3. How Would You A/B Test Different Ad Creatives on Facebook?

A structured A/B testing approach:

1. Define a clear goal - engagement, clicks, or conversions
2. Set up two identical ad sets - same audience, timing, and budget
3. Vary one creative element - image, headline, CTA, or ad copy
4. Run ads simultaneously - to control for external variables
5. Measure performance using key metrics:
   - Click-Through Rate (CTR)
   - Cost per Engagement (CPE)
   - Conversion Rate
6. Let the test run until statistically meaningful results emerge (e.g., 5,000+ impressions)

Evaluation: Select the best-performing ad and use learnings to optimize future campaigns.

4. Insights Gained from the Provided Dashboards

Facebook Insights

- Impressions peaked in September and October - a good window for future campaigns
- Organic reach is high - indicating strong non-paid performance
- Audience and follower growth are trending positively
- Content is engaging, as evidenced by high total reactions

Instagram Insights

- Despite high reach, the engagement rate is low - indicating low interaction relative to visibility
- Engagement is concentrated mostly in likes and saves
- Reels are underperforming compared to feed content
- Posts with emotional or empowering messages perform best (e.g., top-performing caption "You've got this mum!")

Conclusion

This Power BI dashboard provides clear, comparative insights across Facebook and Instagram. It empowers decision-makers to:

- Measure post effectiveness
- Optimize content type
- Identify growth trends
- Tailor strategies to boost engagement

With the right testing and data-driven adjustments, social performance can be significantly improved.