

Instagram Performance Analytics for Sugar Cosmetics — Dashboard Notes

This document summarizes insights and interpretations from the Tableau dashboards designed for Sugar Cosmetics' Instagram performance.



★ 1. KPI Overview

- 50,000 Posts
- 148M Likes
- 18M Comments
- 987M Reach
- 9K Engagement Rate

Interpretation:

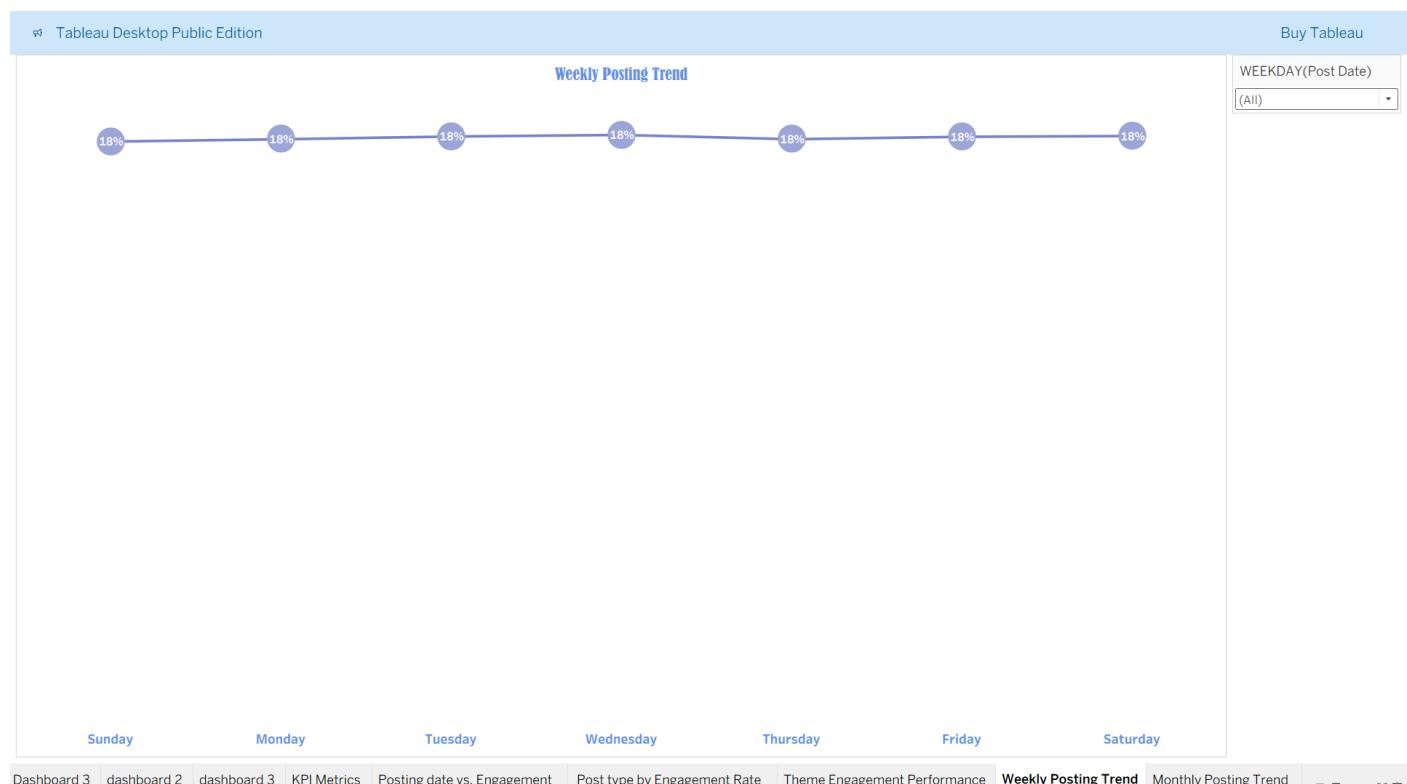
These KPIs reflect a strong digital footprint. Sugar Cosmetics maintains high audience

★ 2. Weekly Posting Trend

The engagement rate is consistently 18% across all days (Sunday to Saturday).

Insight:

Posting day does not significantly influence engagement. This implies the audience interacts consistently throughout the week — allowing flexibility in content scheduling.



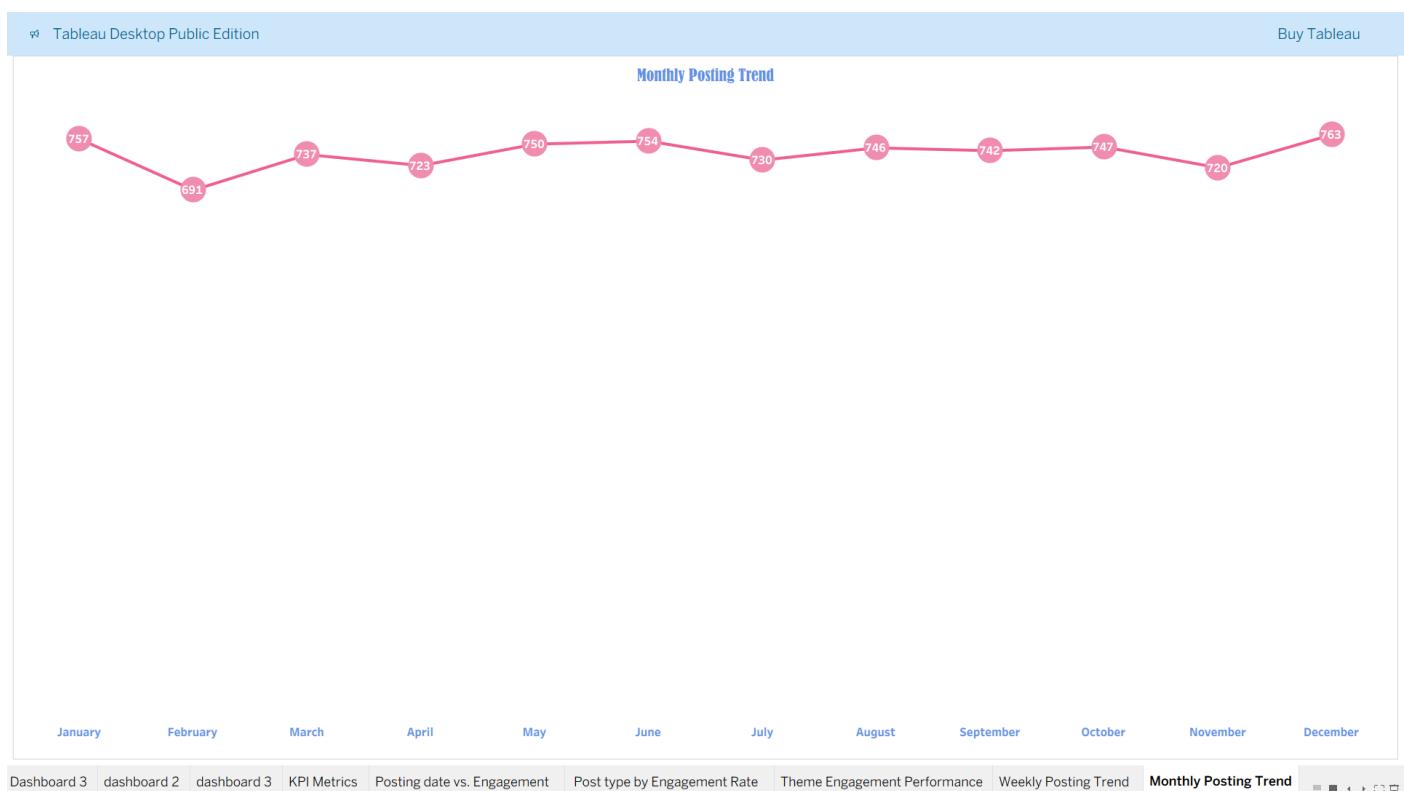
★ 3. Monthly Posting Trend

Post counts by month show slight variation:

- Highest: December (763 posts)
 - Lowest: February (691 posts)
- Overall, engagement remains stable throughout the year.

Insight:

Higher posting months help maintain visibility. Seasonal peaks suggest that festive and year-end campaigns boost activity.

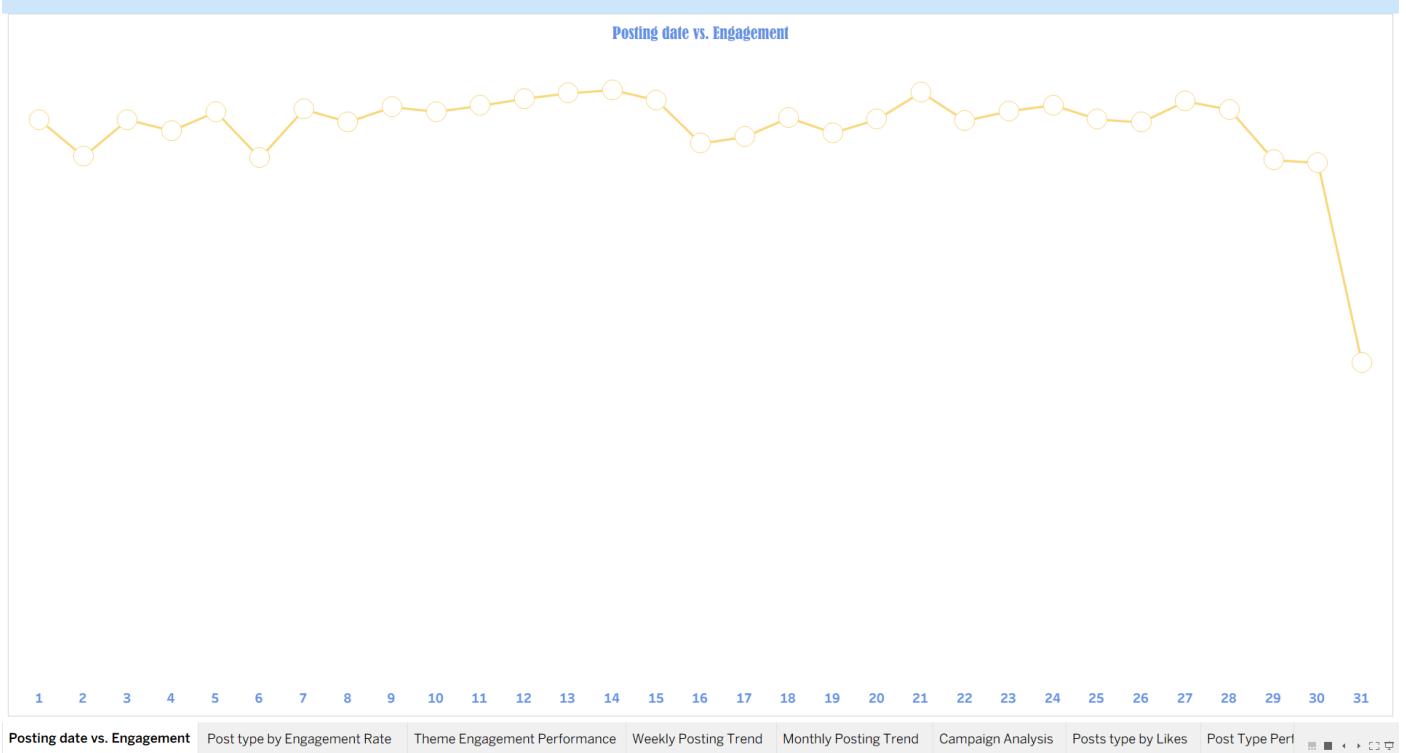


★ 4. Posting Date vs Engagement

Daily engagement across the month remains highly consistent with only a slight drop on the 31st.

Insight:

Engagement is not tied to the exact day of the month. Content quality and theme matter more than date.



★ 5. Post Type by Engagement Rate

Post Type	Engagement Rate
Image	2.184%
Reel	2.241% (Highest)
Story	2.224%
Video	2.208%

Insight:

Reels perform the best, followed closely by Stories and Videos. Audiences prefer short, dynamic content.



Post type by Engagement Rate Theme Engagement Performance Weekly Posting Trend Monthly Posting Trend Campaign Analysis Posts type by Likes Post Type Performance Compar... Sheet 12

★ 6. Post Type by Likes

Each post type (Image, Reel, Story, Video) shows strong performance with approximately 37M Likes each.

Insight:

Likes are evenly distributed, but engagement rate differs — showing that Reels and Stories drive deeper interaction.



KPI Metrics | Posting date vs. Engagement | Post type by Engagement Rate | Theme Engagement Performance | Weekly Posting Trend | Monthly Posting Trend | Campaign Analysis | Posts type by Likes |

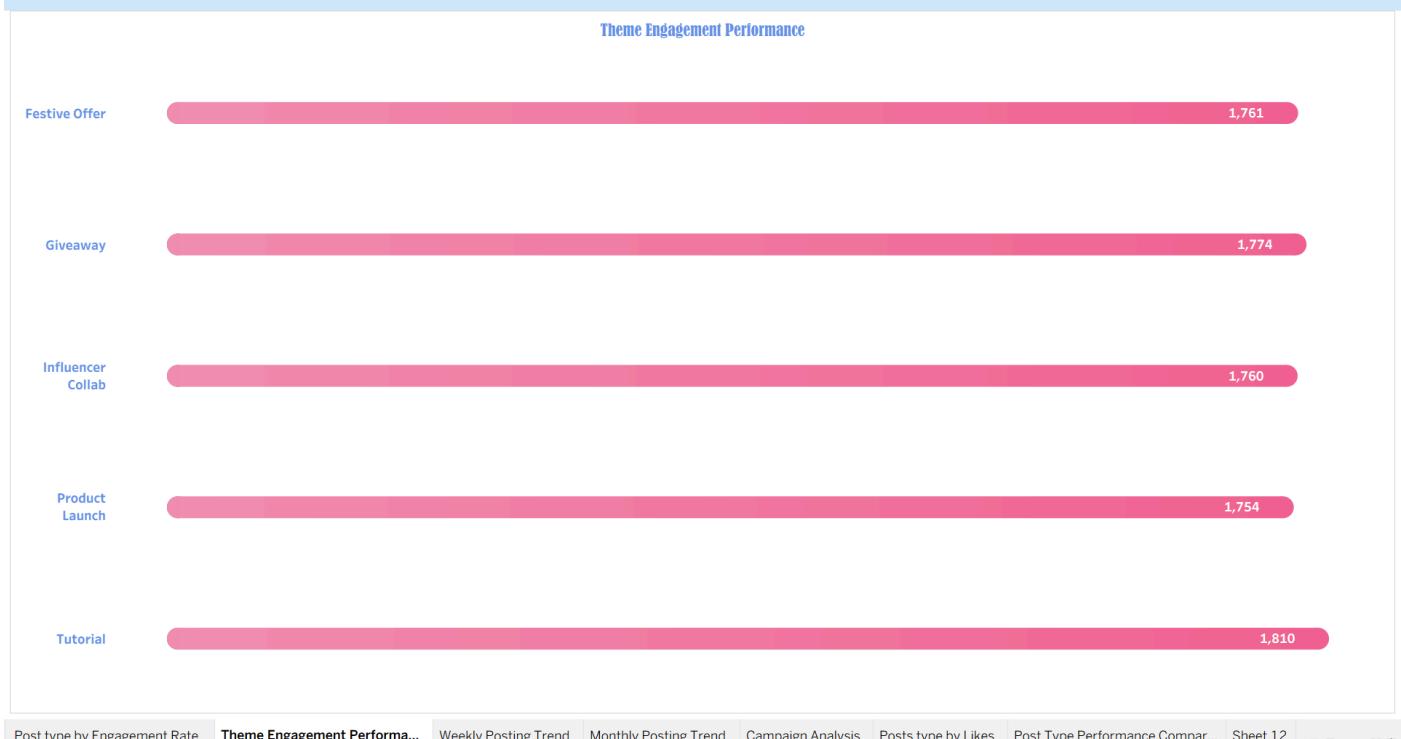
★ 7. Theme Engagement Performance

Theme	Engagement Score
Tutorial	1,810
Giveaway	1,774
Festive Offer	1,761
Influencer Collab	1,760
Product Launch	1,754

Insight:

Tutorials are the top-performing theme, indicating that audiences respond best to educational and value-based content.

Giveaways and festive posts also perform strongly, driven by audience excitement.



★ 8. Campaign Analysis

Campaign Type	Reach
Organic	250M (Highest)
Collab	249M
Influencer	246M
Paid	242M

Insight:

Organic posts drive the highest reach, showing that the audience is naturally interested in Sugar Cosmetics content.

Collaborations also perform very well — indicating strong brand affinity.

Campaign Analysis



Board 2 | dashboard 3 | KPI Metrics | Posting date vs. Engagement | Post type by Engagement Rate | Theme Engagement Performance | Weekly Posting Trend | Monthly Posting Trend | Campaign Analysis

★ Final Insights Summary

- Reels and Tutorials deliver the highest engagement.
- Organic content performs best, even compared to paid campaigns.
- Engagement is consistent across all days of the week.
- Monthly peaks align with campaigns, giveaways, and festive promotions.
- Posting frequency impacts visibility but not engagement rate drastically.
- Visual styles (bright colors, aesthetics) play a strong role in performance.

★ Strategic Recommendations

1. Increase Tutorial & Carousel Content

These have the best engagement and save rate. Aim for 40–50% of content.

2. Strengthen Organic + Collab Strategy

Organic posts perform best; collaborations also deliver high reach.

3. Maintain Posting Frequency

Consistency boosts visibility. Target 15–20 posts per month minimum.

4. Optimize Hashtag & Theme Strategy

Continue using branded hashtags (#BoldBeauty, #MatteAttack).

Focus on themes:

- Tutorials
- Giveaways
- Festive offers
- Influencer collabs

5. Boost Lower-Funnel Engagement

Encourage comments and saves using CTAs:

- “Save this look”
- “Comment your shade”
- “Tag a friend”

6. Increase Reels Output

Short-form video delivers the highest engagement. Maintain at least 3–5 Reels per week.