

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:

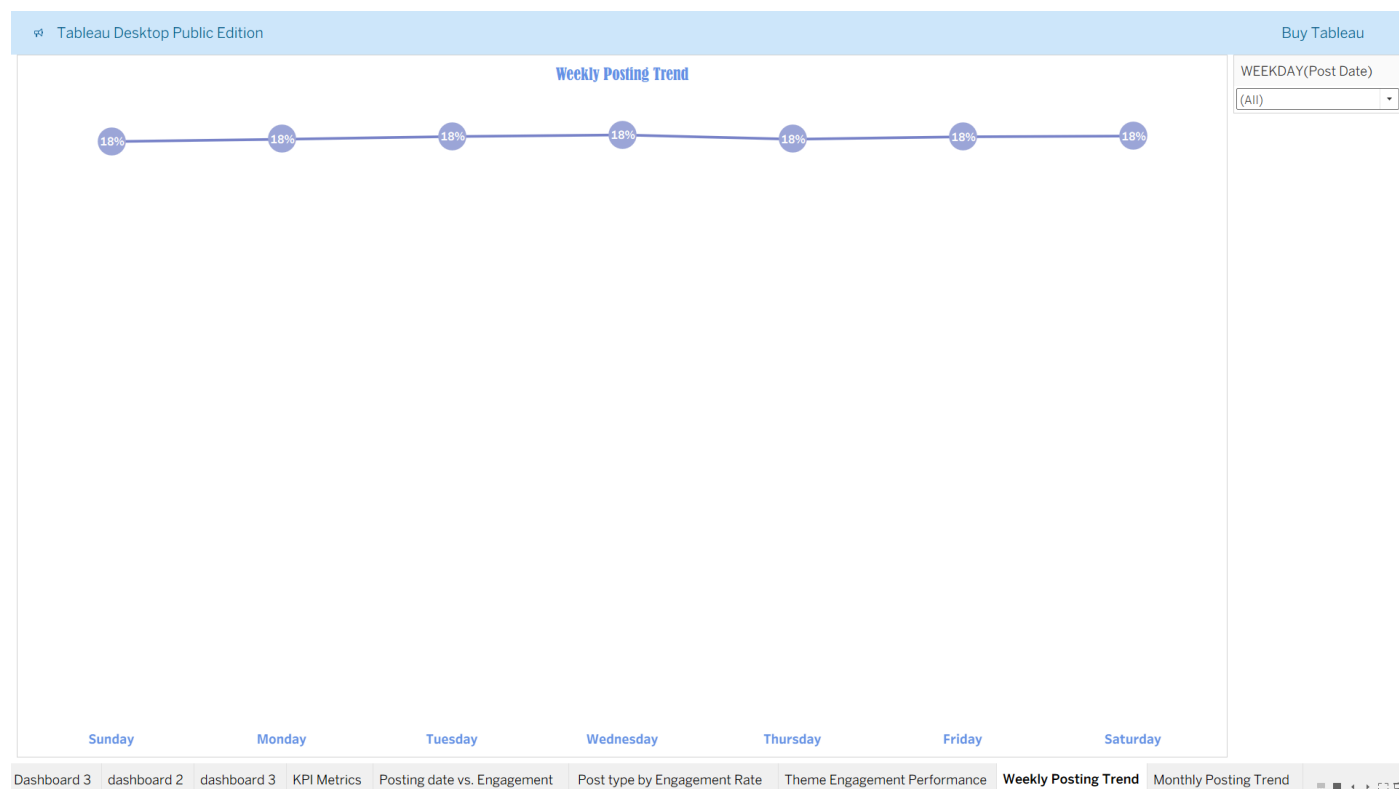
These KPIs reflect a strong digital footprint. Sugar Cosmetics maintains high audience

★ 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.



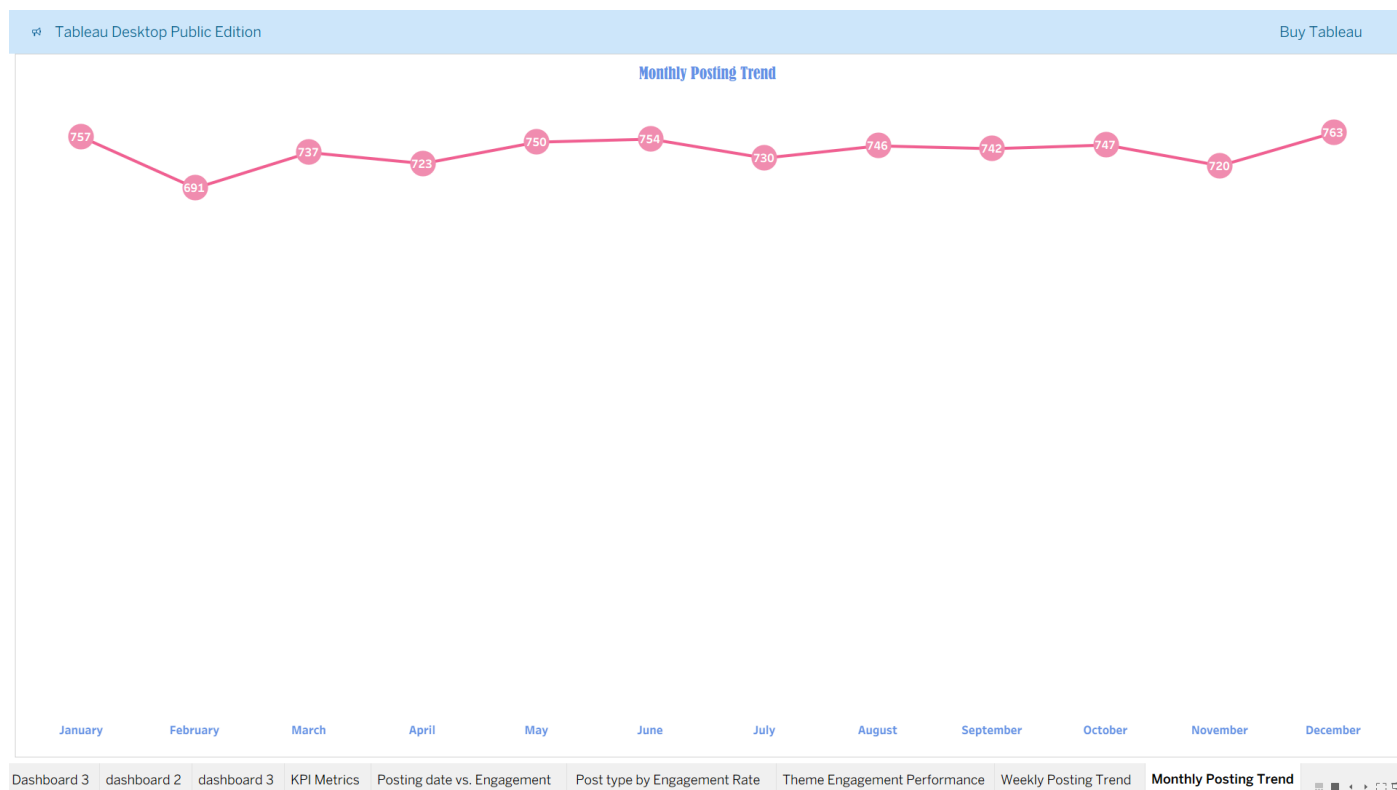
★ 3. Monthly Posting Trend

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.

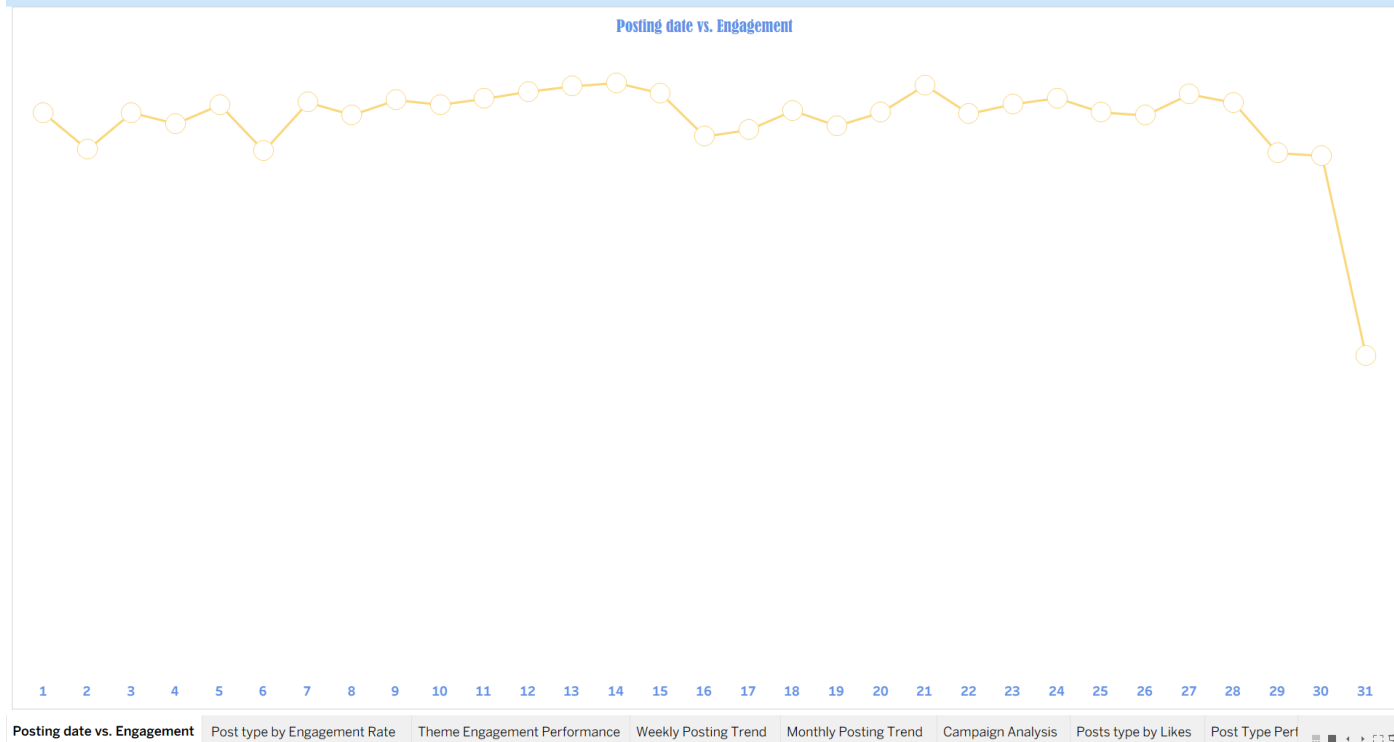


★ 4. Posting Date vs Engagement

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.

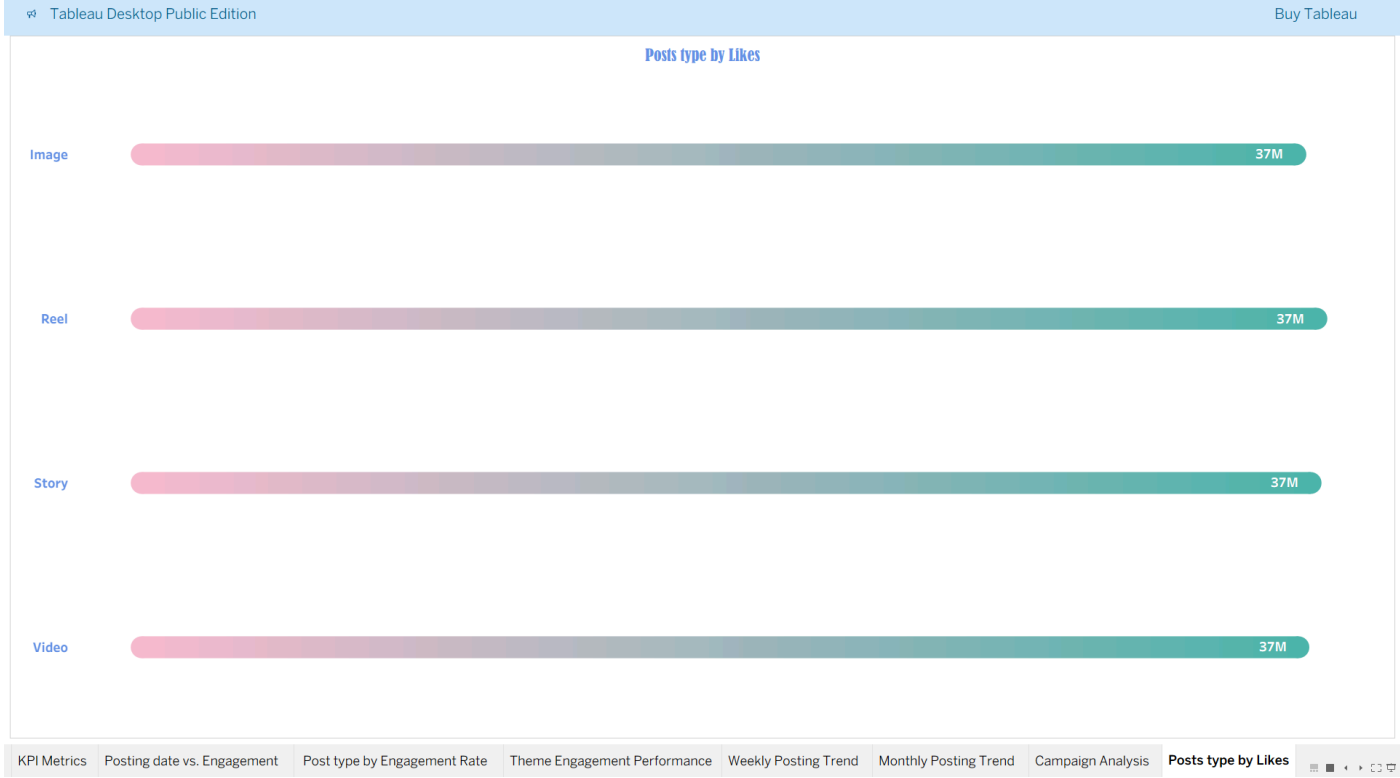


★ 6. Post Type by Likes

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.



★ 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



★ 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.