**Linked** in

Here's an overview of the insights I discovered from analyzing my LinkedIn activity using Power BI.

**218%** increase in posts from 2023 to 2024.

Post impressions grew by **1516%**, a 15-fold rise.

Followers increased by **805%**, almost 8 times more than last year.

Engagement peaked between May and July during my Data Analyst Virtual internships.

# Post Engagement Trend

With higher activity from early **May** to **mid August** in 2024

2023 | 2024
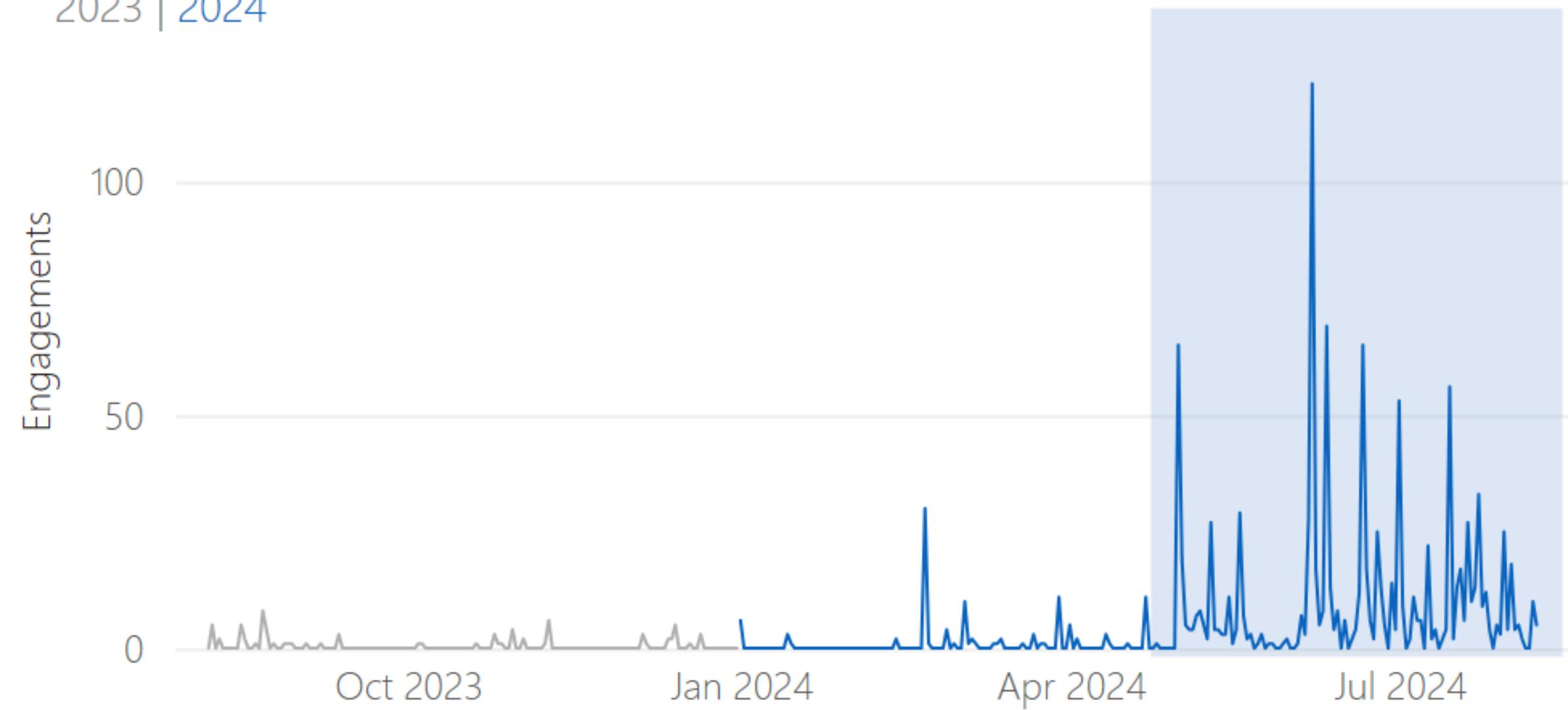
# Engagements Trends

Posted **20 Contents** on LinkedIn between **3rd May'24** to **8th Aug'24**.

Contents posted    Top engaging posts

Adventure Works
Analysis Report

Covid-19 Data
Analysis Report

MGNREGA Analysis
Report

LinkedIn
Appreciation
Post

Infographic
Resume
Post

Engagements

100

50

0

Jun 2024          Jul 2024          Aug 2024

June 7th saw the highest spike with 121 interactions, with Adventure Works Report.
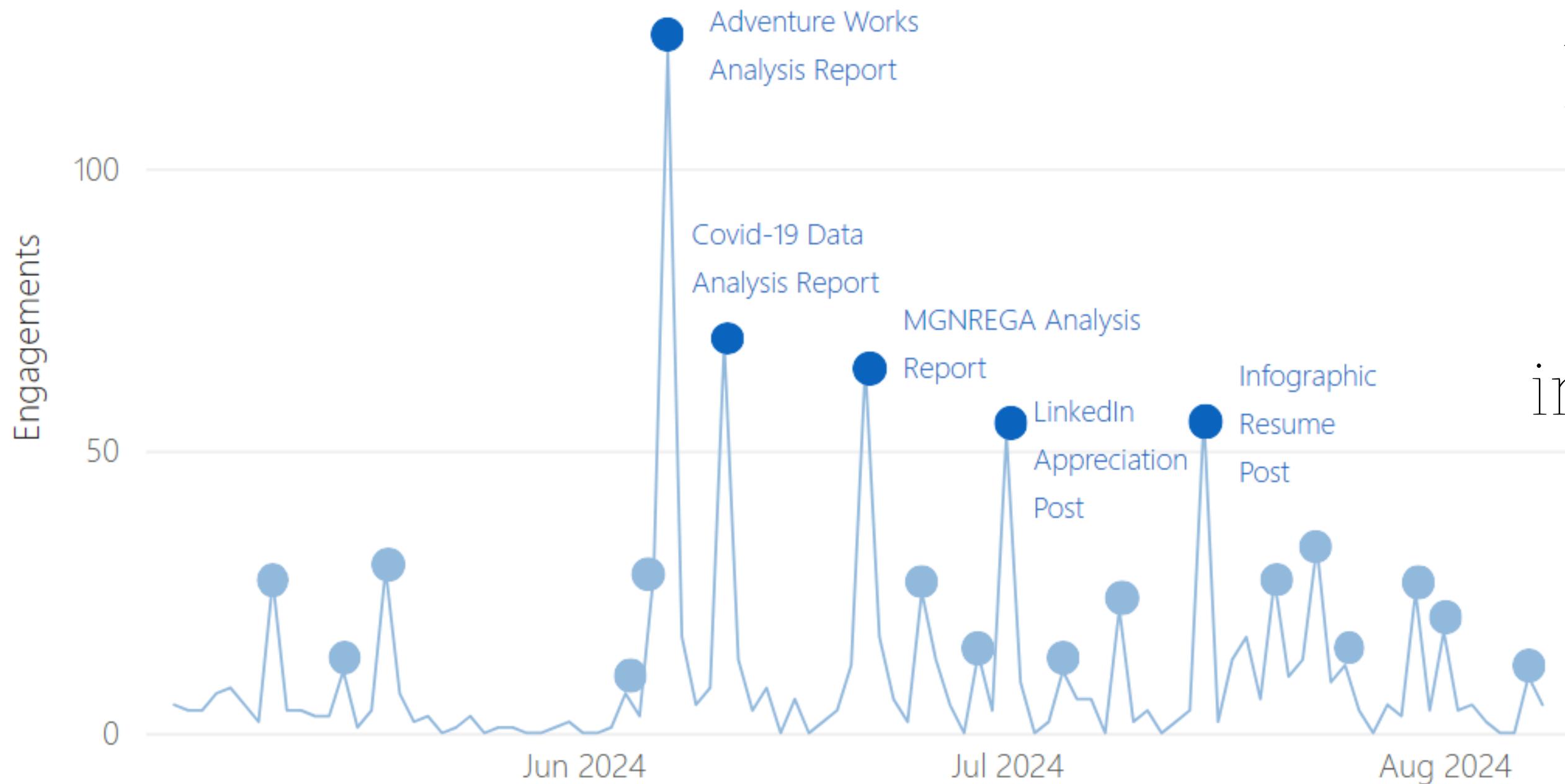
Highest engagement occurs on Fridays, despite posting mostly on Tuesdays.

# Daily Posts Vs Engagement Rates

# of Posts | # of Engagements

181

240

206

160

278

125

80

18

8

8

4

5

3

Mon

Tue

Wed

Thu

Fri

Sat

Sun
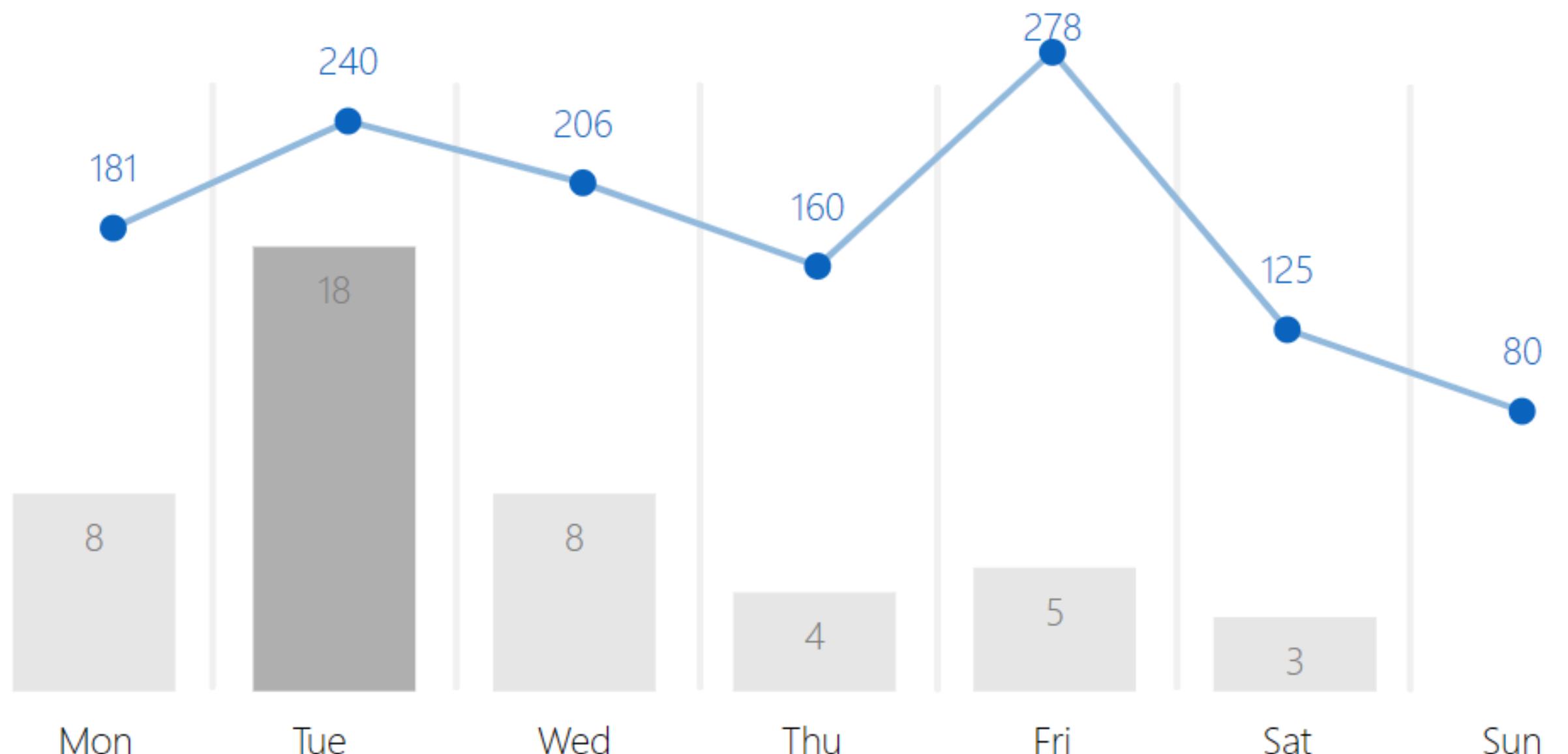
# Post engagements increase with impressions (how many times the post appears on user's feeds)



## Top Performing Posts
In terms of Engagement and Impressions created

Less Likes    More Likes

AdventureWorks Sales Analysis Report

5 Types of Data Viz post

10K

Impressions

MGNREGA Report

Market Cap Report

5K

Infographic Resume

One year Data Anniversary post

LinkedIn Appreciation Post

0K

20    40    60    80    100    120    140    160
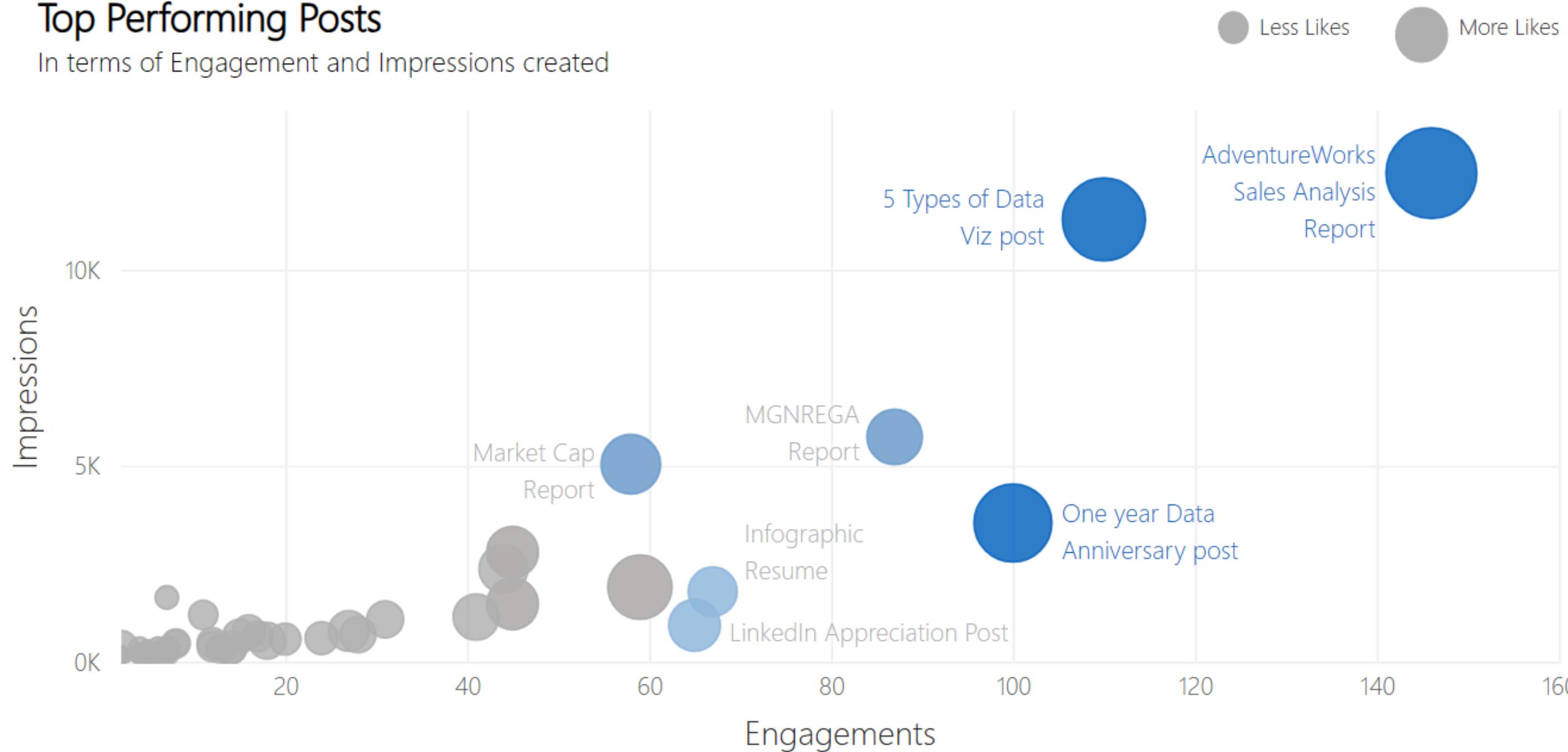
Engagements

Created a Dashboard to provide regular updates on LinkedIn Post performance and engagement.

# LinkedIn Analytics Dashboard

Arpita Deb | Data Analyst
Joined on August, 2022
Data showing from 07-08-2023 to Present

| 253 | 784 | 46 | 66,404 |
|---|---|---|---|
| Connections | Followers | Posts | Impressions |

## Daily Posts Vs Engagement Rates

# of Posts | # of Engagements
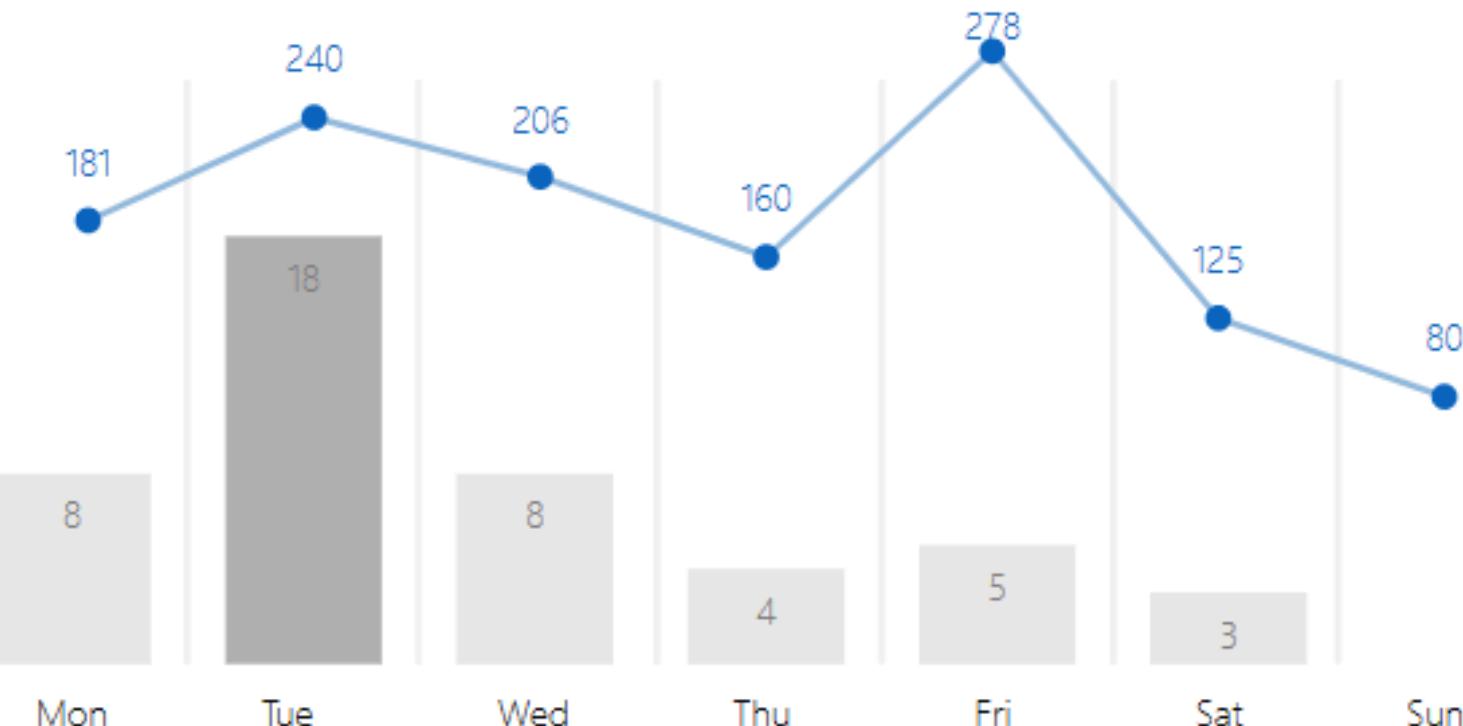
| | Mon | Tue | Wed | Thu | Fri | Sat | Sun |
|---|---|---|---|---|---|---|---|
| Engagements | 181 | 240 | 206 | 160 | 278 | 125 | 80 |
| Posts | 8 | 18 | 8 | 4 | 5 | 3 | |

| 920 | 159 | 18 |
|---|---|---|
| Likes | Comments | Reposts |

## Post Engagement Trend

2023 | 2024

01-08-2023   07-08-2024

## Top Performing Posts

Less Likes   More Likes

- 5 Types of Data Viz Post
- AdventureWorks Sales Analysis Report
- MGNREGA Report
- Market Cap Report
- One year Data Anniversary Post
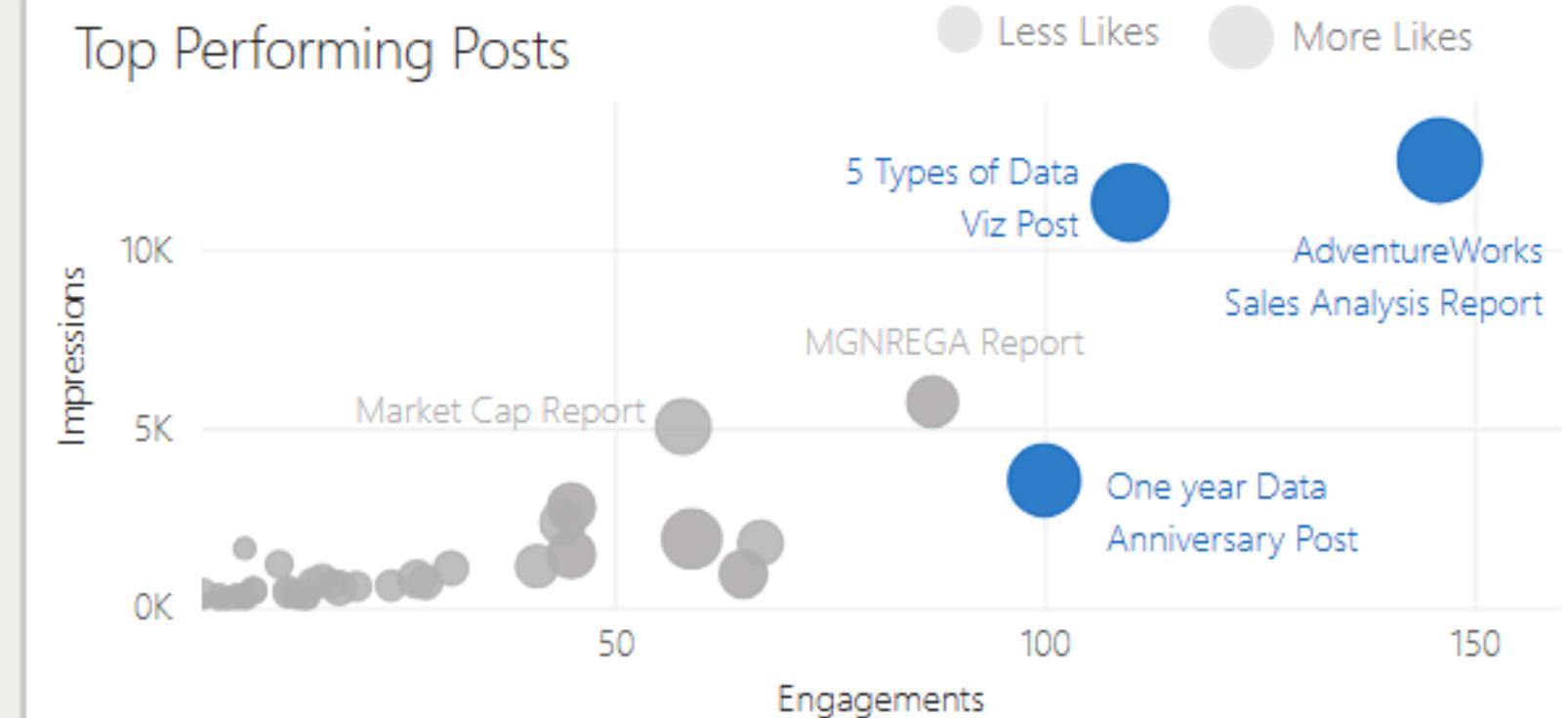
Key Take-aways:

- Timing posts strategically can enhance overall interaction.
- Need to increase posting frequency to boost engagement.
- Optimize contents to maximize LinkedIn success.

Thank You!