



Social Media Performance Analysis

This presentation analyzes key social media performance metrics for a given account, providing insights into engagement, reach, and audience growth.



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P o s t T y p e B r e a k d o w n

IG Image

Represents still images shared on Instagram.

IG Reel

Short, engaging video clips with music and effects.

IG Carousel

Multiple images displayed in a swipeable format.

IG Video

Longer videos shared on Instagram.

Impression Range by Post Type

POST TYPE	HIGHEST IMPRESSIONS	LOWEST IMPRESSION
IG Image	129694	23367
IG Reel	339708	87570
IG Carousel	9677	3264
IG Video	73321	8741

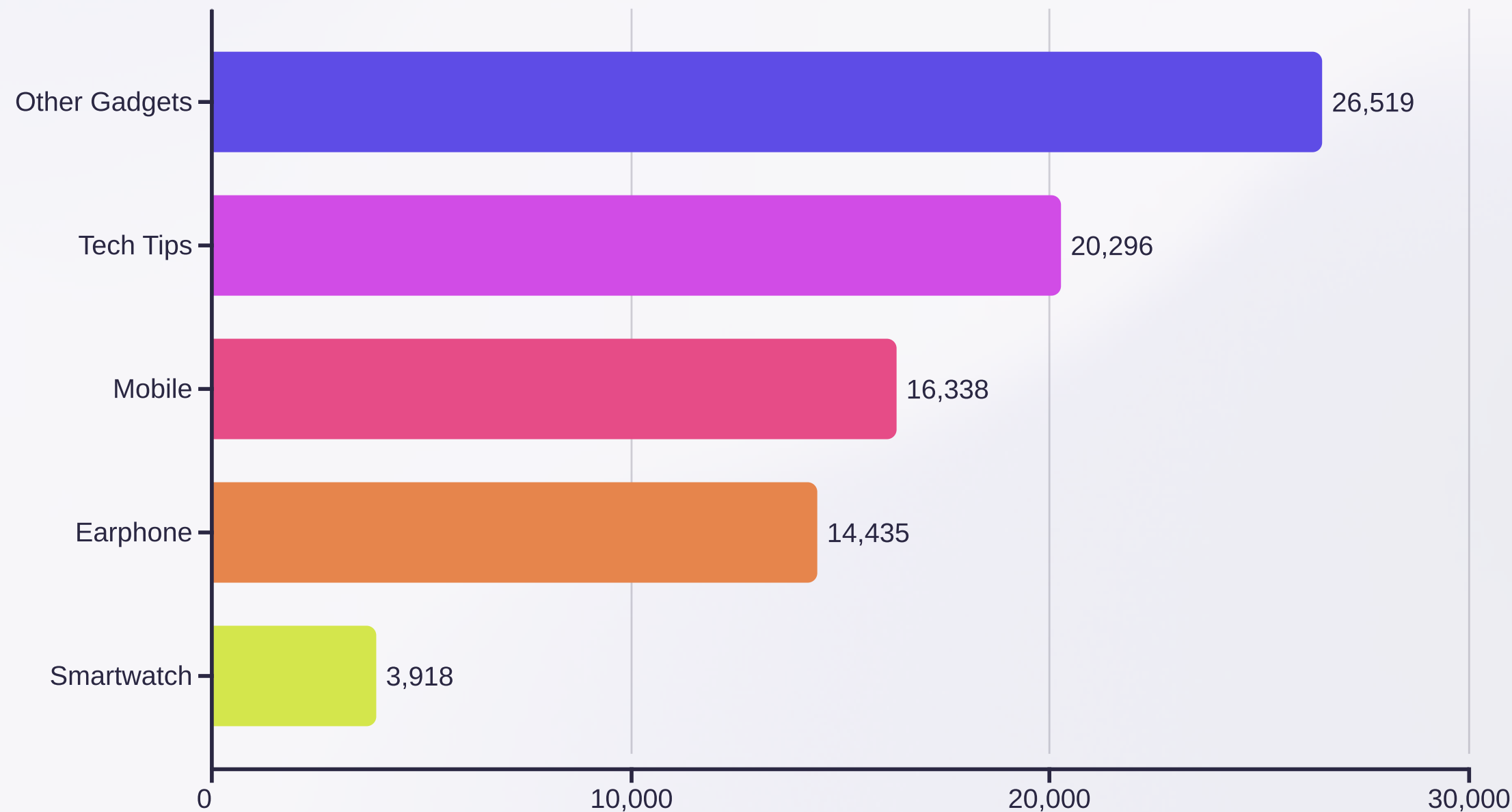
Filter All Posts Published on Weekends in March and April

DATE	POST TYPE	IMPRESSION	REACH	SHARES	FOLLOWS	LIKES
2023-03-04	IG Video	12265	3668	69	92	327
2023-03-05	IG Image	62770	18001	273	360	1194
2023-03-11	IG Carousel	5899	1093	45	12	53
2023-03-12	IG Image	79416	23474	327	259	1235
2023-03-18	IG Carousel	9157	2254	67	58	55
2023-03-19	IG Carousel	4146	1079	42	17	43
2023-03-25	IG Reel	132284	66721	1093	1482	3622
2023-03-26	IG Image	63425	26113	435	336	1994
2023-04-01	IG Carousel	4549	1052	27	18	35
2023-04-02	IG Video	54672	16126	172	182	938
2023-04-08	IG Video	37955	12663	204	164	753
2023-04-09	IG Image	52278	14438	271	167	1393
2023-04-15	IG Reel	123270	39850	296	1486	3926
2023-04-16	IG Reel	115701	66829	937	929	5749
2023-04-22	IG Video	33604	14682	255	349	1038
2023-04-23	IG Video	36973	13629	224	244	929
2023-04-29	IG Video	43526	11799	134	138	646
2023-04-30	IG Reel	185017	63990	1010	2238	6039

Monthly Account Performance

MONTH	TOTAL PROFILE VISIT	TOTAL NEW FOLLOWERS
January	26512	17053
February	20628	15254
March	23132	18285
April	29852	21799
May	106571	66984
June	103350	76942
July	54352	33302
August	42094	24371
September	41522	28523

Most Category Engagement in July



Post Category Distribution by Month

MONTH	POST CATEGORY NAME	POST CATEGORY COUNT
January	Earphone, Mobile, Smartwatch	3
February	Earphone, Laptop, Mobile, Smartwatch	4
March	Earphone, Laptop, Mobile, Smartwatch	4
April	Earphone, Laptop, Mobile, Other Gadgets, Smartwatch	5
May	Earphone, Laptop, Mobile, Other Gadgets, Smartwatch, Tech Tips	6
June	Mobile, Other Gadgets, Smartwatch, Tech Tips	4
July	Earphone, Mobile, Other Gadgets, Smartwatch, Tech Tips	5
August	Earphone, Mobile, Other Gadgets, Smartwatch, Tech Tips	5
September	Mobile, Other Gadgets, Smartwatch, Tech Tips	4

Reach Breakdown by Post Type

Post Type	Total Reach	Reach Percentage
IG Image	1866381	121.3833
IG Reel	5379091	161.6286
IG Carousel	604650	0.6928
IG Video	1422300	16.2954

Quarterly Performance by Post Category

Post Category	Quarter	Total Comments	Total Saves
Earphone	Q1	35122	30
Laptop	Q1	4182	837
Mobile	Q1	18369	843
Smartwatch	Q1	6002	860
Earphone	Q2	5893	602
Laptop	Q2	4522	248
Mobile	Q2	23131	7207
Other Gadgets	Q2	16221	2041
Smartwatch	Q2	13581	2581
Tech Tips	Q2	22011	7649
Earphone	Q3	4273	247
Mobile	Q3	11345	285
Other Gadgets	Q3	9644	457
Smartwatch	Q3	9713	326
Tech Tips	Q3	15961	2976

Top Three Dates in Each Month with the Highest Number of New Followers

MONTH	DATE	FOLLOWS
June	2023-06-17	5638
June	2023-06-21	5582
March	2023-03-21	3791
March	2023-03-28	2244
March	2023-03-25	1482
May	2023-05-08	6337
May	2023-05-20	4782
May	2023-05-12	3830
September	2023-09-16	3631
September	2023-09-22	3500
September	2023-09-21	2096

Generate a Weekly Report on Total Shares by Post Type

POST TYPE	TOTAL SHARE
IG Image	688
IG Video	410
IG Carousel	69