

# Tableau User Story | Social Media Engagement & Sentiment Analysis

## Introduction

This user story outlines the specifications for building two dashboards using Tableau to help stakeholders, including HR, marketing managers, and executives, analyze social media performance, audience engagement, and sentiment trends.

## Engagement Dashboard | Requirements

### ***Dashboard Purpose***

The purpose of the engagement dashboard is to present an overview of social media engagement metrics and trends to understand platform performance, content effectiveness, and audience interactions.

### ***Key Requirements***

- KPI Overview: Display a summary of total likes, comments, shares, and engagement rate for the selected period.
- Engagement Trends: Present the data for each KPI on a monthly basis to track growth or decline. Identify months with the highest and lowest engagement and highlight them.
- Top Performing Posts: Compare engagement levels for different posts to identify top-performing content. Include breakdown by content type (image, video, text).
- Platform Comparison: Present engagement data across platforms (Instagram, Twitter, Facebook, etc.). Highlight the platform contributing the most to engagement.

## Sentiment Dashboard | Requirements

### ***Dashboard Purpose***

The sentiment dashboard aims to provide an overview of audience emotions and brand perception. It will help HR and marketing teams understand customer feedback and sentiment patterns to improve campaigns and brand positioning.

### ***Key Requirements***

- KPI Overview: Display a summary of positive, negative, and neutral sentiment percentages. Show overall sentiment score for the selected period.
- Sentiment Trends: Present the sentiment distribution over time (monthly/weekly). Identify periods with spikes in negative or positive sentiment.
- Keyword/Hashtag Insights: Represent top keywords/hashtags associated with positive and negative sentiment. Provide insights into topics driving customer emotions.
- Platform Sentiment Comparison: Show sentiment distribution across platforms. Highlight which platform has the most positive or negative engagement.

## **Design & Interactivity Requirements**

- Dashboard Dynamic: Users should be able to filter by platform, date range, and content type. Provide the ability to switch between Engagement and Sentiment dashboards easily. Make charts interactive to drill down into specific posts or time periods.
- Data Filters: Allow filtering by platform (Twitter, Instagram, Facebook). Allow filtering by post type (Video, Image, Text). Date-based filtering for custom analysis.