

Social Media Engagement Analysis Dashboard

KPI

Total Post

100

Total Engagement

300K

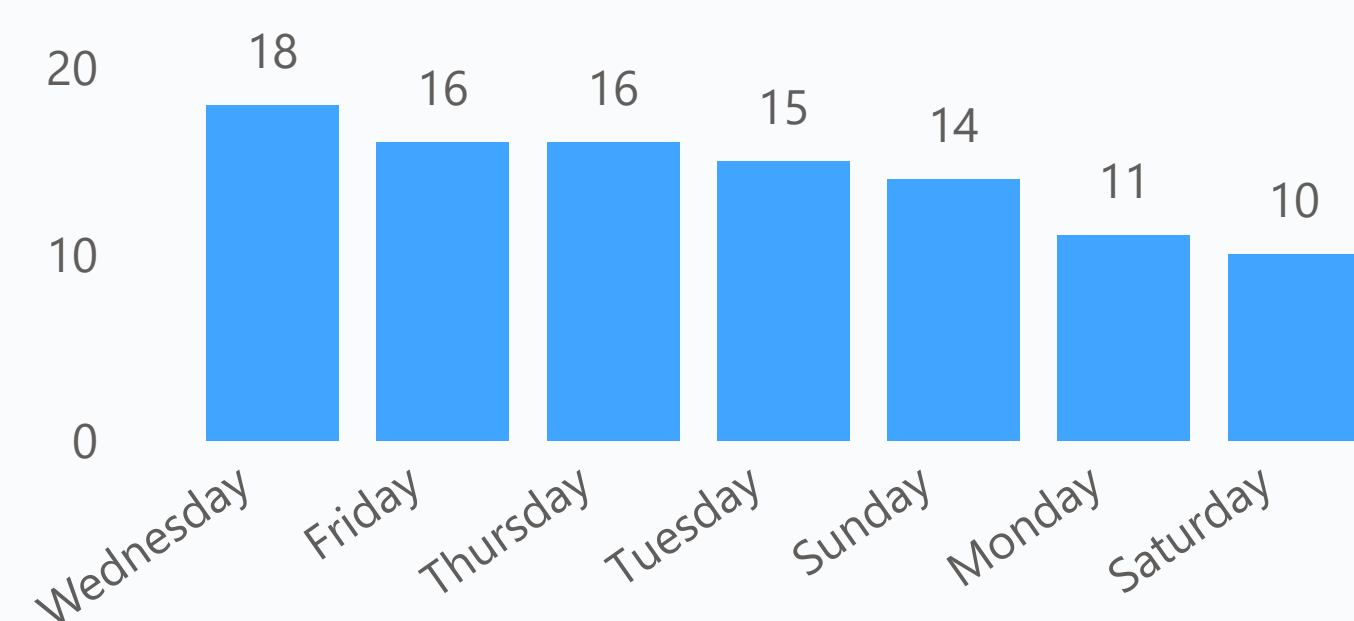
Average Likes

2.38K

AVG Engagement Rate

0.47

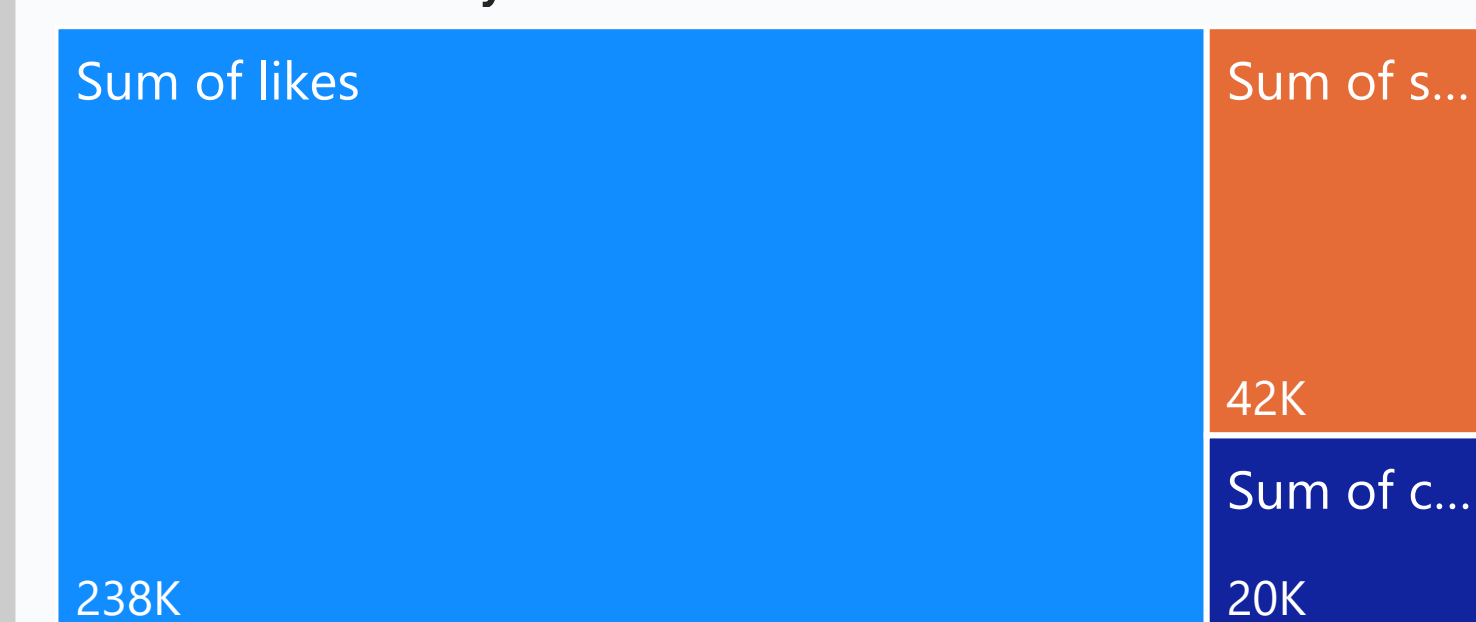
Posts by Day of Week



Avg Engagement by Hour of Day

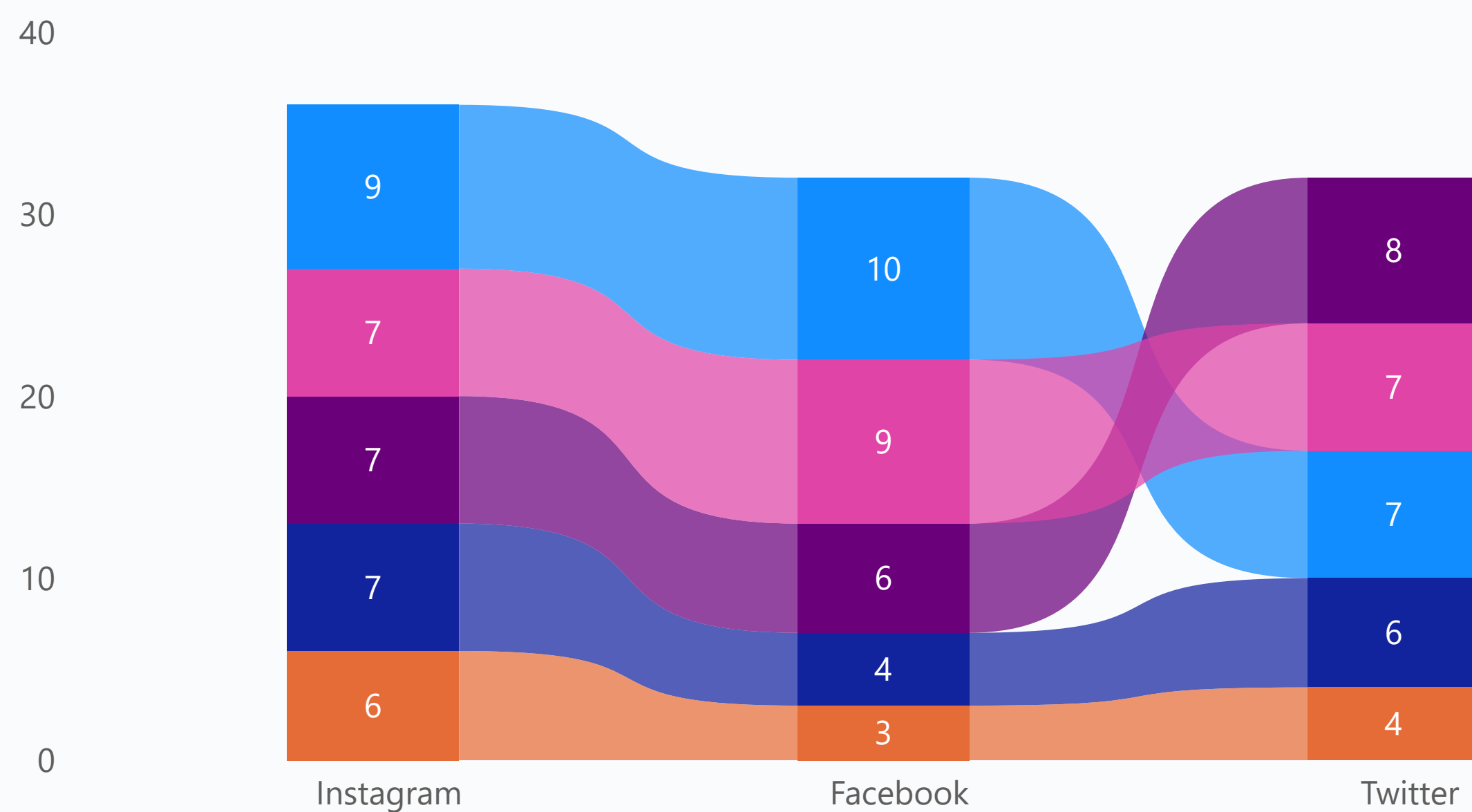


Total Likes, Comments & Shares Reflects content exactly



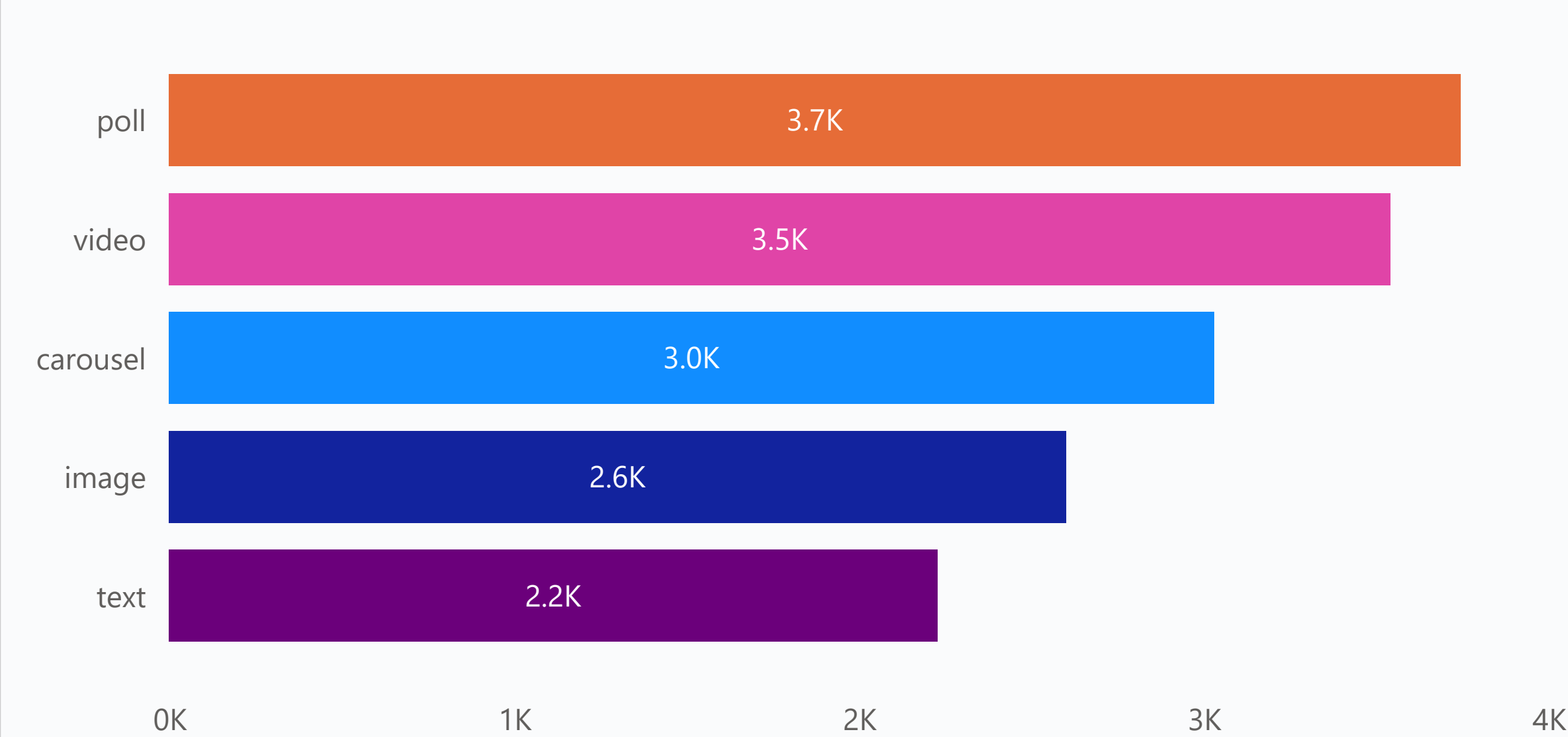
Post Distribution by Platform & Format

post_type carousel image poll text video



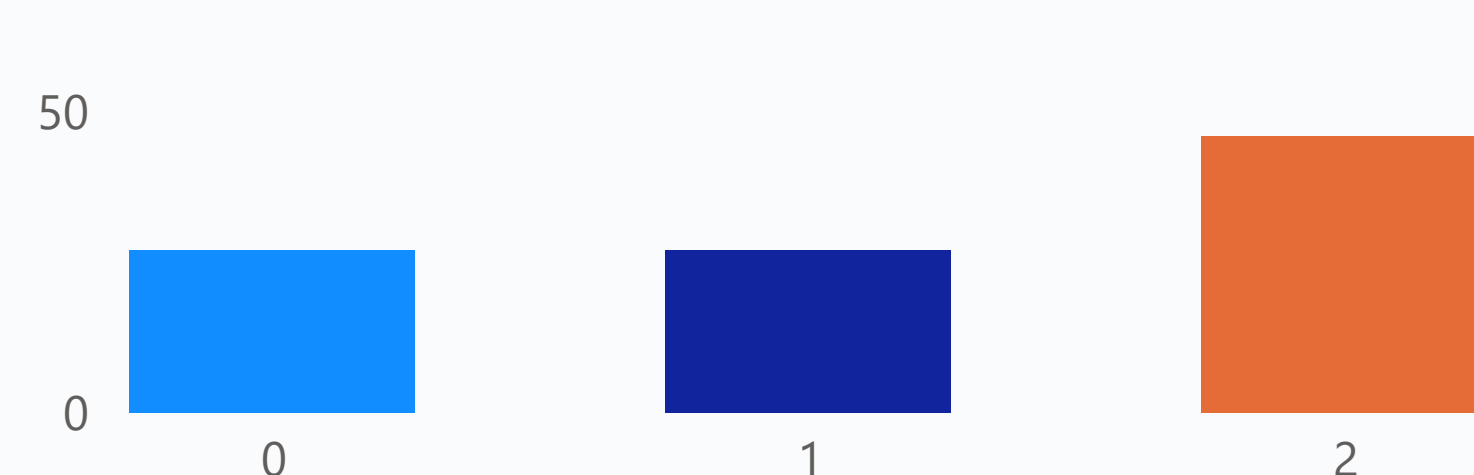
Avg Engagement by Post Format

post_type poll video carousel image text

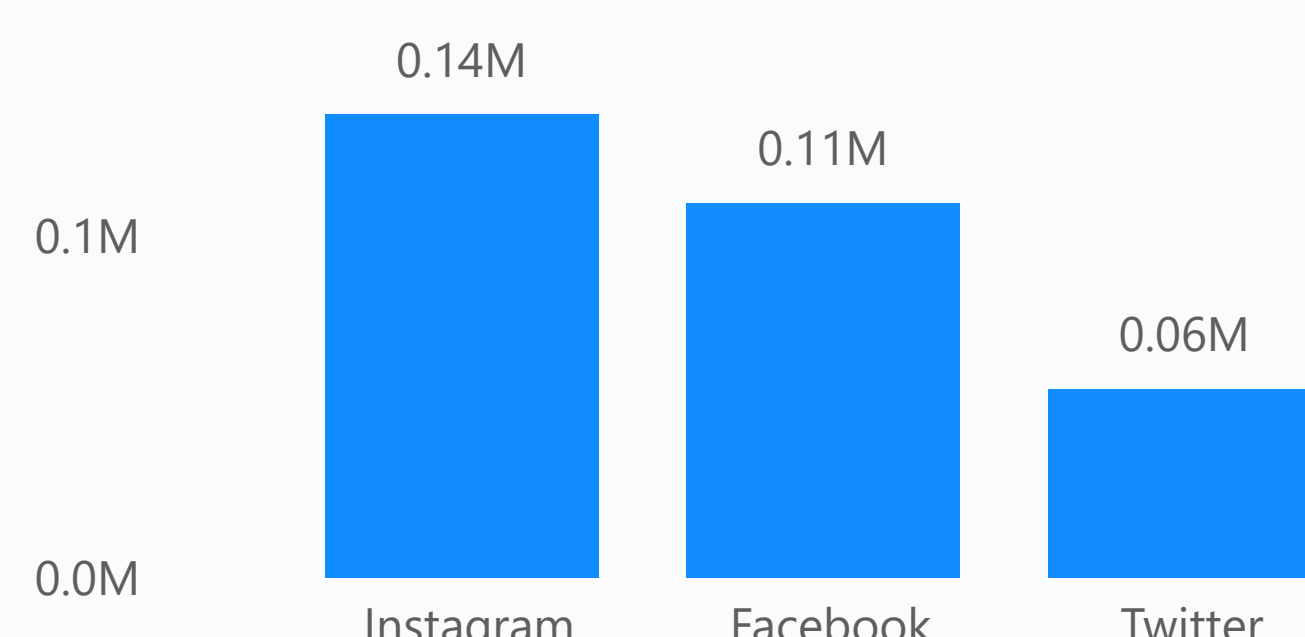


Count of post_id by sentiment_score_encoded and sentiment_score

sentiment_score_encoded negative neutral positive



Sum of total_engagement by platform



Count of post_id by post_type and high_performer

high_performer False True

