**Social Media Trend Performance Report Dashboard**

**1. Introduction**

**Purpose**

The primary purpose of this report is to evaluate the performance of various social media platforms and content types based on key metrics such as likes, engagement, views, and the impact of hashtags. By systematically analyzing these elements, organizations can gain insights into their social media strategies and make informed decisions.

**Objective of the Project**

The objective of this project is to identify the most effective platforms, content formats, and hashtags that maximize user interaction and visibility. This will enable organizations to tailor their marketing efforts to achieve better engagement and reach.

**Problem Being Addressed**

In today’s digital landscape, organizations often struggle to determine where to focus their social media marketing efforts. This report addresses the need for data-backed guidance to improve engagement, views, and overall reach, allowing brands to allocate resources more effectively.

**Key Datasets and Methodologies**

* **Datasets Used**: The analysis relies on content performance data, including likes, views, engagement levels, platform statistics, and hashtag metrics.
* **Excel Methods**: Various Excel functionalities were utilized, such as Pivot Tables, Bar/Line/Pie Charts, Slicers, Trend Analysis, and Ranking functions, to derive meaningful insights from the data.

**2. Story of Data**

**Purpose**

The purpose of this section is to track and analyze content and platform performance metrics across major social media channels, providing a comprehensive view of how different strategies perform.

**Data Source**

Data was aggregated from various social media analytics tools, including Meta Insights, YouTube Studio, Twitter Analytics, and TikTok Dashboard, ensuring a broad perspective on performance metrics.

**Data Structure**

* **Rows**: Each row represents a content entry or platform metric.
* **Columns**: Key variables include platform name, content type, number of likes, engagement level, views, and hashtags used.

**Important Features and Their Significance**

* **Content Type**: Indicates the effectiveness of different formats (e.g., Post, Reel, Live Stream).
* **Platform**: Measures the impact of each platform (e.g., YouTube, TikTok).
* **Hashtag**: Reveals the popularity of keywords and their engagement potential.
* **Likes/Views/Engagement**: These are core KPIs that signify content reach and effectiveness.

**Data Limitations or Biases**

* There may be sampling bias if data collection is not uniform across platforms.
* The absence of temporal trends limits insights into monthly growth patterns.
* Demographic breakdowns of the audience are not included, which could provide deeper context.

**3. Data Splitting and Preprocessing**

**Purpose**

This section focuses on cleaning, organizing, and formatting the data to ensure reliable analysis.

**Data Cleaning**

* **Duplicate Entries**: Removed to ensure accuracy.
* **Standardization**: Naming conventions were standardized (e.g., “Reel” vs. “Reels”).
* **Numeric Formats**: Ensured numeric formats for views and likes for consistency.

**Handling Missing Values**

Missing values were addressed using Excel formulas like IFERROR, and blank fields were omitted in visual summaries to maintain clarity.

**Data Transformations**

* **Ranking**: Content was ranked by views and likes using the RANK.EQ function.
* **Aggregation**: Views and engagement were aggregated by platform through Pivot Tables.

**Data Splitting**

* **Dependent Variables**: Likes, Engagement, Views.
* **Independent Variables**: Platform, Content Type, Hashtag.

**Industry Context**

The analysis is situated within the Digital Marketing and Social Media Analytics industry, providing relevant insights for stakeholders.

**Stakeholders**

Key stakeholders include social media managers, content creators, marketing executives, and brand strategists who can leverage these insights for improved decision-making.

**Value to the Industry**

This report helps brands optimize their content strategy, maximize ROI on campaigns, and understand which trends and platforms drive performance.

**4. Pre-Analysis**

**Purpose**

To identify high-level patterns in the data and form initial hypotheses regarding social media performance.

**Identify Key Trends**

* Posts received the highest number of likes.
* Live Streams exhibited the highest engagement levels.
* YouTube led in both views and engagement metrics.
* The hashtag #Fitness garnered the highest views among hashtags analyzed.

**Potential Correlations**

* Longer-form content, such as Live Streams and Posts, tends to show higher engagement rates.
* YouTube correlates with significantly higher views and engagement compared to other platforms.

**Initial Insights**

* Video content remains dominant across various metrics.
* Engagement does not always align with views, as Live Streams outperform in engagement despite not being the most viewed content.

**5. In-Analysis**

**Purpose**

This section involves a deeper exploration of the data to validate trends and derive strategic recommendations.

**Unconfirmed Insights**

* Instagram and Twitter appear to trail in both views and engagement, suggesting a declining ROI for these platforms.
* Short-form content, such as Shorts, underperformed in both likes and engagement metrics.

**Recommendations**

* Prioritize YouTube and Live Stream content for higher engagement potential.
* Focus marketing efforts around trending hashtags like #Fitness, #Education, and #Music.
* Consider reducing resource allocation to Shorts or optimizing the strategy for this format.

**Analysis Techniques Used in Excel**

* **Pivot Tables**: Summarized metrics by platform and content type for clear insights.
* **Bar and Pie Charts**: Compared views, likes, and engagement across different formats.
* **Line Charts**: Analyzed engagement levels by hashtag over time.
* **Filters and Slicers**: Enabled dynamic viewing of data subsets for targeted analysis.

**6. Post-Analysis and Insights**

**Purpose**

To summarize validated insights and highlight key takeaways from the analysis.

**Key Findings**

* Posts emerged as the most liked content type, accumulating over 215 million likes.
* Live Streams achieved the highest engagement score of 855.
* YouTube dominated with 3.37 billion views and an engagement score of 1324.
* The hashtag #Fitness led with approximately 1.39 billion views.
* Shorts were identified as the least effective content format.

**Comparison with Initial Findings**

Initial assumptions regarding YouTube and long-form content dominance were validated. However, the underperformance of Shorts and Instagram was found to be more pronounced than initially expected.

**7. Data Visualizations & Charts**

**Purpose**

To visually communicate complex insights, facilitating strategic decision-making.

**Charts and Graphs Used**

* **Bar Charts**: Displayed likes by content type, platform engagement, and top hashtags.

**Most liked content types:**

Post and Reel lead with over **215M likes**, followed closely by **Live Stream** and **Video**.

Static and short-form video content (Posts & Reels) generate the highest number of likes, suggesting strong user preference for digestible, visual content.

**Top-performing hashtags by total views:**

Fitness leads with **1.39B views**, followed closely by #Education and #Music.

All five top hashtags surpass **1.2 billion views**, indicating strong audience interest.

Content related to fitness, education, and music performs exceptionally well in terms of reach and visibility.

* **Pie Chart**: Illustrated platform share by region.

Platforms are fairly evenly distributed:

* **YouTube**: 1324
* **TikTok**: 1260
* **Instagram**: 1212
* **Twitter**: 1204

Content distribution is balanced across major platforms, with YouTube having a slight edge. Marketers should consider a multi-platform strategy to maximize reach.

* **Line Chart**: Showed engagement trends by hashtag.

**Top hashtags by engagement:**

* Fitness and #Education top the list with **536** and **525** engagement units respectively.
* Gaming and #Viral are at the bottom with **479** and **481**.

While certain hashtags like #Fitness dominate both in views and engagement, others like #Viral may attract attention but not necessarily convert into strong engagement.

**Engagement rankings:**

* Live Stream and Post are nearly tied at the top (**855 & 853**), followed by Reel, Tweet, Video, and Shorts.

Live content drives the most engagement, likely due to its interactive nature. Pre-recorded formats like Shorts show lower engagement despite being bite-sized.

**8. Recommendations and Observations**

**Actionable Insights**

* Leverage Live Streams to maximize user interaction and engagement.
* Invest in YouTube for both visibility and sustained engagement.
* Strategically utilize hashtags such as #Fitness, #Education, and #Music in campaigns to enhance reach.

**Optimizations or Business Decisions**

* Consider decreasing production of Shorts or experimenting with alternative content hooks to improve performance.
* Enhance the engagement strategy for Instagram or reassess its overall ROI.
* Align content scheduling with platform strengths, prioritizing long-form content for YouTube.

**Unexpected Outcomes**

* The high number of likes for Posts did not correlate with the highest engagement levels.
* Shorts significantly underperformed, contrary to platform promotion trends suggesting their effectiveness.

**9. Conclusion**

**Key Learnings**

* A content strategy must be platform-specific: YouTube excels in engagement and reach, while TikTok offers good reach but lower engagement.
* Hashtag usage dramatically influences views, underscoring the importance of targeted keyword strategies.
* Content format is crucial—Live Streams and Posts consistently outperform Reels and Shorts in key metrics.

**Limitations**

* The analysis lacks user demographic data, which could provide deeper insights.
* Absence of time-based trends restricts understanding of performance over months or quarters.
* No sentiment analysis was conducted to evaluate content quality.

**Future Research**

* Incorporate demographic layers, such as age and region, to enhance analysis depth.
* Introduce time-series analysis to track monthly performance trends.
* Evaluate the effectiveness of ad spend compared to organic engagement metrics.

**References**

* Social media platform APIs (YouTube Analytics, Meta Insights, TikTok Dashboard)
* Microsoft Excel (Pivot Tables, Charts, Data Filters)

**Appendices**

* **Raw Data Sheets**: Includes data on Likes, Views, and Engagement metrics.
* **Excel Formula Examples**: Demonstrates usage of functions such as RANK.EQ, IFERROR, VLOOKUP, and SUMIFS.
* **Full Dashboard Screenshot**: See attached image for a comprehensive view of the dashboard layout and key metrics.