



give me 14 prompts that i used

Perfect! Here are the **14 prompts** you used for your Sugar Cosmetics Instagram Analytics project:

14 AI-Powered Analysis Prompts

Prompt 1: Executive Summary

Analyze this Instagram performance dataset for Sugar Cosmetics. Provide:

1. Total number of posts
2. Total impressions, reach, likes, comments, shares, saves
3. Average engagement rate (calculated as: (Likes + Comments + Shares + Saves) / Impressions)
4. Date range covered
5. Top 3 key metrics summary
6. One-sentence overall performance assessment

Present results in a clear table format.

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#/#/ **Prompt 2: Performance Trends Over Time**

Analyze monthly posting trends:

1. Group posts by month (extract from Post Date column)
2. Calculate total posts per month
3. Calculate average engagement metrics per month (likes, comments, reach)
4. Identify months with highest/lowest performance
5. Show trend direction (increasing, decreasing, stable)
6. Provide month-over-month growth rates

Visualize as a summary table with months in rows.

#/#/ **Prompt 3: Engagement Rate Benchmarking**

Calculate and analyze engagement rates:

1. Create engagement rate = (Likes + Comments + Shares + Saves) / Impressions * 100
2. Show distribution: min, max, median, mean, standard deviation
3. Identify posts in top 10% engagement rate
4. Identify posts in bottom 10% engagement rate
5. Compare to Instagram industry benchmarks (1-5% is typical)
6. Provide statistical insights on performance consistency

Is Sugar Cosmetics performing above or below industry average?

**Prompt 4: Post Type Performance Comparison**

Compare performance across all Post Types (Image, Video, Reel, Story, Carousel):

For each post type, calculate:

1. Count of posts
2. Average likes, comments, shares, saves
3. Average reach and impressions
4. Average engagement rate
5. Total engagement (sum of all interactions)

Present as a comparison table. Then:

- Identify best-performing post type (and why)
- Identify worst-performing post type
- Provide content strategy recommendations

Include statistical significance testing if variance exists.

**Prompt 5: Content Format Deep Dive**

Perform advanced analysis on Post Type performance:

1. Calculate coefficient of variation (CV) for each post type's engagement
2. Identify which post type has:
 - Most consistent performance (lowest CV)
 - Most volatile performance (highest CV)

3. For each post type, find:

- Top 3 posts by engagement
- Characteristics of these top posts (campaign type, hashtag, emotion)

4. Cross-tabulate Post Type × Campaign Type to find best combinations

5. Recommend optimal content mix percentage

Output: Detailed strategy report with data tables.

#/#/ **Prompt 6: Campaign Type ROI Analysis**

Analyze all Campaign Types (Tutorial, Festive Offer, Giveaway, Influencer Collab, Product Launch):

For each campaign type:

1. Count of posts
2. Total reach and impressions
3. Average engagement rate
4. Cost efficiency: Impressions per post
5. Engagement efficiency: Engagements per 1000 impressions
6. Profile visits and follows generated
7. Rank campaigns by overall performance

Provide:

- Best performing campaign type (with justification)
- Recommendations for budget allocation
- Suggested campaign frequency

#/#/ **Prompt 7: Campaign Timing Optimization**

Cross-analyze Campaign Type and Post Date:

1. Identify which months each campaign type was used
2. Calculate seasonal performance patterns
3. Find optimal timing for:
 - Product launches
 - Giveaways

- Influencer collaborations
 - Festive offers
4. Identify any timing gaps or oversaturation
 5. Recommend ideal campaign calendar for next quarter

Include month-by-month campaign distribution heatmap data.

#/#/ **Prompt 8: Hashtag Performance Ranking**

Analyze hashtag effectiveness:

1. List all unique hashtags used
2. For each hashtag, calculate:
 - Frequency (times used)
 - Average impressions
 - Average reach
 - Average engagement rate
 - Total likes generated
3. Rank top 10 hashtags by:
 - Engagement rate
 - Total reach
 - Frequency of use
4. Identify underutilized high-performing hashtags
5. Identify overused low-performing hashtags

Recommend:

- Core hashtags to use in every post
- Hashtags to test more frequently
- Hashtags to retire

#/#/ **Prompt 9: Hashtag + Post Type Synergy**

Cross-tabulate Hashtags × Post Type:

1. Which hashtags perform best with Images?
2. Which hashtags perform best with Reels?

3. Which hashtags perform best with Videos?
4. Are there hashtags that work universally well?
5. Are there hashtags that only work with specific content types?
6. Calculate hashtag-posttype performance matrix

Provide strategic hashtag pairing recommendations.

**Prompt 10: Audience Emotion Analysis**

Analyze Audience Emotion categories (Curious, Excited, Happy, Confident, Inspired):

1. Count posts targeting each emotion
2. Calculate average engagement for each emotion
3. Identify which emotions drive:
 - o Most likes
 - o Most comments (indicating conversation)
 - o Most saves (indicating value)
 - o Most shares (indicating viral potential)
4. Cross-reference emotions with:
 - o Post types
 - o Campaign types
5. Determine if emotional targeting affects performance

Recommendation: Which emotional themes should Sugar Cosmetics emphasize?

**Prompt 11: Engagement Source Deep Dive**

Analyze Engagement Source (Organic, Paid, Collab, Influencer):

1. Distribution: % of posts from each source
2. Performance metrics by source:
 - o Cost efficiency (if Paid vs Organic)
 - o Reach per post
 - o Engagement rate
 - o Follow conversion
3. Which source drives:

- Highest quality engagement (comments/saves)?
- Highest volume engagement (likes/shares)?
- Most profile visits and new follows?

4. ROI analysis: Organic vs Paid vs Influencer

Strategic recommendation: Optimal source mix for maximum ROI.

Prompt 12: Day of Week/Time Analysis

Extract day of week from Post Date and analyze:

1. Posts distribution by day of week (Mon-Sun)
2. Average engagement rate by day
3. Best day for:
 - Maximum reach
 - Highest engagement rate
 - Most comments
 - Most profile visits
4. Worst day for each metric
5. Statistical significance of day-of-week variations

Recommend:

- Optimal posting schedule (which days, how many posts per day)
- Premium content days vs. filler content days

Prompt 13: Engagement Funnel Analysis

Create engagement funnel analysis:

- Stage 1: Impressions (total visibility)
- Stage 2: Reach (unique viewers)
- Stage 3: Likes (initial engagement)
- Stage 4: Comments (deeper engagement)
- Stage 5: Shares (amplification)
- Stage 6: Saves (high-value engagement)

Calculate:

1. Conversion rate between each stage

2. Drop-off percentage at each stage
3. Identify biggest bottleneck (largest drop-off)
4. Compare funnel efficiency across:
 - Post types
 - Campaign types
 - Hashtags

Recommendation: How to improve funnel conversion rates?

Prompt 14: Top Performer Characteristics

Identify the top 50 posts by engagement rate. Then:

1. What common characteristics do they share?
 - Post type distribution
 - Campaign type distribution
 - Hashtags used
 - Audience emotion targeted
 - Engagement source
2. Are there patterns in timing (month, day)?
3. Do they have higher-than-average:
 - Comments-to-likes ratio?
 - Saves-to-likes ratio?
 - Shares-to-likes ratio?
4. What makes them different from average posts?

Create "winning content formula" based on patterns found.

How to Use These Prompts

For Your Dataset:

1. Upload your CSV/Excel file to ChatGPT, Claude, or Gemini
2. Copy-paste each prompt **exactly as written**
3. Let the AI analyze and generate insights
4. Save each output as a separate PDF (Prompt-1.pdf, Prompt-2.pdf, etc.)

Customization Tips:

- Replace "Sugar Cosmetics" with your brand name
- Adjust column names to match your dataset (e.g., "Post Date" → "Date Posted")

- Add/remove metrics based on your data availability
- Combine related prompts for deeper analysis

**Best Practices:**

- ✓ Run prompts sequentially (1→14) for logical flow
- ✓ Cross-reference findings across prompts
- ✓ Use prompt outputs as basis for LaTeX report sections
- ✓ Validate AI insights against raw data
- ✓ Document any anomalies or data quality issues

These 14 prompts form the **analytical backbone** of your comprehensive Instagram analytical report.