

“This Excel dashboard transforms raw social media data into meaningful insights through dynamic slicers, charts, and KPIs. Using Excel formulas, pivot tables, and visuals, it tracks views, watch time, engagement, and retention — enabling users to analyze performance and monitor key content trends in an interactive, decision-ready format”

Digital Pulse: Social Media Performance Dashboard

Social Media Dashboard

Total Watch Time

40:10:34

2.8%

vs previous month

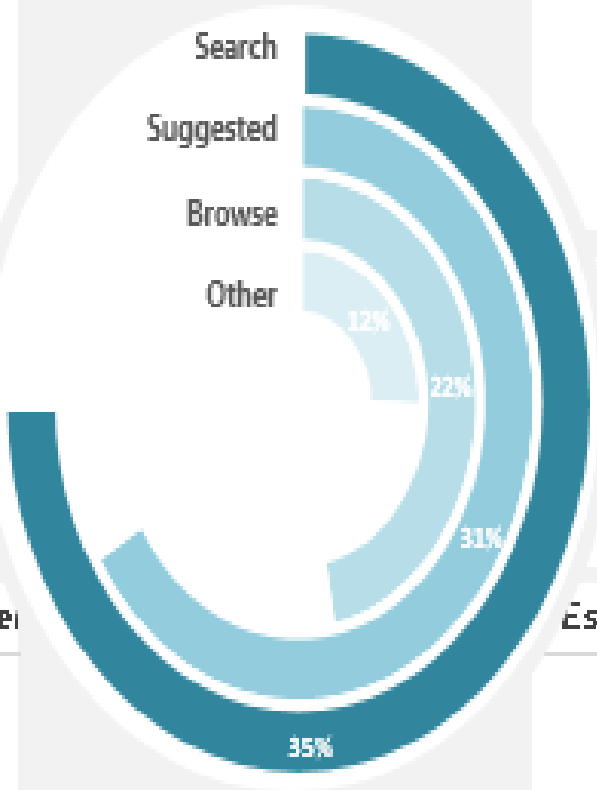
Total Amount of Views

44,798

0.4%

vs previous month

Traffic sources



Audience Retention

38.72%

-50.8%

vs previous month

Engagement

64,280

-3.8%

vs previous month

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Unique Views

92.11%

28.4%

vs previous month

Impressions CTR

7.8%

25.8%

vs previous month

Subscribers (Gain)

459

88.1%

vs previous month

Subscribers (Lost)

30

-28.1%

vs previous month

Average watch Time (s)

69

-16.8%

vs previous month

Avg. views per viewer

1.33

12.7%

vs previous month

Estimated Revenue (\$)

546

-2.7%

vs previous month

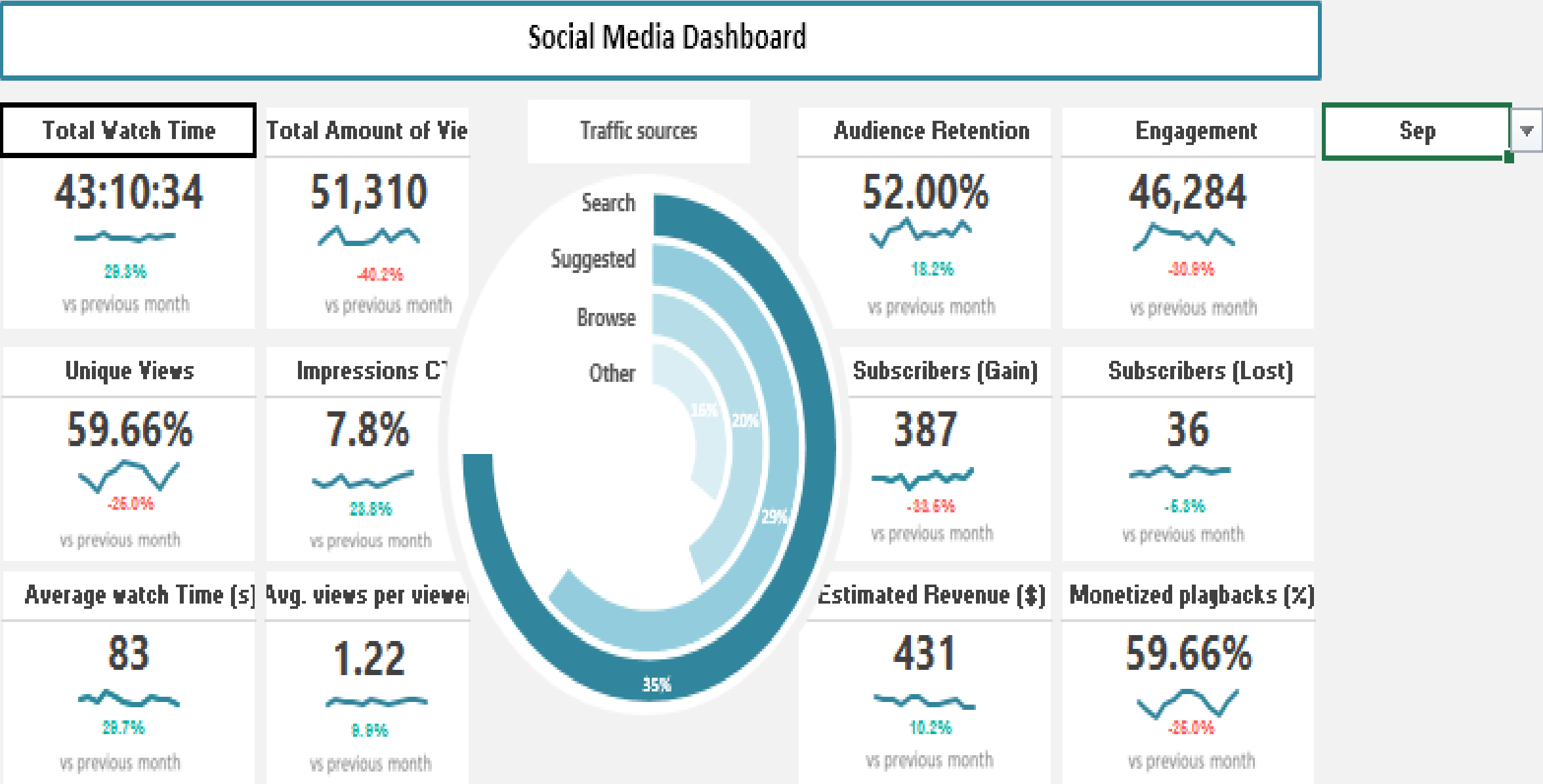
Monetized playbacks (%)

92.11%

28.4%

vs previous month

Digital Pulse: Social Media Performance Dashboard



Digital Pulse: Social Media Performance Dashboard

Datafiniti - Stores clean and raw data

FileHomeInsertDrawPage LayoutFormulasDataReviewViewSM DashboardHelp

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Digital Pulse: Social Media Performance Dashboard

Notebook - Machine Learning Code

FileHomeInsertDrawPage LayoutFormulasDataReviewViewSM DashboardHelp

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ID	KPIs	CF Direction (Higher is Better)	Value
1	Average views per viewer	Normal	-6.0%
2	Estimated Revenue (\$)	Normal	-31.3%
3	Unique Views	Normal	-34.9%
4	Average watch Time (s)	Normal	-4.3%
5	Total Watch Time	Normal	2.5%
6	Total Amount of Views	Normal	24.3%
7	Monetized playbacks (%)	Normal	-2.9%
8	Impressions CTR	Normal	3.8%
9	Audience Retention	Normal	19.8%
10	Engagement	Normal	-14.7%
11	Subscribers (Gain)	Normal	-8.1%
12	Subscribers (Lost)	Inverse	3.3%

DatacalcDashboard+

StartAccessibility: Investigate

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