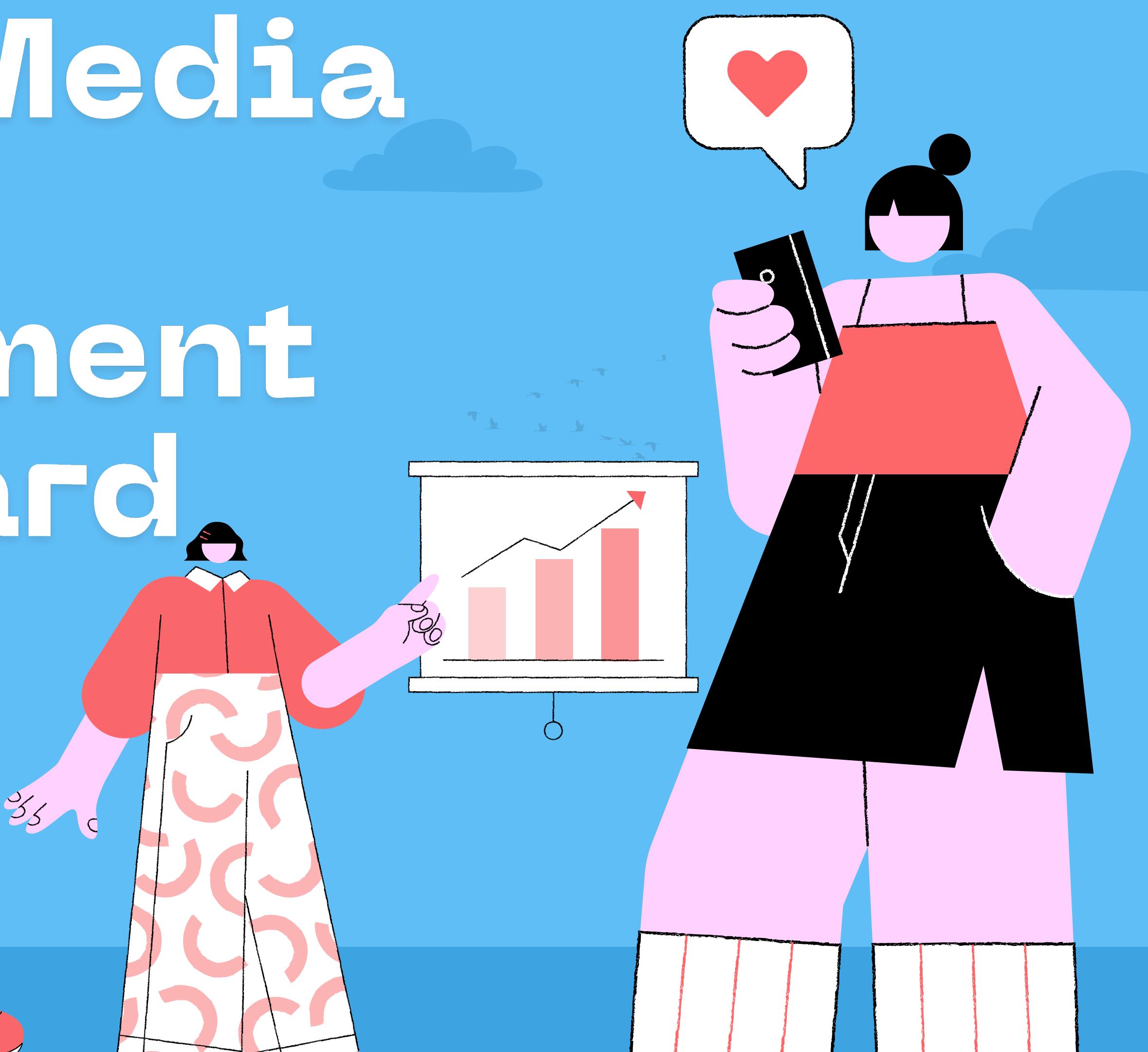
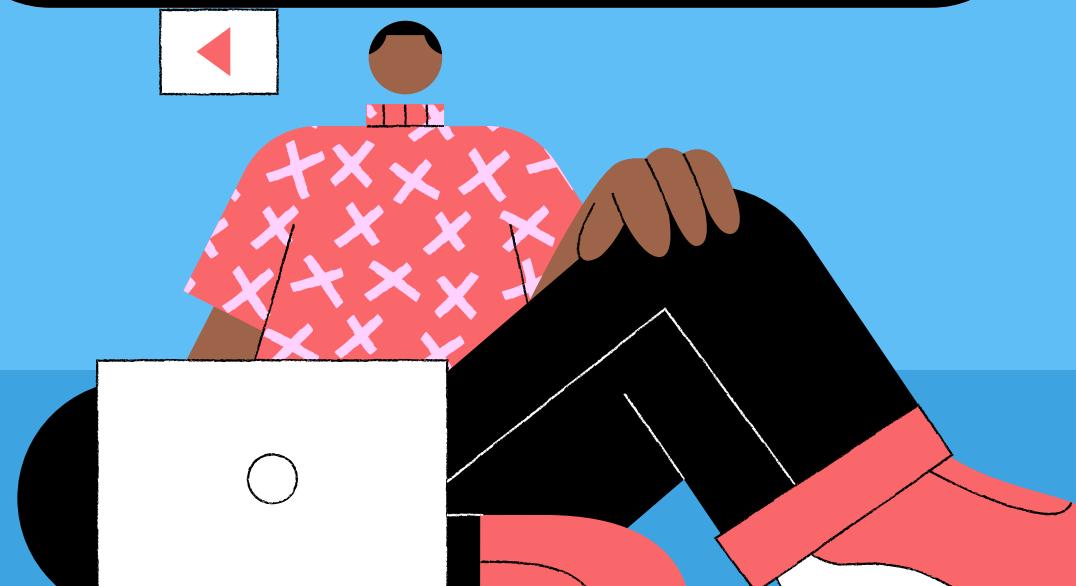


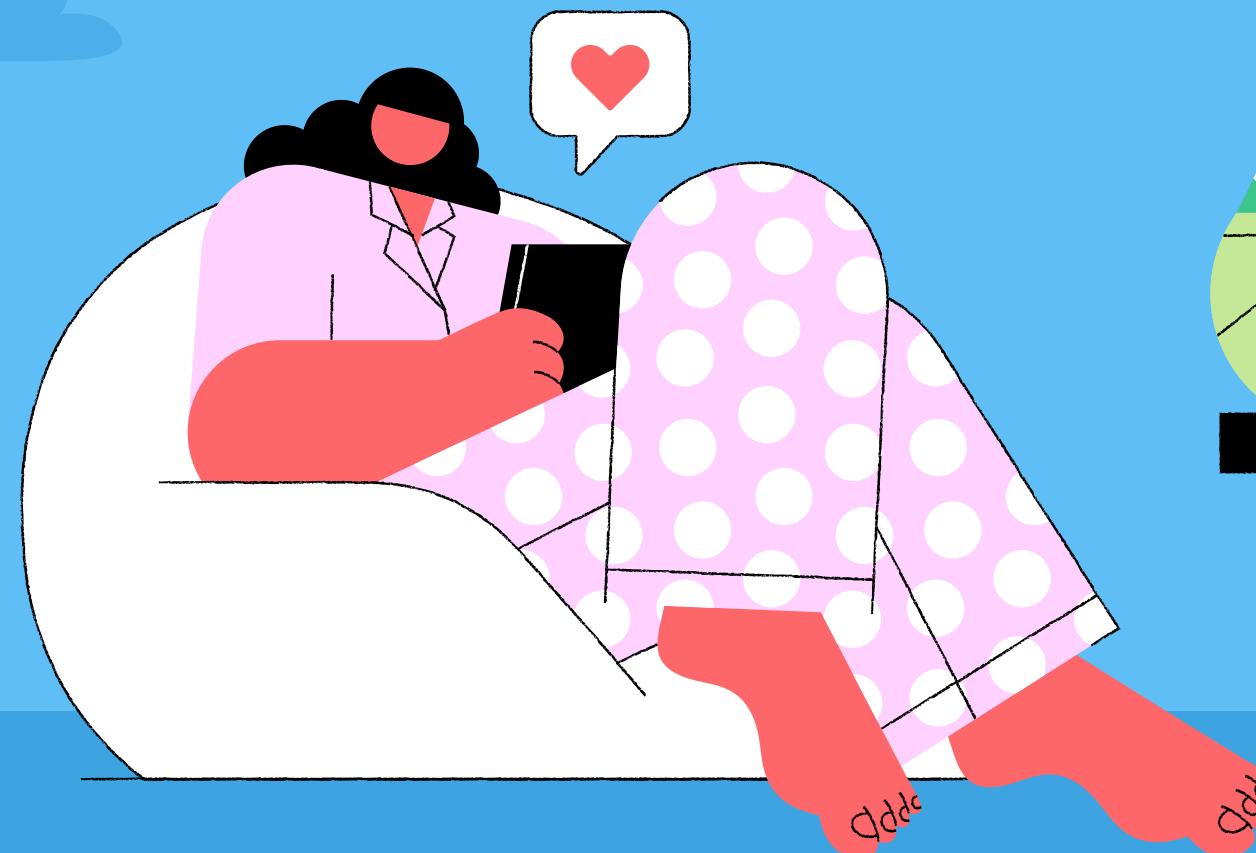
Social Media Post Engagement Dashboard

Presentation by
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Introduction

In This Project I have Analyzed the performance of posts on social media account.



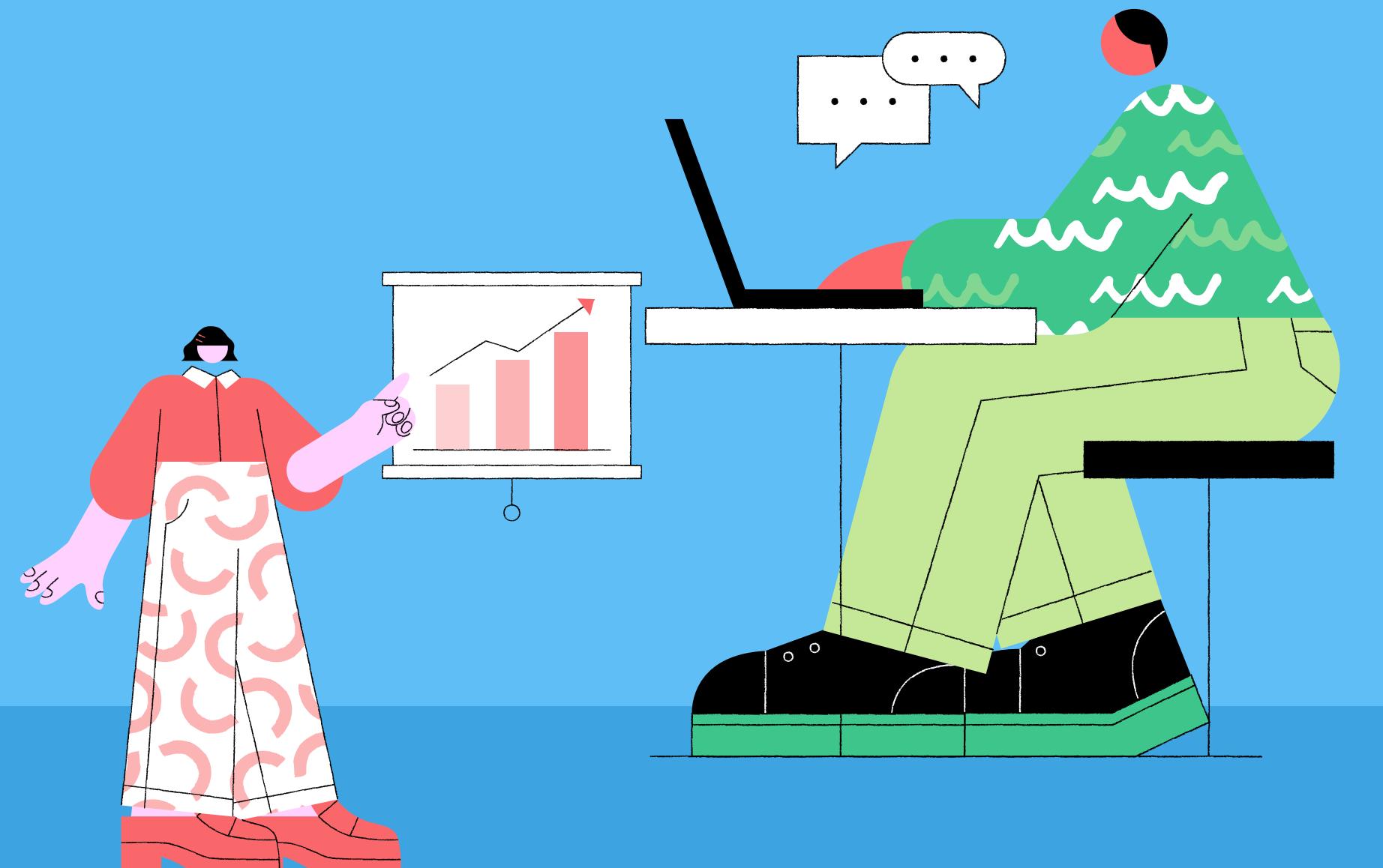
Firstly I have created a csv file of a social media post with columns Post ID, Likes, Shares, Comments and Date.

I have used Google Colab as a coding platform

I have used some python libraries like Pandas for data manipulation and Plotly for creating interactive visualization.

Dashboard Components:

1. Bar Chart : - Likes, Shares, Comments per post
2. Pie Chart : - Post type (image/video/text) distribution
3. KPIs: - Top Post, average engagement



I Have Attached the Screenshot of the code which i have coded on google colab also attached the screenshot of pie chart and bar graph which shows the result.

OUTCOME : -

- A bar chart showing likes, shares and comments per post.
- A pie chart displaying the distribution of post types.
- KPIs for the top post and average engagement.

```
[ ] import pandas as pd
```

```
[ ] import plotly.express as px
```

▼ Load data from CSV file

```
[ ] df = pd.read_csv('/content/drive/MyDrive/Datasets/social media post engagement.csv')
```

▼ Bar chart: Likes, shares, comments per post with different colors

```
[ ] fig_bar = px.bar(df, x='PostID', y=['Likes', 'Shares', 'Comments'], barmode='group',
                     color_discrete_sequence=['#636EFA', '#EF553B', '#00CC96'],
                     title='Post Engagement Metrics')
```

▼ Pie chart: Post type distribution with different colors

```
[ ] fig_pie = px.pie(df, names='Type', title='Post Type Distribution',
                     color_discrete_sequence=px.colors.sequential.RdBu)
```

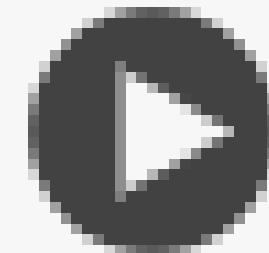
✓ KPIs

```
[ ] top_post = df.loc[df['Likes'].idxmax()]
avg_engagement = df[['Likes', 'Shares', 'Comments']].mean().sum()

[ ] print(f"Top post: PostID {top_post['PostID']} ({top_post['Type']}) with {top_post['Likes']} likes")
print(f"Average engagement: {avg_engagement:.2f}")
```

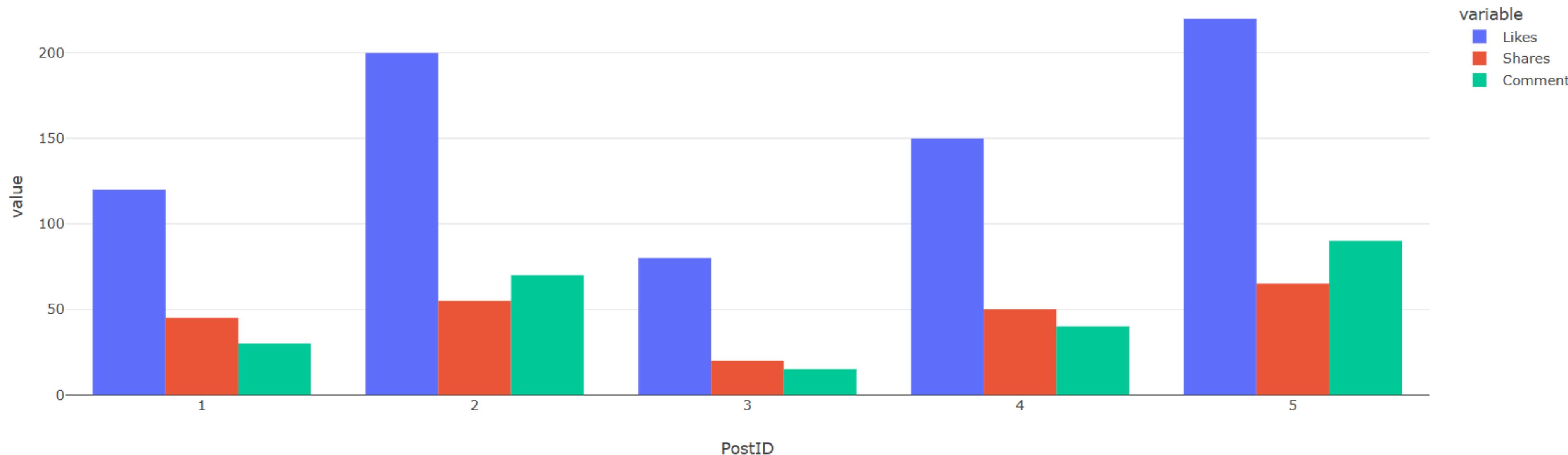
→ Top post: PostID 5 (Video) with 220 likes
Average engagement: 250.00

✓ Show plots

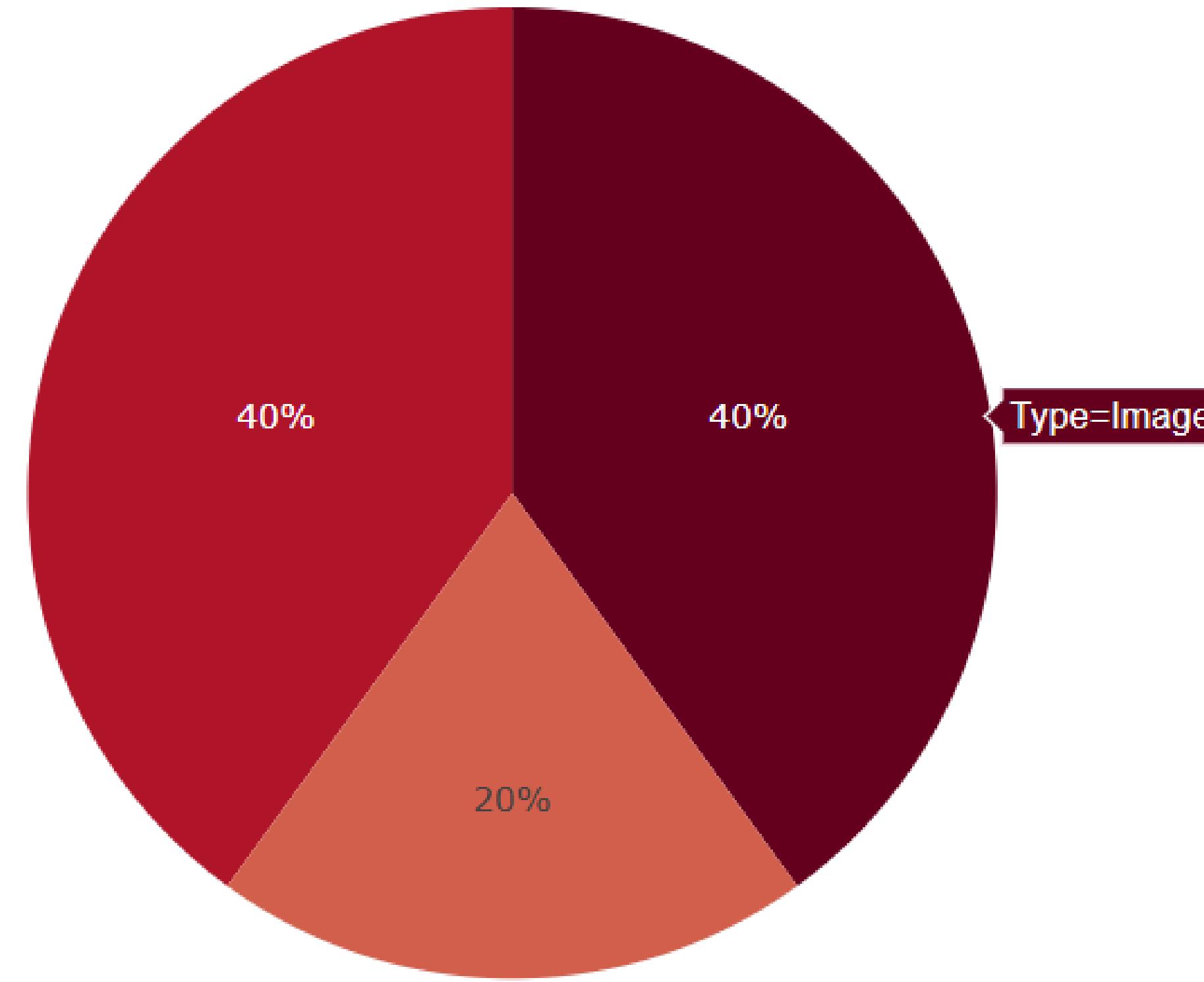


```
fig_bar.show()  
fig_pie.show()
```

Post Engagement Metrics



Post Type Distribution



Thank you

For Your Attention

