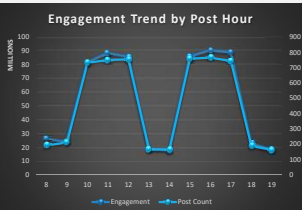


Global Social Media Analytics Dashboard (2024)

Main_Hashtag
#BehindTheScenes
#CaseStudy2025
#CustomerStory

Clicks
35407176



Engagement by Hour and Content Category

This line chart displays engagement levels (Y-axis, 0 to 350) across 19 hours (X-axis) for five content categories: Customer Story, Educational, Entertainment, Event / Webinar, and Product Promotion.

Key observations: Engagement peaks for most categories between hours 10 and 12, and again between hours 15 and 17. Customer Story and Educational content generally show the highest engagement levels.

Hour	Customer Story	Educational	Entertainment	Event / Webinar	Product Promotion
8	60	40	20	10	10
9	50	40	20	10	10
10	240	130	90	60	50
11	290	190	110	70	60
12	280	180	100	60	50
13	40	20	10	10	10
14	50	30	20	10	10
15	280	100	80	50	40
16	280	100	90	60	50
17	270	100	90	60	50
18	40	20	10	10	10
19	50	30	20	10	10

Monthly Engagement and Post Frequency

This dual-axis line chart displays monthly engagement (left Y-axis, 0 to 100 MILLIONS) and post count (right Y-axis, 0 to 800) from January to December.

Key observations: Engagement peaks in March and April, while post frequency peaks in March. Both metrics show a significant decline starting in May, stabilizing at lower levels from July onwards.

Month	Engagement (Millions)	Post Count
Jan	85	650
Feb	75	600
Mar	90	700
Apr	80	650
May	45	350
Jun	40	350
Jul	42	350
Aug	40	350
Sep	38	300
Oct	40	300
Nov	42	300
Dec	42	300

