Case Study: Social Media Analytics Dashboard

Introduction

This case study focuses on building a Social Media Analytics Dashboard using Power BI. The goal is to monitor engagement, follower growth, and post performance across platforms like Instagram, Twitter, and Facebook.

Dataset Overview

Two datasets have been created:

- PostData.csv: Contains daily post metrics such as likes, comments, shares, and impressions.

- Followers.csv: Tracks follower count for each platform over a 30-day period.

Project Objectives

Project Objectives:

- Analyze post engagement metrics over time.

- Track follower growth by platform.

- Identify top-performing posts.

- Compare performance across platforms.

- Provide actionable insights for content strategy.

Key Metrics

Key Metrics Used:

- Engagement Rate: (Likes + Comments + Shares) / Impressions

- Follower Growth: Daily increase in followers

- Post Frequency: Number of posts per platform per day

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Recommended Visualizations

Recommended Visuals in Power BI:

- Line charts for follower trends

- Bar/Column charts for engagement metrics

- Cards for total likes, shares, comments

- Table for top 5 posts by engagement rate

- Donut chart for post distribution across platforms