



i This is a static PDF version of an interactive dashboard. All features described in the Documentation section (Page 9) are fully functional in the live Power BI Service environment. To interact with a live, demo version: [Go here](#).

Top Performing Campaigns:

1 #PulseOfCare Video Series:
Care Quotes Stories - Instagram

Shares: 1022 | Conversions: 72 | CTR: 27.66%
Sentiment: 0.64 | Score: 97.88

Context: One or two signals are now noticeably stronger than the rest, pointing to a meaningful imbalance in how the experience lands. Engagement and audience reception flow smoothly across the journey, with no major drop-offs, spikes, or tonal disconnects. All signals are firing — the creative is landing with clarity, energy, emotional resonance, and genuine audience warmth.

2 FutureForward: Tech Innovators:
Visual Explainer - LinkedIn

Shares: 615 | Conversions: 40 | CTR: 5.72%
Sentiment: -0.28 | Score: 41.05

Context: Engagement and sentiment are highly uneven — one signal dominates, suggesting a sharp imbalance between what's working and what isn't. The campaign shows a specialized engagement profile — some moments connect more strongly than others, and audience reception may not align with action. Performance is mixed — some signals are strong, others quieter. There's room for targeted refinement.

3 FutureForward: Tech Innovators:
Innovation in 20 Seconds - TikTok

Shares: 29 | Conversions: 6 | CTR: 12.49%
Sentiment: 0.62 | Score: 32.23

Context: Engagement and sentiment are highly uneven — one signal dominates, suggesting a sharp imbalance between what's working and what isn't. The campaign shows a specialized engagement profile — some moments connect more strongly than others, and audience reception may not align with action. Audience sentiment is strong, but behavioral signals lag — the message resonates emotionally without yet translating into action.

Thu. Feb. 26, 2026. Ready to Engage? Currently, the mood is warm☀️

Business Context

Creative and marketing teams request a real-time, unified view of social platform campaign performance across offices—tracking engagement, sentiment, and conversions—to identify which creative "signals" are resonating and which are in need of course correction. Solution should be genuinely appreciable to an audience predominately made up of creatives. The final asset will be partly an educational tool for “how to engage with analytics” in a globally dispersed, cross-team environment, and partly an interactive, self-serve dashboard. Designed to scale across a large multi-network, multi-market company.

Primary Users

- Creative leadership and talent
- Campaign managers and strategists

Insights

- Analyze overall performance against the performance of concurrent campaigns with plain language analysis to reduce subjective debates.
- Identify high-performing creative packages (e.g., "Animated explainers" vs. "Reels micro-cuts") and transferable creative signals for emulating.
- Monitor real-time audience sentiment to pivot messaging or sharpen emotional clarity.
- Buttress creative intuition with data. Standardize discussion without flattening it.
- Designed to be defensible in client conversations.

My Role

Analyst & Solution Engineer

- Operationalized full pipeline from raw data to prescriptive analysis (implicit data mining strategy, table structure, scripted, repeatable outputs).
- Defined and applied weighted KPI Scorecards to evaluate why campaigns are succeeding or else why campaigns require input.
- Created the "Vibe Check" sentiment monitoring system to provide qualitative context to quantitative metrics like CTR and conversions.
- Implemented "Impact Wall" and "Global Campaign Pulse" to support both high-level executive summaries and deep-dive analysis.
- Established automated insight feedback to support decision confidence.

Technical Applications

- Data engineering and insight automation (AI, Python)
- Data modeling (star schema / transformations)
- DAX measures (time intelligence, KPI scorecards, automated insight feedback)
- UX decisions (sliders, drill throughs, guided exploration)
- Governance decisions (dictionary, terminology ownership)

This solution demonstrates how governed, explainable analytics can empower creatives by sharpening their diagnostic judgement and by establishing successful test cases while increasing decision confidence.



Top 5 Creatives that Inspired the Most Engagement

Position		Creative	Team	Campaign	Accolades	Callout
1		Neil Patel	The Idea Atelier Lion Media, Brussels	#PulseOfCare Video Series	Incredibubbles, Neil! You achieved a Click thru Rate of 26.4%, generated 1583 Comments and 1040 Shares which resulted in 73 Conversions. Gentle head pat. Elite human detected.	Conversion Leader
2		Ang Larsson	The Buzz Brigade Lion Media, Mumbai	#PulseOfCare Video Series	The spreadsheet fears you, Ang! You achieved a Click thru Rate of 3.5%, generated 381 Comments and 254 Shares which resulted in 14 Conversions. Dance like the spreadsheet is applauding you.	Most Shared Creative
3		Mia Smith	Windy City Copy Lion Media, Chicago	#PulseOfCare Video Series	You absolute statistical menace, Mia! You achieved a Click thru Rate of 10.1%, generated 227 Comments and 127 Shares which resulted in 16 Conversions. Clear your cache because you are done.	Click-Through Standout
4		Mona Parsons	Brandstormers Lion Media, Amsterdam	#PulseOfCare Video Series	Ridiculously awesome, Mona! You achieved a Click thru Rate of 4.4%, generated 364 Comments and 218 Shares which resulted in 11 Conversions. Dance like the spreadsheet is applauding you.	Conversation Driver
5		Johnny Costello	The Factory Farm Lion Media, Tokyo	#PulseOfCare Video Series	Wowza, Johnny! You achieved a Click thru Rate of 8.5%, generated 238 Comments and 116 Shares which resulted in 11 Conversions. Go look at baby animals immediately. You've earned it.	Click-Through Standout

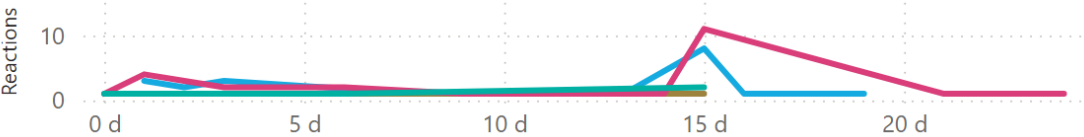
Creative Impact Monitor

2025

Global Campaign Pulse

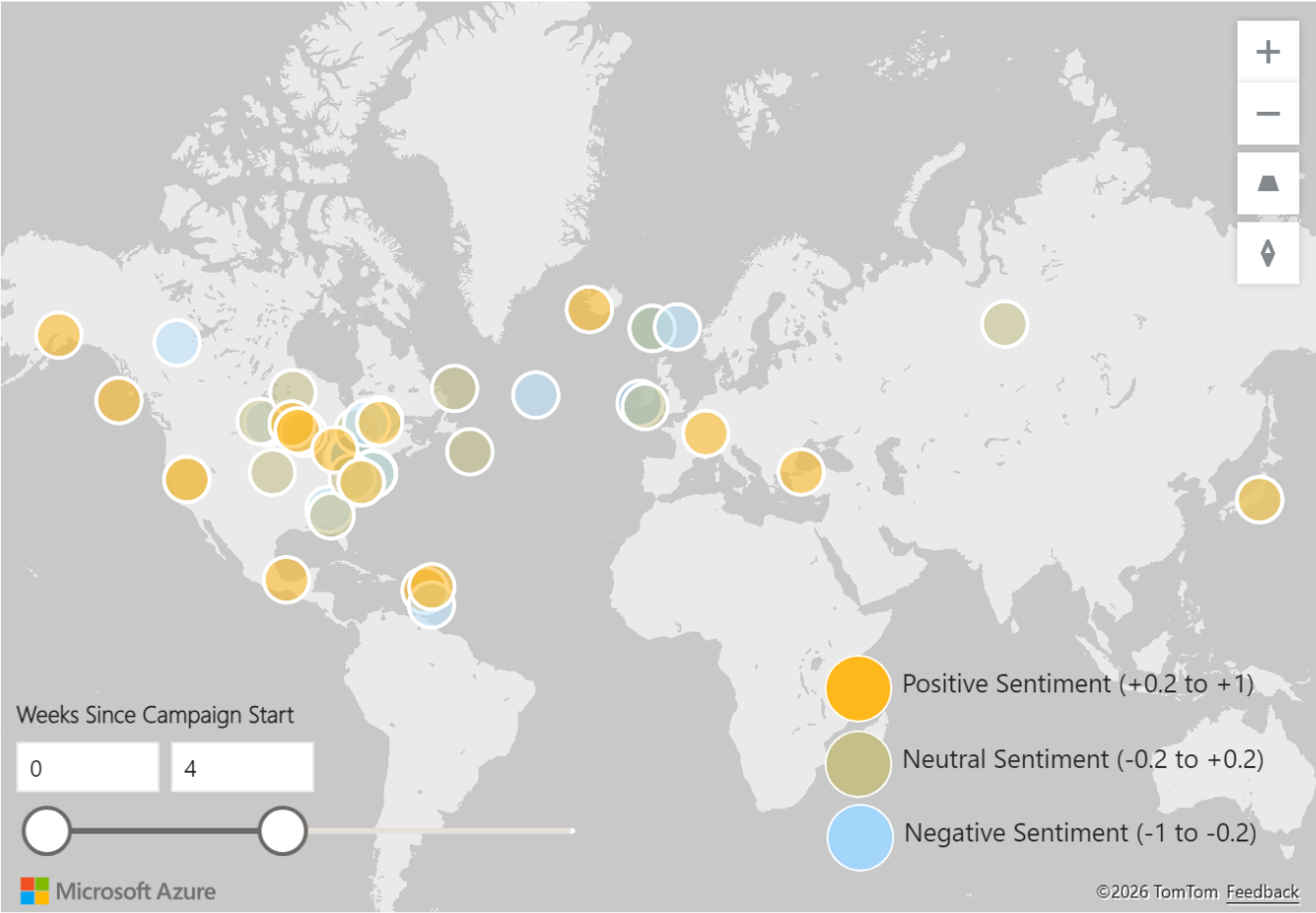


Platform ● Facebook ● Instagram ● LinkedIn ● X/Twitter



- Week 47
Nov 16 – Nov 22
- Week 46
Nov 9 – Nov 15
- Week 44
Oct 26 – Nov 1
- Week 43
Oct 19 – Oct 25
- Week 42
Oct 12 – Oct 18
- Week 41
Oct 5 – Oct 11
- Week 40
Sep 28 – Oct 4
- Week 39
Sep 21 – Sep 27
- Week 38
Sep 14 – Sep 20
- Week 36
Aug 31 – Sep 6

Global Distribution



Campaigns Launched this Week...

Display Name	Package	Platform	Office	Current Sentiment	Analysis
FutureForward: Tech Innovators	Thought Leadership Carousel	X/Twitter	Lion Media, Kuala Lumpur	0.95	Audience response is strongly positive; creative performs well and should scale.
The Giving Remix	Visual Grid Series	Instagram	Lion Media, Toronto	-0.02	Audience sentiment is neutral; content adequate but not resonating deeply.
#PulseOfCare Video Series	Infographic / Data Story	LinkedIn	Lion Media, New York	-0.03	Audience sentiment is neutral; content adequate but not resonating deeply.
#PulseOfCare Video Series	Testimonial Hybrid (Static + Video)	Facebook	Lion Media, Milan	-0.15	Audience sentiment is neutral; content adequate but not resonating deeply.

Creative Impact Monitor

2025

Sentiment



Creative Impact Pulse

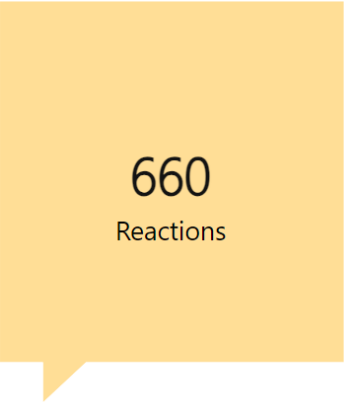
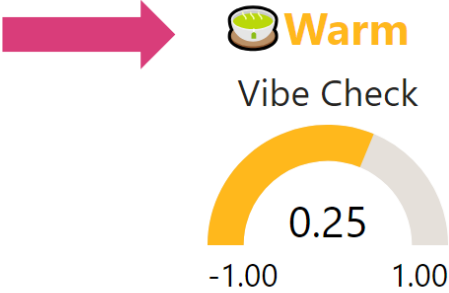
Campaign

- ☒ #PulseOfCare Video Series
- ☐ The Giving Remix
- ☐ FutureForward: Tech Innovators

Package

- Week 38: Instagram - Carousel - Human Stories
- Week 38: LinkedIn - Leadership Spotlight
- Week 38: X/Twitter - Music Collaboration Long Form
- Week 40: Instagram - Short-Form Documentary (Reels)
- Week 40: TikTok - Short-Form POV Testimonial
- Week 41: Facebook - Long-Form Narrative Video
- Week 41: TikTok - Emotional Montage (Trend Audio)

#PulseOfCare Video Series. Week 44: LinkedIn - Infographic / Data Story. Sentiment is moderately positive (0.25). The emotional response carries warmth and openness. Viewers are leaning in, showing signs of connection and positive engagement with the creative tone. Messaging is resonating with the audience. Maintain current creative direction while testing incremental optimizations for more impact.



Campaign Scoring

The campaign KPI scorecard is designed to combine multiple performance metrics into a single, clear measure of overall effectiveness. Rather than relying on any one metric in isolation, it brings together reach, engagement, outcomes, and sentiment to reflect performance more holistically.

Each underlying metric is first **normalized** so that all measures operate on the same scale. Normalization rescales each KPI to a common 0–1 range, where 0 represents low performance and 1 represents strong performance relative to benchmarks across existing campaigns. This step ensures that metrics with naturally different units—such as counts, percentages, and scores—can be compared fairly.

Once normalized, each metric is converted to a 0–100 score to make results intuitive and easy to interpret. A normalized value of 0.75, for example, becomes a score of 75. This allows stakeholders to quickly understand performance without needing to interpret.

The scorecard then applies **weights** to reflect the relative importance of each KPI. Engagement quality and outcomes (such as click-through rate and conversions) are weighted more heavily than reach alone, while sentiment is included to capture qualitative performance. These weights ensure the final score aligns with strategic priorities rather than treating all metrics as equally important.

The weighted scores are combined into a single composite score on a 0–100 scale. This composite score provides a transparent, explainable summary of performance, while still allowing users to drill back into individual KPIs to understand what is driving results.

Example: How the Composite Score Is Calculated

Assume a campaign produced the following normalized KPI results (each already scaled between 0 and 1):

- Normalized Shares: **0.80**
- Normalized Click-Through Rate: **0.70**
- Normalized Conversions: **0.60**
- Normalized Sentiment: **0.90**

Each value is first converted to a 0–100 score, then weighted by importance:

- Shares: $80 \times 20\% = \mathbf{16}$
- Click-Through Rate: $70 \times 30\% = \mathbf{21}$
- Conversions: $60 \times 30\% = \mathbf{18}$
- Sentiment: $90 \times 20\% = \mathbf{18}$

These weighted scores are then added together to produce the composite result:

Composite KPI Score = 73

How to Interpret This Score

A composite score of **73 out of 100** indicates strong overall performance. The score reflects solid reach and sentiment, with engagement and conversions contributing meaningfully but leaving room for improvement. Because each KPI is normalized and weighted, the score represents balanced performance aligned to strategic priorities—not just success in a single area.

Creative Scoring

Much like the Campaign Scoring just discussed, **Creative Scoring** brings multiple performance signals together into one clear measure of impact.

Each campaign is evaluated across four performance signals:

- **Shares** – How much people want to amplify the work
- **Click-Through Rate (CTR)** – How effectively the creative drives interest
- **Conversions** – How well the work turns attention into action
- **Comments** – Depth of conversation and audience participation

Not all signals contribute equally to creative impact. The score reflects strategic priorities through weighting:

- Conversions – 50% The strongest indicator that the creative is driving meaningful action.
- Click-Through Rate – 20% Measures persuasive pull and clarity of message.
- Shares – 15% Indicates amplification and social lift.
- Comments – 15% Reflects engagement depth and audience conversation.

This balance ensures that the score rewards creative work that doesn't just generate attention — but moves people **to act**.

Because the score blends amplification, persuasion, action, and conversation, it reflects holistic creative effectiveness — not just one standout metric.

Creative Score helps answer: Is this idea driving action — not just attention? Are audiences amplifying the work? Is the message compelling enough to convert? Are we sparking meaningful conversation? It's not just a number. It's a signal of how strongly the work is moving people.

THIS IS NOT AN EVALUATION TOOL FOR CREATIVES. Understandably, Creatives might balk at performance being reduced to four statistical indicators in a hyper dynamic and occasionally volatile global digital context. Careful attention has been paid to the messaging of the Creative Impact Monitor to acknowledge achievement but foremost to **mark successful campaigns as an exemplar** for consultation when other actions are struggling. Drill throughs, tooltips and complimentary visualizations allow for deeper investigation and comparison. The point is not to punish poor performance but provide the tools to correct course, mid-way.

Sentiment Scoring (1/2)

Our sentiment engine analyzes real audience reactions—comments, captions, replies, and short posts—and assigns each one a score from **−1 (strongly negative)** to **+1 (strongly positive)**. This gives teams a fast, consistent way to understand how people are feeling about a campaign, message, or experience across markets and platforms.

Instead of relying on a black-box AI model, we use a **transparent, industry-standard sentiment method** that’s easy to explain and easy to trust.

Why we use this approach

Most social reactions are short, emotional, and full of emojis, slang, and punctuation. That’s exactly the type of content our scoring method is designed for.

It works especially well because it:

- Understands **emoji sentiment** (🤩 = strongly positive in emotional contexts, 🙄 = negative, etc.)
- Recognizes **slang and shorthand** (“meh”, “ngl”, “tbh”, “preachy”, “cozy”)
- Interprets **punctuation and emphasis** (“!!!!” = strong positivity, “...” = hesitation)
- Handles **mixed reactions** (“beautiful visuals but audio is jarring”)
- Produces **stable, repeatable scores** so teams can compare across weeks, markets, and campaigns

This gives us a consistent, explainable way to quantify audience tone without overfitting or hallucinating meaning.

How the scoring works

The system reads the comment.

1. It breaks the text into words, emojis, and punctuation.
2. Each element has a known emotional weight (positive or negative).
3. The system adjusts the score based on intensity markers—like “very”, “so”, “super”, “!!!”, or “not”.
4. All of that rolls up into a **compound score** between −1 and +1.

This is a **lexicon-based model**, meaning it uses a curated dictionary of emotional signals rather than guessing or inventing sentiment. That makes it transparent and auditable. We can also help it **to learn**.

Sentiment Scoring (2/2)

This is a **lexicon-based model**, meaning it uses a curated dictionary of emotional signals rather than guessing or inventing sentiment. That makes it transparent and auditable.

What this means



1. You can trust the consistency

The same comment will always produce the same score. No model drift.



2. You can explain it to your clients

There's no mystery. Every score is based on interpretable rules.



3. You can compare across campaigns

Because the scoring is stable, you can track:

- sentiment by week
- sentiment by market
- sentiment by platform
- sentiment by creative variant
- sentiment before/after changes in creative strategy



4. You can layer it with your own insights

The system is modular. If a partner wants to emphasize certain words ("preachy", "staged", "transparent", "cozy") we can tune the lexicon to reflect brand-specific nuance

Sentiment scoring lets teams move beyond vanity metrics like impressions or likes. You get a real read on:

- friction points** ("donation flow is hidden", "checkout bounced")
- fatigue signals** ("seen this too many times")
- authenticity cues** ("felt staged", "casting felt real")
- cultural alignment** ("reminds me of my grandma", "family energy")
- platform-specific tone differences** (Instagram vs. Facebook vs. X)

This turns raw comments into **actionable intelligence** for optimization, creative iteration, and accountable reporting.

Design as Data Culture: Raw Data to Analytics Generation

Organizationally informed, built-in narrative supports confident strategic guidance.

1. Navigation / Investigation

Enables faster, self-directed analysis without analyst dependency

Users can move seamlessly between summary and detail-level views using built-in navigation, drill-through, and tooltips—enabling discovery in context. This system reflects my approach to analytics as an enabling layer that aligns creative teams faster without diminishing creative autonomy.

2. Narrative Insight

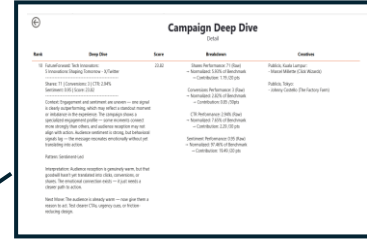
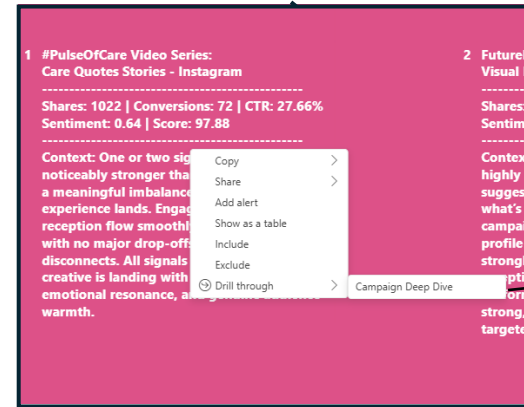
Provides analytical narrative while user explores detail

Tooltips and drill-throughs maintain campaign and team context while users investigate, preventing misinterpretation and ensuring insights remain decision-ready rather than exploratory. Automated narrative provides framing for individual deep dives.

3. Data Governance

Builds trust through transparent, governed data access

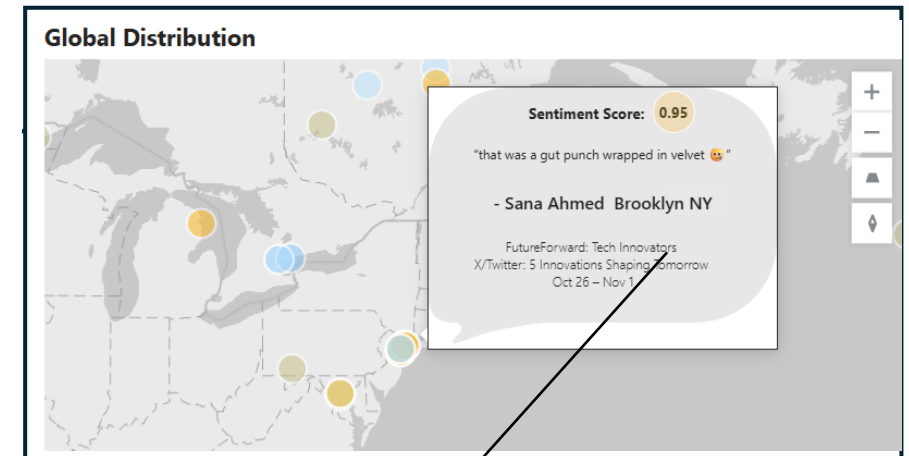
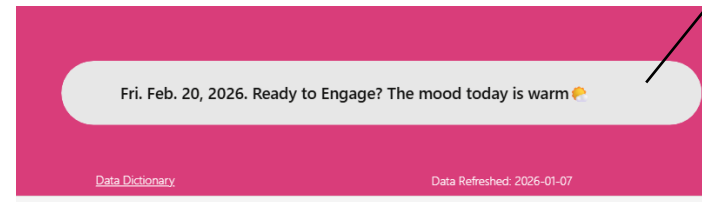
A shared data dictionary with defined ownership ensures users understand definitions, provenance, and limitations—supporting confident use of shared business terms in discussion and presentations.



- Detailed breakdown of weighted scoring.
- Exportable campaign and creative statistics.

- Drill-through preserves campaign and creative context to allow for a closer look.

Narrative evaluates sentiment and quantitative measures and prescribes accordingly.



- Hovering reveals social media platform reactions in context.





Campaign Deep Dive

Detail

Rank	Deep Dive	Score	Breakdown	Creatives
10	<div><div>FutureForward: Tech Innovators: 5 Innovations Shaping Tomorrow - X/Twitter</div><div>-----</div><div>Shares: 71 Conversions: 3 CTR: 2.94% Sentiment: 0.95 Score: 23.82</div><div>-----</div><div>Context: Engagement and sentiment are uneven — one signal is clearly outperforming, which may reflect a standout moment or imbalance in the experience. The campaign shows a specialized engagement profile — some moments connect more strongly than others, and audience reception may not align with action. Audience sentiment is strong, but behavioral signals lag — the message resonates emotionally without yet translating into action.</div><div>Pattern: Sentiment-Led</div><div>Interpretation: Engagement varies across the journey, suggesting uneven pacing, emotional clarity, or tonal alignment.</div><div>Next Move: Step back and clarify which moment feels least intentional — that's where the story needs focus.</div></div>	23.82	<div><div>Shares Performance: 71 (Raw) → Normalized: 5.93% of Benchmark → Contribution: 1.19 /20 pts</div><div>Conversions Performance: 3 (Raw) → Normalized: 2.82% of Benchmark → Contribution: 0.85 /30pts</div><div>CTR Performance: 2.94% (Raw) → Normalized: 7.65% of Benchmark → Contribution: 2.29 /30 pts</div><div>Sentiment Performance: 0.95 (Raw) → Normalized: 97.46% of Benchmark → Contribution: 19.49 /20 pts</div></div>	<div><div>Lion Media, Kuala Lumpur: - Marcel Millette (Click Wizards)</div><div>Lion Media, Tokyo: - Johnny Costello (The Factory Farm)</div></div>

P00010MS Creative Impact Monitor

Data Dictionary

SEARCH

Executive Summary

Description

Summary, explanation and prescriptive recommendations for Campaign rank and KPI scorecard results.

Last Refresh Date Synonyms

2026-02-18 Feedback

Business Logic/Calculation






MAX('dimCampaign'[CampaignName]) & ": " &
UNICHAR(10) & MAX('dimCampaign'[Package])
& UNICHAR(10) &
"-----"
----" & UNICHAR(10) &
"Shares: " & SUM('fctPackage'[Shares]) &
" | Conversions: " &

Category DataType Role

Column Text Measure

Owner/SME

Email

-  Marcus Chen, Chief Marketing Officer
- 
-  Sofia Rodriguez, Director of Digital Marketing
- 
-  Amara Okonkwo, VP of Marketing Strategy
- 