ONYX DATA

DATADNA DATASET

CHALLENGE

SOCIAL MEDIA PERFORMANCE DATASET

- JUNE 2025

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HOW TO PARTICIPATE

1 - Scan the QR code and download the dataset.

2 - Visualise the dataset using any tool of your choice.

HOW TO SUBMIT YOUR ENTRY TO THE MAIN CHALLENGE

1 - Follow Onyx Data on LinkedIn
(it's ok if you already follow Onyx Data).
2 - Share a LinkedIn post on your profile with your visualisation image and tag directly using @ mention to @OnyxData @ZoomCharts, @EnterpriseDNA, @BCS, The Chartered Institute for IT, @Smart Frames UI, @Data Career Jumpstart and the hashtag #dataDNA.
3 - In your post, share an image of your visualisation or dashboard
(remember, it must be a single image).
4 - Complete the entry form.

HOW TO SUBMIT YOUR ENTRY TO THE ZOOMCHARTS MINI CHALLENGE

1. Register for the ZoomCharts Mini Challenge
receive a Drill Down Visuals Developer License for Power BI.
2. Create a Power BI report including at least 2 ZoomCharts Drill Down Visuals!
3. Submit your entry here to be verified.
(If your submission doesn't match the challenge criteria, you will be notified by email, so make sure you will have time for revision and resubmission if needed. Feel free to resubmit entry as many times as necessary before the deadline)
4. Follow ZoomCharts on LinkedIn
(https://www.linkedin.com/company/zoomcharts/)
5. Share a LinkedIn post on your profile that contains @ZoomCharts, @OnyxData, @EnterpriseDNA, @BCS, The Chartered Institute for IT, @Smart Frames UI and the hashtags #dataDNA, #builtwithzoomcharts.

CONTEXT

You've been given a 2024 dataset capturing detailed records of post-level performance metrics, platform details, content types, and geographic reach.
The dataset consolidates information about various posts published across TikTok, Instagram, LinkedIn, and X.com.

It includes metadata such as post type (video, carousel, text), content category (product promotion, educational, entertainment), publishing times, and associated hashtags. It also tracks performance indicators like engagement, views, impressions, clicks, click-through rates, and post reach across countries and regions.

Your goal is to build a report that reveals what makes content successful on different platforms, explains regional trends in engagement, and informs better content and platform strategy decisions.

ANALYSIS DIRECTION

- Which platforms and post types generate the highest engagement or views?
- What content categories (e.g., product promotion, educational) drive the best performance across different regions?
- How do performance metrics vary by platform, post format, or hashtag usage?
- What are the ideal days and hours to publish content for maximum engagement?
- Are there regional differences in engagement and click-through performance?
- What hashtags are most effective in increasing impressions or clicks?
- Which countries or regions consistently show high video view counts or live stream interest?
- Are there correlations between engagement levels and content categories or publishing time?
- How do organic vs. promoted content types compare in terms of reach and performance?

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DATASET CHALLENGE

June 2025
Latest submission date
24th June 2025

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Top 5 entries win

- 2 books from Packt

Plus, enter mini challenges from ZoomCharts for a chance to win an additional $300 worth of Amazon Vouchers!

Special Guest Judge -

Henny Speelman

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data strategy and execution services, from design to build.

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