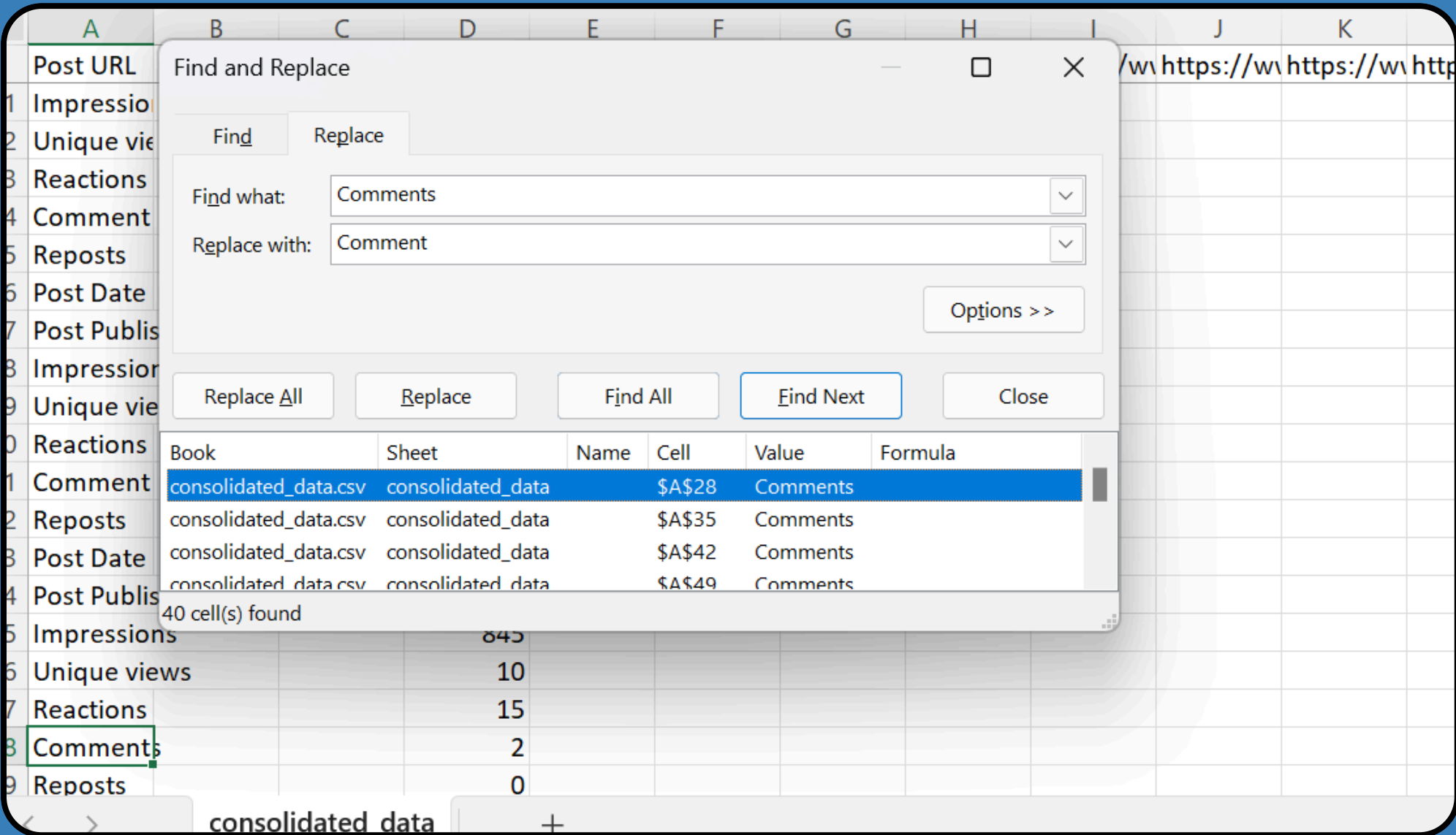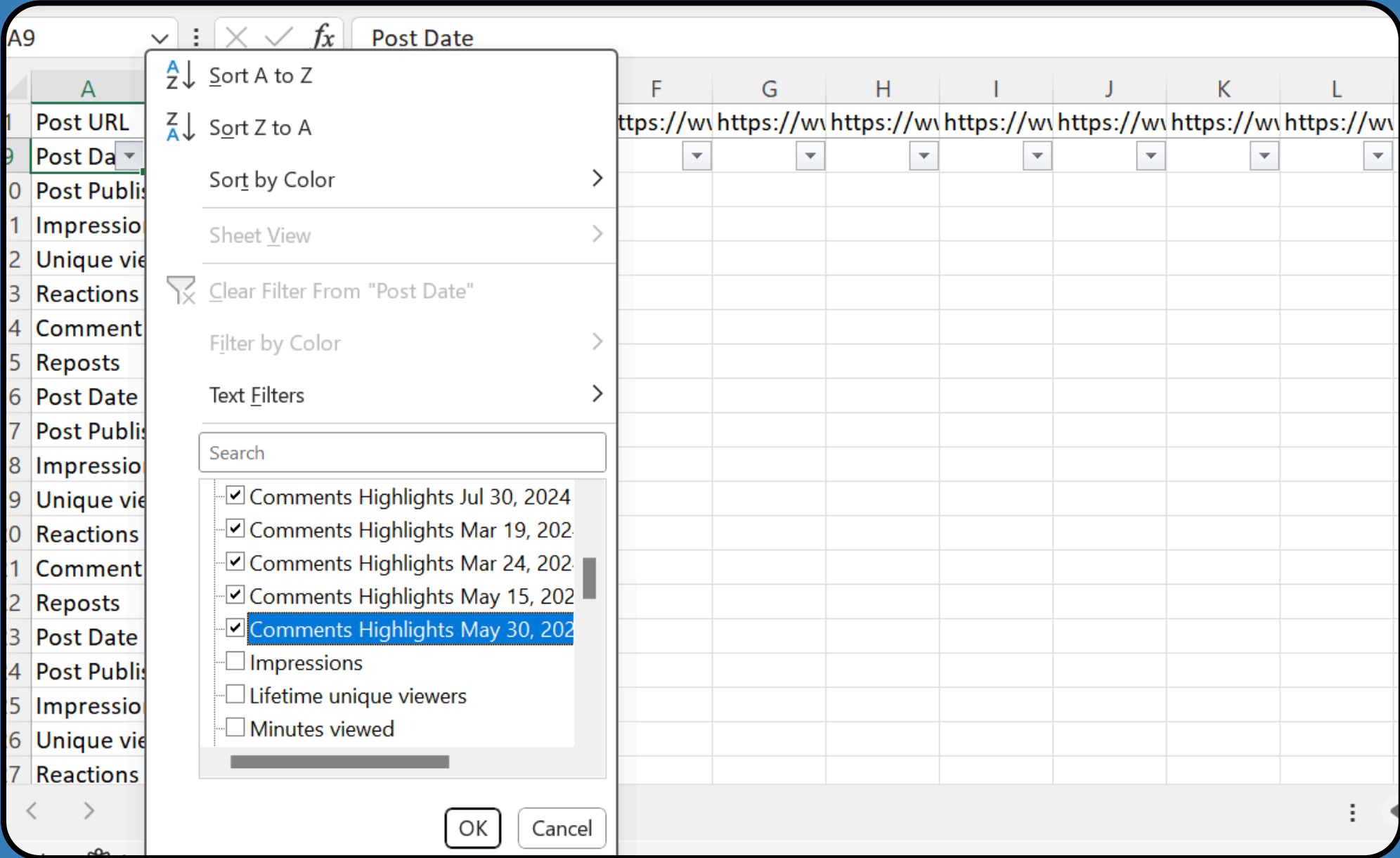# 7. I have done cleaning such as removing unnecessary columns and correcting the spelling errors of columns.

8. After done the basic cleaning, I have import the data into Power BI for creating attractive dashboard.

Post Date	Post Publish Time	Reaction	Repost	Top l	Top Job	Uniqe	Views	Top Loca	PostNumber
17 July 2023	31-12-1899 11:16:00	14	0	N/A	N/A	61	N/A	N/A	37
10 July 2023	31-12-1899 09:25:00	14	0	N/A	N/A	50	N/A	N/A	36
13 June 2023	31-12-1899 13:21:00	8	0	N/A	N/A	21	N/A	N/A	15
13 June 2023	31-12-1899 11:11:00	31	0	N/A	N/A	36	N/A	N/A	35
09 June 2023	31-12-1899 18:55:00	25	0	N/A	N/A	18	N/A	N/A	14
09 June 2023	31-12-1899 11:10:00	33	0	N/A	N/A	41	N/A	N/A	13
16 May 2023	31-12-1899 02:19:00	20	0	N/A	N/A	58	N/A	N/A	34
10 May 2023	31-12-1899 08:12:00	35	0	N/A	N/A	26	N/A	N/A	12
06 May 2023	31-12-1899 12:58:00	27	0	N/A	N/A	31	N/A	N/A	33
25 April 2023	31-12-1899 09:30:00	20	0	N/A	N/A	56	N/A	N/A	11
11 April 2023	31-12-1899 07:18:00	29	0	N/A	N/A	16	N/A	N/A	10
09 April 2023	31-12-1899 06:53:00	37	0	N/A	N/A	15	N/A	N/A	9
28 March 2023	31-12-1899 09:28:00	26	0	N/A	N/A	17	N/A	N/A	32
23 March 2023	31-12-1899 08:57:00	20	0	N/A	N/A	11	N/A	N/A	8
20 March 2023	31-12-1899 17:42:00	12	0	N/A	N/A	13	N/A	N/A	7
09 March 2023	31-12-1899 09:31:00	11	0	N/A	N/A	11	N/A	N/A	6
13 February 2023	31-12-1899 16:06:00	19	0	N/A	N/A	10	N/A	N/A	5
30 January 2023	31-12-1899 11:00:00	23	0	N/A	N/A	20	N/A	N/A	4
17 January 2023	31-12-1899 12:58:00	17	0	N/A	N/A	12	N/A	N/A	3
21 December 2022	31-12-1899 11:29:00	15	0	N/A	N/A	10	N/A	N/A	2
13 December 2022	31-12-1899 11:31:00	5	0	N/A	N/A	9	N/A	N/A	1
12 September 2022	31-12-1899 04:01:00	9	0	N/A	N/A	15	N/A	N/A	31

9. Create a dynamic dashboard that visualizes total impressions, reactions, comments, and reposts, alongside insights into engagement trends by month and top-performing posts. This analysis enabled a deeper understanding of audience preferences and content performance, facilitating data-driven decisions to enhance reach and engagement.

Engament Anaylsis Dashboard
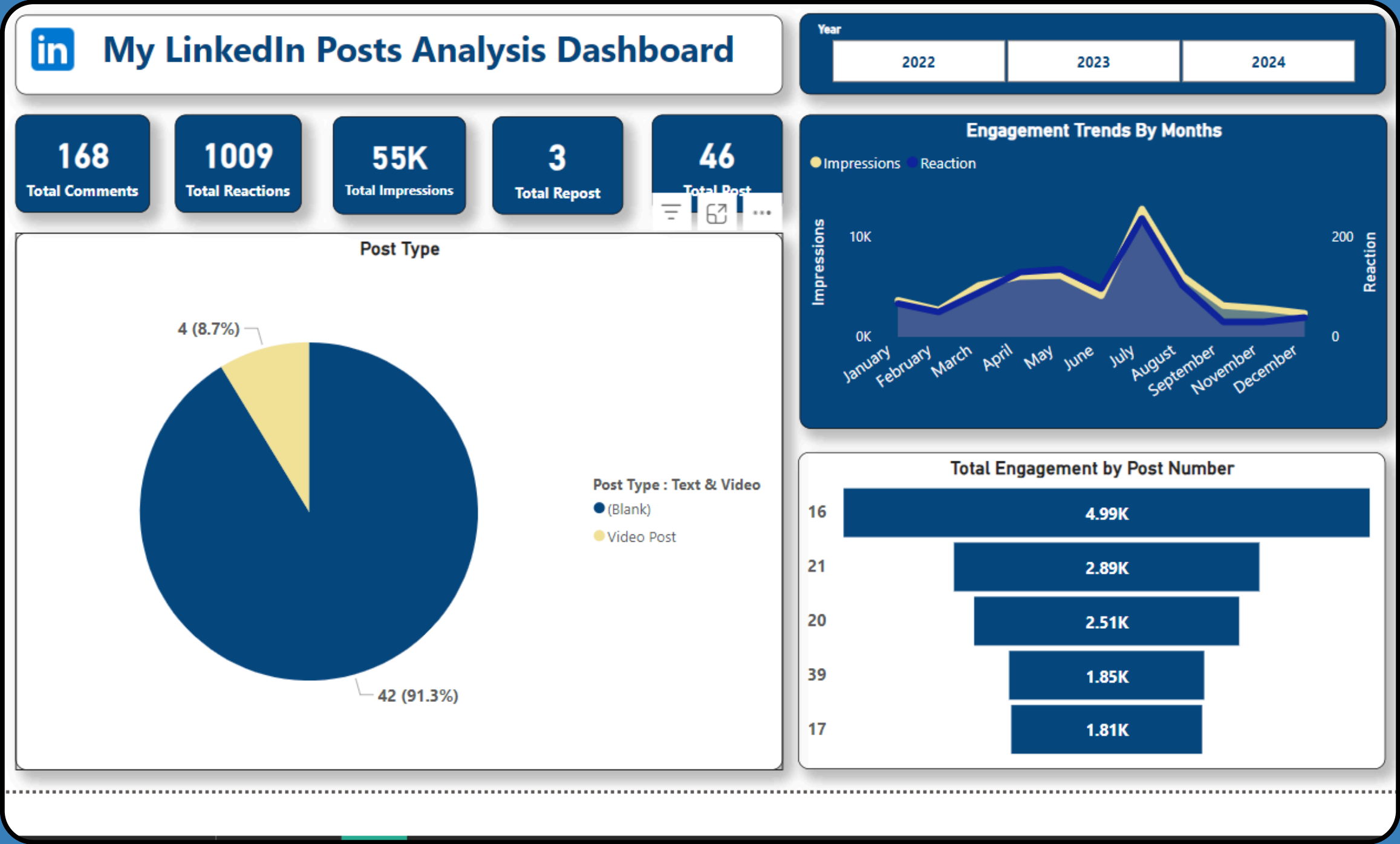
Analysis Insights

1. Video posts generated significantly higher engagement than text posts, indicating a preference for multimedia content within my audience.

2. Engagement rates peaked on weekdays between 10 a.m. and 1 p.m., suggesting the most effective posting times for maximum visibility.

3. Posts that included questions or calls to action received higher average comments and shares, showing that engagement is driven by interactive content.

4. Data-related topics, especially insights on Power BI and Python, attracted the most views and reactions, highlighting audience interest in data analytics and technical skills.

5. Engagement was highest in August, with a noticeable increase in views and reactions, potentially indicating seasonal patterns in content consumption.

Recommendations

1. Given the higher engagement for video posts, consider creating more video-based content or incorporating multimedia elements to increase overall engagement.

2. Based on peak engagement times, schedule posts for mid-morning on weekdays to maximize reach and visibility among the target audience.

3. To drive more interaction, include questions or prompts in posts, encouraging audience participation and discussions.

4. Regularly share insights related to data analysis tools like Power BI and Python, as these topics align with audience interests and engagement patterns.

5. Experiment with different types of content and track engagement to continuously refine posting strategies based on evolving audience preferences.