

Social Media Content Performance Report (Sept–Oct 2025)

Prepared by: Shifa Siddiqui

Role: Data Analyst Aspirant

Platform: YouTube

Dataset Size: 50 Posts (Tech, Gaming, Fashion, Food, Entertainment, Storytelling, Motivational)

Why I Chose This Project

I chose this project because I am genuinely interested in understanding how content performs and what type of posts get more engagement. Since content creation is growing rapidly today, analysing trends can be very useful for anyone who wants to build an online presence.

Why I Used a Dummy Dataset

I used a dummy dataset for this project because this was my first hands-on practice

so that I could focus on learning the analysis steps properly. While searching online, I did not find a simple and clean sample dataset specifically related to social media content trends. Most available datasets were either too large or too messy for a beginner-level analysis.

The dataset I used was not pre-cleaned I cleaned and structured it myself. I converted the raw data into a proper tabular format and then loaded it into Excel. This helped me understand the importance of data cleaning and preparation before performing analysis.

1. Objective of Analysis

The aim of this analysis is to study:

- Which topics perform best
- Engagement trend over time
- Which days give maximum reach
- Insights for improving future content

2. Overall Summary

Across September and October 2025:

- **Total Engagement Score:** 12,452
- **Total Likes:** 10,355
- **Total Comments:** 1,610
- **Total Shares:** 487

3. Topic-wise Performance

3.1 Topic-wise Likes / Comments / Shares

Topic	Likes	Comments	Shares
Entertainment	2190	380	112
Storytelling	1860	272	81
Motivational	1590	292	89
Gaming	1355	203	70
Tech	1290	183	46
Fashion	1205	160	58
Food	865	120	31

Entertainment, Storytelling, and Motivational are the highest engagement topics.

Food and Fashion generate the least shares and comments.

3.2 Top 3 Topics (Based on Total Engagement Score)

1. **Entertainment – 2682**
2. **Storytelling – 2213**
3. **Motivational – 1971**

These topics should be prioritized because they continuously deliver strong results.

4. Engagement Trend (Date-wise)

The date-wise line chart shows:

- Engagement rises sharply on **weekends**, especially Saturdays
- Lowest performance occurs mid-week, especially on **Wednesdays**
- October continues the same pattern but with slightly lower overall engagement

That means October's total is 2,312 lower than September, which is a 31.32% decrease

Peak Dates:

- 27 Sept (408)
- 18 Oct (394)
- 13 Sept (391)

These peaks usually fall on **Saturdays**, confirming weekend strength.

Conclusion:

This project analysed a dummy YouTube trending dataset for September and October 2025. Entertainment, Storytelling, and Motivational topics had the highest engagement. Saturdays showed the most interactions, making it the peak day for posting content. September had higher engagement than October, with a slight decline of $\approx 31.3\%$. Using pivot tables, calculated columns, charts, and conditional formatting helped identify top topics, trends, and content performance efficiently. This practice strengthened my data analysis and visualization skills.