# Data Analyst Interview Task – My Thriving Child

**Instructions**

Welcome, and thank you for applying for the Data Analyst Internship role at My Thriving Child!

This task is designed to assess your ability to analyse social media performance, extract insights, and create a simple dashboard. It also includes a Python test to evaluate your coding proficiency.

**Please complete the task and submit your work by 15th June 2025.**

**Submission format:**

•       A visual dashboard (Excel, Google Sheets, Power BI, Tableau, or any other tool you prefer)

•       A brief written report explaining your insights

•       Python code (if applicable) in a Jupyter Notebook or script file

Part 1: Instagram Performance Dashboard

Using the dataset provided below, create a simple dashboard that visualizes key Instagram performance metrics.

[Instagram metrics](#)

[Facebook metrics](#)

**Key Deliverables**:

•       A dashboard that includes relevant charts/tables

•       Insights on post engagement, reach, and effectiveness

**Questions to Consider**:

1.       What are some key metrics you would track to measure the performance of Facebook and Instagram posts?

2.       How would you determine if an Instagram Reel is performing well?

3.       How would you A/B test different ad creatives on Facebook?

4.       What insights can you gain from the provided dataset?

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5.      What additional analyses would you recommend?

**Part 2: Python Test (Optional but Preferred**)

We are looking for candidates who can leverage Python for data analysis. If you are comfortable using Python, please complete the following tasks:

**Python Challenge**:

1.      Data Cleaning

- Read the dataset into a Pandas DataFrame.

- Handle any missing or inconsistent data.

2.      Basic Analysis

- Calculate the average engagement rate for Instagram posts.

- Identify the top-performing post based on engagement (likes, comments, shares).

3.      Visualization

- Create a simple line chart showing post engagement trends over time.

- Plot a bar chart comparing different post types (Reels vs. Static Posts).

4.      Bonus Task (Optional)

- Write a function that predicts whether a post will perform well based on previous engagement data (e.g., using a simple threshold model).

Please submit your Python code in a Jupyter Notebook (.ipynb) or Python script (.py).

**Submission Guidelines**

- Upload your dashboard, written insights, and Python code to a shared Google Drive folder or send it via email to [Your Email].

- Ensure your work is well-structured and easy to interpret.

- If you use a BI tool (e.g., Power BI, Tableau), include screenshots of key insights.

We look forward to reviewing your submission!

Best of luck,

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The My Thriving Child Team