

Wostup – Post Analytics Dashboard (MVP)

Objective

Provide startups with clear, actionable analytics for the posts they publish on Wostup. This dashboard helps companies understand reach, engagement, and content effectiveness without using machine learning.

Core Post Metrics

- Total Views
- Unique Viewers
- Total Likes
- Total Comments
- Engagement Rate = $(\text{Likes} + \text{Comments}) / \text{Views}$

Time-Based Analytics

- Views over time (Last 24h, 7 days, 30 days)
- Engagement in first 1 hour, 6 hours, 24 hours
- Post lifespan and engagement decay

Content Performance

- Performance by media type (Video / Photo / Text-only)
- Average likes per media type
- Average comments per media type

Comment Insights

- Total comments per post
- Average comment length
- Questions vs general comments
- Interest signals ("interested", "apply", "opening")

Startup-Level Insights

- Top performing posts by likes, comments, engagement
- Posting frequency vs engagement trends
- Posting consistency over time

Recommended Dashboard Widgets

- KPI cards (Views, Likes, Comments, Engagement Rate)
- Line charts for trends
- Bar charts for comparisons
- Ranked lists for top posts

Why This Is Ideal for MVP

- Uses existing post schema only
- No ML or GPU required
- Easy MongoDB aggregation
- Founder-friendly and actionable

Future Enhancements

- Sentiment analysis on comments
- Audience segmentation
- ML-based post optimization when scale increases