Project:

Instagram Performance Analytics for Sugar Cosmetics

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Total Posts	Total Likes	Total Comments	Total Shares	Total Reach	Avg ER %(Post Avg)	Month
0.1K	0.4M	0.0M	0.0M	2.5M	19	February

Monthly Posting Trend

Top 10 Posts by Likes

Post	Likes
post_25407	10628
post_12314	9801
post_36888	7952
post_22612	7771
post_20936	7163
post_17871	6991
post_9270	6821
post_11894	6668
post_35844	6612
post_5489	6589

Post Type Performance

● Avg Likes ● Avg Comments ● Avg Saves

image — 3.1K / 0.4K / 0.2K

Day of Week Analysis

Sunday	Monday	Wednesday	Thursday	Friday	Tuesday	Saturday
18.9	18.8	18.7	18.7	18.6	18.1	17.4

Post Type: image

Hashtag: makeupgo...

WeekDays: Monday

Top 10 Posts by Engagement Rate

Post	Engagement Rate % (row)
post_36888	32
post_11244	32
post_17417	31
post_36085	30
post_34519	30
post_21613	30
post_28277	30
post_41826	30
post_13481	29
post_12314	29

Hashtags by usage

Hashtag	Usage
makeupgoals	47

Avg ER by Hashtag

Hashtag	Avg ER % by Hashtag
#VeganBeau...	32
#BoldLooks,...	29
#CrueltyFree...	29
#BoldLooks,...	29
#VeganBeau...	27
#CrueltyFree...	27
#MakeupGo...	27
#SugarCosm...	25
#CrueltyFree...	24
#BoldLooks,...	24

Funnel Value by Stage

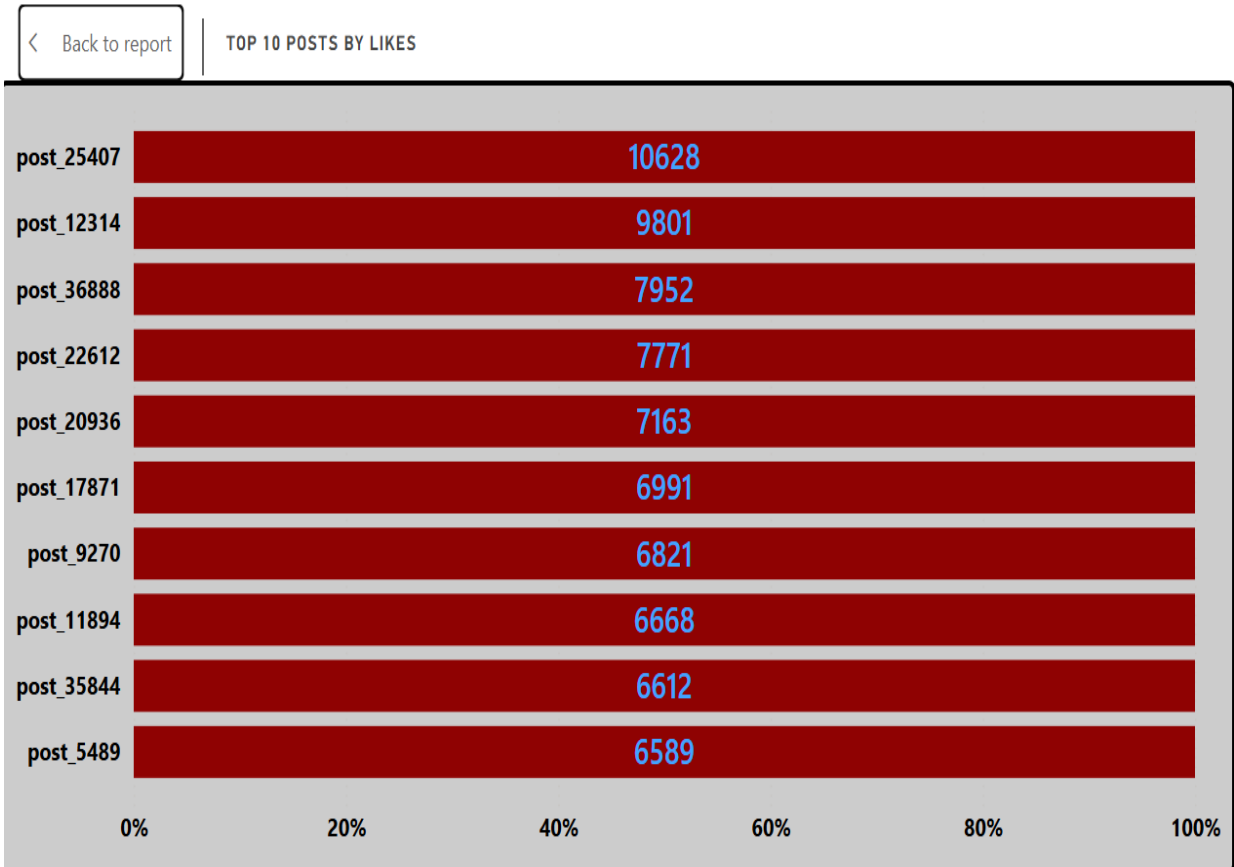| Stage	Value
Impressi...	3.3M
Reach	2.5M
Likes	0.4M
Comments	0.0M
Saves	0.0M
Shares	0.0M

"This dashboard gives us a high-level summary of the account's current health. We can see total posts, total likes, comments, reach, and the overall engagement rate. These KPIs act as our north star, showing whether Sugar is building momentum or plateauing over time. They provide context for everything else we'll explore".

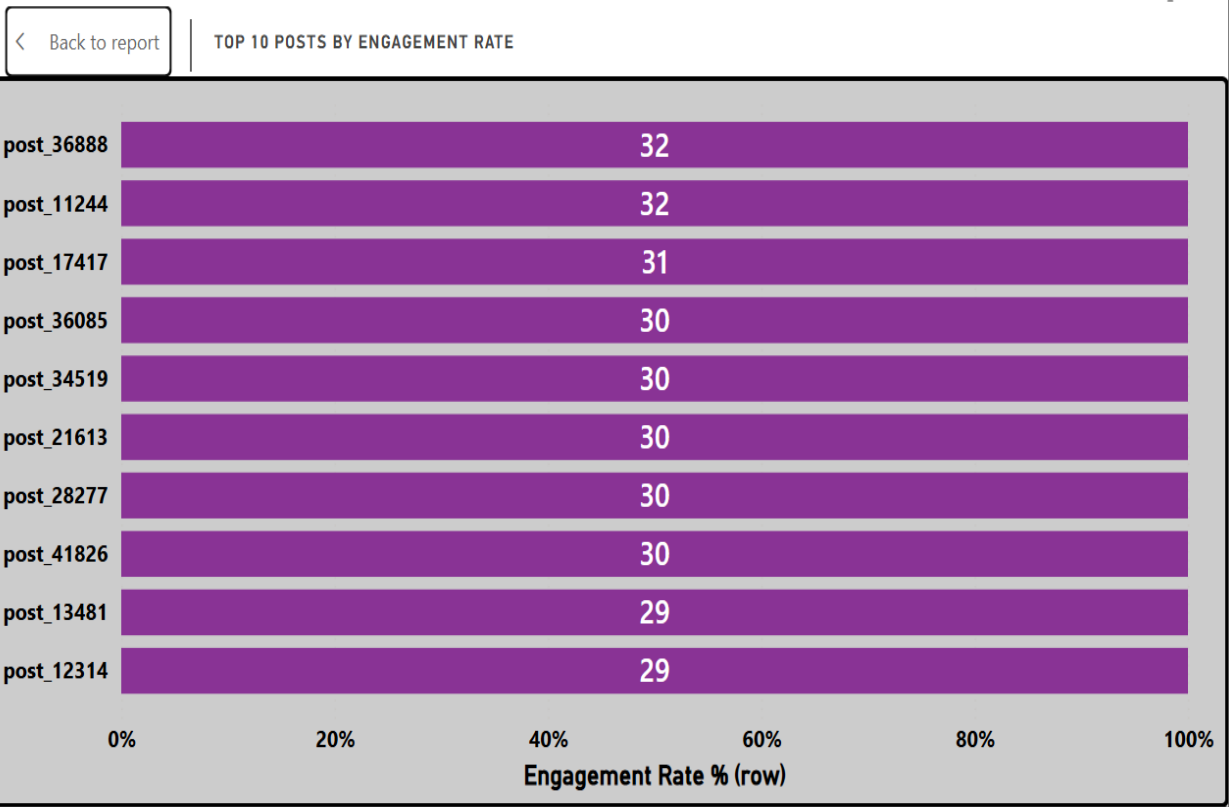# Monthly Posting Trend:

12-02-2025 00:00:00
● Total Posts 45
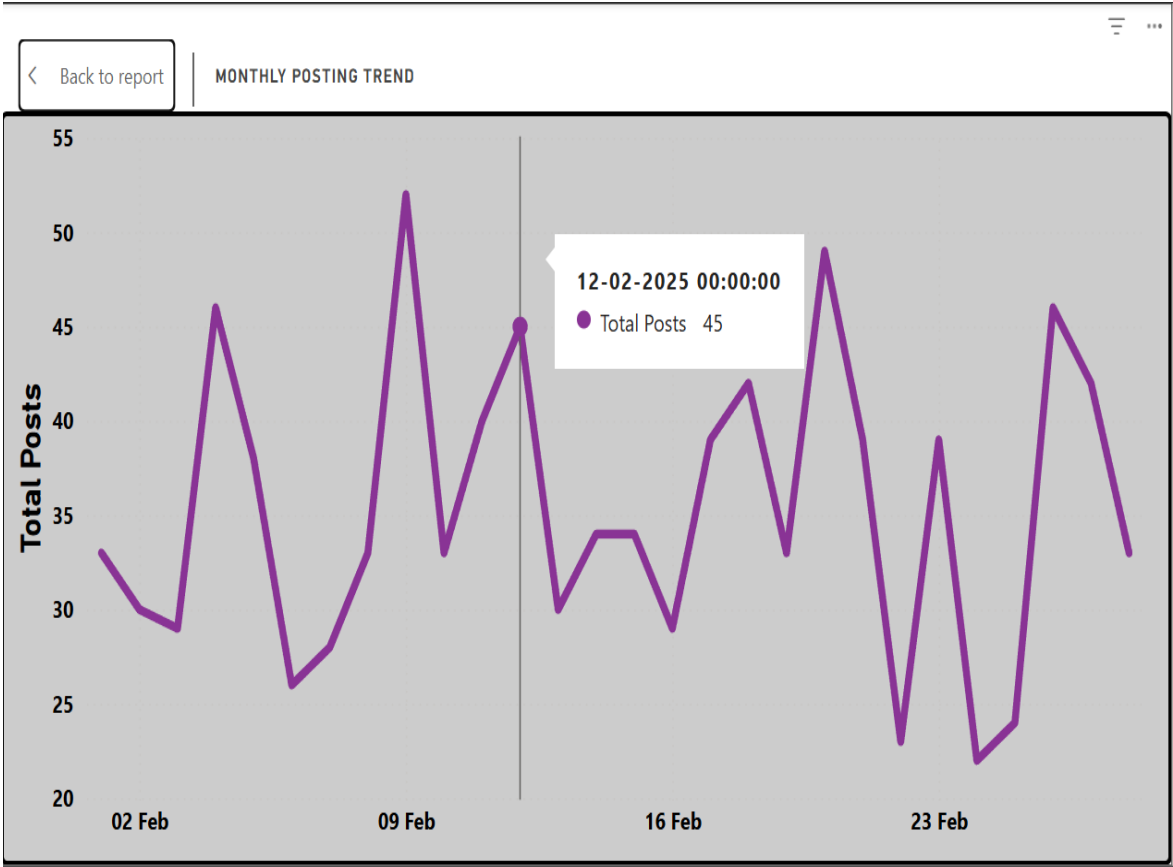
"This chart shows how frequently the brand posted each month. Posting consistency is crucial for the algorithm, and we see clear patterns here: months with more posts tend to show better engagement and reach. It's a reminder that maintaining a predictable posting rhythm helps the brand stay visible and relevant."

Top 10 Posts by Likes:

| Post	Likes
post_25407	10628
post_12314	9801
post_36888	7952
post_22612	7771
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post_11894	6668
post_35844	6612
post_5489	6589

"Here highlight the top-performing posts by likes. These posts generated the most immediate reactions from the audience. What's interesting is the pattern we see—certain themes, visuals, or creators consistently attract higher likes. This helps us understand what the Sugar audience finds visually appealing."
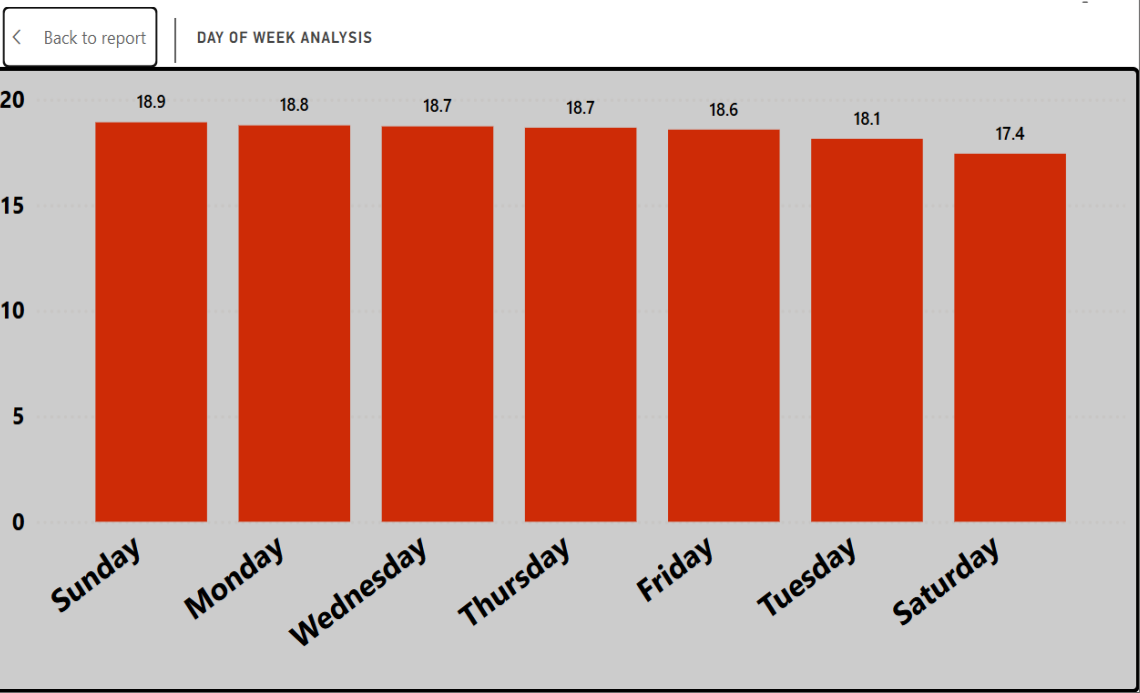
Top 10 Posts by Engagement Rate:

Post	Engagement Rate % (row)
post_36888	32
post_11244	32
post_17417	31
post_36085	30
post_34519	30
post_21613	30
post_28277	30
post_41826	30
post_13481	29
post_12314	29

0%   20%   40%   60%   80%   100%

Engagement Rate % (row)

Post Type Performance:

● Avg Likes ● Avg Comments ● Avg Saves

image	
Avg Likes	3069
Avg Comments	400
Avg Saves	180

0   500   1000   1500   2000   2500   3000

"This view shifts focus from raw likes to engagement rate. Engagement rate is more meaningful because it tells us how strongly the audience interacted relative to the number of people reached.
Here we often see hidden gems—posts that didn't reach massive audiences but resonated deeply with the people who did see them. These are the posts that build brand love."
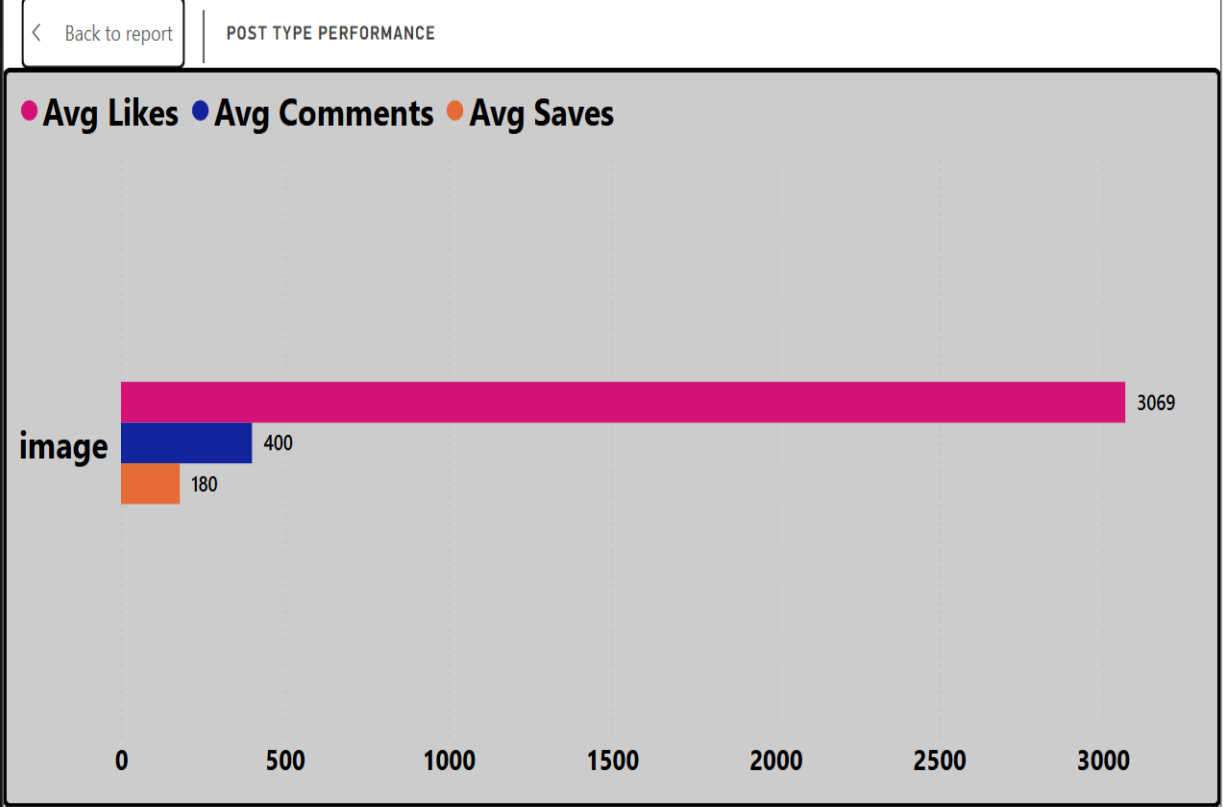
"This comparison helps us understand which formats drive the best results.
Consistent with broader Instagram trends, video and Reel content deliver higher engagement compared to static photos. Carousel posts also perform well because they encourage swiping and longer viewing time.
These insights help us choose the right mix of formats for maximum impact."

Weekday Performance :

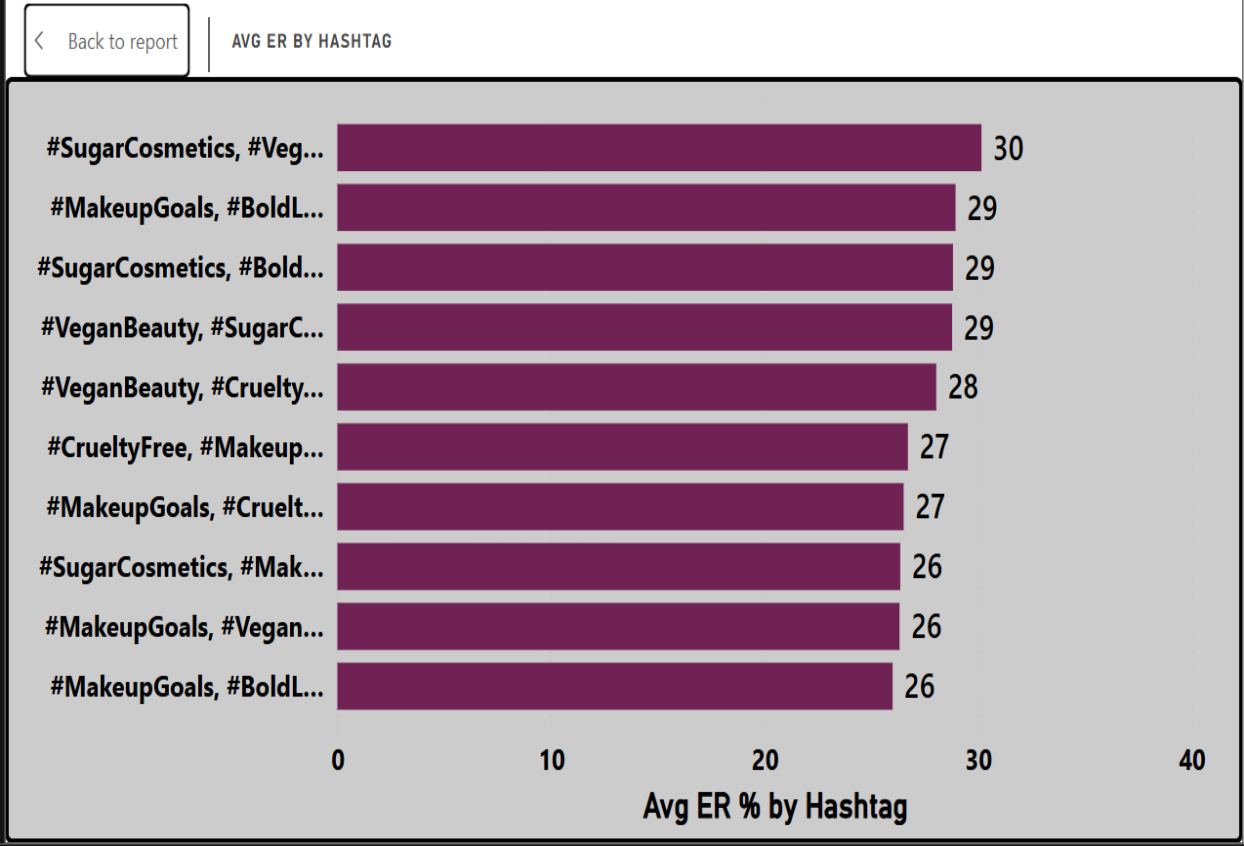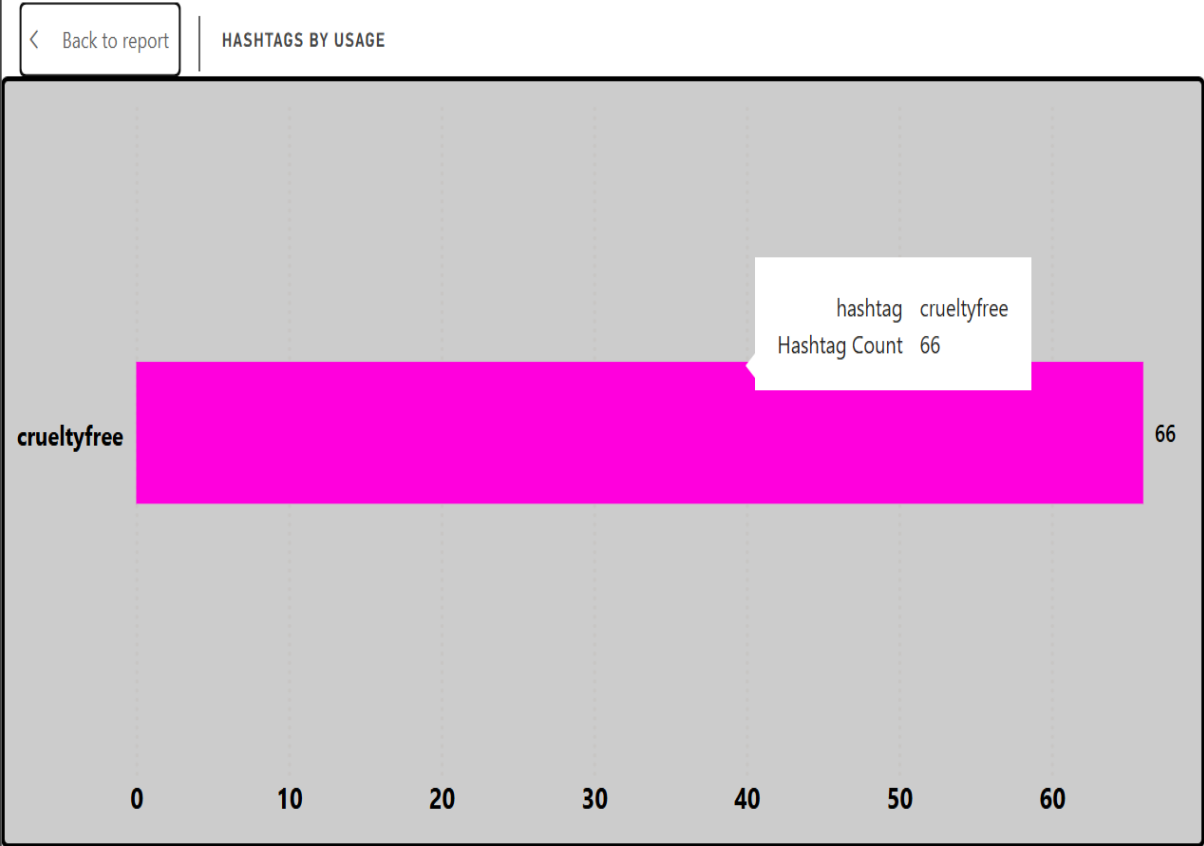| Day	Value
Sunday	18.9
Monday	18.8
Wednesday	18.7
Thursday	18.7
Friday	18.6
Tuesday	18.1
Saturday	17.4

"This chart shows how engagement varies by posting day. We see a lift in engagement during mid-week, especially between Wednesday and Friday. This indicates stronger user activity and suggests that scheduling more posts during these days can significantly improve organic performance.

It's a simple adjustment with meaningful payoff."

Engagement Funnel:

Stage	Value
Impressions	3.9M
Reach	3.0M
Likes	0.5M
Comments	0.1M
Saves	0.0M
Shares	0.0M
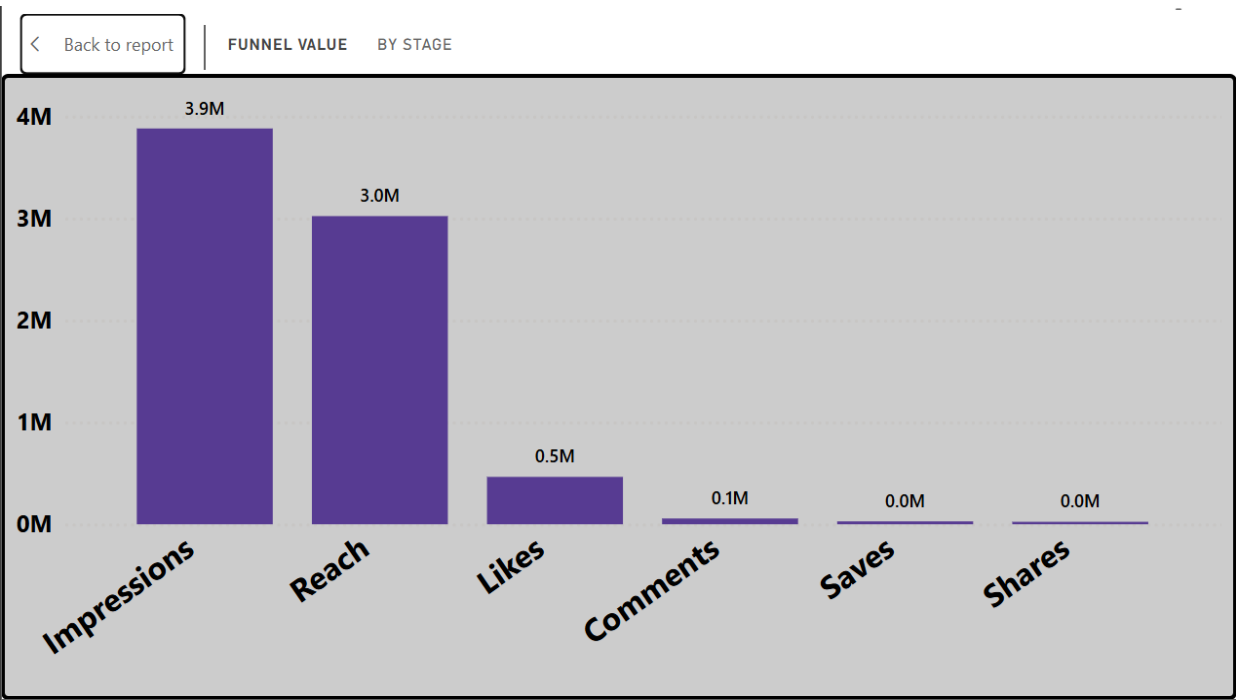
"This funnel illustrates how users progress from seeing a post to taking meaningful actions like liking, commenting, saving, or sharing.

As expected, the sharpest drop-off happens between Reach and Likes, which is common—but it also tells us that the opening few seconds of our content matter a lot.

Improving our hooks, thumbnails, and captions can help convert more views into interactions."

Hashtag Performance:

hashtag   crueltyfree
Hashtag Count   66

crueltyfree — 66

Hashtag	Avg ER %
#SugarCosmetics, #Veg...	30
#MakeupGoals, #BoldL...	29
#SugarCosmetics, #Bold...	29
#VeganBeauty, #SugarC...	29
#VeganBeauty, #Cruelty...	28
#CrueltyFree, #Makeup...	27
#MakeupGoals, #Cruelt...	27
#SugarCosmetics, #Mak...	26
#MakeupGoals, #Vegan...	26
#MakeupGoals, #BoldL...	26

Avg ER % by Hashtag

"This section shows which hashtags are actually working for the brand. Top-used hashtags tend to be product-related, which makes sense because they match user intent. But there's also opportunity here: varying the hashtag groups more regularly can push content to new audiences and prevent stagnation. Hashtags are a key part of organic reach, so optimizing them is essential."

1. Key Takeaways From the Data

➢ Video/Reel content consistently achieves the highest engagement rate.
➢ Mid-week posting (Wednesday–Friday) shows stronger performance than other days.
➢ Product-themed hashtags such as #sugarcosmetics and #matte drive stronger visibility.
➢ Engagement funnel shows a noticeable drop-off from Reach → Likes, highlighting a need for stronger content hooks.

2. Posting Strategy Recommendations

➢ Maintain a posting frequency of 20–25 posts per month for momentum.
➢ Schedule posts primarily on Wednesday–Friday.
➢ Increase Reels by 25–35%, as they outperform static images and carousels.
➢ Use a balanced mix:
- Reels for reach
- Carousels for education
- Images for product focus.

3. Suggestions for Improving Engagement & Growth

➢ Strengthen the first sort video content to convert more impressions into engagement.
➢ Add clear CTAs like *"Save this look"*, *"Comment your shade"*, or *"Share with a friend"*.
➢ Incorporate creator content and UGC to drive authenticity.
➢ Use trending sounds or formats to enhance discoverability.

4. Identified Gaps and Solutions

Gap 1: Weak Reach-to-Like Conversion

Fix: Improve thumbnails, use stronger hooks, highlight product payoff quickly.

Gap 2: Inconsistent Posting Cadence

Fix: Build a monthly content calendar targeting 20–25 posts.

Gap 3: Hashtag Repetition

Fix: Rotate hashtags with a structured bank: 5 brand tags, 5 product tags, 5 trending tags, 3 seasonal/campaign tags.

Gap 4: Limited Interactive Formats

Fix: Add polls, quizzes, challenges, AMAs, and giveaways.

5. Strategic Recommendations

Based on everything we've learned, here are the key recommendations.

1. Maintain a steady posting frequency of 20–25 posts per month.

2. Increase video content by at least 25–35 percent, since video formats consistently outperform others.

3. Schedule posts primarily for mid-week evenings to align with peak activity times.

4. Improve content hooks and CTAs to increase engagement conversion.

Together, these changes can significantly boost overall reach and engagement.

6. Final Strategic Summary

Sugar Cosmetics can accelerate its organic Instagram growth through three key pillars:

1. **Stronger Content Mix:** Focus on Reels and educational carousels.

2. **Optimized Posting Timing:** Target mid-week evenings for maximum user activity.

3. **Enhanced Engagement Strategy:** Improve hooks, CTAs, and content storytelling to convert more viewers into fans.

Implementing these insights will lead to higher engagement, better reach, and stronger brand resonance across Instagram.

Here are also some content concepts that align well with Sugar's brand identity and audience behavior.

4. **Educational content under a 'Sugar Science' theme.**

5. **Shade Finder Reels that help users choose products.**

6. **Creator collaboration challenges to boost reach.**

7. **Seasonal glam bundles for festive periods.**

8. **Behind-the-scenes content that humanizes the brand.**

These ideas make the content strategy richer, more engaging, and more shareable.

THANKING YOU