Project Title	"Instagram Performance Analytics for Sugar Cosmetics"
Skills take away From This Project	● **Data cleaning & transformation for dashboarding** ● **Creating calculated fields and KPIs** ● **Trend, comparative, and categorical analysis in Tableau** ● **Visual storytelling and dashboard design** ● **Business-focused data interpretation** ● **Filter, interactivity, and action usage in Tableau** ● **Designing presentations for business stakeholder**
Domain	**Digital Marketing	Social Media Analytics	Business Intelligence**

Problem Statement:

Analyze Sugar Cosmetics' Instagram performance and design an interactive Tableau dashboard to recommend strategic social media decisions.

Project Objectives:

● Evaluate the performance of Sugar Cosmetics' Instagram account based on engagement and reach.
● Identify trends in content performance (e.g., posts, reels, stories).
● Determine the best-performing content types, hashtags, and posting times.
● Analyze audience demographics and growth trends.
● Provide data-driven insights to refine and support social media strategy.

Business Use Cases:

- Identify high-performing content types and posting days

- Understand audience engagement patterns across time

- Compare post formats (image, video, carousel) to optimize content creation

- Assist the marketing team in maximizing ROI from organic social media posts

- Recognize successful hashtags or campaigns based on user interaction

- Evaluate account growth or stagnation over time

Approach:

Task 1: Overview KPIs – Brand's Instagram Summary

- **Task Description:**

    Create a sheet that shows key performance indicators (KPIs) for Sugar Cosmetics' Instagram performance. These should include:

    - Total number of posts

    - Total likes received

    - Total comments received

    - Total reach

    - Average engagement rate

- **Guidance:**

    Use appropriate aggregation functions. This sheet should help answer "How is the overall account performing?"

Task 2: Monthly Posting Trend

- **Task Description:**

  Analyze how frequently the brand posts content over time. Create a line chart that displays the **number of posts per month**.

- **Guidance:**

  Convert the post date to a Month-Year format. This trend will help identify posting consistency.

Task 3: Top 10 Posts by Likes

- **Task Description:**

  Identify and visualize the **top 10 posts that received the most likes**.

- **Guidance:**

  Sort posts in descending order of likes. Include post captions or a shortened version for easy identification.

Task 4: Top 10 Posts by Engagement Rate

- **Task Description:**

  Similar to the previous sheet, but now sort posts based on **engagement rate** to identify high-performing content beyond just likes.

- **Guidance:**

  This helps identify hidden gems—posts that may not have had many likes but had a high engagement relative to their reach.

Task 5: Post Type Performance Comparison

- **Task Description:**

    Compare the performance of different post types (e.g., Image, Video, Carousel). Show **average likes, comments, saves** for each type.

- **Guidance:**

    Use bar charts or grouped bars. This analysis helps determine which format works best for the brand.

Task 6: Day of Week Analysis

- **Task Description:**

    Analyze how posts perform on different days of the week. Show average engagement by weekday.

- **Guidance:**

    Extract day names from the post date. Use bar charts to visualize and identify the best days to post.

Task 7: Engagement Funnel

- **Task Description:**

    Visualize how users interact with content using a funnel. Sequence: **Impressions → Reach → Likes → Comments → Shares → Saves**.

- **Guidance:**

    Show how users drop off or move through each step. Use either a funnel-style layout or a stacked bar chart.

Task 8: Hashtag Analysis

- **Task Description:**

    Analyze how various **hashtags** perform. Visualize average engagement rate or reach across different groups.

- **Guidance:**

    If hashtags are listed, identify top-used ones. Use bar or pie charts. This informs content strategy.

Task 9: Final Dashboard – Instagram Insights Report

- **Task Description:**

    Combine all previous sheets into a **single interactive dashboard** designed for a business or marketing team.

- **Guidance:**

    - Add filters for **Post Type**, **Month**, or **Hashtag** (as available).

    - Make the dashboard interactive using filter actions.

    - Add titles, legends, and formatting to enhance usability.

Task 10: Strategic Recommendation

- **Task Description:** Provide data-driven insights to refine and support social media strategy.

    - Key takeaways from your data insights
    - Recommended posting strategies (timing, frequency, content types)
    - Suggestions to improve engagement and follower growth
    - Any gaps identified and how to address them
    - Proposed content or campaign ideas aligned with brand goals

Results:

- 10 meaningful visualizations in Tableau covering KPIs, post trends, engagement metrics, post type analysis, and more

- An interactive dashboard with filters and actions

- A clear business summary of insights found

- Presentation slide deck for business stakeholder

- Provide insights to enhance the social media strategy.

Project Evaluation metrics:

Metric	Description
Accuracy of Calculations	Correct implementation of KPIs and engagement metrics
Chart Relevance	Appropriate visualizations for the data and question
Interactivity	Filters, tooltips, and actions implemented correctly
Dashboard Design	Professional layout, readability, and usability
Business Insight Quality	Ability to generate meaningful insights and explain them
Presentation Clarity	PPT clarity, insight storytelling, and communication skills

Technical Tags:

#TableauPublic #SocialMediaAnalytics #DigitalMarketing #EngagementRate #DashboardDesign #DataVisualization #BusinessIntelligence

Data Set:

Filename: 🟩 `sugar_cosmetics_instagram_data`

Key Variables (Columns):

- `Post_Date`

- `Post_Type` (e.g., Image, Video, Carousel)

- `Likes`

- `Comments`

- `Shares`

- `Saves`

- `Reach`

- `Impressions`

- `Hashtags`

- `Caption`

Data Set Explanation:

- **post_date (Date):** The date when the Instagram post was published. Used for trend, seasonal, or weekday analysis.

- **post_type (String):** Type of Instagram post such as "Image", "Video", or "Carousel". Helps compare performance by format.

- **likes (Integer):** Number of likes the post received. Indicates user appreciation and engagement.

- **comments (Integer):** Total comments on the post. Shows how much conversation or interest the post generated.

- **shares (Integer):** Number of times the post was shared. Higher shares reflect virality.

- **saves (Integer):** Number of users who saved the post. Indicates content value or future reference interest.

- **reach (Integer):** Unique number of accounts that saw the post. Important for visibility analysis.

- **impressions (Integer):** Total number of times the post was viewed (including repeat views). Shows exposure.

- **hashtags (String):** Hashtags used in the post. Useful for hashtag performance or trend mapping.

- **caption (String):** The text content (description or message) posted with the media. Can be analyzed for keyword usage or theme identification.

Project Deliverables:

✅ **Tableau Public Workbook (TWB/TWBX link)** with:

- 10 individual sheets

- 1 combined dashboard

✅ **PPT Presentation** (5–10 slides) covering:

- Key insights from the dashboard

- Business implications and suggestions

- Screenshots of charts if necessary

Project Guidelines:

- Use **Tableau Public**
- Name your sheets clearly (`KPI Overview`, `Engagement Trend`, etc.)
- Dashboard should be clean, interactive, and business-friendly
- Use filters for Post Type, Month, or Hashtags if possible
- Maintain visual consistency: fonts, colors, alignments
- Avoid chart clutter; tell a story visually
- Follow proper naming conventions in Tableau
- Maintain professionalism in the final PPT
- Optional: Save Excel preprocessed version if cleanup was done outside Tableau

Timeline:

The project must be completed and submitted **within 10 days from the assigned date**.

References:

Project Orientation Video	🎬 TABLEAU-PROJECT-ORIENTATION.mp4
Capstone Explanation Guideline	📄 Capstone Explanation Guideline
Project Live Evaluation	📄 Project Live Evaluation