

Instagram Performance Analytics for Sugar Cosmetics

Introduction

This report's goal is to present a thorough analysis of Sugar Cosmetics' Instagram performance. Sugar Cosmetics is one of the top beauty and cosmetics brands in India. One of Sugar Cosmetics' most important platforms is Instagram, which provides a highly visual way to interact with its audience, advertise new goods, and increase brand recognition. Therefore, assessing how well a brand is interacting with its followers and potential customers on Instagram requires an understanding of its performance. In order to determine the best-performing posts, audience engagement trends, content efficacy, and general growth trends, this report will analyze Sugar Cosmetics' Instagram data. The report will give a clear picture of how the brand's content is doing over time by examining metrics like likes, comments, reach, impressions, saves, engagement rate, and follower growth.

Along with measuring performance, this analysis will help reveal audience behavior, including the kinds of posts that resonate the most, the formats that generate the most engagement, and the times of day with the most activity. The brand's Instagram marketing strategy can be improved with the help of these insights. Lastly, the report will provide data-based suggestions for improving subsequent content. This covers recommendations for boosting post frequency, expanding reach, boosting engagement, utilizing reels, fortifying call-to-actions, and utilizing analytics to create focused campaigns. All things considered, this report will be a comprehensive resource for comprehending Sugar Cosmetics' Instagram presence and developing a successful social media strategy going forward.

Data Collection (Detailed Explanation with DAX Formulas)

Relevant information was gathered from various sources and arranged into a structured dataset in order to examine Sugar Cosmetics' Instagram performance. Ensuring that all significant metrics—particularly engagement metrics—necessary for performance assessment, visualization, and computations are included in the analysis is the aim of data collection.

1 Information Gathered

From Instagram Insights and analytics platforms, the following data fields were taken out:

✓ Date of Post

The publication date of each post.

This facilitates the analysis of growth trends, monthly trends, and seasonal performance.

✓ Caption

each post's textual content.

used to comprehend the themes of the content and find engagement-boosting keywords.

✓ Likes

The total number of likes that each post got.

✓ Comments

The quantity of comments each post generates, a sign of audience engagement.

✓ Get to

total number of distinct viewers of the post.

✓ Observations

The total number of times the post was displayed on screens, including multiple views.

✓ Conserves

High-value content is indicated by the number of users who saved the post.

✓ Profile Visits

how many people came to Sugar Cosmetics' Instagram account after seeing a post.

The number of followers (daily/weekly)

used to track trends in follower growth over time.

Engagement Rate (ER%) is the calculated

One important performance metric is engagement rate, which is computed as follows:



Formula

$$\text{(Likes} + \text{Comments} + \text{Saves}) / \text{Followers} \times 100 = \text{ER\%}$$

In relation to the total number of followers, this formula indicates how actively the audience engages with the content.

Data Cleaning Used in Power BI

Get your dataset ready:

Post Date Conversion to Date Format

Take the Month and Year out of the Post Date

Eliminate duplicates

Make column names consistent.

Deal with missing values

Sample columns following cleaning:

Post Date, Month, Year, Likes, Comments, Reach, Impressions, Saves, and ER%

Dashboard Explanation

This section describes the Power BI/Excel/Tableau design of the Instagram Performance Dashboard and the significance of each image.

A. KPIs (Cards):

The dashboard uses card visuals to show Key Performance Indicators (KPIs) to provide a quick overview of Sugar Cosmetics' Instagram performance. Without consulting charts, these KPIs enable users to view high-level metrics instantly.

1. The total number of likes

shows the total number of likes received by all posts.

helpful in determining the popularity of content.

2. Average Rate of Engagement (ER%)

$(\text{Likes} + \text{Comments} + \text{Saves}) / \text{Followers} \times 100$ is the calculation.

demonstrates the degree of audience engagement in relation to the number of followers.

3. Total Posts

total posts published over the course of the analysis.

clarifies the concept of posting consistency.

4. Total Impressions

displays the total number of times posts have been seen on screens, including multiple views.

aids in assessing the frequency of posts and visibility.

5. Total Reach

Represents the number of unique users who saw Sugar Cosmetics' posts.

A key indicator of visibility and brand awareness.

The basis for assessing Instagram performance as a whole is established by these KPIs.

B. Charts & Visuals

1. Monthly Posting Trend (Line Chart): Shows how consistently the brand posts each month.
2. Top 10 Posts by Likes (Bar Chart): Highlights posts that received the highest audience appreciation.

3. Top 10 Posts by Engagement Rate: Identifies high-performing posts based on interaction quality, not just likes.
 4. Post Type Comparison (Bar Chart): Compares how Images, Videos, and Carousels perform across key metrics.
 5. Day of Week Performance: Shows which weekdays generate the highest engagement.
 6. Engagement Funnel: Visualizes user interactions from impressions down to saves.
 7. Hashtag Analysis: Reveals which hashtags drive better engagement or reach.
- These visuals together give a complete picture of posting behavior, audience response, and content effectiveness.

Recommendations

The following tactics can enhance Instagram performance, according to insights:

✓ Share Additional Reels

Reels frequently have the greatest engagement and reach, and increasing the frequency of reels can greatly increase visibility.

Make Use of Hashtags and Trending Audio

contributes to making the Explore and Reels tabs more discoverable.

Increase the Frequency of Posts

Regular posting increases algorithm ranking and sustains audience engagement.

✓ Make CTAs and captions stronger

Use obvious calls to action to entice users to leave comments, save, or share posts.

✓ Work with Influencers

Reach and trust are increased by collaborating with beauty influencers or makeup artists.

✓ Establish campaigns for giveaways and contests

increases profile visits, saves, and engagement.

Emphasis on High-Save Content

High saves are typically produced by product tutorials, makeup looks, tips, and hacks.

Conclusion

This report offers a thorough analysis of Sugar Cosmetics' Instagram performance. Reach, impressions, likes, comments, engagement rate, and follower growth are among the key metrics that are included in the analysis. It is evident from dashboard insights and visuals which kinds of content are most effective and how audience behavior evolves over time.

Important advantages include:

- high level of involvement on Reels

- High savings on posts that show off products and provide tutorials
- Gaining more followers during campaigns

Opportunities for improvement:

- Consistent posting
- More effective use of CTAs and captions
- Increasing influencer partnerships
- Sugar Cosmetics can greatly improve its Instagram reach, engagement, and brand visibility by putting the suggested tactics into practice.

Output Dashboard:

