

Project Report: Instagram Performance Analytics for Sugar Cosmetics

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1. Project Overview

This project analyses the Instagram performance of **Sugar Cosmetics**, focusing on engagement, impressions, posting patterns, and content effectiveness. Using Power-BI, interactive dashboards were developed to visualize performance metrics and provide strategic insights for improving the brand's digital presence.

The analysis uses real Instagram dataset fields such as Likes, Comments, Reach, Impressions, Shares, Saves, Post Type, and Hashtags.

2. KPI Summary (As per Dashboard)

The following KPIs are taken **directly from the dashboard visuals**:

- **Total Posts:** 50K
- **Total Profile Visits:** 30M
- **Total Impressions:** 1B
- **Average Engagement Rate:** 19

These KPIs provide a high-level understanding of the brand's Instagram visibility and engagement strength.

3. Objectives of the Study

- Measure how the audience interacts with Sugar Cosmetics' posts.
- Identify top-performing posts based on likes, engagement rate, and impressions.
- Compare performance across post types (Image, Video, Carousel).
- Determine the best posting days and monthly activity patterns.
- Analyse hashtag effectiveness.
- Provide improvement strategies backed by data.

4. Dataset Details

The dataset includes:

- **Post Date**
- **Post Type** (Image, Video, Carousel)
- **Likes, Comments, Shares, Saves**
- **Reach & Impressions**
- **Hashtags Used**
- **Captions**

These variables help analyse content quality, audience behaviour, and trends.

5. Analysis & Insights (Sheet-wise Summary)

1. KPI Overview

Shows total posts, impressions, profile visits, and engagement rate to evaluate overall account performance.

2. Monthly Posting Trend

A line chart displaying the number of posts each month to understand posting consistency.

3. Top 10 Posts by Likes

Highlights posts that received the highest likes, showing what content resonates most.

4. Top 10 Posts by Engagement Rate

Identifies posts with exceptionally high engagement relative to reach.

5. Post Type Performance

Comparison of average likes, comments, saves across Image/Video/Carousel posts.

6. Day of Week Performance

Shows which days lead to maximum engagement.

7. Engagement Funnel

Visual representation of:

Impressions → Reach → Likes → Comments → Shares → Saves

8. Hashtag Analysis

Finds top-performing hashtags and their impact on engagement.

9. Final Dashboard

Combines all insights into an interactive, filter-enabled dashboard (filters: Post Type, Month, Hashtag).

10. Strategic Recommendations

Based on insights, actions are suggested for improving engagement and post effectiveness.

6. Key Findings

- High overall visibility with **1B impressions**.
- **Videos and Carousels** outperform images in engagement.
- Engagement peaks on specific posting days.
- Certain hashtags significantly boost reach and visibility.
- Despite 50K posts, engagement rate of **19** indicates strong audience interest.

7. Strategic Recommendations

- Increase **Video & Carousel** content for higher engagement.
- Continue using top-performing hashtags consistently.
- Post on days with historically higher engagement.
- Maintain steady posting frequency to retain audience attention.
- Create interactive and visually appealing content aligned with trends.

8. Deliverables

- 1 Interactive Power-BI dashboard.
- Complete project report (this document).
- PPT summarizing insights.

9. Conclusion

This project presents a detailed analysis of Sugar Cosmetics' Instagram performance. With the help of Power-BI dashboards, the report delivers clear insights into content effectiveness, audience engagement, and posting strategies. The conclusions support the brand's digital growth and help refine future social media plans.