Social Media Engagement & Sentiment Dashboard

◆ Problem Statement

This Excel dashboard presents detailed insights into social media engagement and sentiment across platforms like Facebook, Instagram, and Twitter. It aims to help social media managers, marketing teams, and analysts understand when users are most active, how different post types perform, and what sentiments dominate engagement trends. The dashboard is built using Excel with slicers, pivot charts, and interactive elements.

◆ Visual-wise Questions & Insights

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1. Platform-wise Engagement by Post Type

Question:
Which post types perform better in terms of engagement across platforms?

Insight:
This visual shows how users interact (likes, comments, shares) with different post types like Video, Image, Text, etc., across Facebook, Instagram, and Twitter.

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2. Sentiment by Time of Day

Question:
How does user sentiment vary during different times of the day?

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Insight:
The chart displays the distribution of Positive, Neutral, and Negative sentiments across Morning, Afternoon, Evening, and Night, helping brands identify when users are most positive or negative.

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3. Weekly Platform Engagement Trend

Question:
Which days show higher user engagement on each platform?

Insight:
This visual tracks platform-wise engagement across the week to identify the best-performing days for each platform.

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4. Engagement Composition

Question:
How is the engagement distributed among Likes, Comments, and Shares?

Insight:
This donut chart visualizes the overall composition of engagement types, helping to identify what action users prefer most.

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5. Max Active Time & Post Frequency

Question:
At what time of day are posts most frequently made?

Insight:
This area chart shows post volume across different parts of the day, revealing when users or brands prefer to post content.

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6. Work Setup vs Experience Bracket (Bonus Insight)

Question:
How is work setup (Remote, Hybrid, Onsite) distributed across experience ranges?

Insight:
This stacked area chart compares work flexibility across different experience brackets, showing how career stage influences job setup.

📌 Final Conclusion

This Excel-based Social Media Dashboard offers a complete overview of platform performance, post timing, engagement behavior, and sentiment distribution. Built using pivot tables, slicers, and interactive visuals, it's a powerful tool for social media strategy planning and content optimization.

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👤 **Made By**

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