

Social Media Performance Dashboard



488K

Total likes



199K

Total shares



96K

Total Comments



1M

Total Views



501K

Total 1-minute-video-views



985K

Total 3-second-video-views



52.7%

Engaagement Rate (%)



Overview

Detailed Insight

Summary

Gender

- ☐ Female
- ☐ Male

Hobby

- ☐ Cooking
- ☐ Cycling

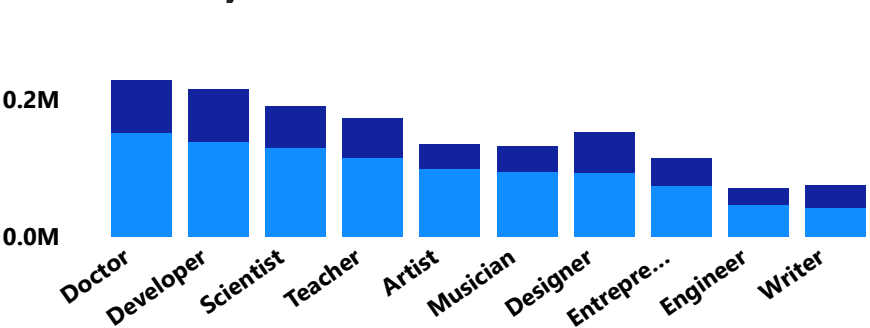
Profession

- ☐ Artist
- ☐ Designer

Country

- ☐ Australia
- ☐ Brazil

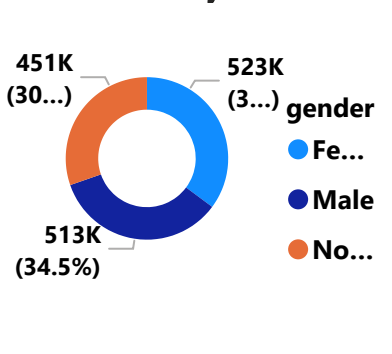
Videos views by Profession



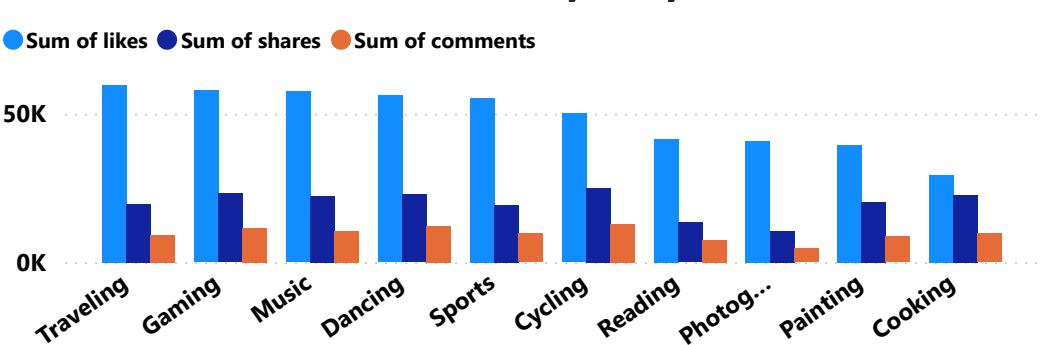
country and shares



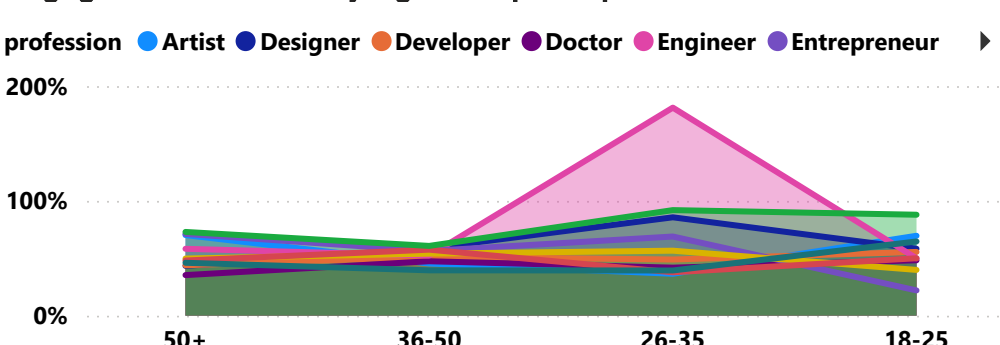
Total Views by Gender



Sum of likes, Shares and Comments by hobby



Engagement Rate (%) by Age Group and profession





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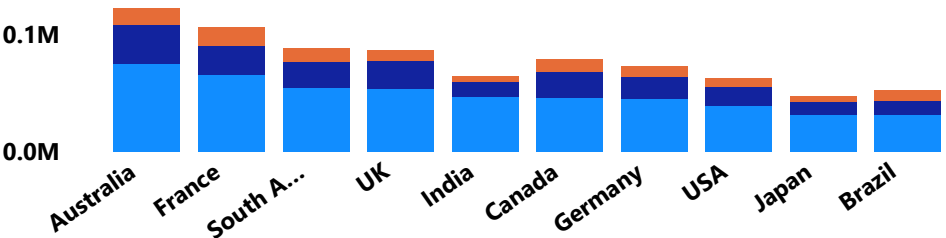
52.7%

Engaagement Rate (%)



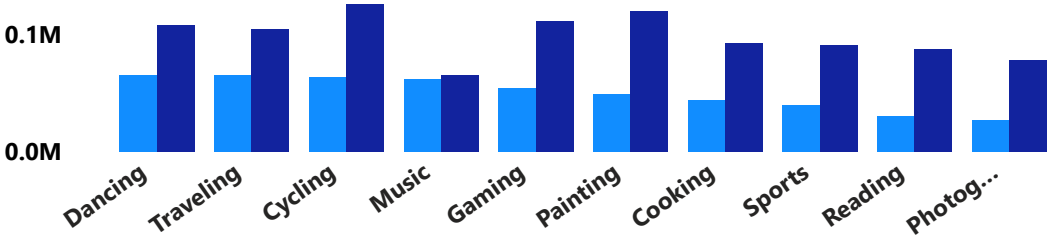
Sum of likes, Shares and Comments by country

● Sum of likes ● Sum of shares ● Sum of comments



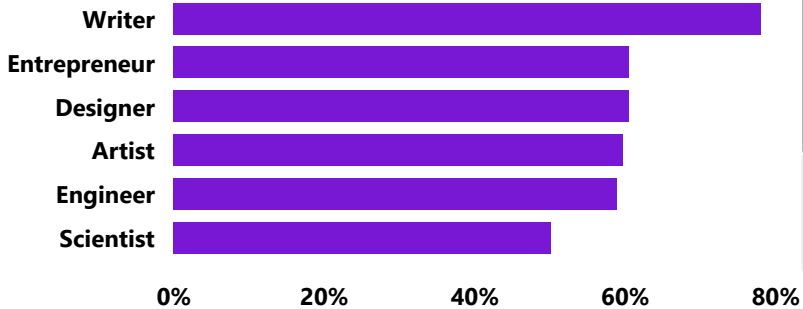
1-minute-video-views and 3-second-video-views by hobby

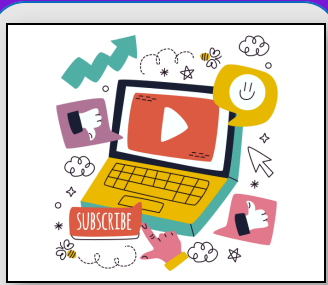
● Sum of 1-minute-video-views ● Sum of 3-second-video-views



profession	Cooking	Cycling	Dancing	Gaming	Music	Painting	Photography	Reading
Writer			12054	8625	12005	5828	5231	4776
Teacher	5336	8588	11340	7637	8775	9097	5551	9712
Scientist	5988	13203	10990	8828	11268	3380	4008	
Musician	3903	2217	3372	21269			8590	6062
Entrepreneur		2099	2385	7661	9980	11820	7993	14783
Engineer			10018	2089	12537		4978	
Doctor	16604	12662	21824	9552		13575	6100	2504
Developer	14858	22768	12370	9222	11765	10018	2996	4153

Engagement Rate (%) by profession





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User_id	Country	Profession	Gender	Hobby	Age	Total likes	Total comments	Total shares	Total Views
U001	Germany	Scientist	Male	Sports	50	4689	640	642	9307
U002	South Africa	Scientist	Male	Cycling	60	1062	607	888	9984
U003	USA	Developer	Female	Painting	57	1173	170	1664	7521
U004	India	Doctor	Male	Gaming	21	2649	275	78	8193
U005	USA	Designer	Female	Sports	32	4321	491	1153	10795
U006	Canada	Musician	Non-binary	Gaming	60	1865	607	1313	8534
U007	South Africa	Teacher	Female	Cooking	37	1415	714	248	10132
U008	UK	Developer	Female	Reading	56	2216	172	1765	9446
U009	France	Artist	Male	Painting	17	2474	653	1168	8502
U010	Canada	Teacher	Male	Sports	61	2373	321	1045	8573
U011	Australia	Developer	Non-binary	Sports	53	2164	510	1138	5603
U012	Brazil	Scientist	Male	Music	46	4055	442	40	8213
U013	Germany	Artist	Non-binary	Gaming	28	2347	362	1231	4488
U014	Australia	Teacher	Male	Painting	27	396	427	1098	7183
U015	France	Entrepreneur	Non-binary	Sports	30	3458	760	214	4841
U016	USA	Entrepreneur	Female	Painting	63	4758	236	1700	4405
Total					8058	487797	96340	198611	1485888