The power of consistency on LinkedIn Analytics, LinkedIn is a platform to network, navigate with me on my LinkedIn journey where I analyzed valuable insights.

I embarked on 20days of Data with Hertechtrail Academy on Analytics and answering business questions the early part of this month September sharing insights on Excel and SQL.

Started my LinkedIn analytics with data request from and I waited for 24 hours for the data archive to be delivered to my mail.

I used power query to transform raw data into actionable insights, cleaned and customized the data for analysis.

Built relationships between the tables by writing DAX formular to create a new measure, this is the hardest part of the analytics insight for me.

I visualized the LinkedIn data using Microsoft power BI.

Through this journey, I learnt that the power of Data cannot be over emphasized, consistency has a major role to play, Visualization is the sugar to make it more attractive and Networking is king.

Thanks to Justina Rapheal-Ojo for putting the step by step videos on her youtube channel.

My Appreciation to my coach Wofai Eyong for the daily push.

**Introduction**

LinkedIn, the professional platform of the digital age, offers boundless opportunities for networking and personal branding. Have you ever wondered how effective your LinkedIn strategies truly are? Join me on an expedition through my recent journey into LinkedIn analytics using the formidable Power BI. Together, we’ll unearth intriguing insights into the performance of my profile and learn the compelling story behind the remarkable impact of consistent posting.

# Embarking on the Quest for Data

The adventure set sail with a straightforward inquiry to LinkedIn for my data. I got the data in my mail after 24 hours of requesting for it.

For those interested in procuring their own LinkedIn data, follow these steps: Navigate to your LinkedIn profile, locate the **“Me”** section, then venture into **“Settings & Privacy.”** From there, delve into “Data Privacy” and select **“Get a copy of your data.”** Finally, opt for the **“Download larger data archive”** option.

To obtain the second dataset brimming with engagements and impressions, journey to your LinkedIn profile’s Analytics section. Once there, uncover the wealth of information by clicking on **“Show all analytics.”** Customize your data selection by specifying your preferred year, month, or date. Then, simply embark on your data quest by clicking **“Export.”**

**Data Transformation**

I undertook the task of data transformation. Through cleaning, filtering, and transformation processes, I sculpted the data into a format ripe for analysis.

**Notable transformations included:**

**Data Import:** It all begins with importing the data into Power Query. This powerful tool, nestled within Microsoft Power BI, allows you to connect to various data sources and bring your data to life.

**Data Exploration:** The first step was to explore the data. Understanding its structure, column names, data types, and potential issues like missing values or duplicates was crucial. Power Query provides an intuitive interface for this essential data reconnaissance.

**Data Cleaning:** In this phase, I wielded Power Query’s arsenal of tools to scrub away inconsistencies, errors, and extraneous information. This included filtering rows, eliminating duplicates, and resolving missing data.

**Column Operations**: I created new columns, transformed existing ones, and carried out various operations to derive valuable insights. Whether it was calculating new values, extracting substrings, or splitting columns, Power Query proved to be an indispensable companion.

**Data Filtering:** I employed data filtering. This allowed me to zero in on specific rows that were vital for my analysis, reducing data noise and improving query performance.

**Sorting and Grouping:** Power Query’s capabilities extended to sorting data based on one or more columns and grouping data to perform aggregate calculations such as sums, averages, or counts.

**Merging and Appending**: As I combined data from multiple tables or data sources, Power Query was my trusty companion. Merging and appending capabilities facilitated the harmonization of diverse datasets.

**Data Type and Format Adjustments:** Power Query allowed me to specify data types for each column, ensuring that the data was interpreted correctly. Additionally, I could format date and numeric columns for improved readability.

**Custom Calculations (DAX):** I used Data Analysis Expressions (DAX) to create complex calculated columns and measures when necessary.

* **Creation of a Calendar Table**: To facilitate time-based analysis, a calendar table was forged to chart performance trends over time.

Calendar = VAR Days = CALENDAR ( DATE ( 2022, 1, 1 ), DATE ( 2023, 12, 31 ) ) RETURN ADDCOLUMNS ( Days, “Year”, YEAR ( [Date] ), “Month Number”, MONTH ( [Date] ), “Month”, FORMAT ( [Date], “mmmm” ), “Year Month Number”, YEAR ( [Date] ) \* 12 + MONTH ( [Date] ) — 1, “Year Month”, FORMAT ( [Date], “mmm yy” ), “Week Number”, WEEKNUM ( [Date] ), “Week Number and Year”, “W” & WEEKNUM ( [Date] ) & “ “ & YEAR ( [Date] ), “WeekYearNumber”, YEAR ( [Date] ) & 100 + WEEKNUM ( [Date] ), “Is Working Day”,not WEEKDAY([Date]) in {1,7} )

# Data Modeling

Data modeling plays a pivotal role in weaving together disparate threads of information. One of the cornerstones of this process was the creation of relationships between tables.

* **The Birth of the Calendar Table:** I created a calendar table. This table was more than just record; it served as the connection to other tables of my LinkedIn analytics journey. By establishing relationships using dates.
* **Forging Relationships:** With the calendar table, I set out to establish relationships with other tables containing data on impressions, engagements, connections, shares, endorsements, reactions, and more.
* **Unveiling Insights:** These relationships were the conduits through which I unveiled insights.
* **The Power of Relationships:** The power of relationships in data modelling extends beyond visualization. They enable the creation of complex calculations and aggregations that offer deeper layers of insight. For instance, I could effortlessly calculate the average engagement per post, track the growth rate of my connections, or discern which company’s endorsements yielded the most reactions.
* **A Journey Through Time:** As I navigated my analytics dashboard, the date-based relationships allowed me to embark on a journey through time. I could identify trends, spot seasonal patterns in engagement, and pinpoint the moments when my LinkedIn content truly resonated with my network.

## DAX Measures

Harnessing the wizardry of DAX (Data Analysis Expressions), I conjured custom measures to conjure key performance indicators (KPIs).

ENDORSEMENT = COUNT(Endorsement\_Received\_Info[Date])

Invitation Received = COUNTROWS(FILTER(ALL(Invitations),Invitations[Direction]= “Incoming”))

Invitation Sent = COUNTROWS(FILTER(ALL(Invitations),Invitations[Direction]= “outgoing”))

Messages Received = CALCULATE(COUNT(messages[FROM]), NOT(messages[FROM] IN {“Akinfe Taiwo Oluwabamise”}))

Messages Sent = CALCULATE(COUNTA(messages[FROM]), FILTER(messages,messages[FROM] = “Akinfe Taiwo Oluwabamise”))

Total company = DISTINCTCOUNT(Connections[Company])

Total connection = COUNT(Connections[Connected On])

Total Reaction = count(Reactions[Type])

Total share = COUNT(Shares[ShareLink])

Reactions: 359   
Company: 187  
Total Connections: 217  
Shares: 91

Skills: 30

Certifications: 8

Through this journey, I learnt that the power of Data cannot be over emphasized, consistency has a major role to play, Visualization is the sugar to make it more attractive and Networking is king.

**Conclusion**

LinkedIn is not just a platform for connecting; it’s a realm of possibilities. It’s where consistency, creativity, and data converge to help you achieve your professional goals. So, embrace the power of LinkedIn analytics, and let it illuminate your path to success.

Thank you for joining me on this journey of discovery.