



# SUGAR

## COSMETICS

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Instagram profile  
analytics

Presented by,  
Amal K B



# CONTENTS

1

## ABOUT

Problem statement,  
objective

2

## METHODOLOGY

Approach used for  
the project

3

## INSIGHTS

Driven insights  
from the analysis

4

## RECOMMENDATIONS

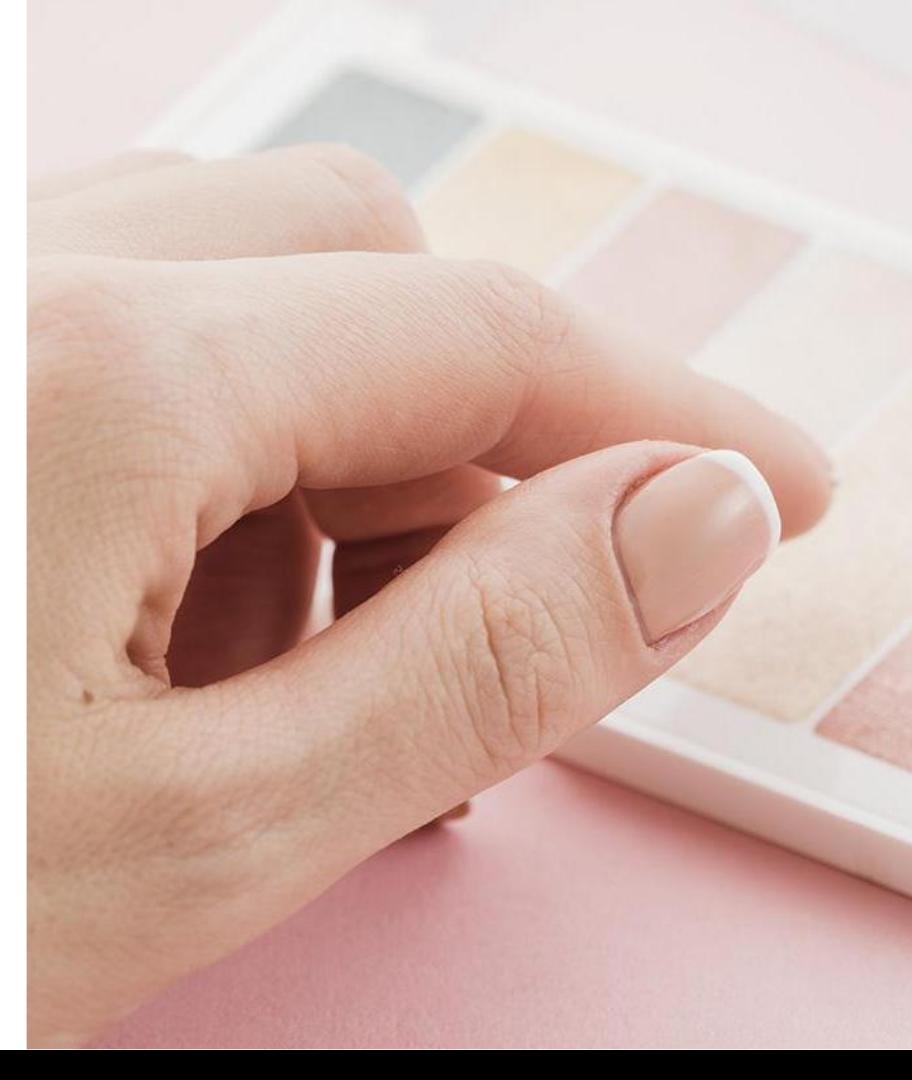
Strategic  
recommendations  
for decision making



# ABOUT

## PROBLEM STATEMENT:

Analyze Sugar Cosmetics' Instagram performance and design an interactive Tableau dashboard to recommend strategic social media decisions.





# OBJECTIVE



01

Performance based on engagement and reach, best performing types, hashtags, post time.



02

Trends in content type performance, growth trends.

# METHODOLOGY



## TASK 01

Overview KPI



## TASK 02

Monthly  
posting trend



## TASK 03

Top 10 posts  
by like



## TASK 04

Top 10 posts  
by engagement  
rate



## TASK 05

Post type  
performance  
comparison



## TASK 06

Day of week  
analysis

# METHODOLOGY



## TASK 07

Engagement  
funnel



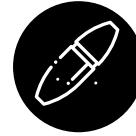
## TASK 08

Hashtag  
analysis



## TASK 09

Final  
dashboard



## TASK 10

Strategic  
recommendations

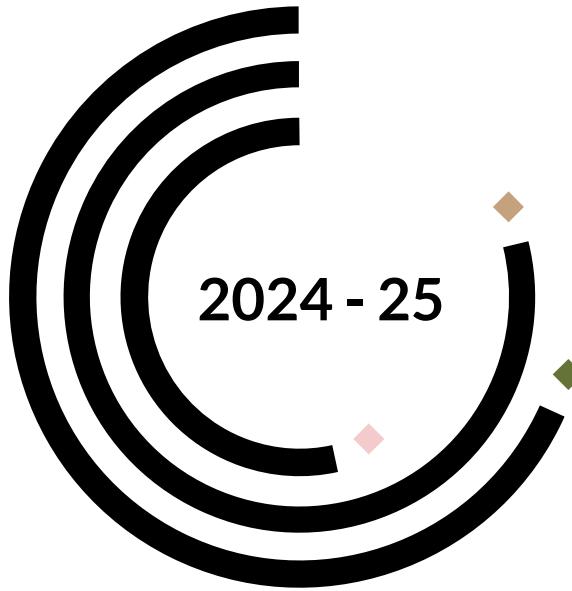
# 03

# INSIGHTS

Insights drawn after  
analysis.



# Overall KPI



18.5%

**Engagement rate**  
Post engagement



0.2%

**View rate**  
Followers who viewed post



50%

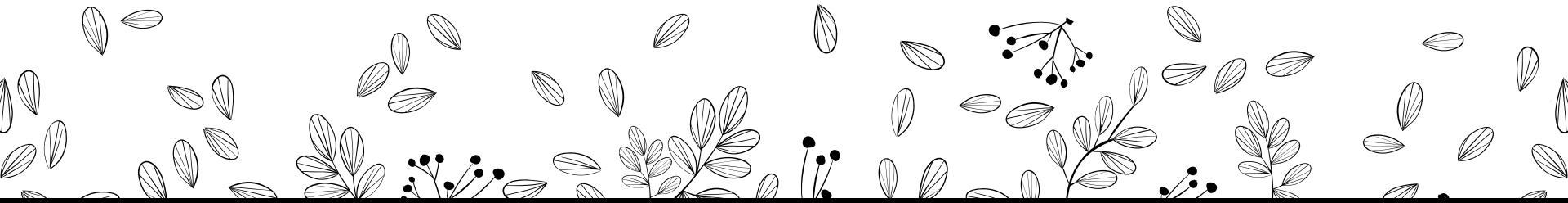
**Impression rate**  
Posts with greater impressions

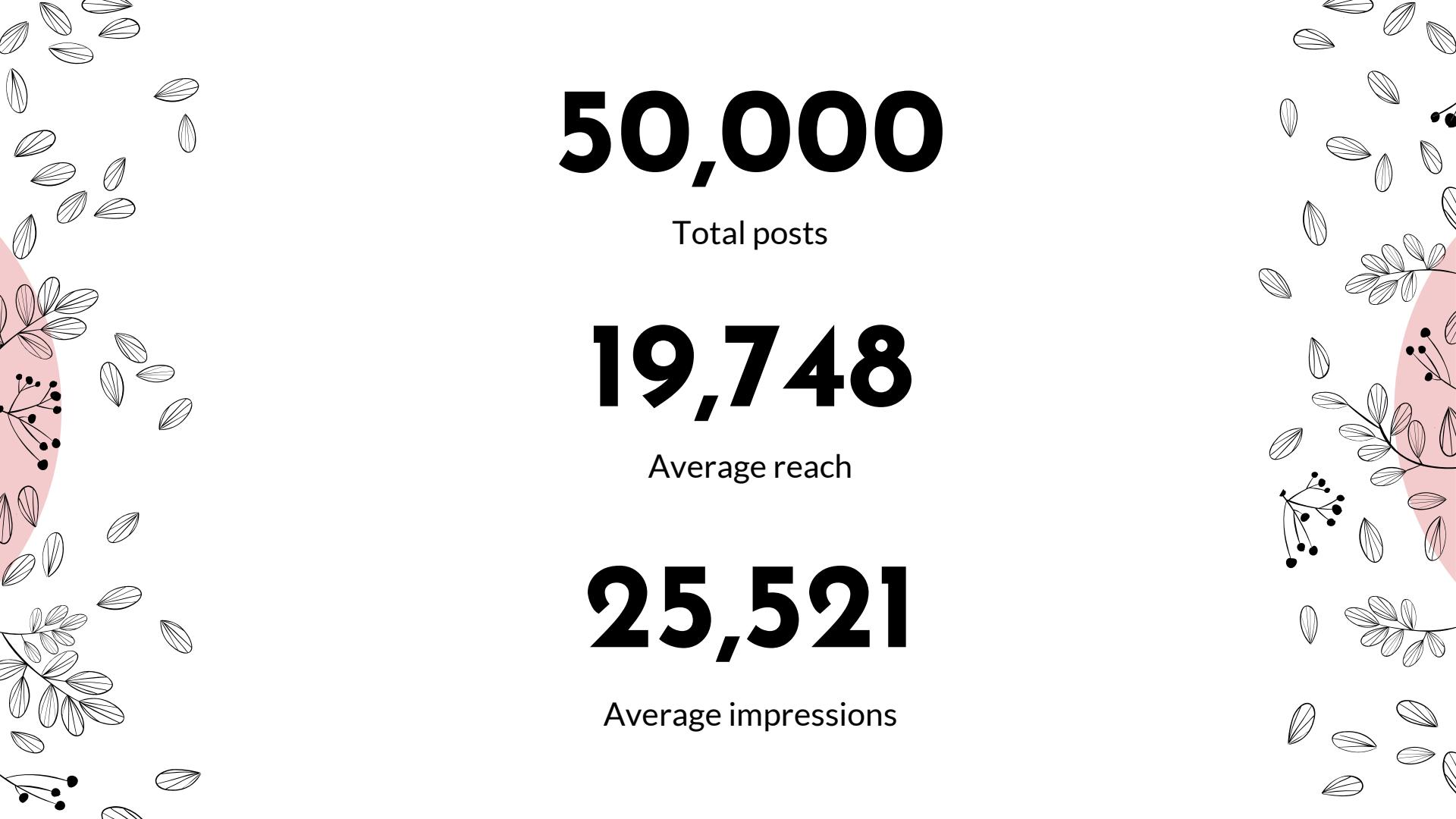




**8,866,710**

Followers





**50,000**

Total posts

**19,748**

Average reach

**25,521**

Average impressions



**2,955**

Average likes

**29,634,798**

Total profile visits

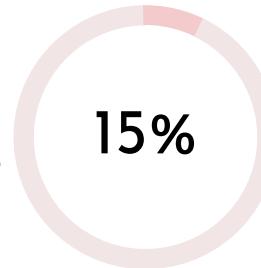
**162 & 177**

Average shares & average saves

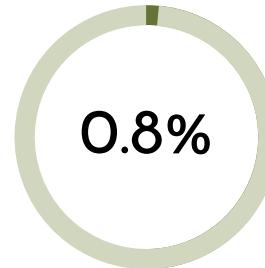
# Post analytics



For all posts, based on the reach, only 15% viewers liked the posts as only one like per account is possible



For all posts, based on reach, only <1% viewers shared the posts, it can also be based on impression because more than one share is possible then it will be lesser.



For all posts, based on reach, only <2% viewers commented the posts, it can be based on impression as more than comment is possible then it will be lesser.

**Likes**

for all posts  
based on  
reach

**Shares**

based on  
reach

**Comment**

based on  
reach

- All post type perform equally comparing overall performance.
- 10 % Viewers commented and 84 % viewers liked, 4.5 % viewers shared the post in each.
- Tutorials as story posted on friday got the highest reach.



**-INSIGHTS DRAWN**

- Festive offers need to be focused
  - less reach.
- sourced as organic got the highest reach.
- Posted as reel got most impression and reach.
- Engagement rate got hipe in summer season.
- Tuesday is best day for posting - high engagement rate noted .

**-INSIGHTS DRAWN**



- Hashtag #bold look # sugar cosmetics got highest engagement.
- Account follows got dip and hike in each alternate months.
- Maintained uniform posting strategy.
- Tutorials posted as image got highest likes (feb - 2025 and nov - 2024).

**-INSIGHTS DRAWN**



- Image posted on dec -2024 and video posted on april - 2025 got highest engagement rate.
- Image and video posted on tuesday got highest engagement.
- Reel posted on thursday got highest engagement.
- Story posted on friday got highest engagement.

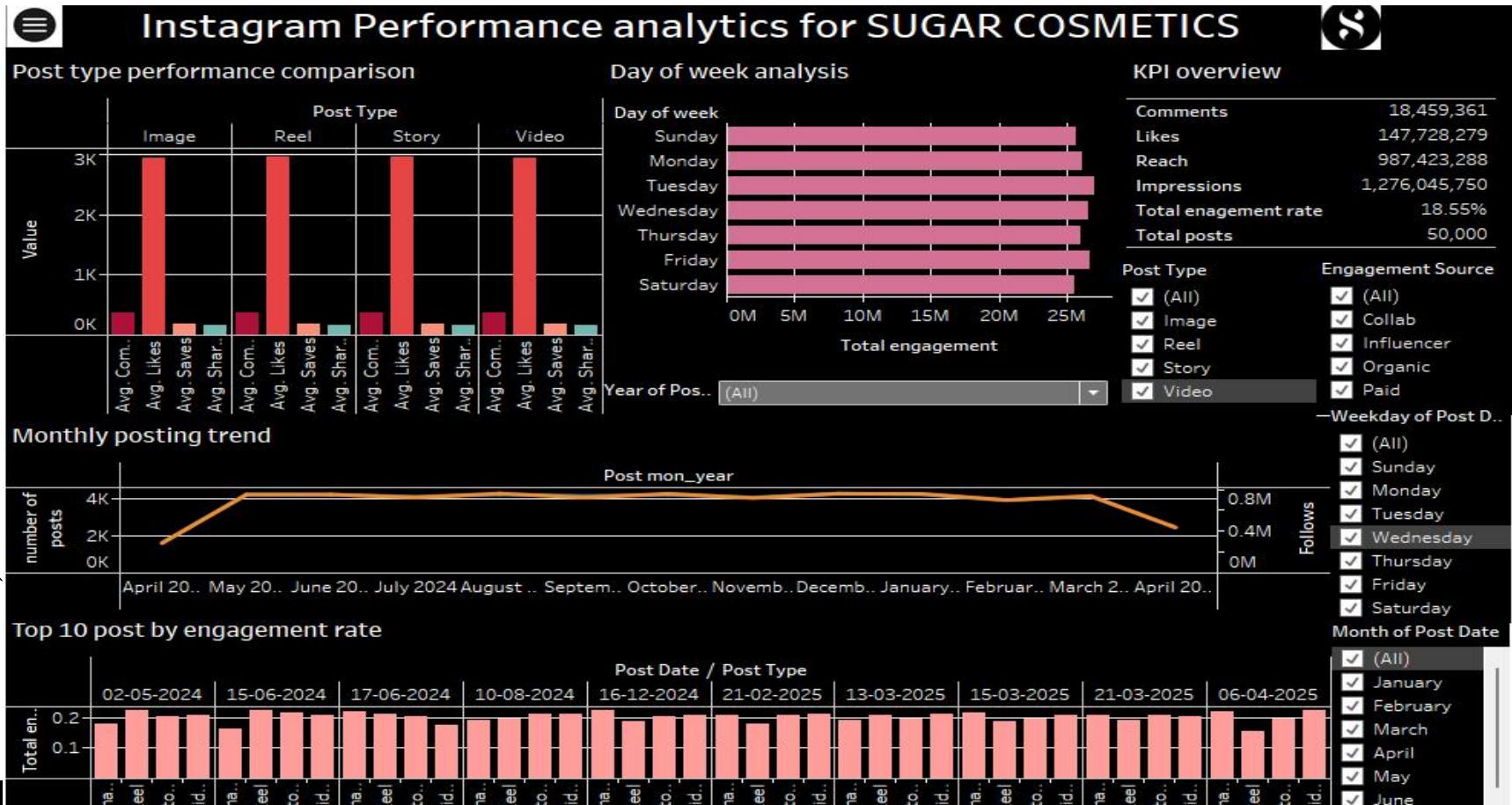
**-INSIGHTS DRAWN**



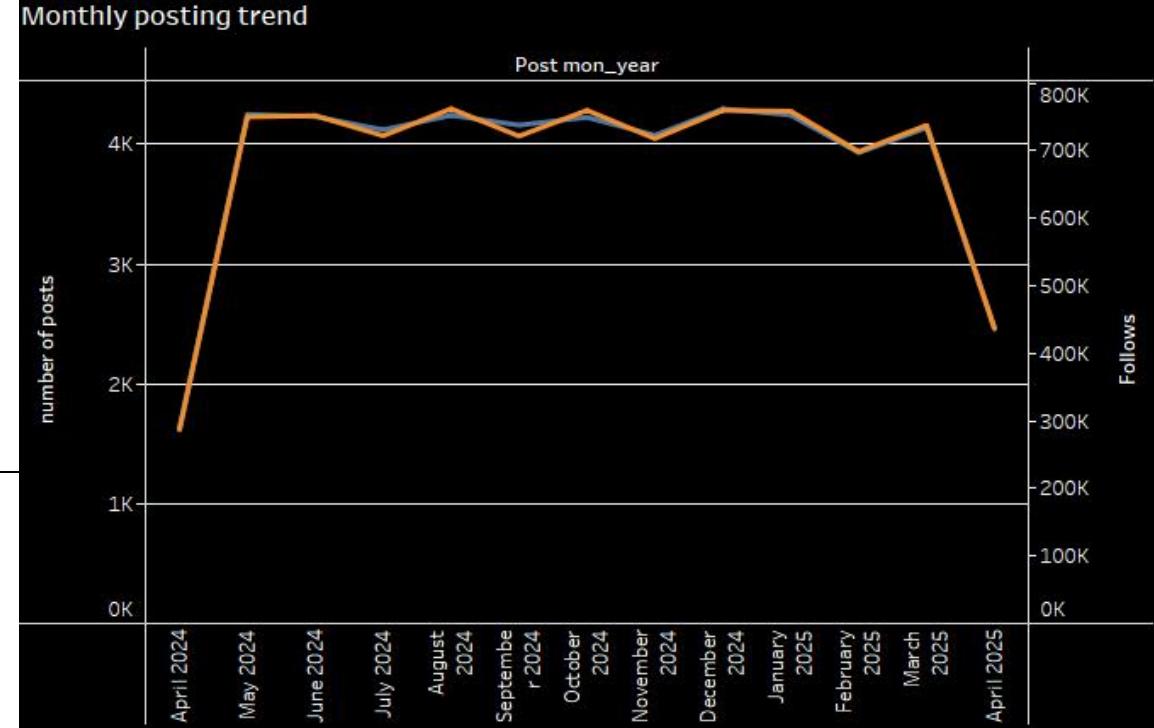
# TABLEAU DASH BOARD AND VISUALS



# DASHBOARD



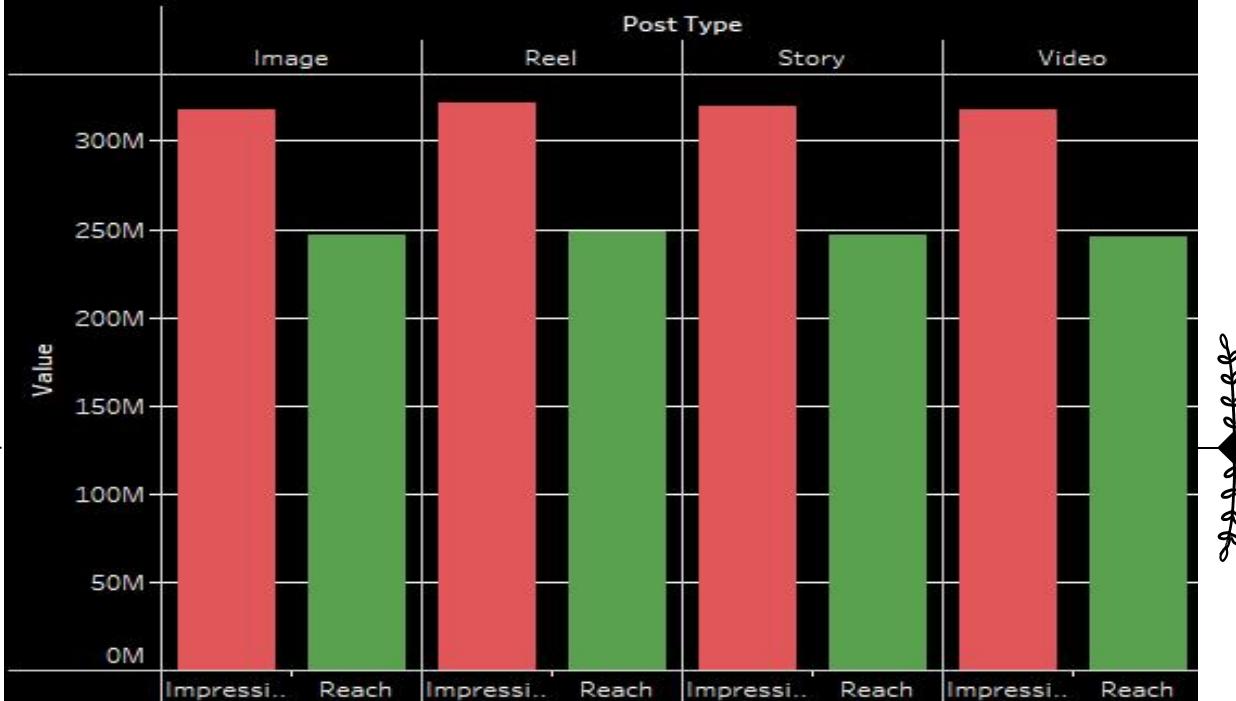
# Monthly trend



Stagnently posted, followers fluctuates but maintained the trend.

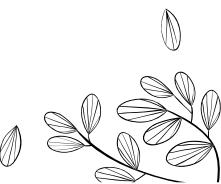


## Views by post type



## Post reach

Reels are watched repeatedly, reels got most reach as well.



# STRATEGIC RECOMMENDATIONS

- ❖ Optimize Content Strategy Based on Post Type Performance
- ❖ Leverage Optimal Posting Days for Maximum Impact
- ❖ Maintain and Strategically Grow Posting Frequency
- ❖ Enhance Engagement Rate Further
- ❖ Identify and Address Gaps for Holistic Strategy
- ❖ Enhance Engagement & Follower Growth - Targeted Actions



# CONTENT STRATEGY



## Focus on image based tutorials

Double down on creating high-quality, step-by-step image tutorials, particularly during months like February and November.

## Maximise reel for broad exposure

Use them for quick, visually appealing content that captures attention and expands audience base

## Strategic use of story tutorials

Explore creating more "Tutorials as Story" on Fridays, as this specific combination yielded the highest Reach.



# OPTIMAL TIMING



## Anchor tuesdays with high value content

Schedule flagship content, new product drops, or key campaigns primarily on Tuesdays to capitalize on the day's high engagement rate.



## Utilise fridays for broad tutorial reach

Repurpose or create unique tutorial content specifically for Friday Stories to maximize its proven high reach potential.



## Consider summer season emphasis

plan increased content volume, special campaigns, or exclusive summer-themed content during these months to capitalize on elevated audience interest.



# ENGAGEMENT GROWTH



## Boost comments and shares

Implement direct and compelling CTAs for generating comments and encouraging shares, contests or Q&A sessions designed to drive comment volume.

## Deconstruct top performers

Conduct a deeper dive into the specific characteristics of the "Top 10 posts by engagement rate." What common themes, visuals, calls to action, or messaging did they use? Replicate and iterate on these successful elements

## Leverage high engagement hashtags

Consistently use #boldlook and #sugarcosmetics in relevant posts. Research and integrate other similar performing hashtags.

## Community engagement

Actively respond to comments and DMs. This fosters a sense of community and can encourage more interactions on future posts.





# IDENTIFIED GAPS

## How to Address:

- Thematic Content Analysis: Implement a content tagging system for all posts to analyze engagement by theme. This will reveal which topics resonate most with the audience.
- Integrate Instagram Insights & Surveys: Utilize native Instagram Insights for demographic data. Consider running occasional polls or surveys within Stories to gather psychographic data.
- Implement UTM Tracking: Use UTM parameters on all links shared on Instagram to track website traffic and conversions originating from specific posts or campaigns.
- Social Listening Tools: Invest in social listening tools to monitor competitor strategies, share of voice, and audience sentiment, providing crucial competitive intelligence.

## Audience Demographics & Psychographics

Lack of detailed insights into who the engaging audience is (age, location, interests).

## Conversion Metrics

No direct link to website traffic or sales conversions from social media.

## Competitor Benchmarking

Missing competitive data for industry context.

# Proposed content and campaign ideas



## Sunday glow up campaign

**Goal:** Capitalize on Sunday's high engagement, boost Saves and Comments.

**Concept:** Weekly short-form Reel tutorials or image carousels posted on Sunday, featuring quick, easy "glow up" makeup looks using Sugar Cosmetics products. Encourage users to "Save for later" and comment their favorite product used.



## Behind the brush

**Goal:** Increase Reach, Follows, Impressions via collaboration, and drive engagement.

**Concept:** Collaborate with diverse beauty influencers or professional makeup artists for Reels showcasing Sugar Cosmetics products. Focus on their unique techniques and product reviews, using the "Collab" and "Influencer" Engagement Sources shown in the filters.



## Your sweetest look challenge

**Goal:** Drive User-Generated Content (UGC), boost Shares, and foster community.

**Concept:** Encourage followers to create makeup looks using Sugar Cosmetics products and share them with a unique campaign hashtag. Feature top looks on the brand's official page to incentivize participation. This taps into the power of "Image" and "Reel" content.

# THANKS!

Do you have any questions?

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