



SUGAR

COSMETICS

Instagram profile
analytics

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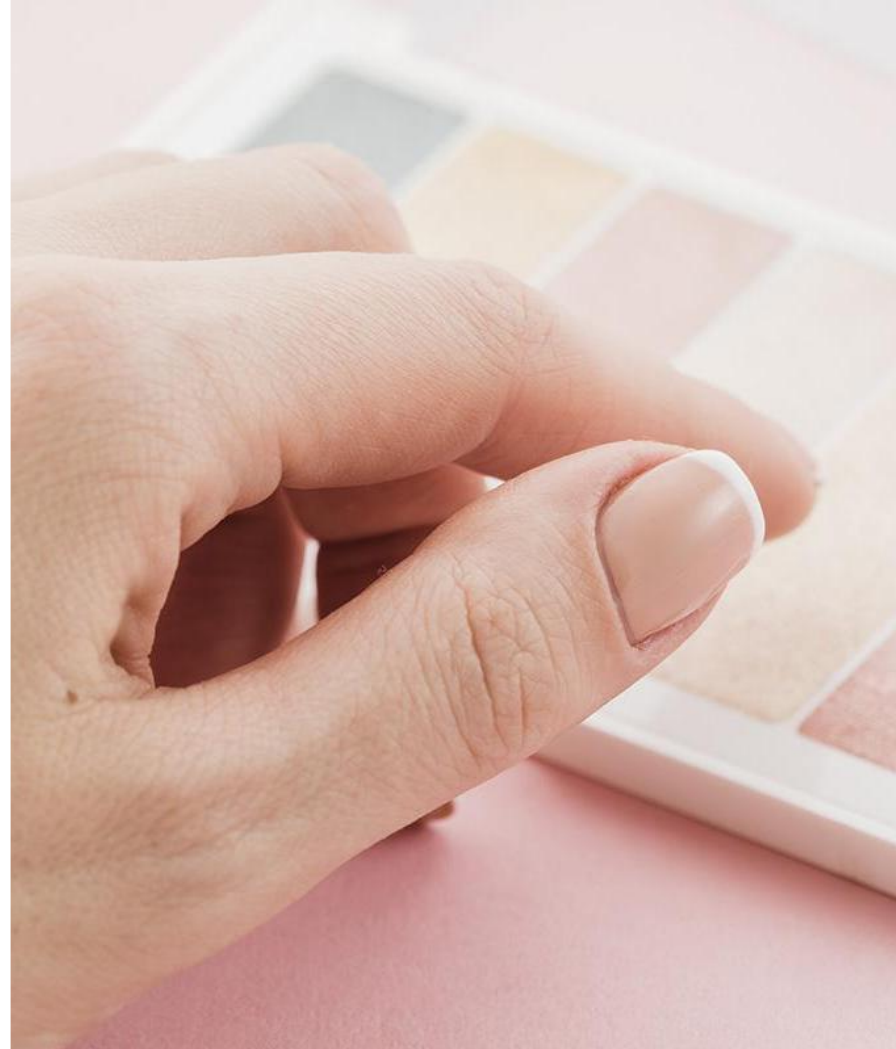




ABOUT

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



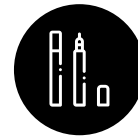
TASK 04

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



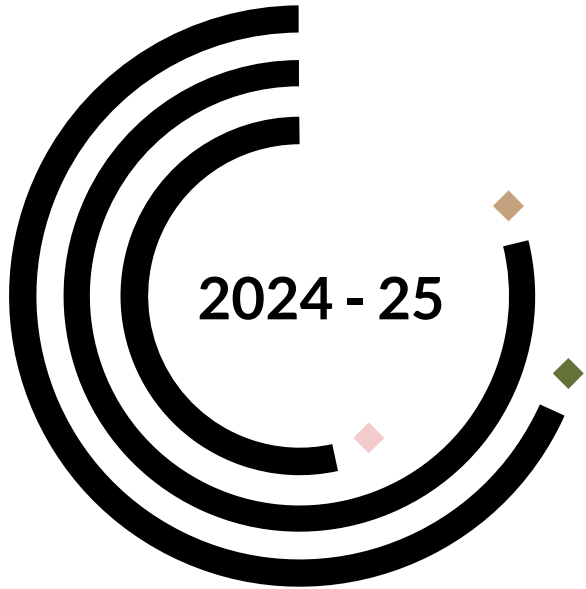
The slide features a central black circle containing the text. The corners of the slide are decorated with delicate, hand-drawn floral and leaf patterns in black ink. These include sprigs of leaves, small flowers, and clusters of berries or buds, arranged symmetrically around the central circle.

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



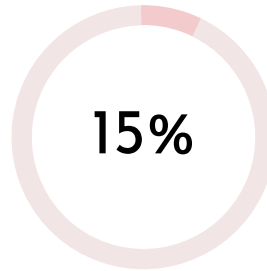
For all posts, based on the reach, only 15% viewers liked the posts as only one like per account is possible



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.

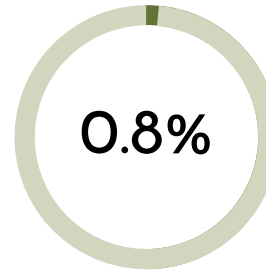


For all posts, based on reach, only <2% viewers commented the posts, it can be based on impression as more than one comment is possible then it will be lesser.



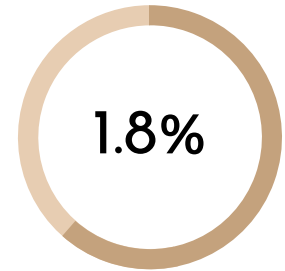
Likes

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



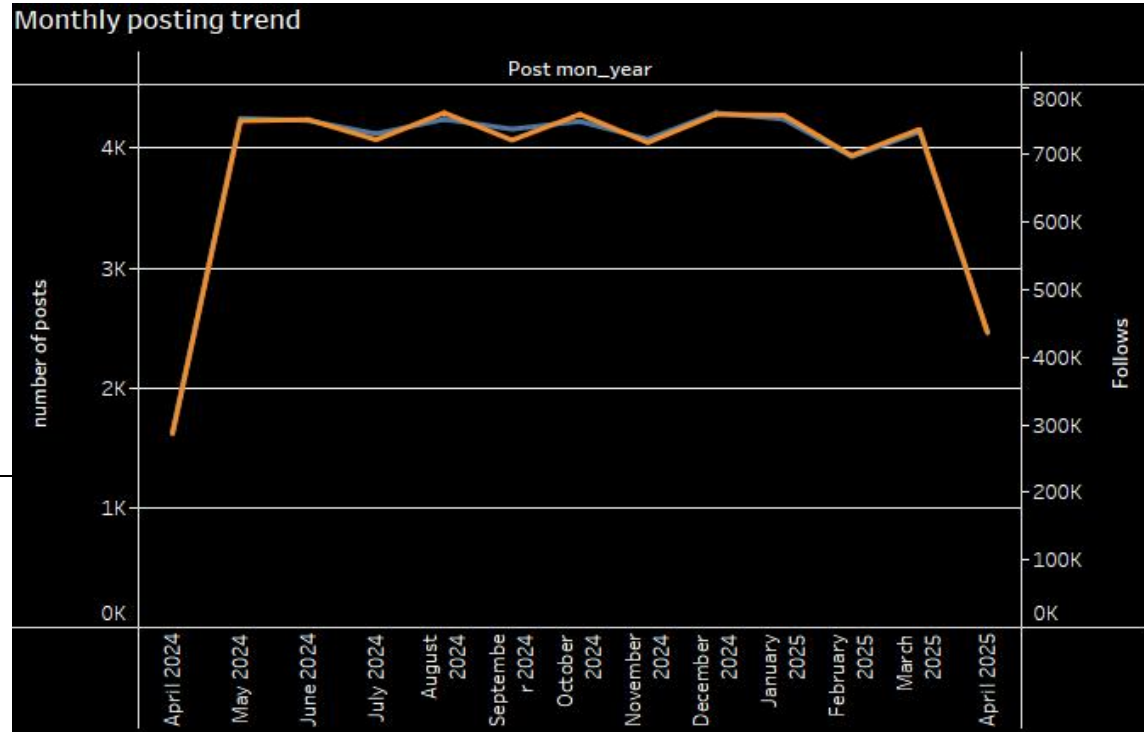
TABLEAU DASH BOARD AND VISUALS



A vertical strip of botanical illustrations. From top to bottom, it includes: a small cluster of dark berries; a single almond-shaped leaf; a small seed pod with two round seeds; a branch with several pointed leaves; a three-petaled flower with a central stamen; a single almond-shaped leaf; and a cluster of several pointed leaves at the bottom.



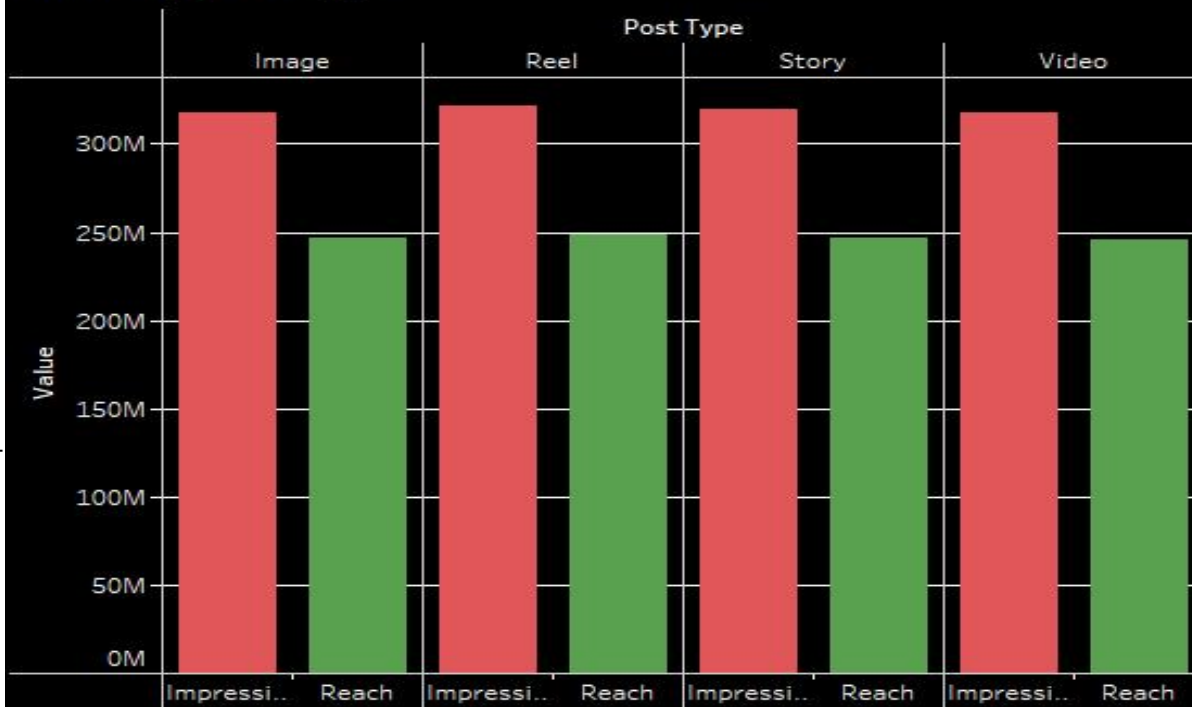
Monthly trend



Stagnantly posted, followers fluctuates but maintained the trend.

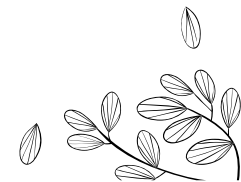


Views by post type



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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