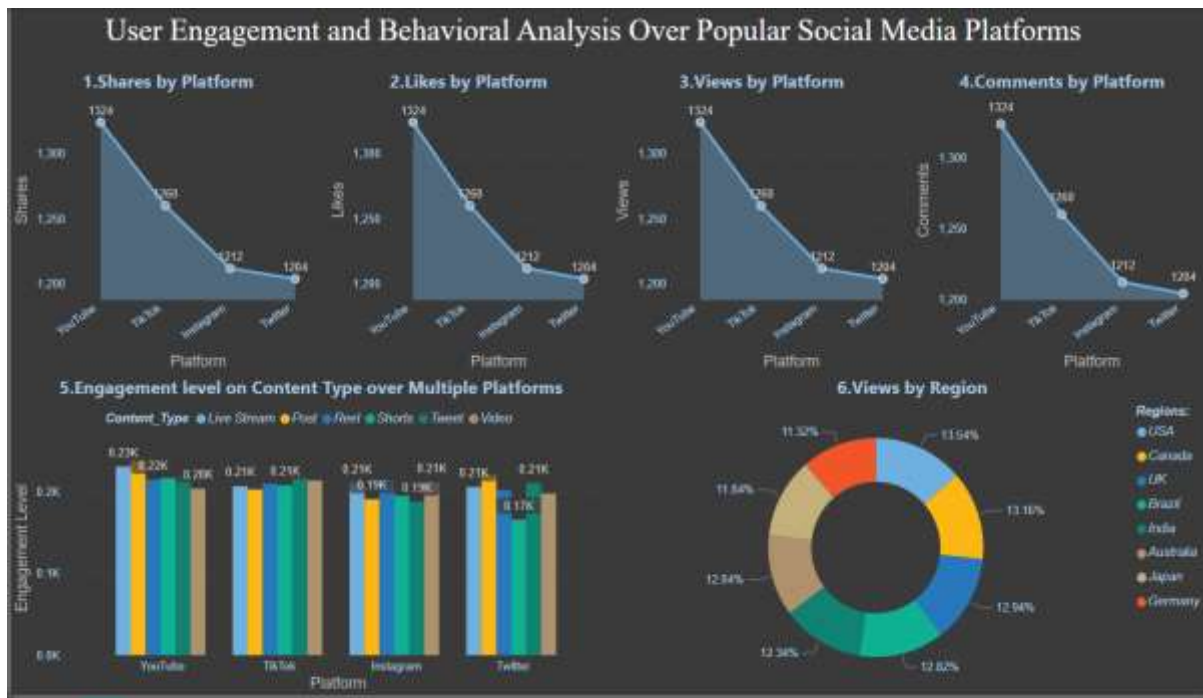


Social Media User Engagement Analysis Using Power BI



1. Shares by Platform

- **Description:** This bar chart represents the number of shares on YouTube, TikTok, Instagram, and Twitter.
- **Analysis:**
 - YouTube leads with 1324 shares, making it the most frequently shared platform.
 - TikTok follows closely with 1260 shares.
 - Instagram and Twitter trail behind with 1212 and 1204 shares, respectively.
 - This highlights YouTube's dominance in encouraging users to share content, possibly due to its diverse range of videos that cater to varied audiences.

2. Likes by Platform

- **Description:** The chart showcases the number of likes received on the same four platforms.
- **Analysis:**
 - YouTube again takes the lead with 1324 likes, mirroring its performance in shares.
 - TikTok remains second with 1260 likes, followed by Instagram (1212 likes) and Twitter (1204 likes).
 - The consistency between shares and likes suggests a strong correlation between the two metrics, emphasizing YouTube's popularity in driving audience appreciation.

3. Views by Platform

- **Description:** This chart compares the number of views received on YouTube, TikTok, Instagram, and Twitter.
- **Analysis:**
 - YouTube tops the chart with 1324 views, affirming its position as a widely consumed platform.
 - TikTok comes second (1260 views), followed by Instagram (1212 views) and Twitter (1204 views).
 - The high number of views on YouTube could be due to its longer-format videos, which might engage viewers for extended periods.

4. Comments by Platform

- **Description:** This chart measures the number of comments across the four platforms.
- **Analysis:**
 - YouTube leads once more with 1324 comments, indicating high audience interaction.
 - TikTok follows at 1260, Instagram at 1212, and Twitter at 1204 comments.
 - The elevated comment count on YouTube may reflect its focus on discussion and engagement through comment threads.

5. Engagement Level on Content Type over Multiple Platforms

- **Description:** This bar chart examines how various content types (Live Stream, Post, Reel, Shorts, Tweet, Video) perform in terms of engagement across YouTube, TikTok, Instagram, and Twitter.
- **Analysis:**
 - Engagement levels are relatively similar across all platforms and content types, ranging between 0.17K to 0.23K.
 - There doesn't appear to be a significant variance in interaction between different content types, suggesting a uniform appeal to audiences.
 - This consistency implies that the platforms have a balanced approach to promoting different content formats.

6. Views by Region

- **Description:** This pie chart reveals the percentage of views from various regions.
- **Analysis:**
 - Germany has the highest percentage of views at 13.54%, closely followed by Japan (13.16%) and Australia (12.94%).
 - India contributes 12.82% of the views, while Brazil (12.34%), the UK (12.04%), Canada (11.84%), and the USA (11.32%) are slightly lower.
 - The high numbers for Germany and Japan suggest strong user bases in these regions, perhaps due to regional content appeal or greater platform penetration.

Overall Insight:

The data collectively emphasizes YouTube's dominance across user engagement metrics like shares, likes, views, and comments. It also showcases a relatively uniform engagement across content types and highlights regional differences in user activity.

