

Social Media Analytics - Power BI Dashboard Design Overview Page **KPI Cards:**

- Total Reach
- Total Impressions
- Total Engagements
- Engagement Rate

Charts:

1. Engagement by Post Type (Column Chart)
2. Reach vs Impressions (Scatter Plot)
3. Daily Engagement Trend (Line Chart)
4. Total Interactions Trend (Line Chart)

Filters:

- Post Type
- Date
- Likes Range
- Engagement Rate Range

This PDF contains the full structure to help you build the dashboard in Power BI.