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# INTERACTIVE DASHBOARD FOR FAN ENGAGEMENT ANALYTICS



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# ABOUT US

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## ↗ Who we are

BeyondTech Studios, specializing in integrating technology with the K-pop industry.

## ↗ Goal

Enhancing fan engagement through data-driven insights.

## ↗ Solution

Building a fan engagement analytics tool to optimize content strategies and deepen fan connections.



# 3 KEY QUESTIONS



**How does fan interactions (likes, comments, shares) correlate with the timing of posts?**

↗ Question 1



**What type of content receives the most engagement from fans over time?**

↗ Question 2



**How does fan engagement vary between different K-pop members or specific events?**

↗ Question 3

# DATASET'S ATTRIBUTES

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**1** post\_id

**2** likes

**3** comments

**4** shares

**5** day\_of\_week

**6** time\_of\_day

**7** kpop\_member

**8** event\_type

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# DASHBOARD OVERVIEW

## Tool: QlikSense

- Interactive, real-time data visualization.
- Customizable filters for exploring data (e.g., by time, content type, or K-pop member).

## Features:

- Dynamic dashboards for engagement trends.



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# DASHBOARD WALKTHROUGH





# END GOAL

**Objective:**

- Optimize post timing and content strategies for maximum fan interaction.
- Personalize marketing efforts based on member-specific and event-driven engagement trends.

**Vision:** Establish BeyondTech Studios as the industry leader in combining technology and entertainment.

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THANK  
YOU.

