

# Newsfeed Analysis in Tableau Project

## Exploring a Newsfeed Feature Engagement Using Tableau's Analytical Power

### Case Description

**Overview:** In this Newsfeed Analysis in Tableau project, you'll tackle a real-world case and gain hands-on experience optimizing a website's newsfeed feature for maximum user engagement. Dive deep into a real-life database, perform data analysis in Tableau, and unearth crucial insights that can enhance your professional portfolio and skillset.

**Objective:** Your main goal is to generate graphs that analyze users' interaction patterns with the 365 platform's Newsfeed service. For this purpose, you must craft a data visualization in Tableau that captures critical findings from 01-01-2023 to 05-31-2023. Build this Tableau dashboard from scratch, utilizing it to deduce necessary conclusions and recommend potential refinements.

**The challenge:** A newsfeed is a part of a website that constantly updates with new content, showing the latest news or activities. This feature facilitates real-time discoveries and encourages user engagement by presenting fresh content each time the user accesses the platform.

The 365 platform's Newsfeed offers a mix of automated and manual posts. Automated entries showcase students' milestones, such as completing an award card collection or earning a certificate of achievement. On the other hand, manual entries are texts created by students to share insights or opinions with the community.

The aim of this Newsfeed Analysis in Tableau project is to determine which type resonates more with our audience and identify potential issues with these features, along with suggestions for enhancements. The task is to create several visualizations giving crucial information about the newsfeed and how the users react to it.

Drawing from your findings, you can create a strategy to optimize the newsfeed service, ensuring it's engaging and encourages prolonged platform usage—fostering a vibrant online community and, ultimately, influencing course subscriptions and renewals.

## Project files

- For building the required visualizations in Tableau:
  - newsfeed\_analysis.twbx – a file containing the necessary CSV files for creating the graphs.

## Instructions:

Your primary objective is to produce graphs examining user interaction patterns with the newsfeed feature on the 365 platform. To achieve this, you must design a Tableau dashboard highlighting significant insights from 01-01-2023 to 05-31-2023.

Newsfeed posts have the following subtypes.

- Career track certificate (automated): Denotes earning certificates for completing career tracks.
- Collection (automated): Indicates students gathering card collections as awards.
- Course certificate (automated): Represents earning course completion certificates.
- Goal (automated): Showcases students achieving predefined goals (like weekly learning hours).
- Level (automated): Highlights user profile advancement to a new level.
- Streak (automated): Demonstrates student's consistent engagement in learning.
- Text post (manual): Involves user-generated textual content sharing personal opinions and observations.

Note the following graphs to create.

- A **dual chart** with a bar chart that displays the **monthly count of posts** and relevant **average likes per post**. This graph provides insights into the content's popularity. It helps analyze whether posts with higher likes are concentrated within specific months, assists in identifying trends in user engagement, and enables discovering seasonality in student engagement activity.
- Three **horizontal bar charts** that rank the following post subtypes:

- The first chart shows the overall **number of posts per subtype**.
- The second chart ranks **likes generated by each subtype**.
- The third chart rates **comments generated by each subtype**.

These three charts provide a breakdown of which subtypes receive the most posts, likes, and comments—enabling analysis of the most impactful content types and understanding user preferences and engagement trends.

- A **horizontal bar chart** that illustrates user activity on the newsfeed, indicating **the number of users who visited the newsfeed, the number of active users**, and **the active users** who engaged through **likes, comments, or manual posts**. The visualization will reveal the proportion of users actively engaging with the newsfeed. By simultaneously showing the number of visitors and the active participants, this graph demonstrates the level of user interaction within the newsfeed.

The dashboard should include two primary filters:

- A time range filter enabling focused observation within specific periods of interest
- A post subtype filter offering the choice to view and explore types of posts

**Note:** These filters should not impact the user activity bar chart, which provides an overall insight into engagement levels.