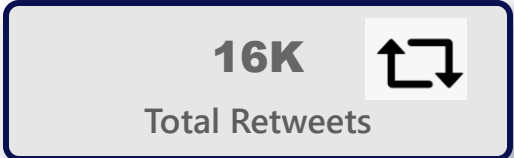
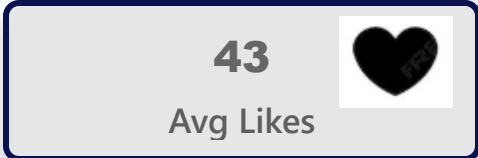
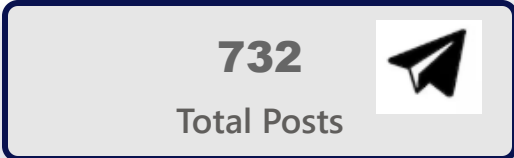
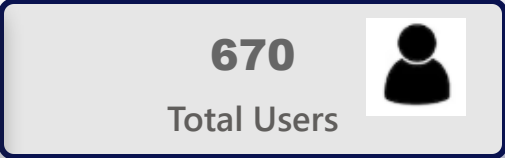
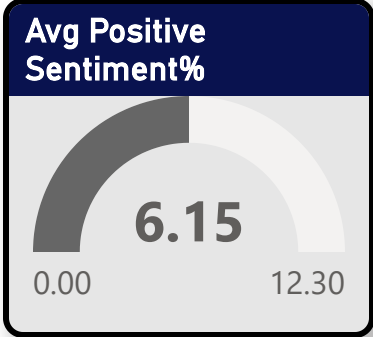




# SOCIAL MEDIA SENTIMENT ANALYSIS DASHBOARD

## SENTIMENT AND ENGAGEMENT INSIGHTS



Platform

All

Sentiment

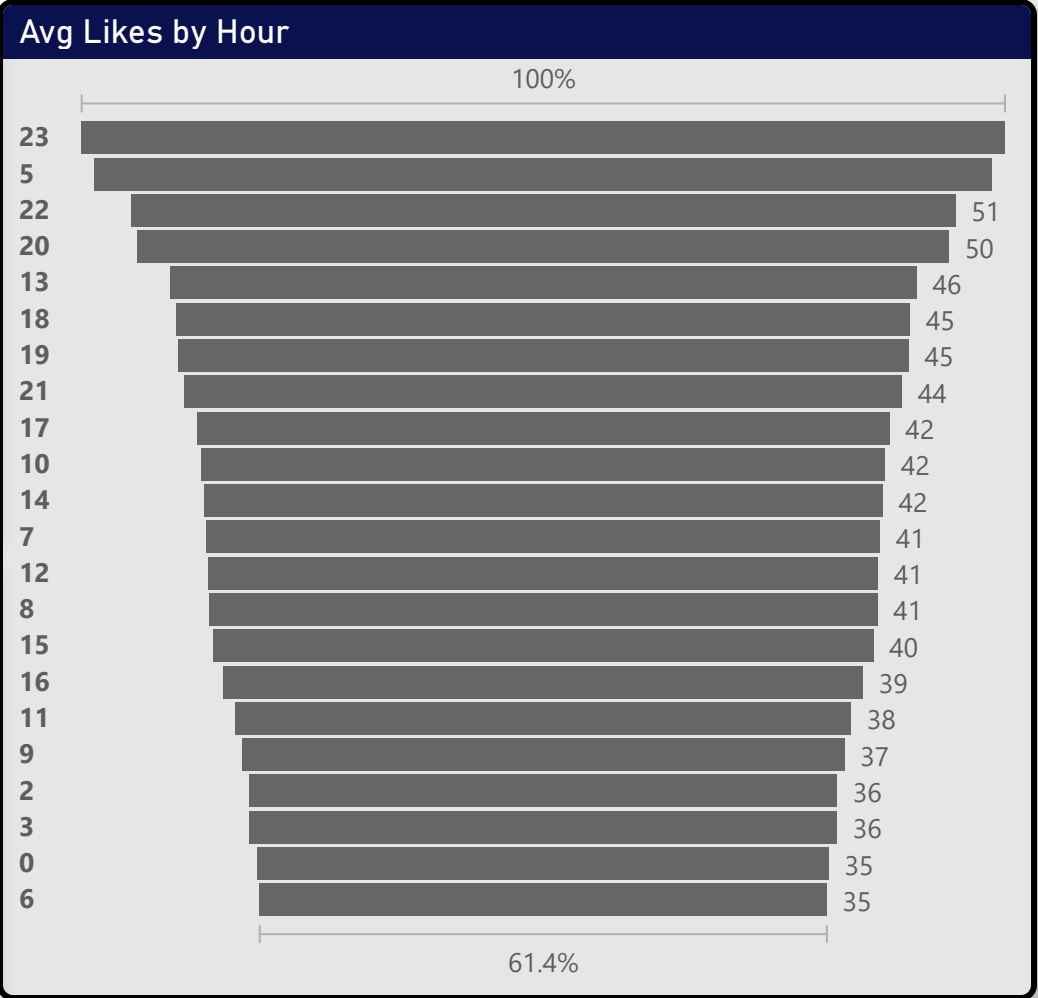
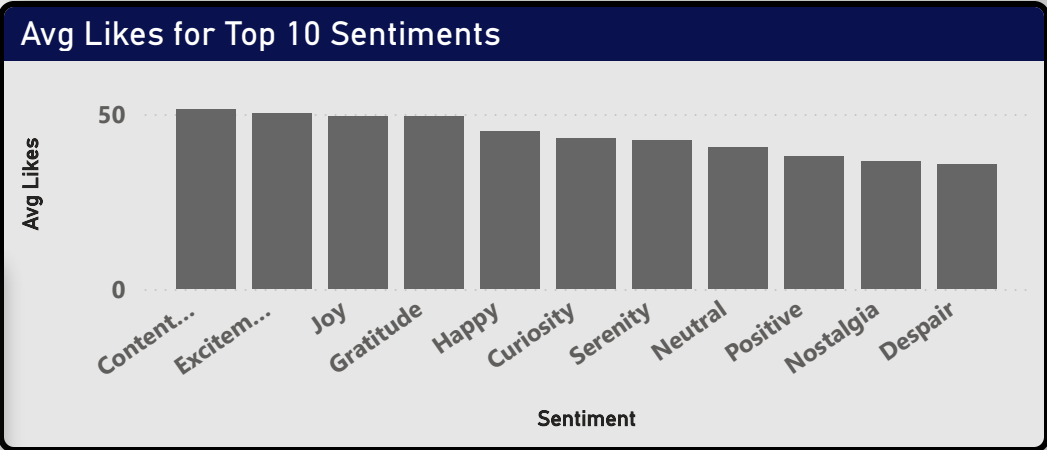
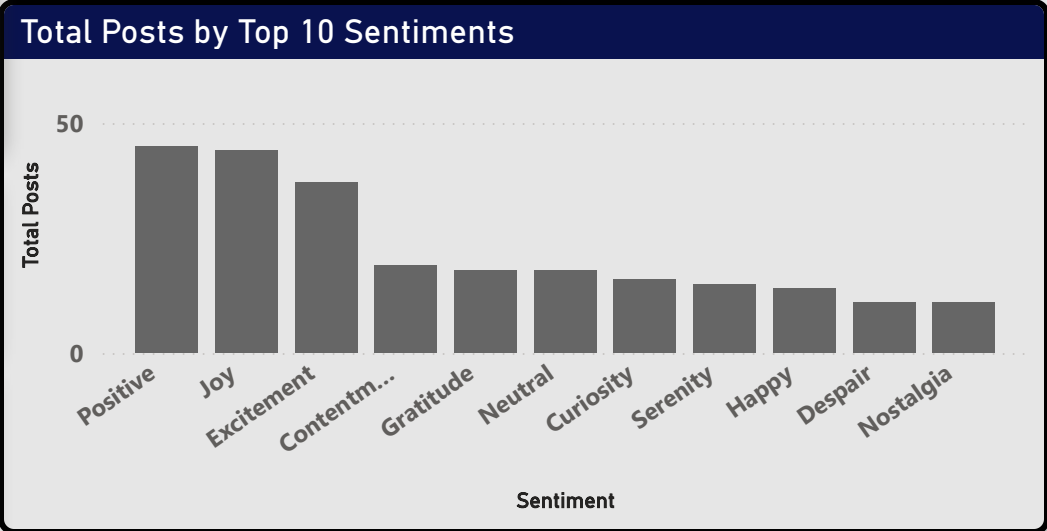
All

Country

All

Year

All





SOCIAL MEDIA SENTIMENT ANALYSIS DASHBOARD

ENGAGEMENT AND INFLUENCER INSIGHTS

Sentiment

Engagement

Report

Key Metrics

Total Users

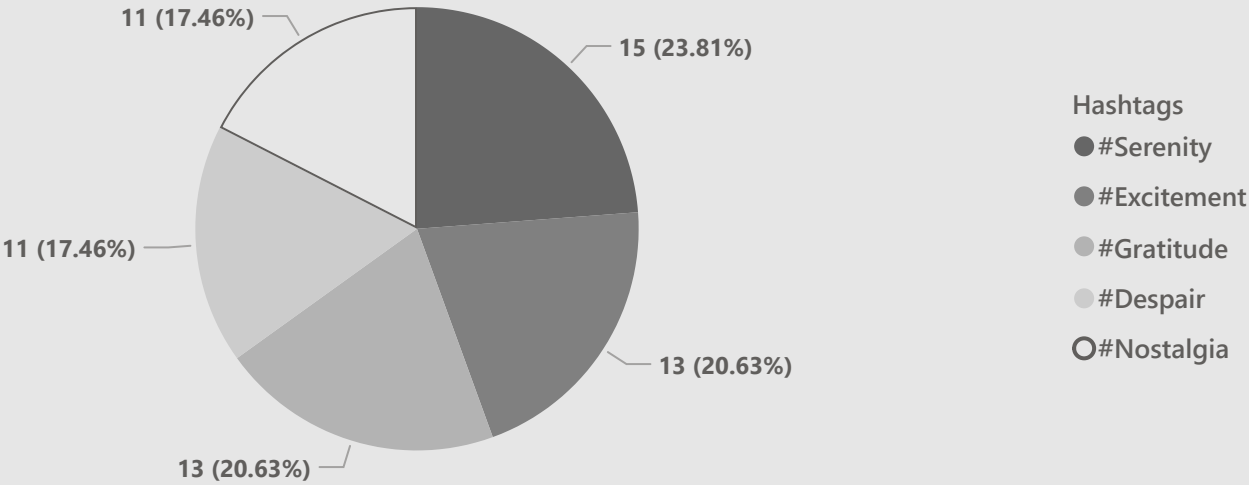
Total Posts

Avg Likes

| Platform | Total Users | Total Posts | Avg Likes |
|----------|-------------|-------------|-----------|
|----------|-------------|-------------|-----------|

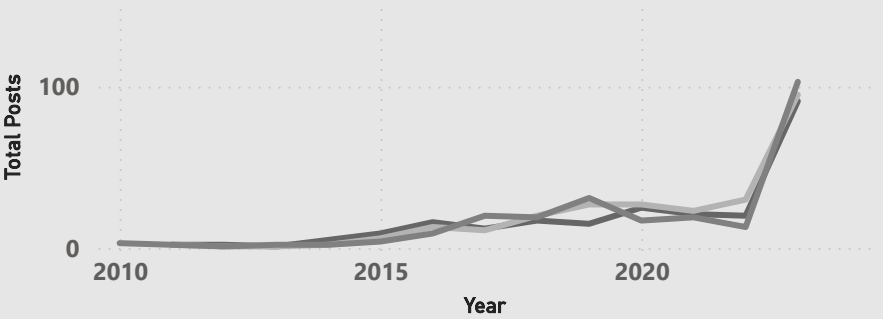
|           |     |     |    |
|-----------|-----|-----|----|
| Facebook  | 217 | 231 | 42 |
| Twitter   | 232 | 243 | 42 |
| Instagram | 240 | 258 | 45 |
| Total     | 670 | 732 | 43 |

Most appearing Hashtags

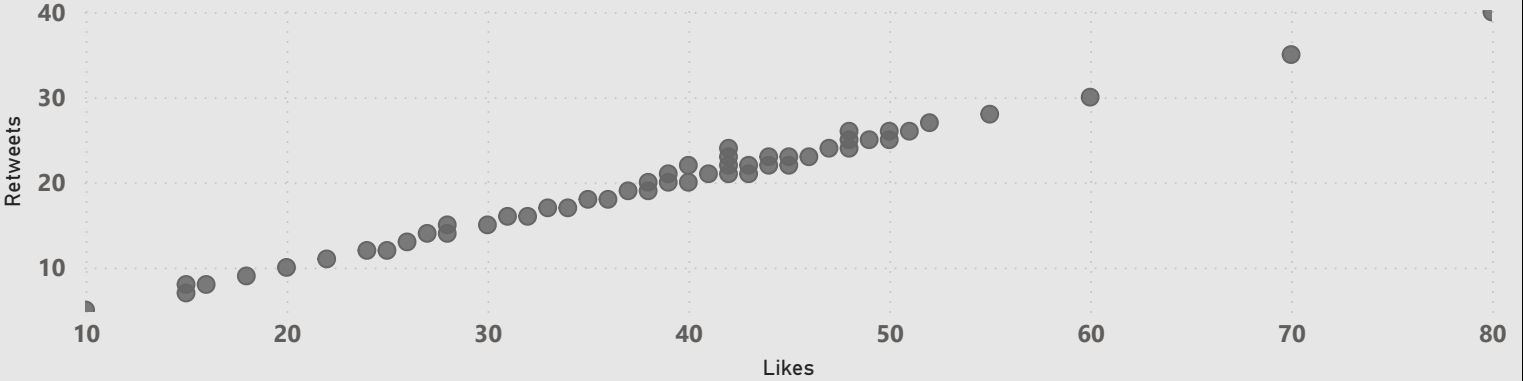


Total Posts by Year and Platform

Platform ● Facebook ● Instagram ● Twitter



Correlation btw Likes and Retweets





## SOCIAL MEDIA SENTIMENT ANALYSIS DASHBOARD

### DASHBOARD SUMMARY AND KEY TAKEAWAYS

Sentiment

Engagement

Report

- > The dashboard tracks engagement across 670 users with total of 732 posts, averaging 43 likes per post and 16000 total retweets on different social media platforms including Twitter, Instagram and Facebook.
- > The average positive sentiment percent is 6.15 as displayed on gauge scale, with "Positive", "Joy" and "Excitement" ranking highest among the top 10 sentiments recorded based on total posts.
- > Sentiment types "Contentment" and "Excitement" have got the most number of average likes.
- > User engagement peaks around 11pm as we can see in the funnel chart suggesting late night activity produces the highest likes in social medias.
- > Among the platforms, Instagram has the highest engagement, be it total users or posts or average likes.
- > The most occurring hashtags include #Serenity, #Excitement and #Gratitude showing trending topics that drives visibility.
- > Total posts have increased over time, particularly in recent years in all the three platforms indicating growing usage and adoption.
- > There is a clear linear relation between the likes and the retweets indicating that the more liked posts attracts the more sharing behaviour.