📊 Social Media Growth Tracker – Tableau Dashboard Report

◈ Objective

The aim of this project is to analyze and visualize the daily performance of multiple social media accounts across two major platforms — Instagram and YouTube — using key growth and engagement metrics. The dashboard helps identify patterns, high-performing accounts, and platform-specific insights.

◈ Dataset Summary

A synthetic dataset was created for 5 popular content accounts, tracking daily metrics over a 6-month period (Jan–June 2024).
Key columns include:

- Date: Day-wise timestamp

- Platform: Instagram or YouTube

- Account Name: Influencer or brand handle

- Followers: Total followers/subscribers

- Likes and Comments: Engagement indicators

- Videos Posted: Content creation activity

◈ Dashboard Components

☑ 1. KPI Cards

Displayed at the top for instant summary:

- **Total Followers**

- **Total Likes**

- **Total Comments**

☑ 2. Visual Charts

▣ **Line Chart** – Follower growth trend by account

Bar Chart – Total videos posted per account

 Pie Chart – Engagement share by platform

 Area Chart – Cumulative follower growth per platform

☑ 3. Filters

 Filter by **Platform** (Instagram or YouTube)

☑ 4. Calculated Field

A custom metric called **Sum of Likes + comments**

◈ Insights Gained

- Accounts with fewer followers can still have high engagement rates.

- YouTube showed more consistent follower growth, while Instagram had more engagement spikes.

- Some accounts posted frequently but had lower engagement, revealing the quality-over-quantity aspect.

◈ Conclusion

This Tableau dashboard offers a holistic view of social media performance across platforms. It enables strategic decisions for content creators, digital marketers, or agencies by tracking content output, audience engagement, and growth trends in a single interactive visual report.