Tableau Project: Social media engagement analysis – Facebook metrics for a cosmetic brand

Goal: Create interactive visualizations to analyze social media engagement metrics for a cosmetic brand's Facebook posts. Identify trends in user interaction, post type performance, and the impact of paid vs. organic posts.

Tools Used
Tableau: Dashboards, Interactive Visualizations, Calculated Fields.

Key Visualizations and Insights
1. Total engagement by post type: analyze the total engagement (likes, comments, shares) for different post types (Photo, Video, Status).

Insight: photo posts generated the highest engagement.

2. Paid vs. Organic Post Performance: compare the engagement levels of paid vs. organic posts.

Insight: Organic posts generated more engagement than paid posts.

To interact with the visualizations and explore the data in more detail, visit the Tableau Public dashboard via links below:
(https://public.tableau.com/views/Facebookmetricsdatasetofacosmeticbrand1/Dashboard4?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)
(https://public.tableau.com/views/Facebookmetricsdatasetofacosmeticbrand/Dashboard5?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)