“Exploring a Newsfeed Feature of learning platform Engagement Using Tableau's Analytical Power “

DATASET & PROJECT PLATFORM - 365DATASCIENCE

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INTRODUCTION

This project analyzes user engagement with the Newsfeed feature of a learning platform. The Newsfeed acts as a built-in social community where learners can share milestones (certificates, levels, goals, streaks) or post manually, similar to a social media feed. Other learners engage by liking or commenting on posts.
The analysis focuses on activity between January to May 2023 to understand posting behavior, post-type performance, and overall engagement trends.

BUSINESS PROBLEM & OBJECTIVE

The Newsfeed was introduced to boost learner engagement and community interaction. However, while posting activity is high, it remains unclear which types of posts truly encourage participation and whether the feature drives meaningful interaction.
The objectives of this analysis are to:

- Examine posting and engagement patterns across subtypes.
- Identify which post types resonate most with learners.
- Measure overall user participation levels.
- Recommend strategies to improve engagement quality and balance content.

DATASET & TOOLS

- Dataset: Newsfeed feature activity logs (Posts, Likes, Comments, User Activity).
- Platform - 365DataScience
- Period Covered: Jan–May 2023.
- Key Fields: Post Date, Post Subtype, Number of Posts, Number of Likes, Number of Comments, User Visits, User Engagement.
- Tools Used:
  - Excel → Data exploration, validation, and initial profiling.
  - Tableau Public → Data visualization, calculated fields, and dashboard creation.

METHODOLOGY

The workflow followed:
> Data Access & Setup

- Imported the provided .twbx file into Tableau.
- Exported underlying data to Excel for exploration.

> Exploration (Excel)

- Verified record counts, checked for missing values, confirmed data types.
- Explored distributions of posts, likes, comments, and activity metrics.

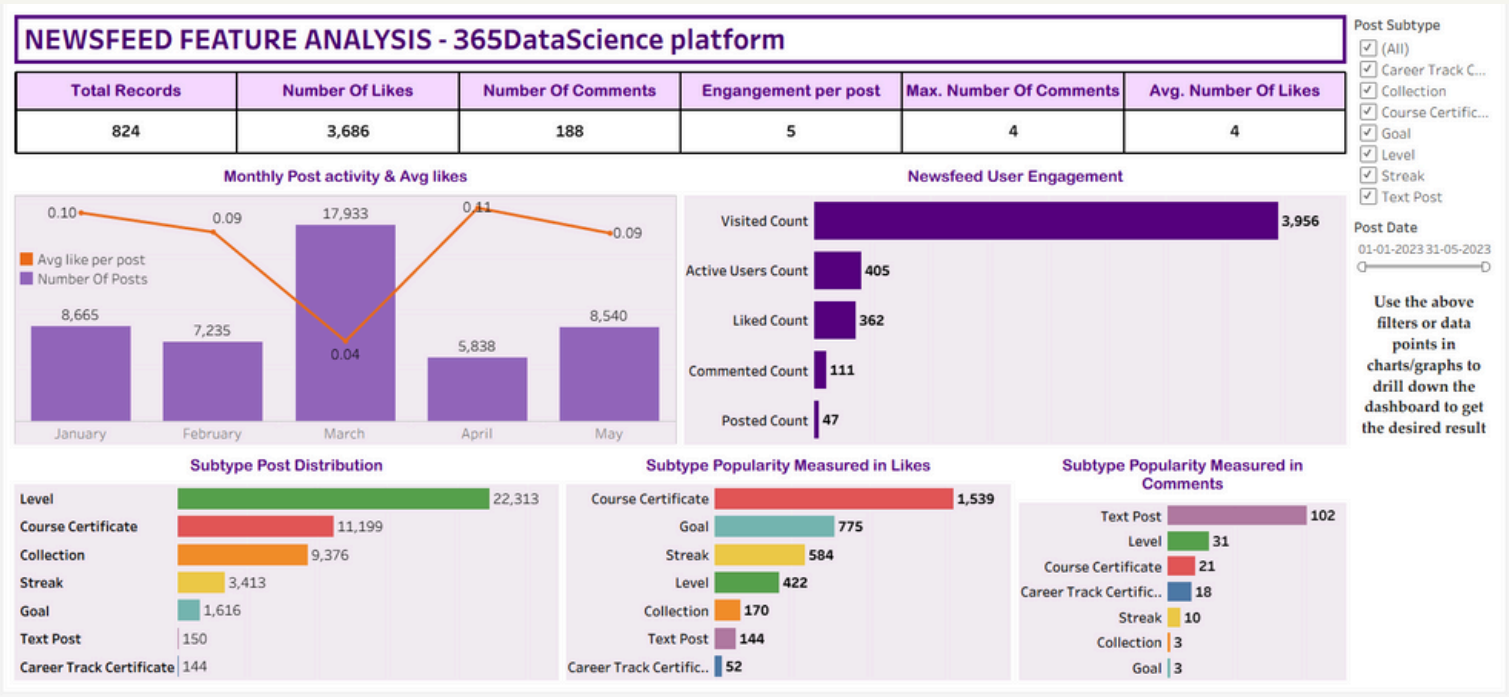
> Visualization Development (Tableau)

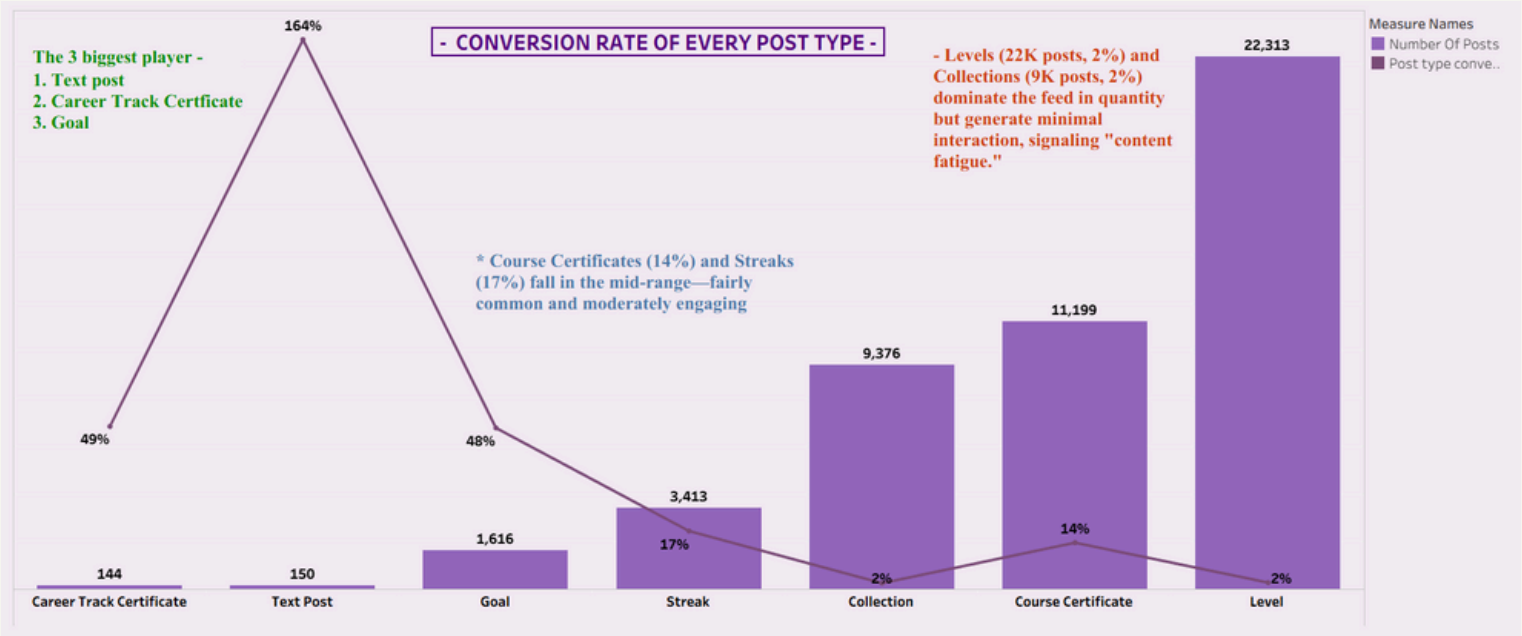
- Created KPIs and individual charts in separate sheets.
- Built calculated fields (e.g., Avg Likes per Post).
- Used sorting, filters, and formatting for clarity.

> Dashboard Consolidation

- Combined all charts into a single Newsfeed Analysis Dashboard.
- Applied global filters (time period, post subtype).
- Added a Story extension to highlight post-conversion rates for deeper insight.

DASHBOARD





[CLICK ON THE LINK TO CHECK OUT THE LIVE VISUALIZATION]

Insights

1. Posting Trends

- Post volumes are consistently high, driven largely by automated Level and Course Certificate updates.
- However, average likes per post remain very low, signaling a gap between quantity and meaningful interaction.

2. Post Conversion Analysis

- High volume, low conversion: Levels (22,313 posts, 2%) and Collections (9,376 posts, 2%).
- ***Low volume, high conversion: Text posts (150 posts, 164%), Career Track Certificates (144 posts, 49%), Goals (1,616 posts, 48%).***
- Moderate performers: Course Certificates (14%) and Streaks (17%).

3. User Behavior

- ***Learners engage most with posts*** that are:

> ***Useful (Text posts sharing insights).***
> ***Aspirational (Career Track Certificates).***
> ***Personal (Goals).***

4. Automated updates (Levels, Collections), though abundant, generate little interaction.

Recommendations

- Reduce Feed Noise: Limit visibility of automated updates (Levels, Collections).
- Promote High-Value Posts: Encourage more Text posts and Career Track Certificate sharing.
- Engagement Nudges: Add prompts like "Share what you learned today" to inspire meaningful content.
- Content Mix Balance: Surface engaging posts more frequently to create an interactive, knowledge-driven feed.

Conclusion

The analysis reveals a critical imbalance: while the Newsfeed is flooded with automated posts, ***the real engagement lies in personal, aspirational, and knowledge-driven content***. By shifting focus towards high-conversion post types, the platform can foster a richer community experience and significantly enhance learner interaction.