

Onyx Data Challenge



2024

2025

OVERVIEW

ANALYTICS

Posts

213

Engagement

26M

Avg. Eng. Rate

0.15

Impressions

233M

Views

194M

Shares

11M

Comments

8M

Likes

34M

Content Type	Percentage
Customer Story	63
Product Promotion	58
Educational	41
Entertainment	37
Event / Webinar	15

Content Type	Percentage
Text	61
Image	58
Video	57
Stream	38

A donut chart illustrating the distribution of traffic sources. The chart is divided into two segments: a larger purple segment representing Organic traffic at 59.35%, and a smaller yellow segment representing Sponsored traffic at 40.65%. Labels with leader lines point to each segment.

Traffic Source	Percentage
Organic	59.35%
Sponsored	40.65%

A donut chart illustrating the distribution of risk levels. The chart is divided into three segments: a large yellow segment for 'Medium' risk at 53.52%, a purple segment for 'Low' risk at 24.41%, and a light purple segment for 'High' risk at 22.07%. Each segment is labeled with its category and percentage, with a line connecting the label to the corresponding part of the chart.

Risk Level	Percentage
High	22.07%
Low	24.41%
Medium	53.52%

Content Type	Number of Posts
#Testimonial	38
#SuccessStory	34
#CustomerStory	32
#ProductDemo	22
#FeatureHighlight	18
#NewRelease	18
#FunContent	17
#MemeMonday	10
#TrendingNow	10
#WebinarReplay	7
#BehindTheScenes	4
#EventRecap	4

Month	Number of People
J	20
F	10
M	18
A	15
M	25
J	17
J	20
A	20
S	17
O	25
N	15
D	19

A world map showing the distribution of Microsoft's global offices. Purple circles of varying sizes represent office locations across North America, Europe, Asia, Africa, and South America. The map includes labels for continents and oceans, and a copyright notice at the bottom.

Microsoft Bing
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Social Media Content Performance

Designed by Rohini Tembhurnikar

Onyx Data Challenge



Facebook



TikTok



YouTube



X.com



LinkedIn



Instagram

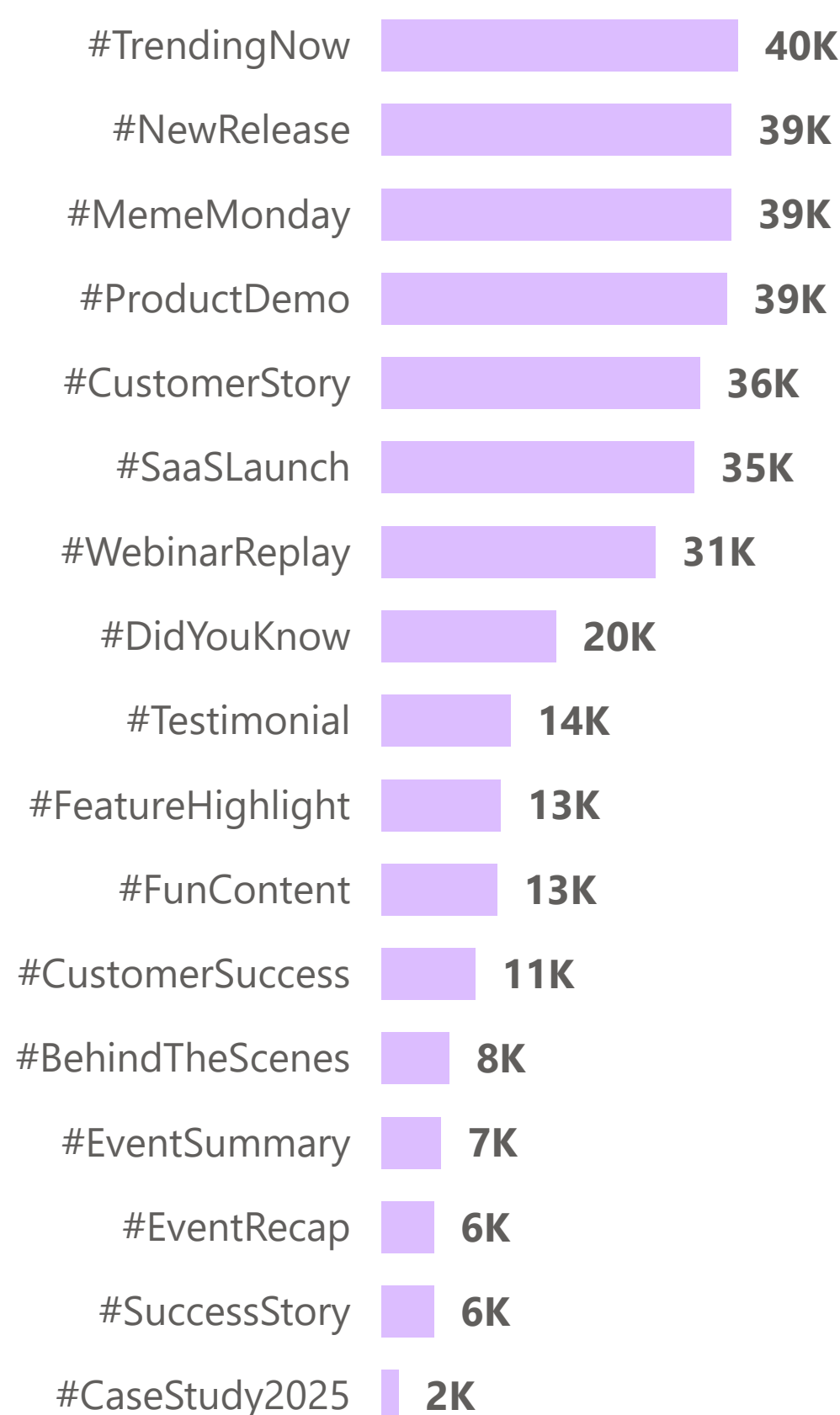
2024

2025

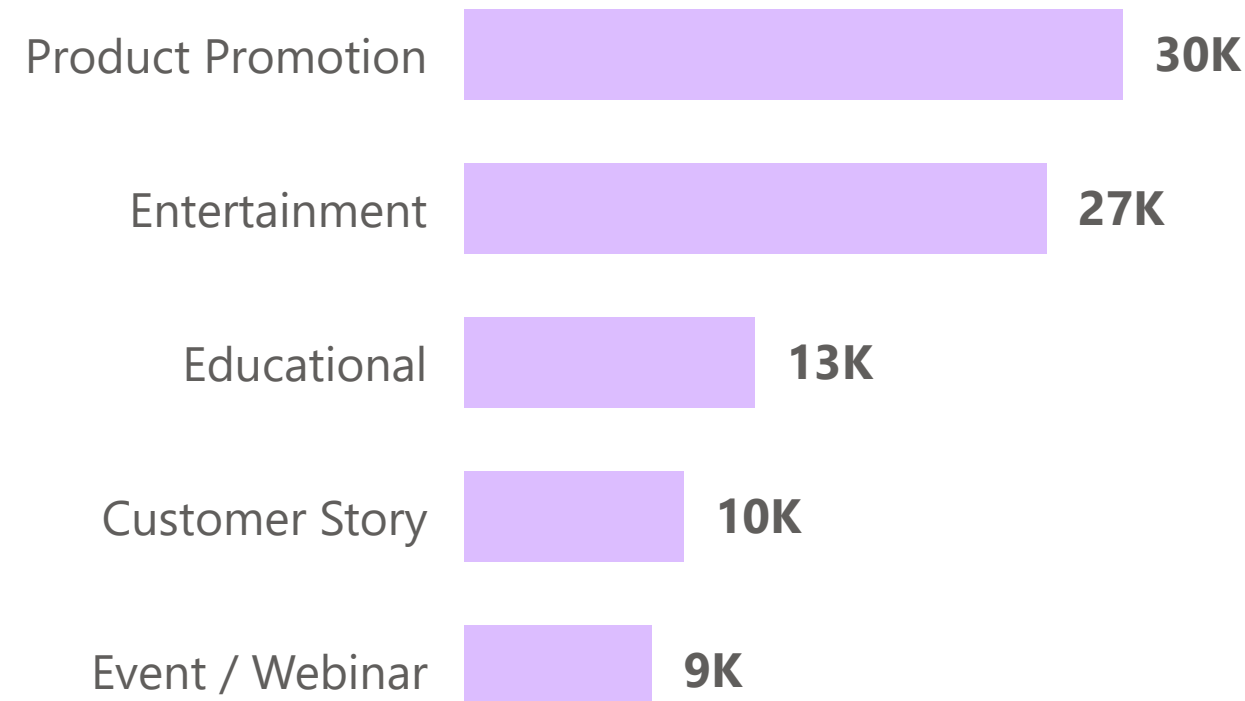
OVERVIEW

ANALYTICS

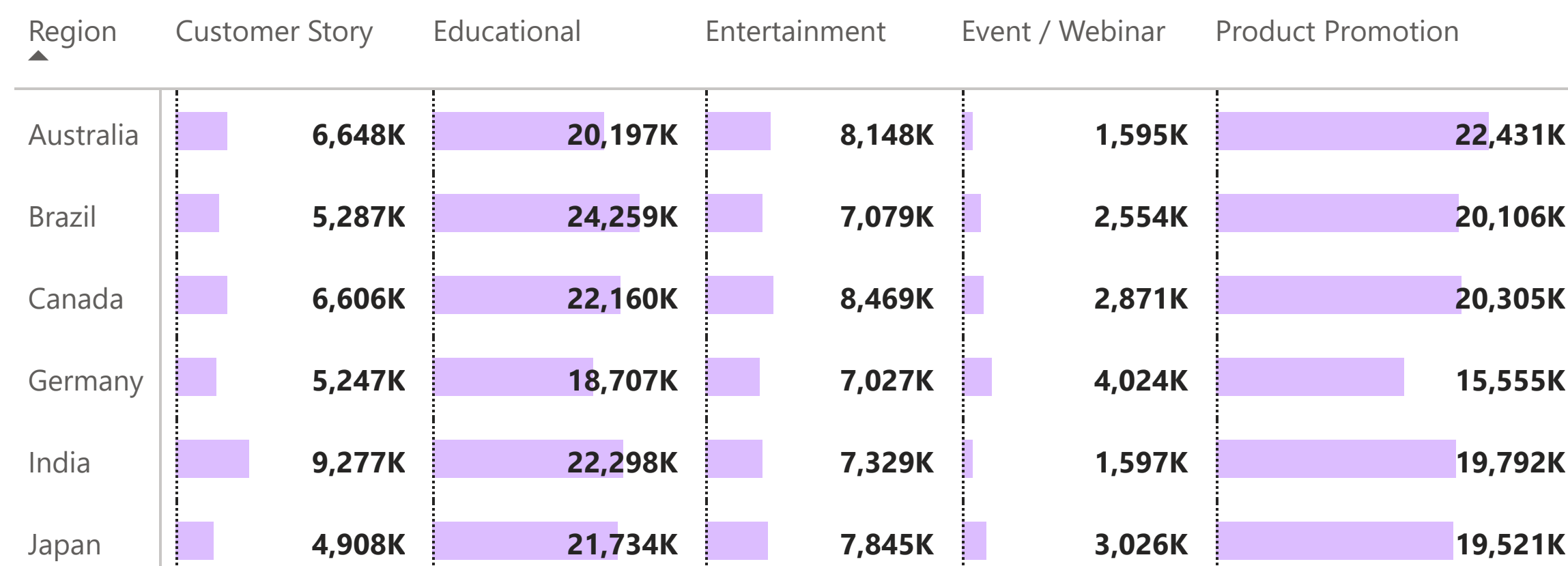
Average Clicks by Hashtag



Average Clicks by Content Category



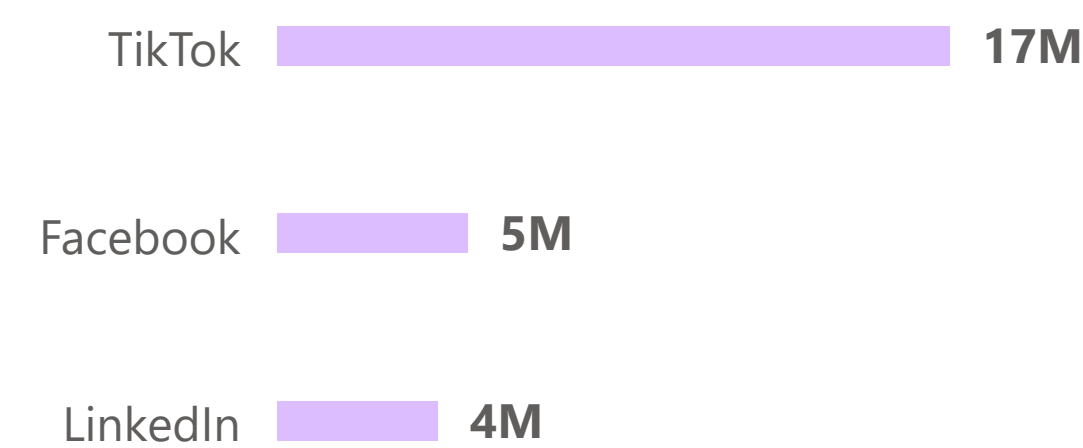
Regionwise Engagement by Content Category



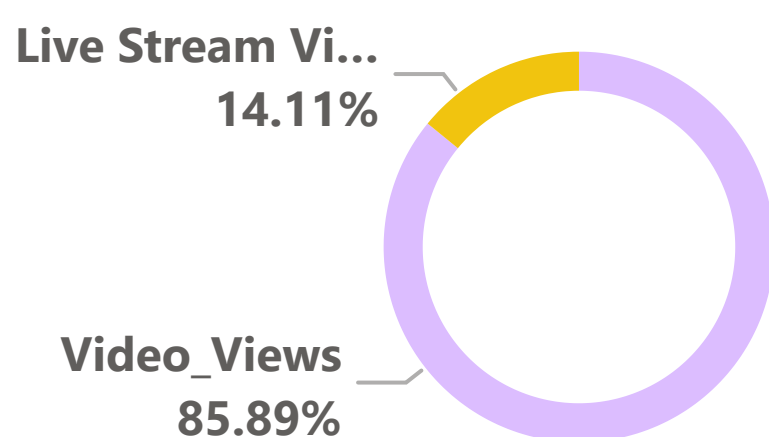
Views by Platform

Platform	Live Streams	Video Views
YouTube	291981	738642
X.com	0	600773
TikTok	37265	746948
LinkedIn	86763	74632
Instagram	70695	782162
Facebook	88041	263921

Sum of Clicks by Platform



Live Stream Views v Video Views



Posts Summary

Post_ID	Content Category	Post Type	Engagement	Likes	Comments	Shares
Post_4129	Entertainment	Video	393K	1280K	160K	464K
Post_2973	Educational	Video	1029K	1137K	250K	323K
Post_1393	Product Promotion	Video	434K	982K	206K	296K
Post_3035	Entertainment	Video	346K	948K	125K	171K
Post_4648	Product Promotion	Video	470K	945K	158K	291K
Post_3008	Event / Webinar	Live Stream	860K	939K	188K	393K
Post_1164	Entertainment	Video	329K	920K	147K	191K
Post_1131	Product Promotion	Video	407K	908K	156K	221K
Post_1700	Educational	PDF	656K	803K	180K	180K

Engagemet V Views

