**Experiment-No.7**

**Objective: List out the categories of reports and the required data to be represented with them. Also, determine the layout of the reports that may be used by individual authorities of**

**he intended organization.**

**User Engagement Reports:**

* Required Data: Number of active users, new user sign-ups, returning user rate, user demographics, user behavior (e.g., frequency of visits, time spent on site), user feedback.
* Layout: Visualizations such as line graphs or pie charts depicting user engagement metrics, demographic breakdowns, and any feedback collected.

**Social Media Reports:**

* Required Data: Followers/likes, engagement metrics (likes, comments, shares), reach, demographics of followers, top-performing posts.
* Layout: Social media analytics dashboards, graphs showing trends in follower growth and engagement, and comparisons between different social media platforms.

**Content Performance Reports:**

* Required Data: Number of views, likes, shares, comments, bounce rate, time spent on page, referral sources, conversion rate (if applicable), popular topics/tags.
* Layout: Tables or graphs showing trends over time, comparisons between different pieces of content, and insights into what types of content perform best.

**Technical Reports (for website maintenance and optimization):**

* Required Data: Website uptime/downtime, server response time, security audits, performance optimization recommendations.
* Layout: Technical dashboards showing uptime/downtime metrics, line graphs depicting server response time, and tables summarizing security audit findings.