**REPORT:**

**1. What are some key metrics you would track to measure the performance of Facebook and Instagram posts?**

**Answer**:  
I would track the following metrics:

* **Reach** (total and profile): to understand visibility
* **Impressions**: to measure content exposure
* **Engagement**: likes, comments, shares, profile visits
* **Followers gained**: to assess audience growth
* **Post reactions** and **page post engagements**
* **Content type performance**: to compare Reels vs Static posts

**2. How would you determine if an Instagram Reel is performing well?**

**Answer**:  
I’d look at:

* **Reel shares** (already shown in your Qtr bar chart)
* **Engagement rate** (likes, comments, shares per impression)
* **Profile visits or new followers** driven by the Reel
* Compare Reels’ performance with static posts using metrics like reach and impressions

**3. How would you A/B test different ad creatives on Facebook?**

**Answer**:  
To A/B test:

* I’d run two versions of the ad (with only one variable changed — image, text, etc.)
* Track metrics like **reach**, **click-through rate**, **reactions**, and **engagement**
* Compare results over the same timeframe and audience segment
* Use statistical significance testing to validate findings

**4. What insights can you gain from the provided dataset?**

**Answer**:  
From the dashboard:

* **Instagram Reach and impressions** have grown toward the end of the year, especially in October and November
* **Reels outperform static posts** significantly in shares by 87.4&
* **Instagram Engagement peaked in April in the 2023 and 2025**, suggesting campaign or content type impact
* ~~Low activity months like July–August may need content revitalization~~
* **New followers on Instagram spiked in between January and February**, while there was an aligning in the spike in impressions and reach on **September.**

**5. What additional analyses would you recommend?**

**Answer**:

* **Engagement rate per post type** (Reels vs Static)
* **Follower growth vs campaign periods**
* **Time of day/day of week analysis**
* **Correlation analysis** between reach and profile visits
* **Top-performing content analysis**