

Twitter Analytics Dashboard – Project Report

This project focuses on analyzing Twitter engagement data to understand how users interact with tweets across different time periods, content formats, and interaction types. The primary objective is to identify meaningful patterns that can help improve content strategy, posting schedules, and engagement outcomes.

Project Scope

The dashboard analyzes tweet-level data including impressions, likes, retweets, engagement rate, media views, media engagements, and various click interactions such as URL clicks, profile clicks, and hashtag clicks. A total of 1,166 tweets were analyzed to derive insights.

Key Performance Indicators

- Total Media Views: 89,000
- Average Impressions per Tweet: 781.9
- Total Tweets Analyzed: 1,166
- Average Engagement Rate: 4%

These KPIs provide a high-level overview of content reach and audience interaction.

Engagement Trends

Analysis of media views and engagements shows that Fridays generate the highest media visibility, while mid-week days such as Wednesday and Thursday consistently deliver stronger engagement. Tweet and impression trends indicate that higher posting volume does not always result in higher impressions, highlighting the importance of timing and content quality.

Interaction Analysis

Tweets containing URLs drive the highest number of interactions, followed by profile clicks. Hashtag-only interactions contribute comparatively less engagement. This suggests that users respond more actively to actionable content rather than passive tagging strategies.

App Opens Insight

Engagement levels remain high even when app opens are zero, indicating that most interactions occur organically within the Twitter platform rather than through external app-triggered sessions.

Business Recommendations

- Focus on posting media-rich content during mid-week and Fridays.
- Prioritize URL-driven and profile-driven tweets.
- Reduce over-reliance on hashtag-only tweets.
- Identify top-performing tweets and replicate their structure and timing.
- Enhance KPIs with period-over-period comparisons for better context.

Conclusion

This Twitter Analytics Dashboard provides a clear view of engagement behavior and content performance. While the project effectively delivers descriptive insights, it can be further enhanced by incorporating predictive analysis and deeper storytelling elements to support strategic decision-making.