

# Social Media Performance Overview

Overall Campaign Performance Dashboard  
(Track engagement, impressions, and activity across all brands and platforms.)



timestamp

01/05/2024

30/04/2025

campaign\_phase

Launch

Pre-Launch

Post-Launch

platform

Facebook

Reddit

Instagram

Twitter

brand\_name

Adidas

Apple

Amazon

Coca-Cola

Clear all slicers

598M

Total Impressions

48M

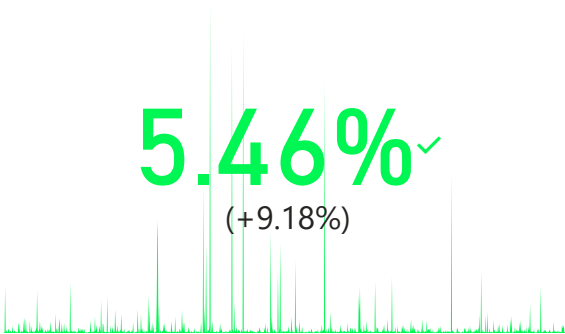
Total Engagement

12K

Total Posts

## Calculated Engagement Rate

5.46%  
(+9.18%)





# Engagement Insights by Platform

Compare engagement rates and total activity across social platforms.

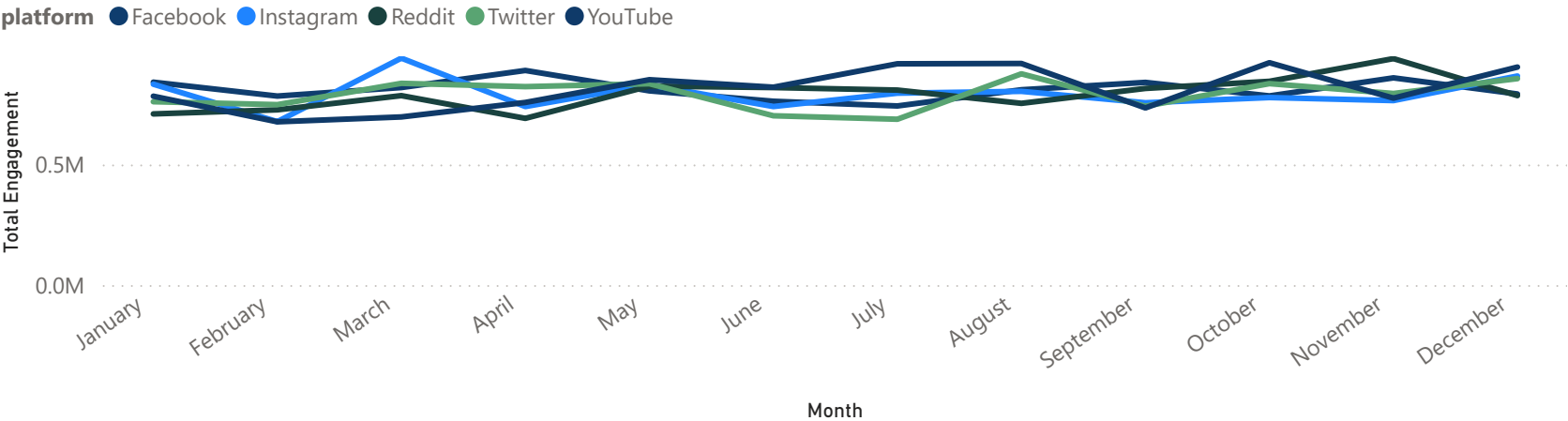


Month	Day	post_id	platform	text_content
January	24	gmoeib832zbs	Facebook	Should I upgrade about Apple's iPhone 15? @TechHelp, @CelebrityName #Fashion Really inter
February	19	ycjj5zzt7mvx	Instagram	Coca-Cola HolidaySpecial is fantastic! Can't wait to see what's coming next. #TrendAlert, #Revi feedback!
April	28	wo7py9aljg3t	Reddit	Attended the Nike LaunchWave event yesterday. Best purchase ever. #NewRelease, #Affordabl your feedback!
June	4	3dh1ecglz4bd	Reddit	Has anyone else experienced connectivity issues with Toyota's Tundra? Worth every penny. @I
June	23	7v5a8zyj4gw5	YouTube	How do I fix about Samsung's Neo QLED TV? @BrandSupport, @StyleGuide #Discount, #Prom thoughts!

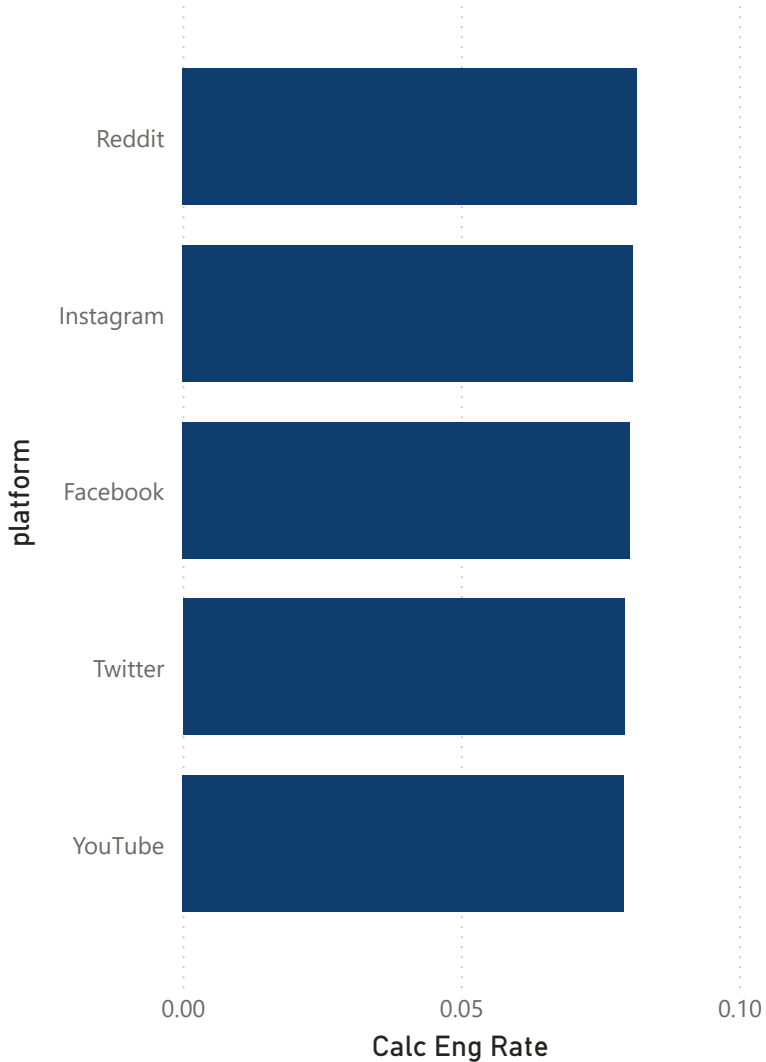
Total



Total Engagement by Month and platform



Calc Eng Rate by platform



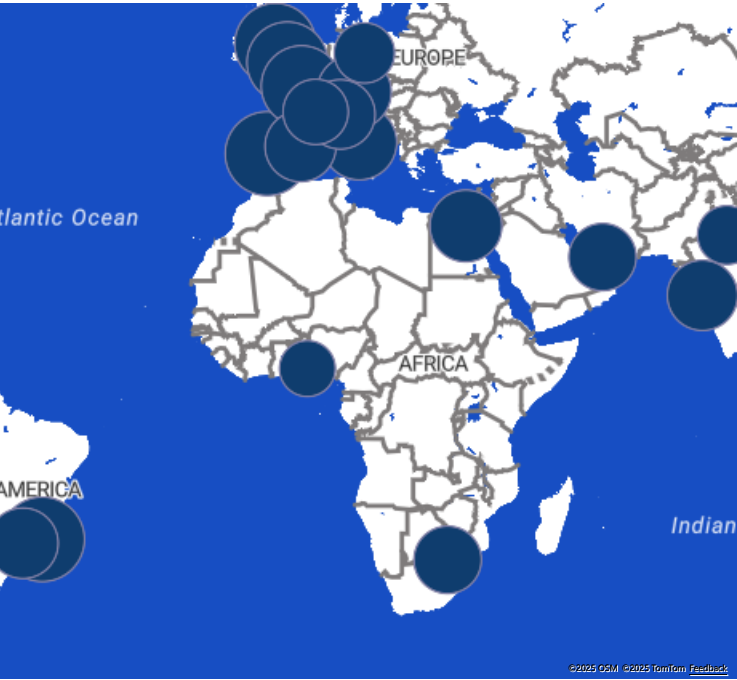


# Campaign Performance Trends

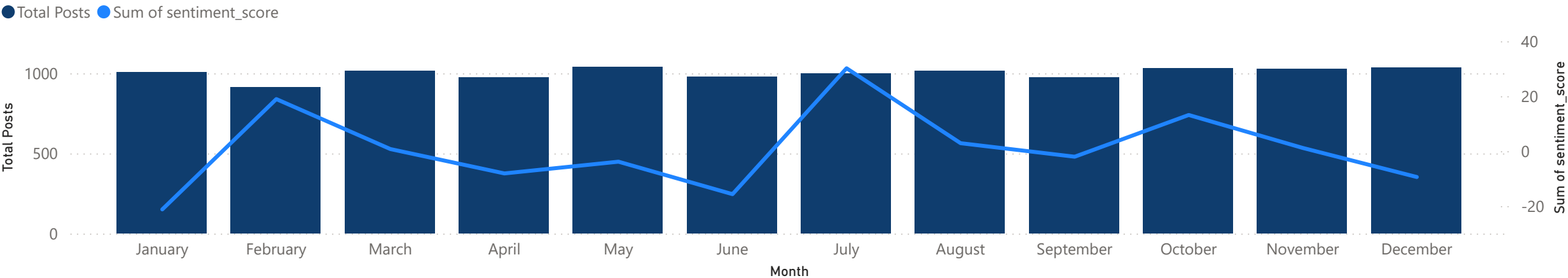
Visualize sentiment, post frequency, and engagement evolution over time.

campaign_phase	Launch		Post-Launch		Pre-Launch		Total	
campaign_name	Calc Eng Rate	Total Posts	Calc Eng Rate	Total Posts	Calc Eng Rate	Total Posts	Calc Eng Rate	Total Posts
CyberMonday	0.08	195	0.08	185	0.08	193	0.08	573
LocalTouchpoints	0.08	195	0.08	190	0.08	182	0.08	567
InnovationX	0.08	196	0.08	202	0.08	162	0.08	560
BackToSchool	0.08	194	0.08	160	0.08	194	0.08	548
LaunchWave	0.08	180	0.08	194	0.08	172	0.08	546
LoyaltyRewards	0.08	207	0.08	181	0.08	158	0.08	546
WinterWonders	0.08	180	0.08	161	0.09	194	0.08	535
SummerSale	0.08	184	0.07	173	0.08	172	0.08	529
ValentinesDeals	0.09	176	0.08	174	0.08	170	0.08	520
HolidaySpecial	0.08	166	0.09	173	0.08	179	0.08	518
GlobalCampaign	0.09	169	0.08	168	0.08	177	0.08	514
ReferralBonus	0.08	168	0.08	171	0.08	173	0.08	512
EarthDay	0.08	171	0.08	179	0.08	161	0.08	511
PowerRelease	0.08	176	0.08	181	0.08	154	0.08	511
Total	0.08	4004	0.08	3990	0.08	4006	0.08	12000

Avg Engagement Rate by location



Monthly Posting Activity & Sentiment Score





post_id	Year	Quarter	Month	Day	text_content
mugcs4ubozyk	2024	Qtr 4	November	12	Adidas BackToSchool is decent! Can't wait to see what's coming next. #Sale Would love to get your feedback!
zsgh0ahkcrpo	2024	Qtr 2	June	13	Adidas BackToSchool is standard! Can't wait to see what's coming next. #Affordable, #ProductLaunch, #Limited Curious about your experience too.
6voc2l4s5w2o	2025	Qtr 1	February	13	Adidas BlackFriday is impressive! Can't wait to see what's coming next. #Limited, #Premium Let me know what you think!
o6mhbh37ieg3	2025	Qtr 1	February	22	Adidas CustomerFirst is amazing! Can't wait to see what's coming next. #Reviews, #Innovation Curious about your experience too.
u15wvdv02iv0	2024	Qtr 2	June	9	Adidas CustomerFirst is frustrating! Can't wait to see what's coming next. #Food Curious about your experience too.
wrskfgip4c01	2024	Qtr 2	June	10	Adidas CustomerFirst is overpriced! Can't wait to see what's coming next. #Lifestyle, #Limited Really interested in hearing your thoughts!
bn92r29wy70z	2024	Qtr 2	May	6	Adidas CyberMonday is frustrating! Can't wait to see what's coming next. #Sale, #CustomerService Curious about your experience too.
e2aswil0clhv	2025	Qtr 2	April	27	Adidas DigitalTransformation is acceptable! Can't wait to see what's coming next. #Exclusive Would love to get your feedback!
l8m09ihmnpgl	2024	Qtr 4	October	24	Adidas DigitalTransformation is amazing! Can't wait to see what's coming next. #TrendAlert, #Tech, #Health Curious about your experience too.
syx55wj4ldir	2025	Qtr 1	February	14	Adidas DigitalTransformation is outstanding! Can't wait to see what's coming next. #CustomerService, #Food, #Sustainable Curious about your experien
pbt875jo7yh1	2024	Qtr 2	May	27	Adidas DigitalTransformation is overpriced! Can't wait to see what's coming next. #Discount Curious about your experience too.
cupt60m6hk2y	2024	Qtr 3	September	26	Adidas DigitalTransformation is overpriced! Can't wait to see what's coming next. #Health Curious about your experience too.
v63aaytnq8y3	2024	Qtr 4	November	30	Adidas EarthDay is fantastic! Can't wait to see what's coming next. #Sale Really interested in hearing your thoughts!
9zz4f5qxtram	2025	Qtr 1	February	1	Adidas GlobalCampaign is disappointing! Can't wait to see what's coming next. #SpecialOffer, #Sustainable, #Trending Really interested in hearing your
1z9gwzur70la	2024	Qtr 4	November	24	Adidas HolidaySpecial is fantastic! Can't wait to see what's coming next. #Quality, #Affordable, #Deal Let me know what you think!
3dnw4nvmpfg4	2024	Qtr 2	May	16	Adidas HolidaySpecial is impressive! Can't wait to see what's coming next. #CustomerService, #Fashion Curious about your experience too.
fmc2kc87ds9	2024	Qtr 4	December	13	Adidas HolidaySpecial is overpriced! Can't wait to see what's coming next. #Fashion Curious about your experience too.
7o0li6ka9q19	2025	Qtr 1	January	4	Adidas InnovationX is standard! Can't wait to see what's coming next. #Innovation, #Sustainable Really interested in hearing your thoughts!
px68bzpnzm4g	2024	Qtr 4	November	2	Adidas InnovationX is typical! Can't wait to see what's coming next. #Quality, #BestValue, #Health Really interested in hearing your thoughts!
qi39ncr8jv8e	2024	Qtr 3	August	21	Adidas LaunchWave is acceptable! Can't wait to see what's coming next. #Beauty, #MustHave, #NewRelease Would love to get your feedback!
9nilwhzniuma	2024	Qtr 4	November	29	Adidas LaunchWave is impressive! Can't wait to see what's coming next. #Quality, #Eco, #Limited Curious about your experience too.

Total