



# Social Media Engagement Analysis

Data-Driven Insights Report

# Introduction

- This dashboard helps stakeholders track and analyze social media engagement based on platform (Facebook, Twitter, Instagram), audience segment (age, gender), content type (text, image, video), and engagement metrics (likes, comments, shares). It delivers data-driven insights to uncover trends, improve campaign strategies, optimize content planning, and maximize reach and impact. The dashboard is designed for key stakeholders.
- Social Media Managers & Digital Strategists
- Marketing & Content Teams, Platform & Product Owners

## *Objective*

- Create unified and platform specific dashboards to view and monitor engagement on Facebook, Twitter, and Instagram.
- Analyze likes, comments, and shares to uncover gaps and improve future strategies to capture more audience.
- Break down engagement by age, gender, and region to analyze how each type of audience is interacting with each of the platform.
- Compare engagement across text, image, and video formats to prioritize high-performing content types.
- Provide stakeholders with actionable insights to boost reach, engagement, and improve platform performance.

## *Key Questions*

- Create unified and platform specific dashboards to view and monitor engagement on Facebook, Twitter, and Instagram.
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- Break down engagement by age, gender, and region to analyze how each type of audience is interacting with each of the platform..
- Compare engagement across text, image, and video formats to prioritize high-performing content types.
- Provide stakeholders with actionable insights to boost reach, engagement, and improve platform performance.

# Metric Details

Metrics	Visual Type
Total Posts	Card
Total Likes	Card
Total Comments	Card
Total Shares	Card
Engagements by Gender	Pie Chart
Engagements by Age & Platform	Ribbon Chart
Impressions by Platform	Bar Chart
Daily Engagement	Bar Chart
Engagement Split by Type	Donut Chart

# Social Media Engagement Analysis



Total Posts

2K



Total likes

1M



Total Comments

300K

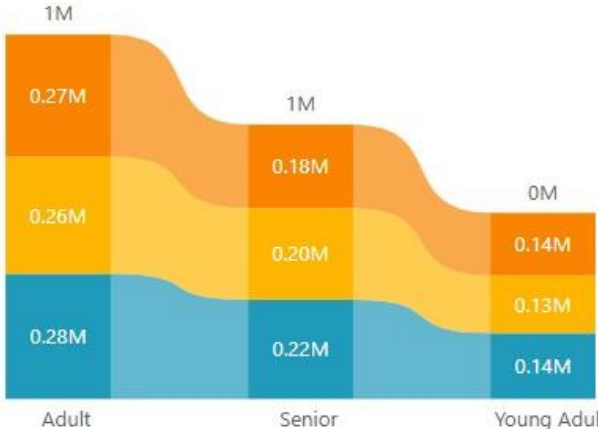


Total Shares

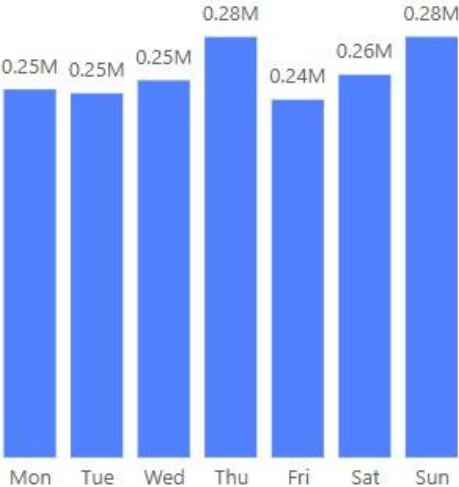
507K

## Engagements by Age & Platform

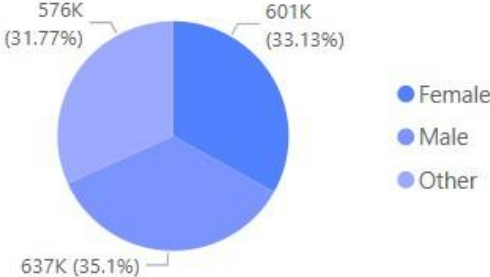
Facebook Instagram Twitter



## Daily Engagement



## Engagements by Gender



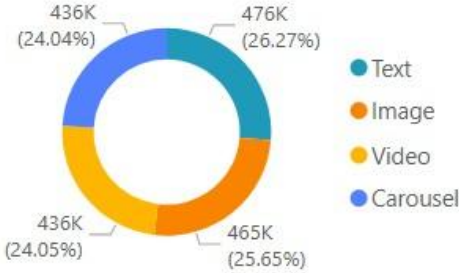
## Impressions by Platform

Engagements

Impressions



## Engagement Split by Type



# Key Metrics

## Insights

- Total posts shows the total number of posts across all platforms
- Total likes represents the number of likes of all posts combined
- Total comments and total shares are the aggregate of all comments and shares respectively from all posts

## Measures (DAX Query)

- Total Shares = SUM('Dataset'[Shares])
- Total Posts = COUNT('Dataset'[Post\_ID])
- Total likes = SUM('Dataset'[Likes])
- Total Comments = SUM('Dataset'[Comments])
- MoM Engagement % = CALCULATE(DIVIDE([Engagement Current Month (MTD)] - [Engagement Past Month (INPERIOD)], [Engagement Past Month (INPERIOD)]))
- Engagements = [Total likes] + [Total Shares] + [Total Comments]
- Engagement Past Month (INPERIOD) = CALCULATE([Engagements], DATESINPERIOD( 'Date Table (DAX)'[Date], EOMONTH(MAX('Date Table (DAX)'[Date]), -1), -1, MONTH))
- Engagement Current Month (MTD) = CALCULATE([Engagements], DATESMTD( 'Date Table (DAX)'[Date]))
- Impressions = SUM('Dataset'[Impressions])



Total Posts

2K



Total likes

1M



Total Comments

300K



Total Shares

507K

# Total Transactions by Region

## Insights

- Colored circles indicate transactions
- Circle size indicates the number of transactions.
- Europe and America have the highest transactions compared to other regions

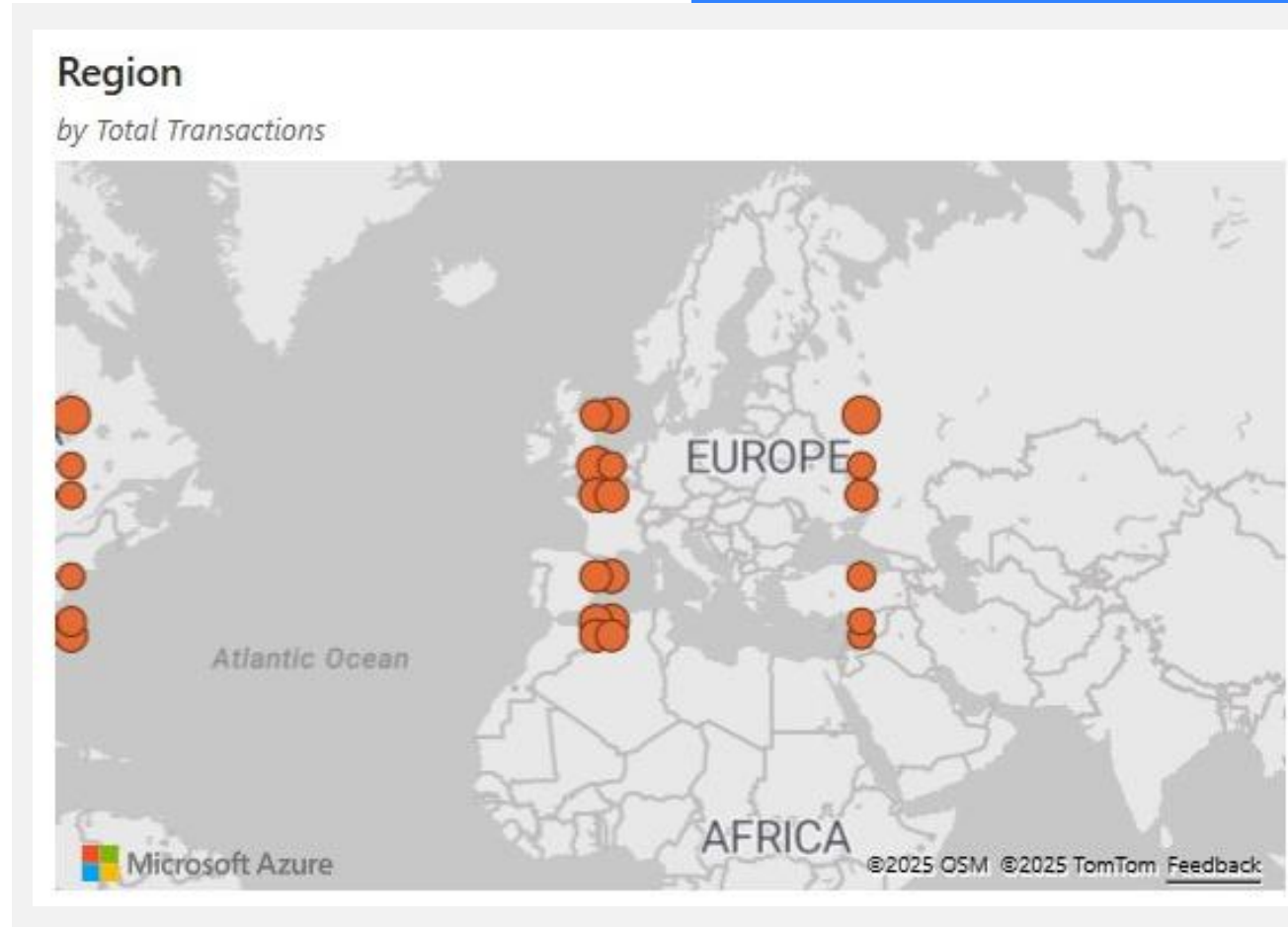
## Challenges

Low profitability in certain states can be because of:

- Marketing & sales strategy issues for less profitable regions
- Competitors with better reach and customer retention

## Recommendations

- Leverage the strengths of top performing regions in low performing ones
- Conduct competitor analysis to identify improvement areas
- Evaluate product market fit in low performing regions to pivot if needed



# Total Transactions by Time

## Insights

- The highest transactions happen at around 10:25 am and 11:00 am.
- The least transactions are reported before 10:15 am and just around 10:30 am.
- There is not a straightforward pattern in this case, but the fluctuation of number of transactions varies significantly during a given time range.

## Challenges

Low performance reasons:

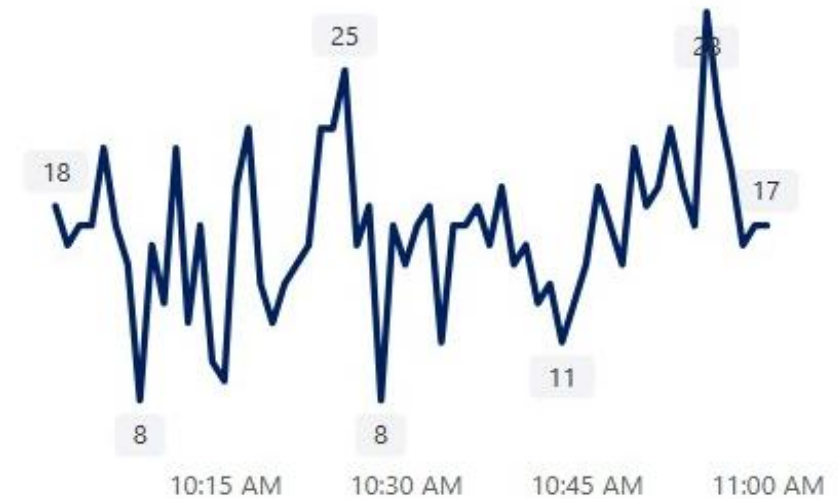
- Not able to determine a clear pattern based on time
- High load of transactions in a short period of time may result in unexpected downtimes.

## Recommendations

- Ensure system stability during high frequency times
- Identify if the system slows down after a sudden high transactions load and if that's the reason behind the dips in the graph.

### Time

by Total Transactions



# Engagements by Age and Platform

## Insights

- Adults have the highest total engagement across platforms (1M), followed by Seniors, and Young Adults.
- Twitter has the lowest overall engagement across all age groups.
- Instagram peaks among Adults but drops significantly among Young Adults
- Engagement dramatically drops among Young Adults across all platforms.

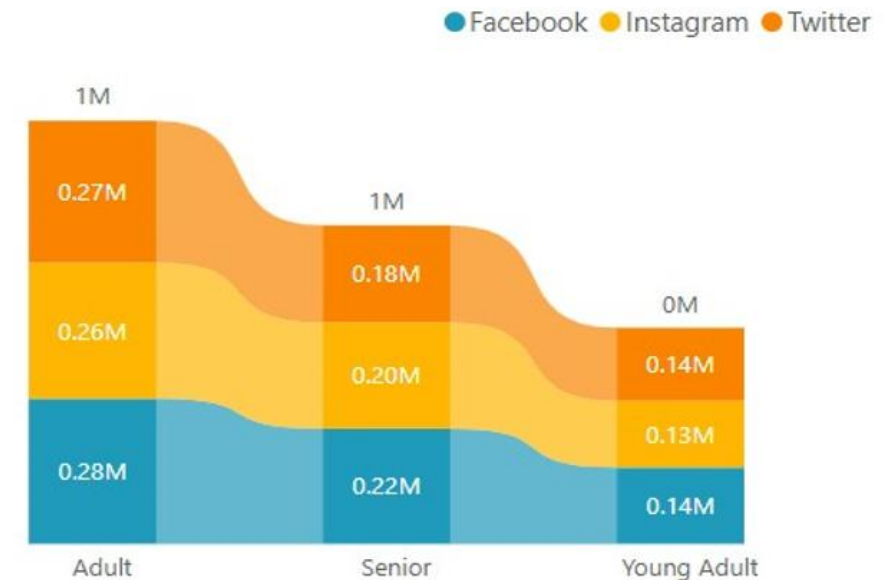
## Challenges

- Despite being digitally savvy, there is low Engagement among Young Adults
- Poor Twitter engagement across all age groups.
- Instagram sees a significant decline from Adults to Young Adults indicating loss of interest

## Recommendations

- Introduce more short-form video, interactive polls, or gamified content across all platforms, especially Instagram, to reignite interest
- Partner with influencers, integrate trending hashtags, and leverage Reels to boost visibility among Young Adults.
- Create Twitter-specific campaigns (threads, live chats, polls) aimed at niche topics popular among each age group,

Engagements by Age & Platform





# Engagements by Gender

## Insights

- The Male gender is the leading gender group across all platforms
- The Other gender is the lowest in engagement, trailing behind Female gender group

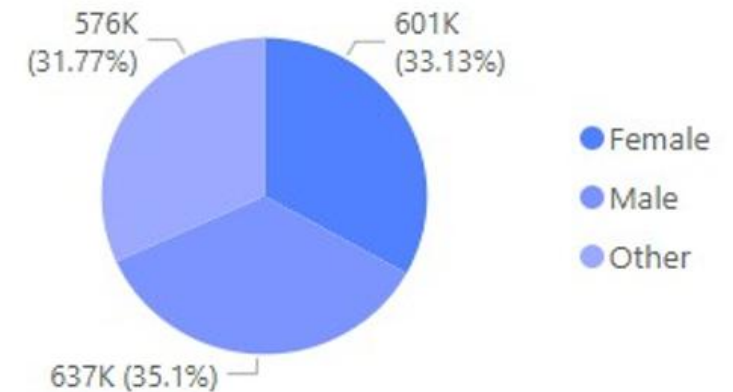
## Challenges

- Low engagement of Other gender due to less favourable content
- Growth stagnation in terms of new users.

## Recommendations

- Low engagement of Other gender due to less favourable content
- Growth stagnation in terms of new users.

Engagements by Gender



# Daily Engagement

## Insights

- Peak Engagement on Thursday and Sunday, suggesting strong user activity near the end of the workweek and during the weekend
- Lowest Engagement on Friday, indicating a potential drop in user activity just before the weekend.
- Monday to Wednesday all maintain consistent engagement levels, suggesting a reliable pattern early in the week

## Challenges

- Lack of momentum or spike in engagement from Monday through Wednesday implies missed opportunities for midweek engagement boosts
- The lowest point of the week, Friday, could be improved so that the full weekend engagement can be increased.

## Recommendations

- Promote weekend theme related content on Fridays to boost engagement.
- Introduce creative engagement strategies to increase engagement during the weekdays.

Daily Engagement



# Daily Engagement

## Insights

- Text posts account for the highest engagement at 476K (26.27%), slightly outperforming all other types.
- The difference in engagement among all four content types is minimal, indicating no format is underperforming dramatically
- Image and Text formats have highest engagement, indicating that a mix of textual and visual formats are appealing to the users.

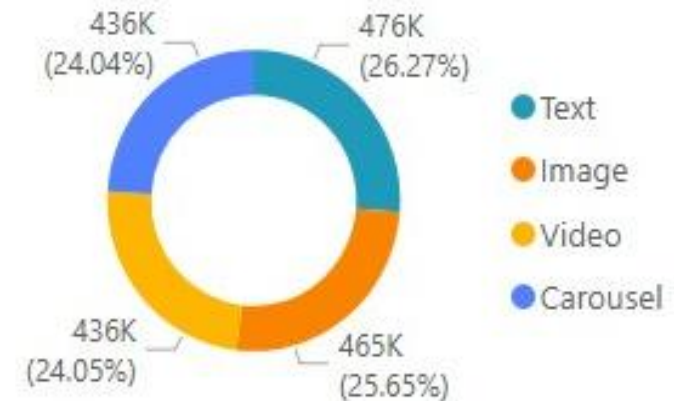
## Challenges

- The close margins suggest no content type is dominating, which could reflect an unclear or generalized content strategy
- Despite being visual, Carousel and Video Slightly lag behind the other two, hinting at possible underutilization or execution gaps

## Recommendations

- Higher quality of videos and carousels can be supported to make the user content more appealing to share.
- Content type recommendations can be given to the user to inform them the most suitable type of content for what they want to share.

Engagement Split by Type



# Impressions & Engagement by Platform

## Insights

- The impressions distribution is fairly symmetric across all platforms.
- Facebook has slightly higher impressions than the other two platforms.
- Twitter has the lowest impressions of all the three platforms

## Challenges

- The near even distribution suggests that there may be a strategic generalization across all platforms
- Twitter has lowest impressions suggesting users are potentially leaning towards visual media platforms like Facebook and Instagram

## Recommendations

- Develop platform specific engagement strategies through which selective platforms can be promoted
- Allow the users to automatically share the same content on Twitter, thereby increasing the chances of Twitter impressions.



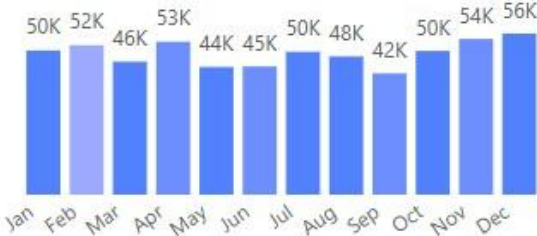
# Twitter Analysis



## Engagements

592K

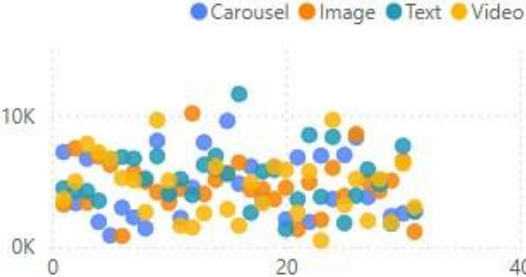
Past Month  
MoM (%) 54K  
3.4%



## Monthly Engagement



## Engagements by Date & Type



## Daily Engagement



Country	Engagements	Likes	Shares	Comments
Palau	8,806	5127	2644	1035
Korea	7,749	3918	2519	1312
Jordan	8,738	4992	2469	1277
Botswana	6,828	3748	2075	1005
Algeria	8,143	4678	2394	1071

# Twitter Analysis

Twitter Analysis is designed to identify and analyze engagement patterns across different content types, time periods, and geographical regions, enabling data-driven decision-making to optimize social media performance.

## *Insights*

- Palau leads with 8,806 engagements (5,127 likes, 2,644 shares, 1,035 comments)
- Total engagements reached 592K in the past month with a 3.4% month-over-month (MoM) increase, showing steady growth
- Likes dominate engagement types across top countries

## *Challenges*

- Sep Current month shows significant drop compared to past month's
- High like counts but relatively lower shares/comments suggest content may not be compelling enough to drive broader conversations or viral sharing.

## *Recommendations*

- Analyze top-performing posts in Palau/Jordan to replicate successful planning
- Investigate cultural/local trends in top countries to tailor content
- Conduct competitor analysis in high-potential regions like Jordan where engagement is strong but may have untapped potential
- Run campaigns specifically targeting comment generation (Q&A sessions, controversial topics)

# Facebook Analysis

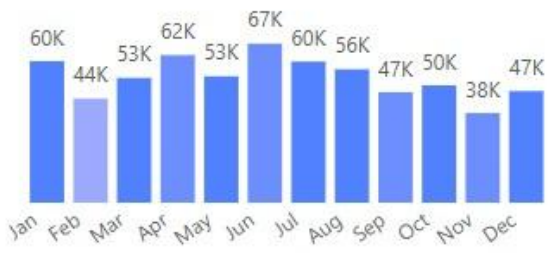


## Engagements

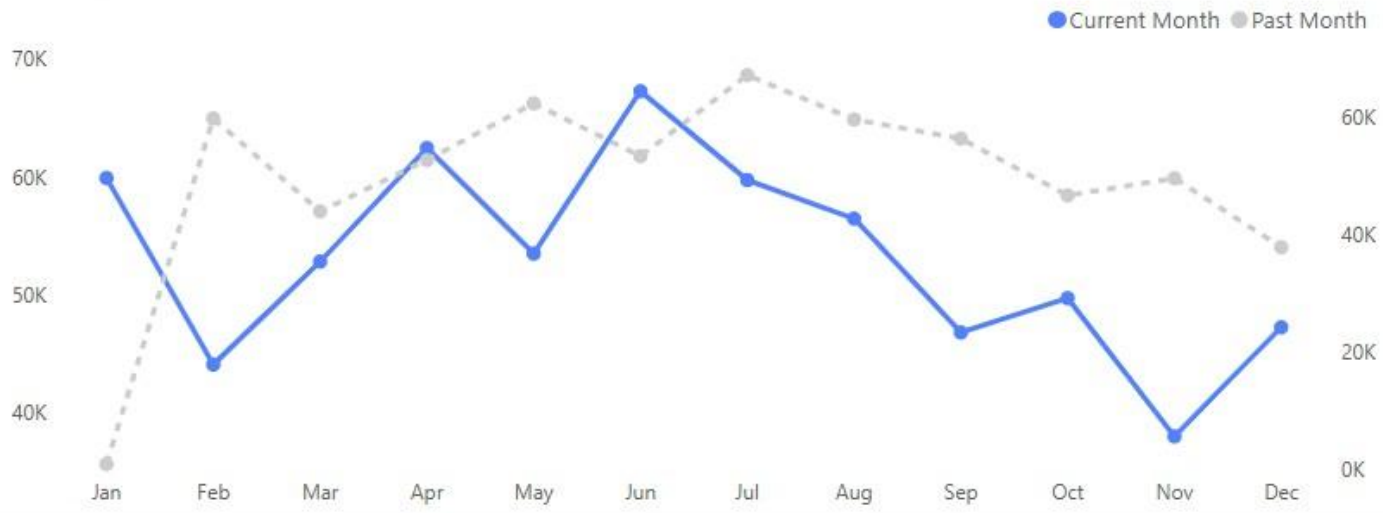
638K

Past Month  
MoM (%)

38K  
24.4%



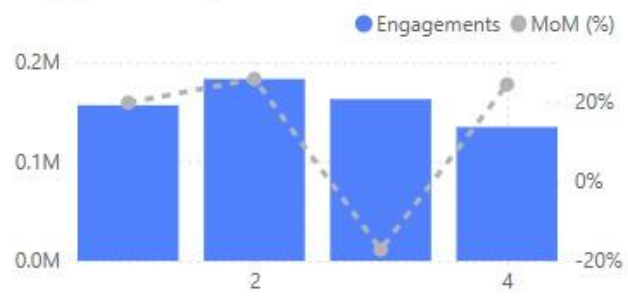
## Monthly Engagement



## Distribution by Gender

Male	Total Shares	Other
Total likes	Total Comme...	Total likes
Female	Total Shares	Total Shares
Total likes	Total Comme...	Total Comments

## Engagements by Quarter



## Country Distribution



# Facebook Analysis

Facebook Analysis is designed to track, measure, and interpret engagement trends across content, demographics, and regions. By evaluating performance metrics—such as MoM growth, audience behavior, and geographic distribution—it identifies strengths, weaknesses, and opportunities to refine content strategy, improve audience targeting, and maximize reach.

## *Insights*

- Engagements reached 638K (past month) with 24.4% MoM increase, indicating accelerating performance.
- Current and past monthly engagement, shows fluctuations suggest inconsistency.

## *Challenges*

- Drops from 67K → 35K in current and past month comparison, reveal unstable performance.
- In quarter engagement, sudden drop in Q3.

## *Recommendations*

- High-performing months to replicate successful planning
- Benchmark against competitors in these areas to identify gaps



# Instagram Analysis



## Engagements

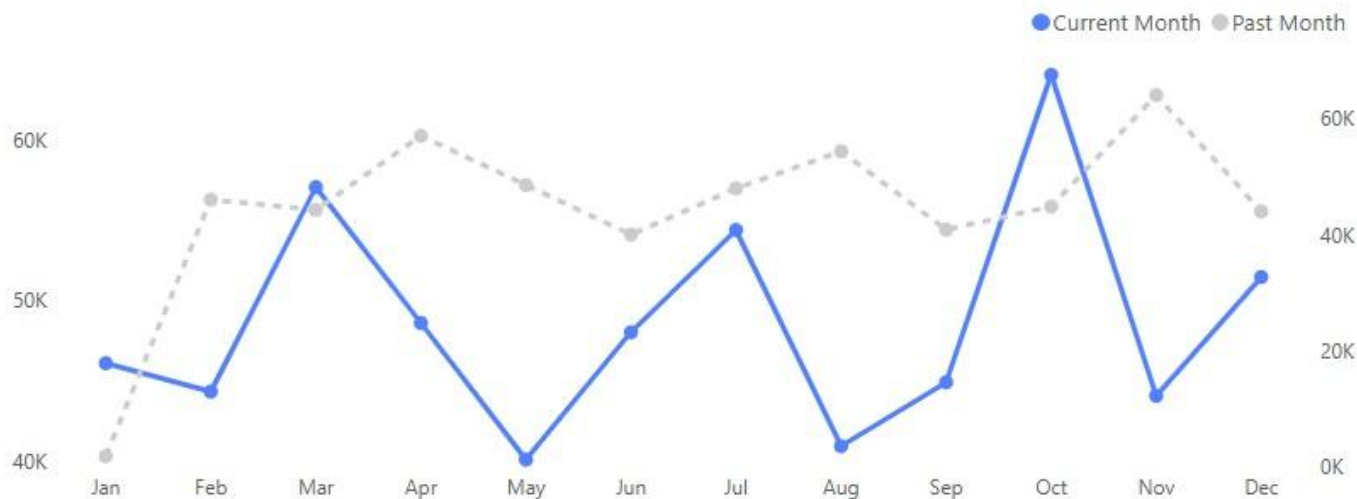
584K

Past Month  
MoM (%)

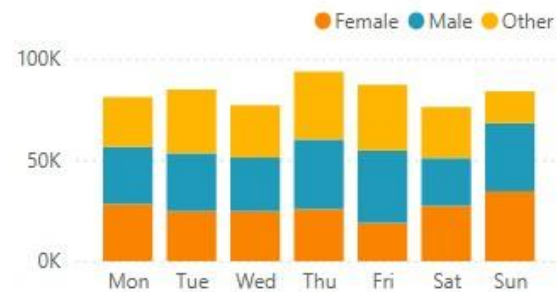
44K  
16.9%



## Monthly Engagement



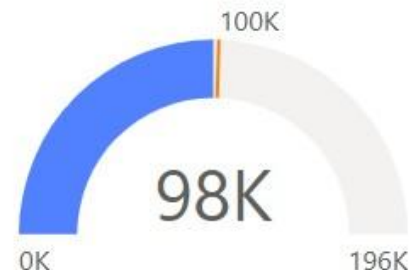
## Daily Engagement by Gender



## Target for Shares



## Target for Comments



## Target for Likes



# Instagram Analysis

Instagram Analysis evaluates performance by tracking engagement metrics (likes, shares, comments) and audience demographics. It identifies content strengths, growth opportunities, and data gaps to optimize strategy and maximize reach.

## *Insights*

- 584K total engagements in the past month, indicating solid audience interaction.
- Shares exceeded targets, suggesting highly sharable content
- Comments and likes fell short to achieve target, signaling a need for more viral-worthy content.

## *Challenges*

- Low likes compared to targets may reflect content lacking relatability or incentive to spread
- Heavy like focus risks superficial engagement without meaningful conversations.

## *Recommendations*

- Analyze competitors' high-share posts for inspiration
- Add share prompts (e.g., "Tag a friend")
- Leverage comment-friendly formats (polls, Q&As) to sustain discussion momentum.

# Outcome

By implementing these insights and recommendations, stakeholders and platform managers can expect:

- Increased engagement - More interaction across all platforms, and also across different age groups
- Uplifting underperforming content types - Gradually increase the usage of such content types in comparison to other types..
- User acquisition and retention - Business decisions can be made with clarity that will boost user retention and new user acquisition for all the platforms.

As a result, the overall social media engagement experience can be made better. This will lead to more engagement and eventually higher revenues. With growing digitization, there is an opportunity to capture a bigger market share in terms of user screen time and platform favorability.



Thank You!