

Tasks to be Performed

Task 1: Data Preprocessing and Cleaning

- Eliminate duplicate post entries
- Standardize date and platform formats
- Ensure numeric columns (likes, impressions, ad spend, downloads) are correctly formatted
- Split multi-hashtag columns into separate entries

Task 2: Engagement Analysis

Use the “Posts” sheet to:

- Calculate Engagement Rate per platform: $(\text{Likes} + \text{Comments} + \text{Shares}) / \text{Impressions}$
- Identify Top 10 posts by engagement rate
- Create Pivot Table showing total Likes, Shares, Comments by Content Type and Platform
- Average Clicks per post by Hashtag
- Highlight top-performing hashtags using ranking formulas

Task 3: Platform Performance Analysis

- Determine which platform yields highest engagement
- Compare weekly follower growth rates across platforms
- Visualize Ad Spend vs. Engagement using charts
- Recommend focusing on 1–2 platforms or continuing multi-platform strategy with justification using data

Task 4: Hashtag & Content Strategy

- Identify most frequent hashtags and average engagement for each
- Compare content types (Text, Story, Reel) performance across platforms
- Recommend optimal content type–platform combinations

Task 5: Campaign Effectiveness

- Compute total and average impressions, likes, and clicks per campaign
- Measure engagement uplift during vs. before campaign
- Evaluate campaign with highest ROI (engagement / ad spend)
- Identify campaign with strongest follower or app download growth

Task 6: Follower Retention & Loyalty

- Identify week with highest net follower gain
- Create moving average chart to analyze follower trends
- Analyze correlation between Ad Spend vs. Follower Growth and App Downloads