

LinkedIn Monthly Performance Report

62

Total users

34

Average of Age

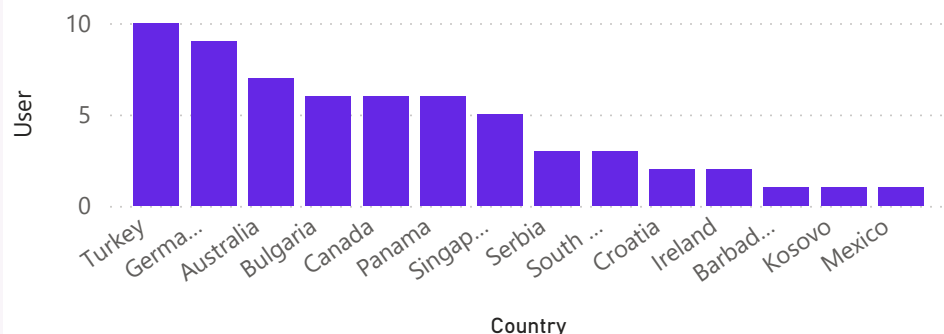
4.00

Average User Duration

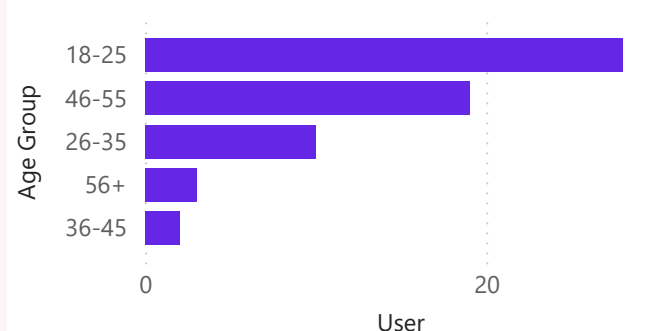
335

Total Likes

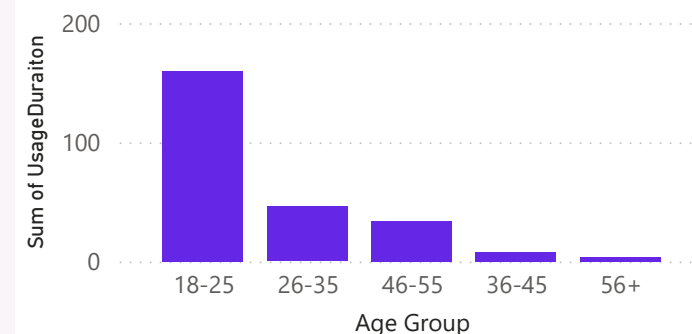
User Distribution by Country



User Distribution by Age Group



Age Group Distribution by Duration



Key Insights

• Audience Distribution

Turkey and Canada have the largest number of users in the dataset, followed by South Africa and Australia.

Global Reach: Users span across 13 different countries, showing strong international presence.

• Engagement Analysis:

Users from Turkey and Singapore demonstrate the highest average usage duration. Singapore and Turkey each have users with 25 total likes, the highest in the dataset.

• Demographic Insights

The youngest age group (18-25) from Turkey and Singapore are among the most engaged. Users above 50 tend to have lower likes and shorter usage durations.

Recommendations

- Create targeted content for 18-25 year olds in Turkey and Singapore to maximize engagement and with interactive content (polls, videos) tailored to their interests.
- Turkey and Canada are key countries for audience growth—consider localized campaigns or partnerships in these regions.
- For countries like Australia and South Africa with high usage but lower likes, audit content relevance and experiment with new formats or CTAs to turn passive users into active engagers.
- Analyze when users from top countries are most active to schedule posts for peak visibility.
- Segment content strategies by age group; younger users prefer dynamic, interactive posts, while older users may prefer informative, thought-leadership content.
- Set up quarterly reviews to adjust strategy based on new trends or shifts in audience behavior.