Data Analyst Intern - Insights Report

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Content:

Overview

This report provides an analysis of social media performance on Instagram and Facebook based on engagement metrics such as likes, comments, shares, impressions, and reach. The goal is to extract key insights and make recommendations to optimize content strategy.

INSTAGRAM PAGE ANALYSIS

1. **Introduction**

   This report analyzes the Instagram follower demographics and performance of posts over time. The objective is to identify key engagement trends, audience insights, and provide strategic recommendations for improving reach and interaction.

2. **Followers Demographics**

   Gender Distributions

   - Female: 84.22%

   - Male: 2.05%

   - Undefined: 13.73%

   PROFILE FOLLOWERS BY GENDER

   male 2.05%
   undefined 13.73%
   female 84.22%
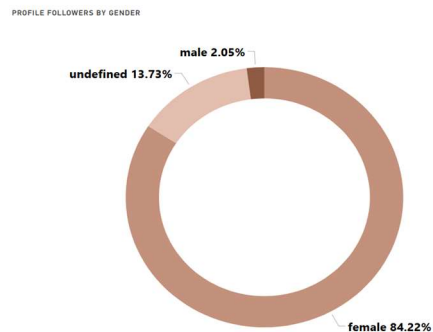
   Age Group Distribution

Age Group

- 13-17: 37 followers

- 18-24: 115 followers

- 25-34: 2,503 followers

- 35-44: 7,332 followers

- 45-54: 2,150 followers

- 55-64: 163 followers

- 65+: 147 followers
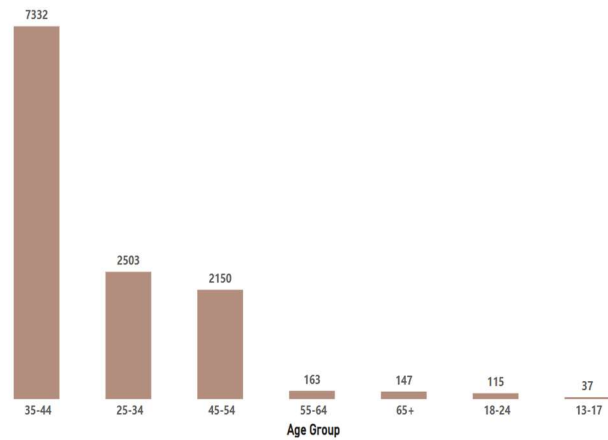
Geographical Distribution

Top 5 Cities by Followers

- London, England - 293 followers
- Cape Town, Western Cape - 168 followers
- Cairo, Cairo Governorate - 135 followers
- Nairobi, Nairobi - 126 followers
- Melbourne, Victoria - 87 followers

Key Observations:

- The majority of followers (7,332) belong to the 35-44 age group, making this the most engaged demographic.

- The 25-34 (2,503 followers) and 45-54 (2,150 followers) age groups also contribute significantly to the total follower count.

- Engagement is considerably lower among younger users (18-24: 115, 13-17: 37), indicating limited appeal to the Gen Z audience.

- The audience is predominantly female (84.22%), with a very small percentage of male followers (2.05%).

- The top geographical locations for followers include London, Cape Town, and Cairo.

3. **Media Performance Analysis**

Performance Metrics by Post Type:

Media product type	Total Posts	Media reach	Media impressions	Likes	Unique saves	Shares	Comments
FEED	38	93460	100092	2947	1391	3	1424
REELS	23	63493	0	1605	959	81	1286
Total	**61**	**156953**	**100092**	**4552**	**2350**	**84**	**2710**

Key Observations:

1. Feed posts generated higher reach and impressions, peaking at over 8,000 per post.

2. Reels exhibited fluctuating engagement levels, with a more sporadic but notable impact on shares and interactions.

3. Some Reels posts showed high engagement, emphasizing the need for a tailored short-form video strategy.

Post-Level Performance Analysis Report:
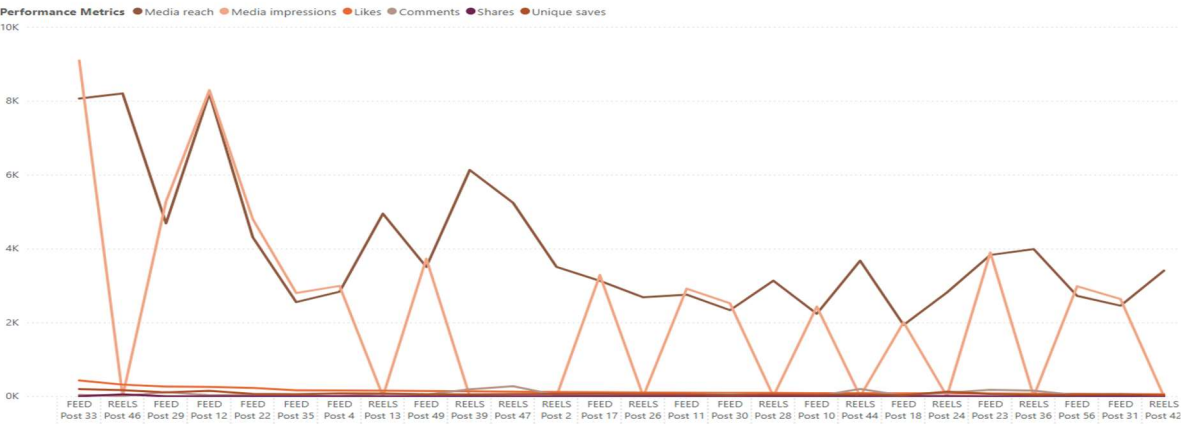
Key Observations:

1. High-Performing Posts: Certain Post 33, Post 46, and Post 29 show significant spikes in media reach and impressions, indicating strong audience engagement.

2. Feeds consistently receive higher impressions, confirming their effectiveness in reaching more users.

3. Reels show an erratic engagement trend, with some posts performing well in likes and shares.

4. Posts with lower reach often have lower engagement, suggesting a correlation between visibility and interaction.

5. Certain Reels receive high shares and saves, even when their reach is lower, indicating that users find them valuable or shareable.

4. Instagram Profile Performance Metrics over Time

The chart tracks the following metrics over time (March 2024 - March 2025):

- Profile impressions
- Profile reach
- Engagement
- Profile visits
- New followers
- Reel shares
- Shares
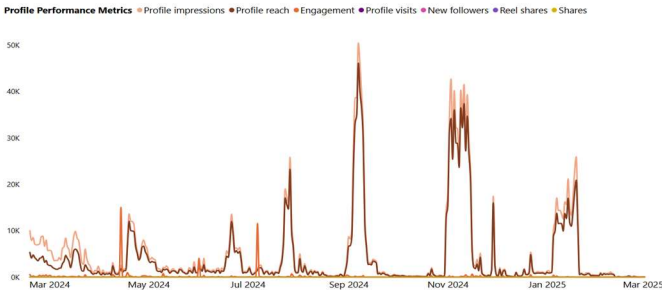
Key Observations:

- Peak Activity Periods:

    o   Major spikes in profile performance were observed in September 2024, November 2024, and January 2025.

    o   The largest engagement peak occurred in September 2024, reaching nearly 50K impressions.

- Engagement Drops:

    o   There were noticeable declines in engagement and profile visits during early 2024 and early 2025.

    o   Post-peak periods saw sharp declines, indicating fluctuations in content performance or campaign effectiveness.

- Reel Shares and Shares: These metrics appear lower in comparison, suggesting an opportunity to enhance viral content strategies.

5. **Recommendations**

Follower Engagement Strategy

- Focus on the 35-44 Age Group: Given that these demographic forms the majority, content should be tailored to their interests, such as professional insights, lifestyle content, and family-oriented posts.

- Enhance Engagement with the 25-34 Age Group: Implement interactive content, influencer collaborations, and promotional campaigns to boost engagement.

- Increase Male Engagement: Since male followers make up only 2.05%, strategies such as fitness, sports, or technology-related content could help attract more male users.

- Address Undefined Followers: Analyze privacy settings, user trends, and potential missing insights to understand why 13.73% of the audience remains undefined.

Content Performance Strategy

- Optimize Reels for Virality: Since Reels receive significantly more shares, focus on creating engaging, shareable content to maximize organic reach.
- Analyze high-reach Feed posts (Post 33, Post 46) to determine what contributed to their success (e.g., content type, hashtags, timing). Use a similar content approach for future posts to maintain high engagement levels.
- Analyze Peak Periods: Identify the content types and campaigns that drove the highest engagement in September and November 2024 and replicate successful strategies.
- Increase Video and Reel Content: Reel shares are relatively high, suggesting the need to focus on expanding video-based content.
- Leverage Paid Promotions: Run targeted ads for the 25-44 age range, as they have shown the highest engagement potential.

Improving Long-Term Growth

- Sustaining Engagement Post-Peak: Implement follow-up content strategies after peak engagement periods to maintain audience interest.
- Encouraging More Shares and Saves: Develop content that encourages followers to share and save, boosting organic reach.
- Experimenting with Different Formats: Diversify content formats such as carousels, infographics, and behind-the-scenes stories to appeal to a wider audience.

6. Conclusion

The Instagram follower base is predominantly aged 35-44, followed by 25-34 and 45-54. Engagement peaks occurred in September and November 2024, with notable declines afterward. The audience is overwhelmingly female (84.22%), with only 2.05% male followers, indicating that content strategies should align with female interests.

Feed posts drive the highest reach specifically Post 33 and Post 46, but Reels contribute significantly to shares and engagement. Strategies should focus on sustaining engagement beyond peak periods, increasing viral content potential, and optimizing content based on high performing posts for the most engaged demographics. By implementing these strategies, long-term audience growth and interaction can be effectively improved.

Facebook Page Analysis

Facebook Page Performance Report

1. **Introduction**

   This report analyzes the performance of the Facebook page, focusing on key engagement metrics, post reach, impressions, and follower growth. The goal is to identify the most effective content formats, highlight high-performing posts, and provide actionable recommendations for improvement.

2. **Facebook Page Overview**

   Key Performance Metrics

Total Posts: 307	Post Reach: 22,226	Total Comments: 125
Total Clicks on Links: 12	Total Shares: 13	Follower Growth: 2,030
Page Impressions: 22,600	Page Engagements: 77,701	Page Reactions: 13,600

   Key Observations

   - The follower count has significantly increased, indicating strong audience interest.

   - Total page engagement is high (77,701 interactions), but shares (13) and link clicks (12) are low, suggesting the audience prefers engaging with content rather than sharing it.

   - Reactions (13,600) show strong user interaction, but the low number of comments (125) suggests limited conversations.

   - The total post reach (22,226) is relatively balanced compared to the total impressions (22,600), indicating effective content visibility.

3. **Content Performance Analysis**

Post Type Engagement Breakdown

Different post types generate varying engagement rates:

Post Type	Engagement Rate
Photo Posts	177.71 (Highest engagement)
Multi-Share Posts	145.84
Album Posts	132.23
Profile Media	25.00
Shares	5.56
Video Inline	0.78
Cover Photo & Native Templates	0.00

Key Takeaways

- Photo posts drive the highest engagement (177.71), confirming that visual content is most effective.

- Multi-share and album posts also perform well, making them strong formats for engagement.

- Video content has very low engagement (0.78), indicating a need for an improved video strategy.

4. Top Performing Posts

Posts with the Highest Engagement Rates

Based on the latest post engagement data, the highest-performing posts are:

Post Label	Engagement Rate	Impressions
Post 53	29.00	302
Post 282	3.69	640
Post 275	2.28	266
Post 289	2.29	265
Post 286	1.86	813
Post 281	1.83	665
Post 280	1.79	617
Post 288	1.78	806
Post 278	1.80	447
Post 285	1.33	752

Key Insights from Top Posts

- Post 53 continues to dominate with the highest engagement rate (29.00) and decent impressions (302).

- Post 282 stands out with a high engagement rate (3.69) and strong impressions (640).

- Posts 286 and 288 have high impressions (813 and 806, respectively) but relatively lower engagement rates (1.86 and 1.78), suggesting they reached a large audience but lacked deeper interactions.

- Posts 275 and 289 show balanced engagement and impressions, indicating they performed consistently.

5. **Recommendations**

Leverage High-Performing Content

- Boost High-Engagement, Low-Reach Posts: Posts with high engagement rates but low impressions (e.g., Post 53) should be promoted to reach a wider audience.

- Continue Prioritizing Photo Content: Since photo posts drive the highest engagement, focus on high-quality visuals.

- Experiment with Multi-Share & Album Posts: These formats have also performed well and could increase engagement.

Improve Engagement on Low-Performing Posts

- Increase Shares and Link Clicks: Use compelling CTAs and interactive captions to encourage sharing.

- Optimize Video Content: Since video engagement is low, test shorter, more engaging formats with captions and trending audio.

- Encourage More Comments: Ask questions or create discussion-driven content to boost interactions.

Long-Term Growth Strategies

- Post at Peak Engagement Times: Identify the best times to post based on past performance.

- Increase Engagement Through Stories & Live Videos: These can complement static posts and drive real-time interactions.

- Maintain a Consistent Posting Schedule: Regular content keeps followers engaged and increases visibility.

6. Conclusion

The Facebook page has experienced strong engagement growth, especially with photo content and specific high-performing posts (e.g., Post 53 and Post 282). While engagement levels are high, shares and link clicks remain low, indicating a need for improved content distribution and CTA-driven posts.

By focusing on photo-based content, increasing shares, and improving video engagement, the page can sustain growth and maximize interactions.

7. A/B Testing Strategy for Facebook Ads

A/B testing (also known as split testing) helps you compare different ad creatives, headlines, or audiences to find what works best. Here's how you can set up an A/B test on Facebook:

Objective: To identify the most effective ad creatives for better engagement, reach, and conversions.

Step 1: Access Facebook Ads Manager

1. Go to **Meta Ads Manager** ([Facebook Ads Manager](#)).

2. Click the **"Create"** button to start a new campaign.

Step 2: Choose "A/B Test" Option

1. After selecting your campaign objective (e.g., Engagement, Conversions), check the **"A/B Test"** box.

2. Select what you want to test (e.g., ad creative, audience, placement, CTA).

Step 3: Set Up Your Campaign

- **Campaign Name:** Give a name that reflects your test (e.g., "Image vs. Video Test").

- **Budget & Schedule:** Set equal budgets and run ads simultaneously for accuracy.

- **Audience Targeting:** Keep the same target audience for both ads.

Step 4: Create Two Ad Variations

1. **Ad A:** One version (e.g., Image Ad with "Shop Now" CTA).

2. **Ad B:** Another version (e.g., Video Ad with "Learn More" CTA).

- **Keep only ONE difference** between both ads.

Step 5: Launch the Test

1. Review settings and confirm ad setup.

2. Click **"Publish"** to start the test.

Step 6: Monitor & Analyze Results

- Let the test run for **at least 7 days** to collect enough data.

- Go to **Ads Manager → A/B Test Dashboard** to see performance.

- Key metrics to compare: **CTR, conversions, CPC, and engagement.**

Step 7: Optimize Based on Results

- Identify the winning ad and scale it up.

- Test further variations (e.g., different copy, headlines, or audiences).

- Keep iterating for continuous improvement.