

Twitter Performance Analysis Report

Twitter Analytics Report: TechTrend Insights

Month: December 2024

Followers: 10,000

Highlights:

- Increased engagement by 20% compared to November.
- Strong growth in impressions, reaching 55,000 (+15%).
- Content focusing on technology trends performed best.

Performance Metrics:

Total Tweets	150
Impressions	55000
Engagements	4000
Engagement Rate	7.3%
Likes	2000
Retweets	1000
Replies	300
Profile Visits	6000
New Followers	150