

Analysis of Instagram

~By Ananth D



The background is a solid black field. Scattered across this field are approximately 15 four-pointed star shapes. These stars vary in size and color, including shades of green, blue, orange, pink, and purple. Some stars are positioned near the corners, while others are more centrally located, creating a whimsical, starry effect.

How many of you find shopping an amazing experience?

I do! I recently bought 3 books off of a page from Instagram

But why?

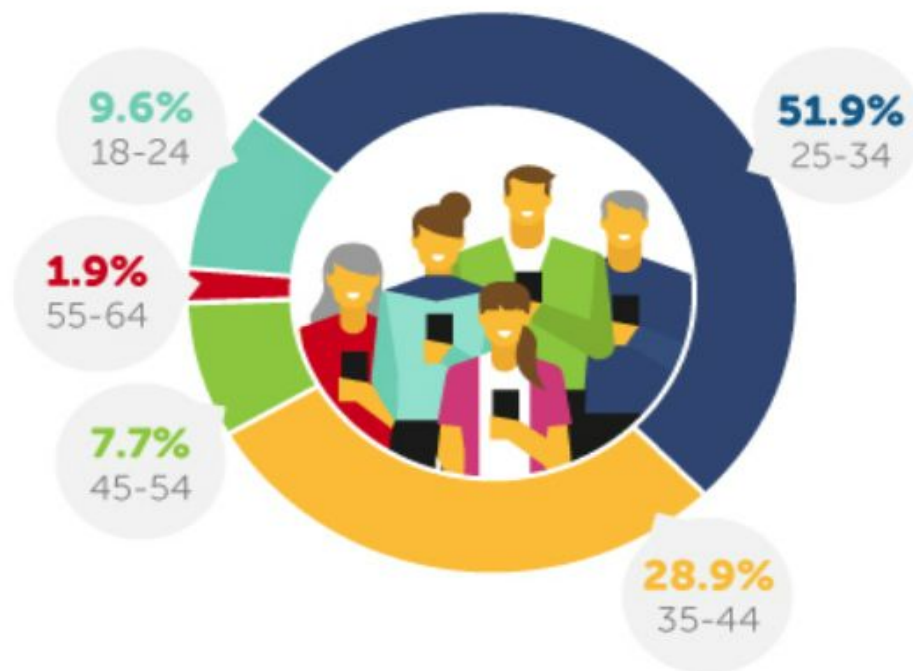
The answer to this question is simple. Simply because Instagram gives its creators the freedom to sell as they deem suitable for their business.

Why did I buy?

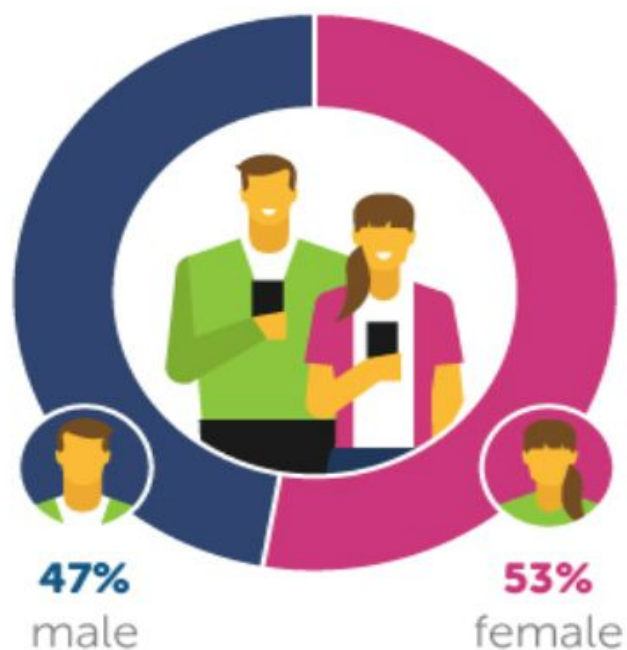
I bought the books at a fairly cheaper rate than their retail price. This also helped me buy 3 books at the cost of 1.

INSTAGRAM AUDIENCE DEMOGRAPHICS

BY AGE



BY GENDER



Active Users:



Where do we go from here?

- I believe that Instagram has the power to revolutionize the shopping/E-commerce industry.
- As a company that started out as a photo-sharing app, it has moved away from its roots by bringing in short videos in the form of reels.
- But the company still has a long way to go to bring in shopping using reels.

An average number of likes per post.

1,341
Carousel

1,213
Image



1,653
Video



“We get to live in a time that we
use social media as a tool.”

~Gigi Hadid

THANKS!

