

# Analysis of Instagram

~By Ananth D



The background is a solid black field. Scattered across it are approximately 15 four-pointed star shapes. These stars vary in size and color, including shades of green, blue, orange, and pink. 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?

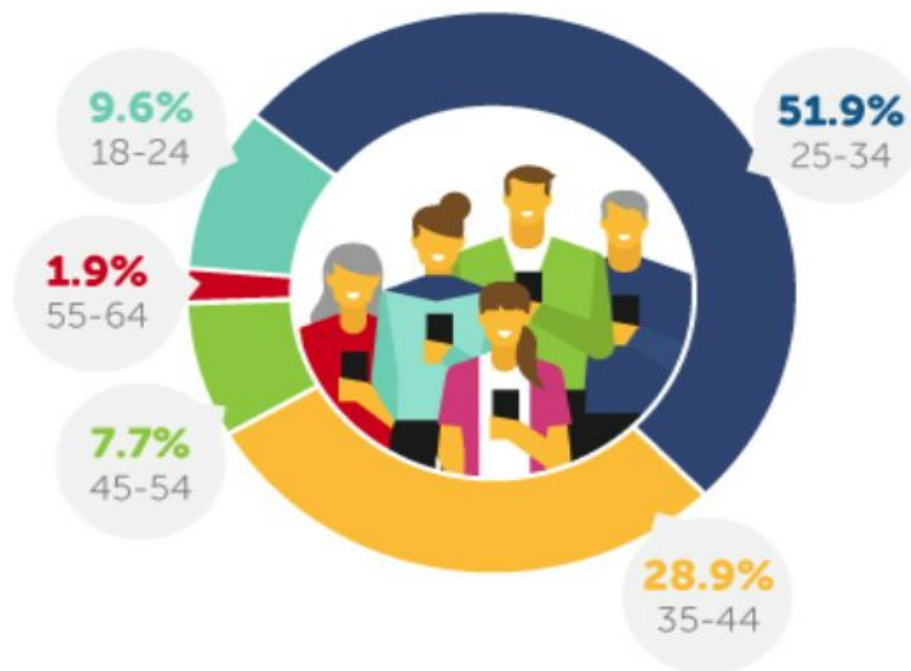
The answer to this question is simple. Simply because Instagram gives its creators the freedom to sell as they deem suitable for their business.

## Why did I buy?

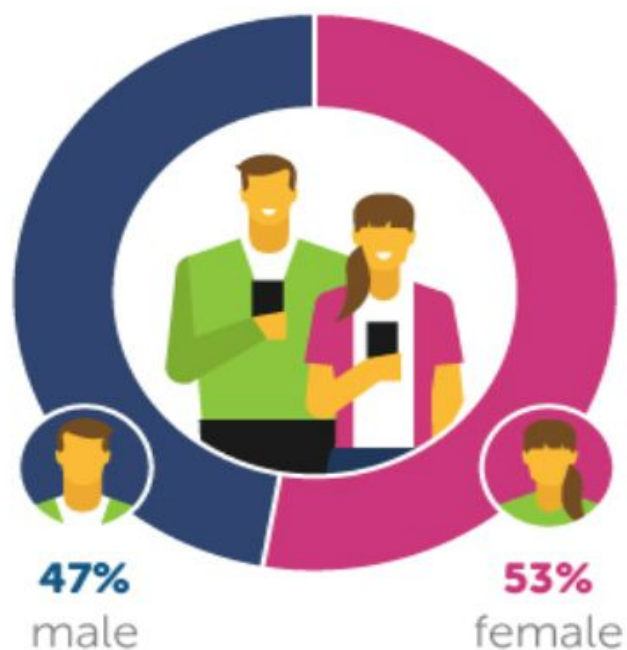
I bought the books at a fairly cheaper rate than their retail price. This also helped me buy 3 books at the cost of 1.

# 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!







# THANKS!

Do you have any questions?

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+34 654 321 432  
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# RESOURCES



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## Photos

- ◆ Midnight starry night with forest of evergreen trees
- ◆ Rocky mountains and starry night sky



# Instructions for use

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This presentation has been made using the following fonts:

## **Righteous**

(<https://fonts.google.com/specimen/Righteous>)

## **Montserrat**

(<https://fonts.google.com/specimen/Montserrat>)

#f0e8dd

#0f0f0f

#####

#ff5029

#00be64

#005efe

#ff8dc8

# Storyset

Create your Story with our illustrated concepts. Choose the style you like the most, edit its colors, pick the background and layers you want to show and bring them to life with the animator panel! It will boost your presentation. Check out [how it works](#).



Pana



Amico



Bro



Rafiki



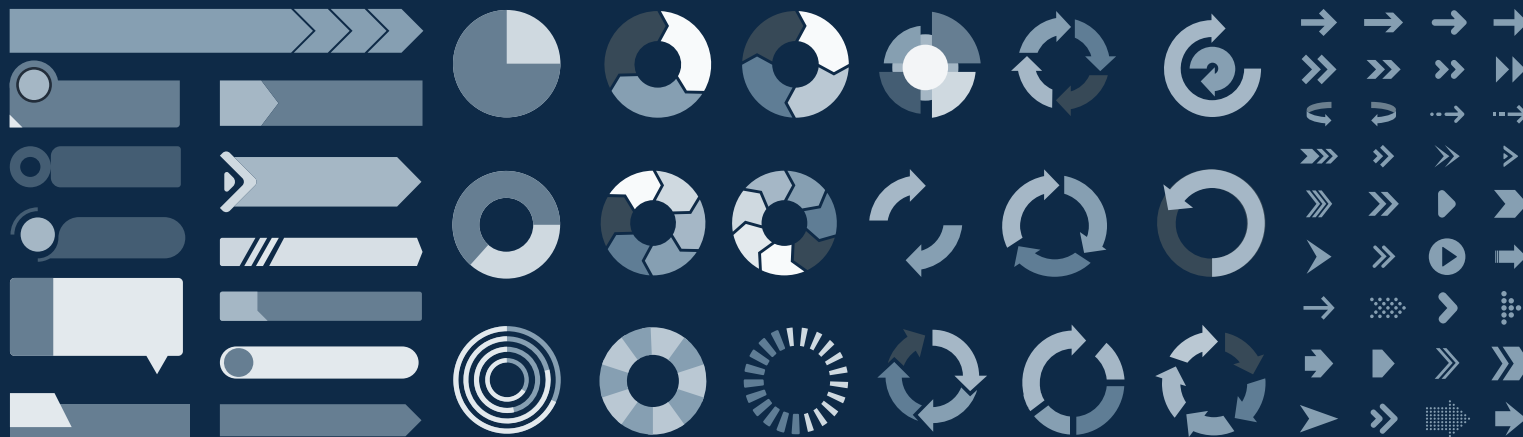
Cuate



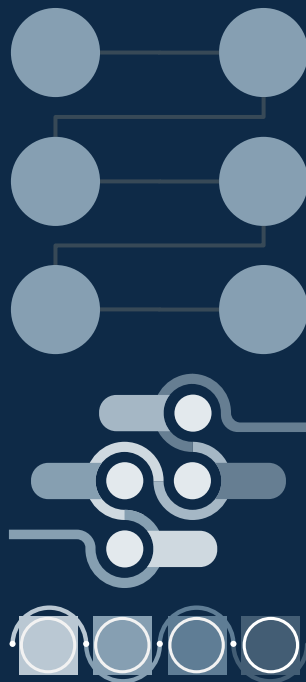
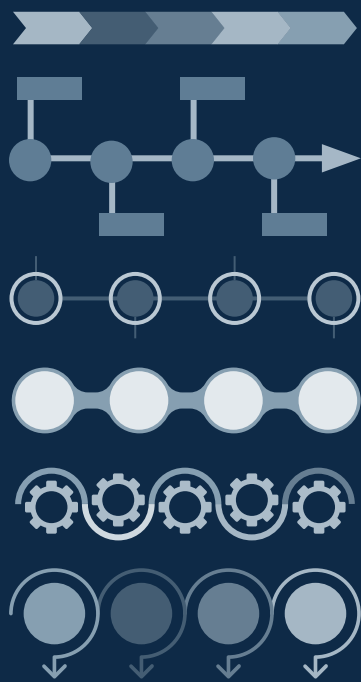
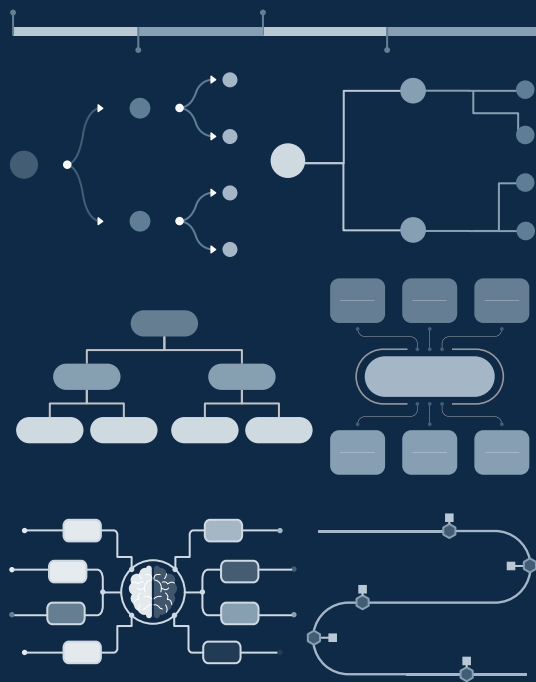
# Use our editable graphic resources...

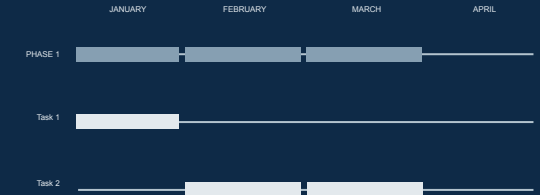
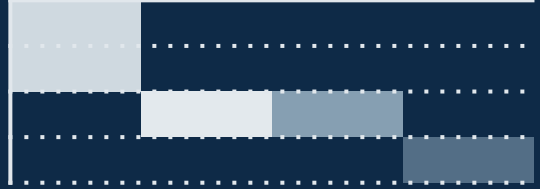
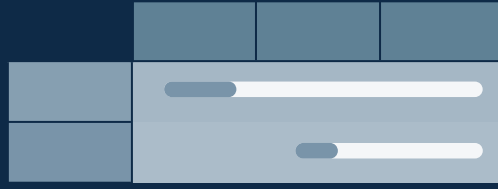
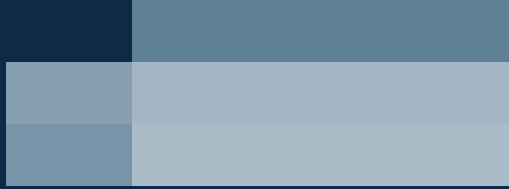
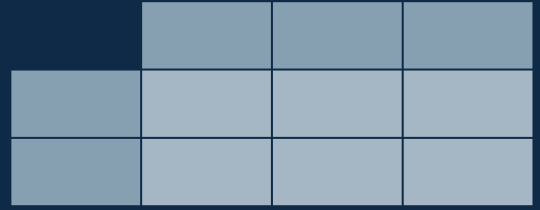
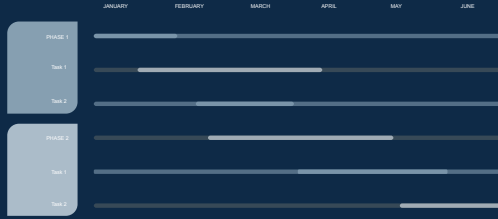
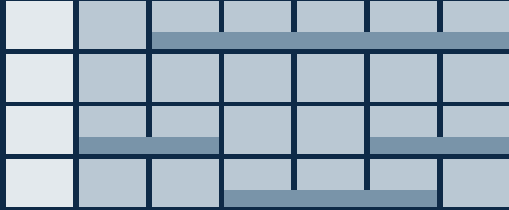
You can easily [resize](#) these resources without losing quality. To [change the color](#), just ungroup the resource and click on the object you want to change. Then, click on the paint bucket and select the color you want.

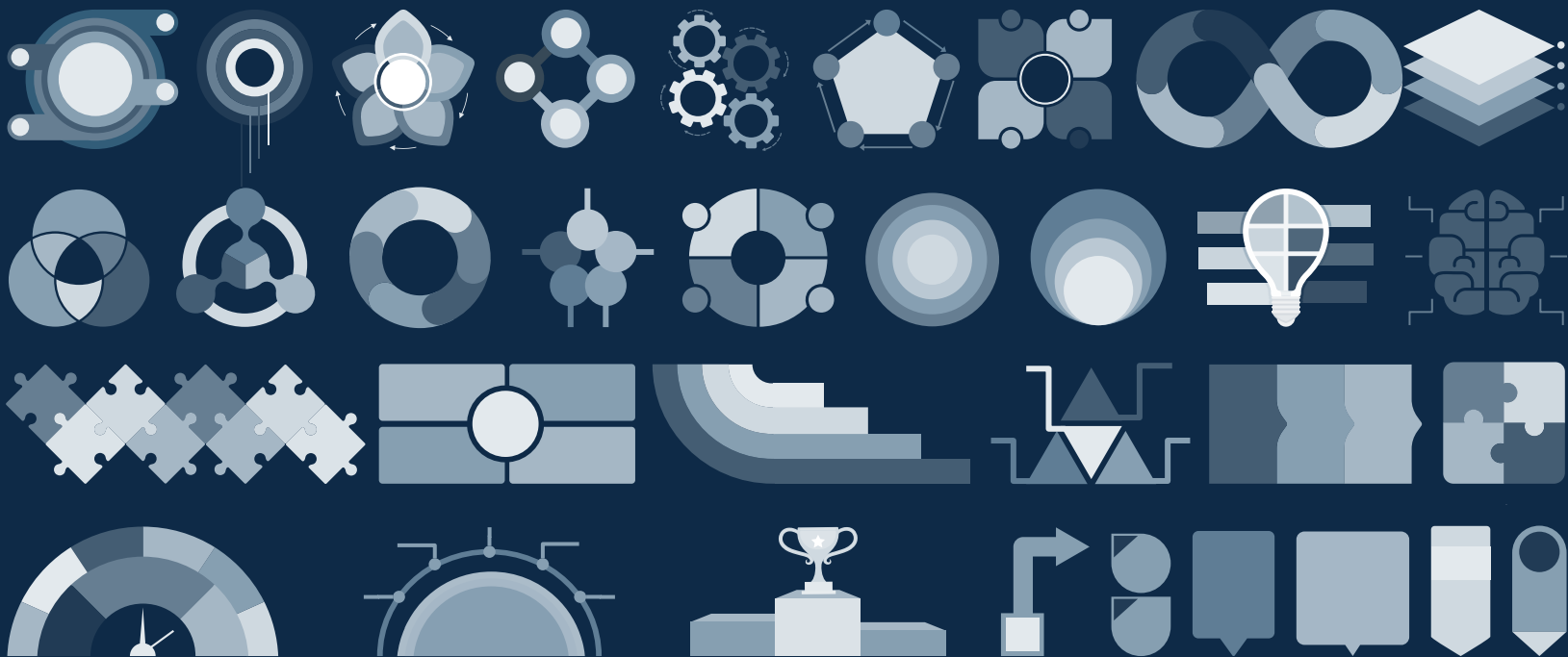
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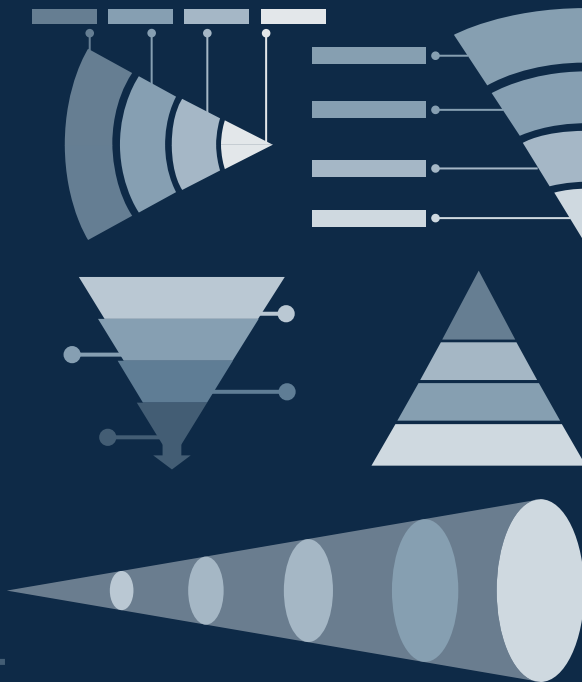
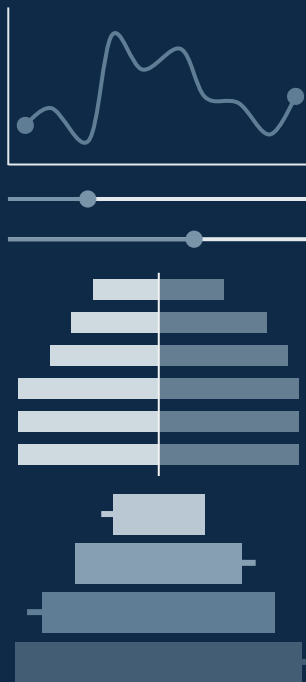
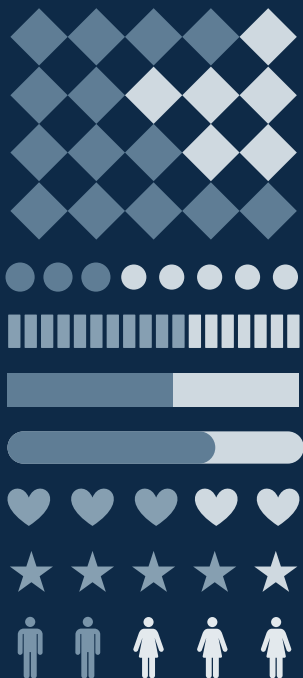
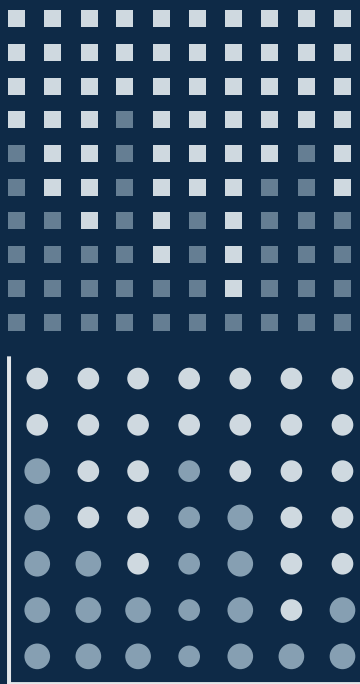














# ...and our sets of editable icons

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You can **change the stroke and fill color**; **just select the icon** and click on the **paint bucket/pen**.

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## Educational Icons



## Medical Icons



## Business Icons



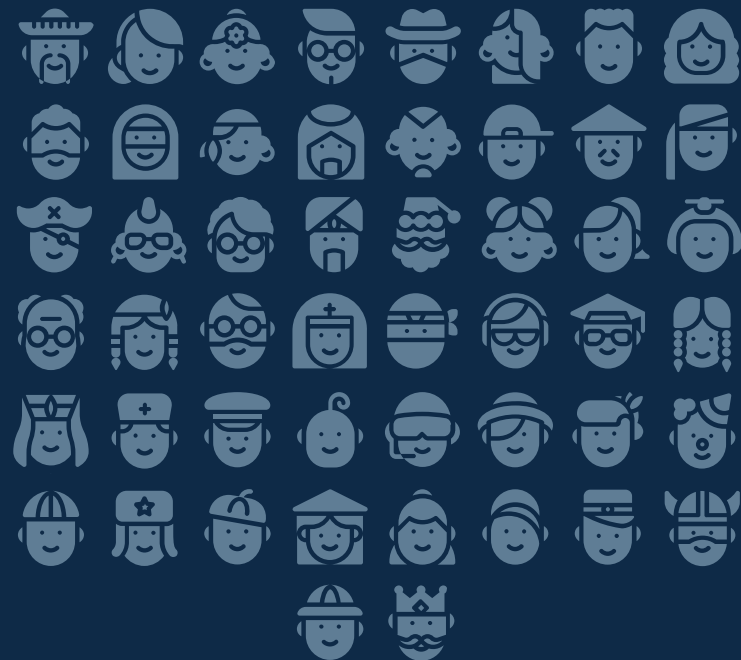
## Teamwork Icons



# Help & Support Icons



# Avatar Icons



[illegible]

# Nature Icons





# SEO & Marketing Icons



