MYCAPTAIN
DATA ANALYTICS WITH PYTHON COURSE

Project 2: Instagram Reach Analysis Case Study

Find the dataset here: https://statso.io/instagram-reach-analysis-case-study/

Instagram Reach Analysis: Case Study

Instagram generates a lot of data every day. When content creators post on Instagram, they do look at their engagement and reach to find the category of posts they should post more. Here's the Instagram Data we collected from the account of the founder of **Statso**. Below are all the features in the data:

1. Impressions: Number of impressions in a post (Reach)
2. From Home: Reach from home
3. From Hashtags: Reach from Hashtags
4. From Explore: Reach from Explore
5. From Other: Reach from other sources
6. Saves: Number of saves
7. Comments: Number of comments
8. Shares: Number of shares
9. Likes: Number of Likes
10. Profile Visits: Numer of profile visits from the post
11. Follows: Number of Follows from the post
12. Caption: Caption of the post
13. Hashtags: Hashtags used in the post

You are required to analyze and predict the reach of this Instagram account to find out how Instagram works.

Helpful Resource: https://thecleverprogrammer.com/2022/03/22/instagram-reach-analysis-using-python/