ADT Project
Group 8

Final Demo Of project

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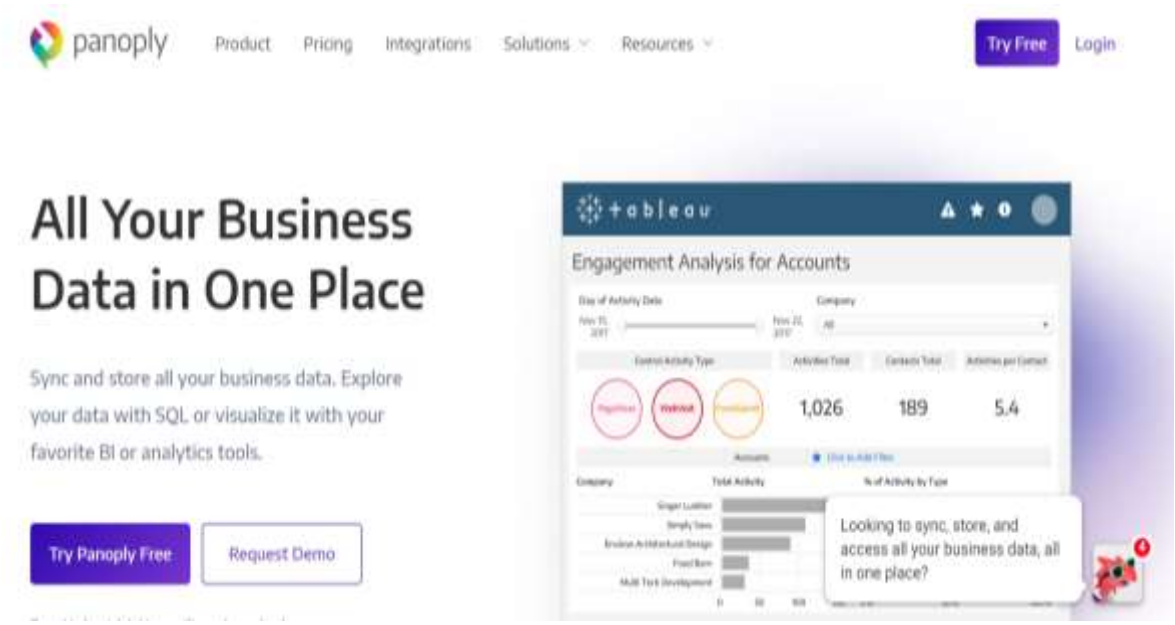
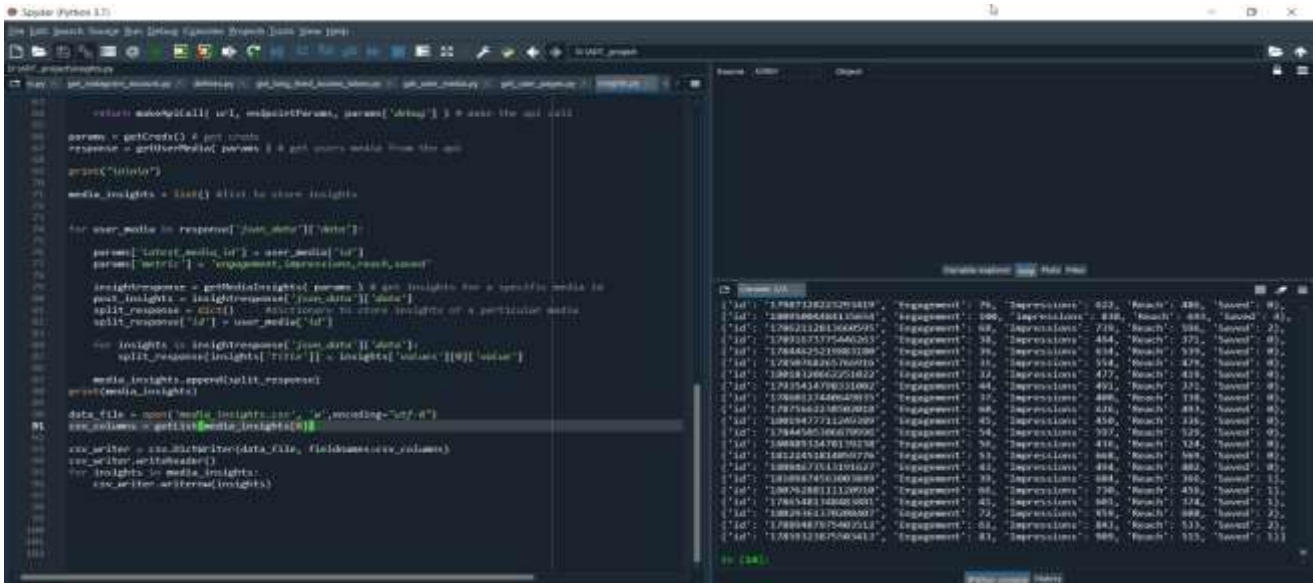
Instagram Insight Using Business Intelligent

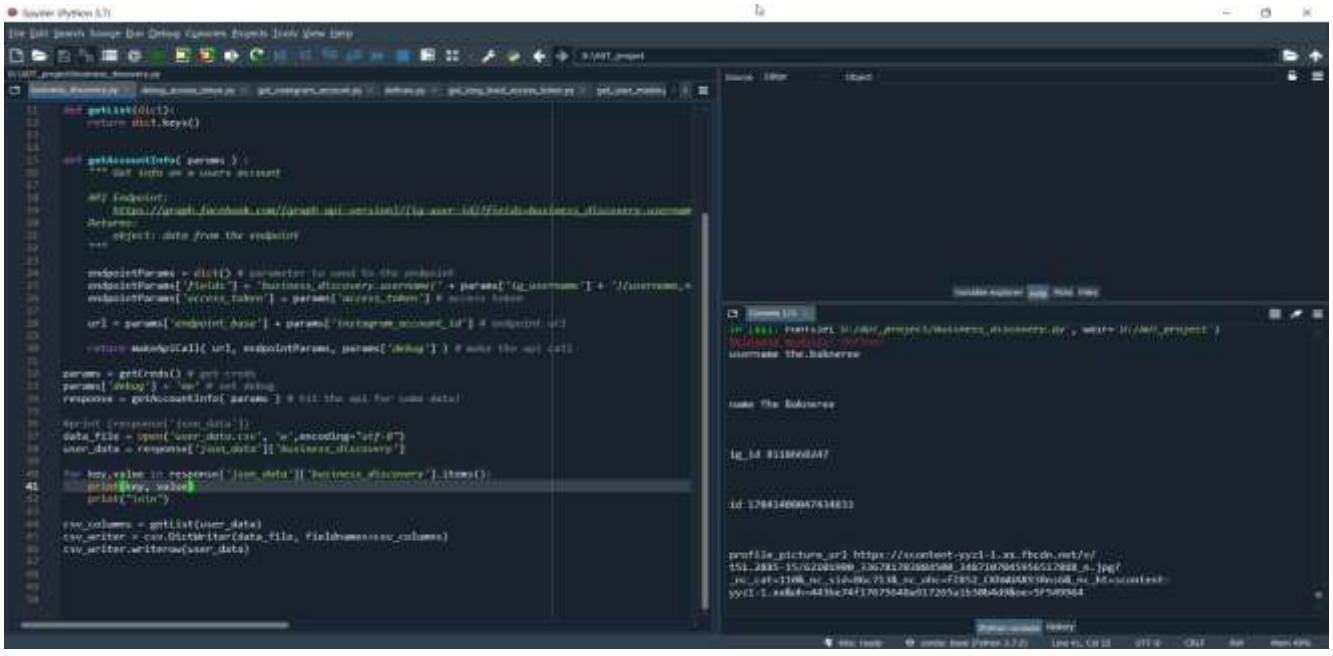
Step 1: We have connected to Instagram graph API and collected Instagram data using APIs. We have used the data from an Instagram business account. Note that in milestone II we used data for testing. Next step is to collect our actual instagram data and show insights through MODE visualization tool.



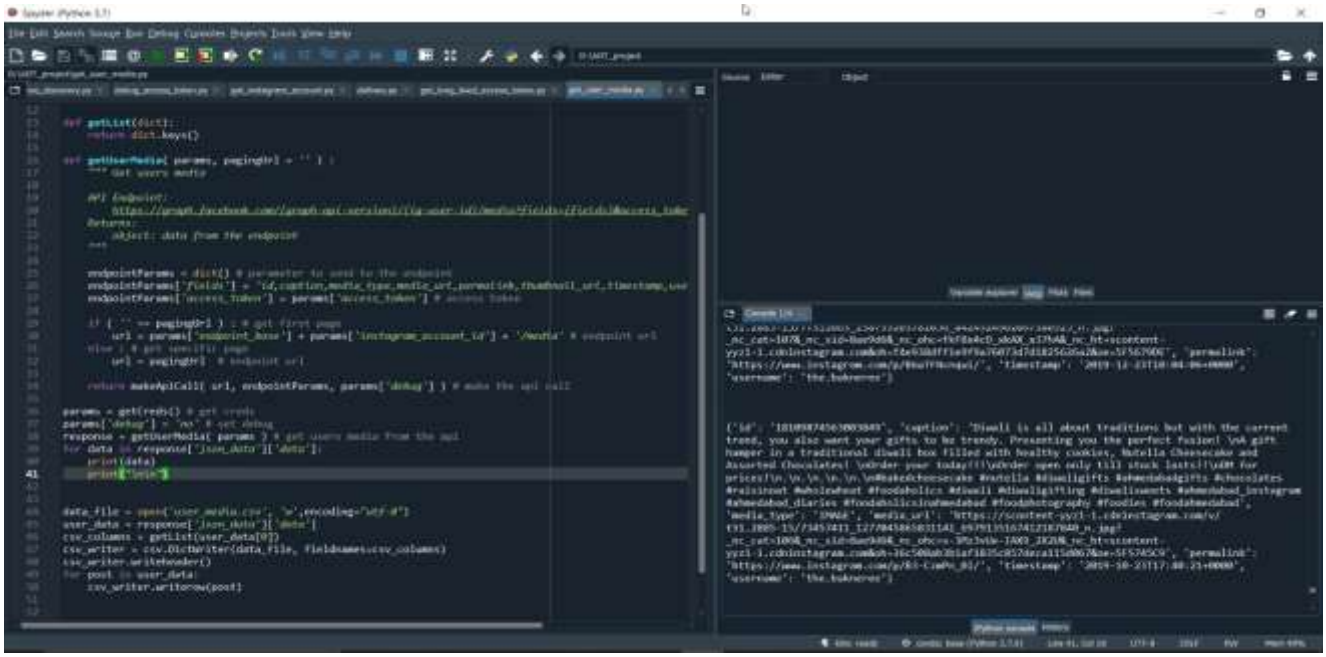
Step 2: After that we make different python files in order to extract data, there are total seven different python files namely business discovery, debug access token, defines, get Instagram account ,get long live access token, get user media and get user token.



Inights.py fil



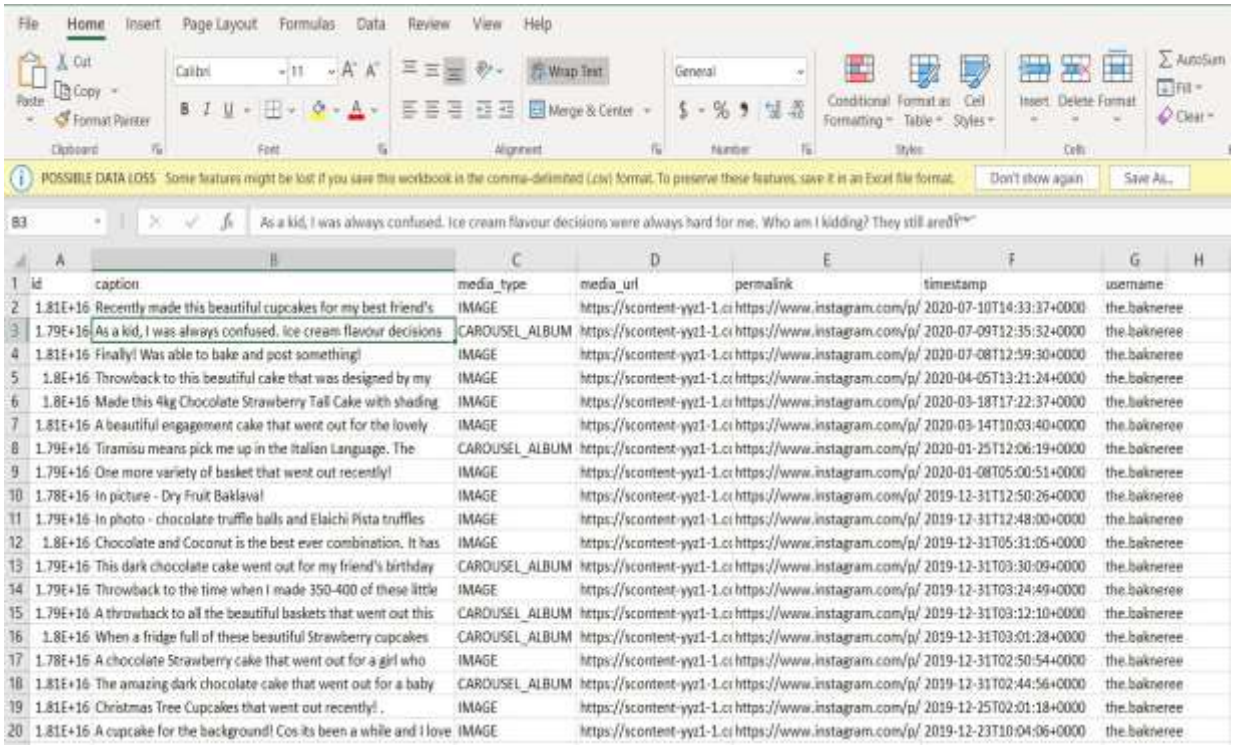
Business_discovery.py file



Get_user_media.py

With this python script we extract instagram user data which consist of engagement, impression, reach, saved. In which engagement defines total numbers of like and count of comment, impression is how many time user visit media, reach defines distinguish user visits, and saved defines total media save entries.

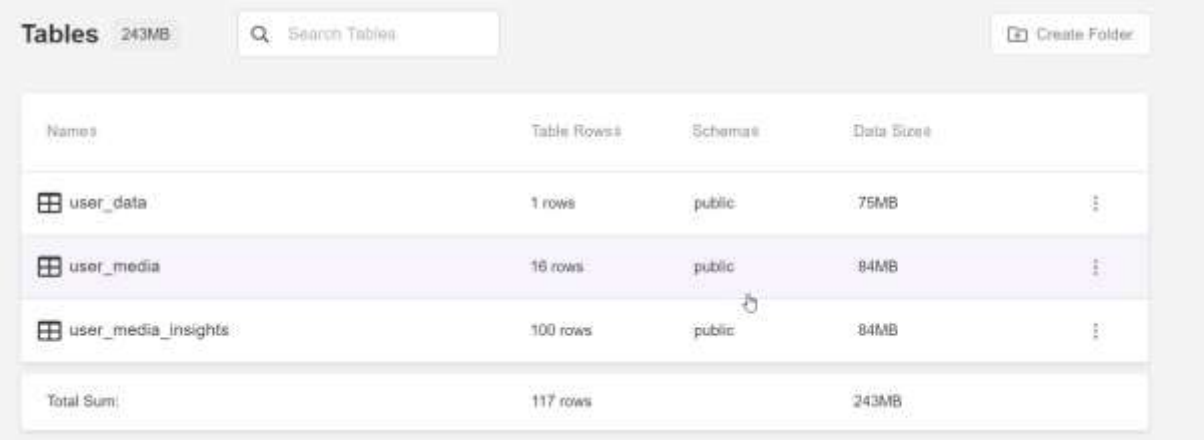
Extracted data are shown below,

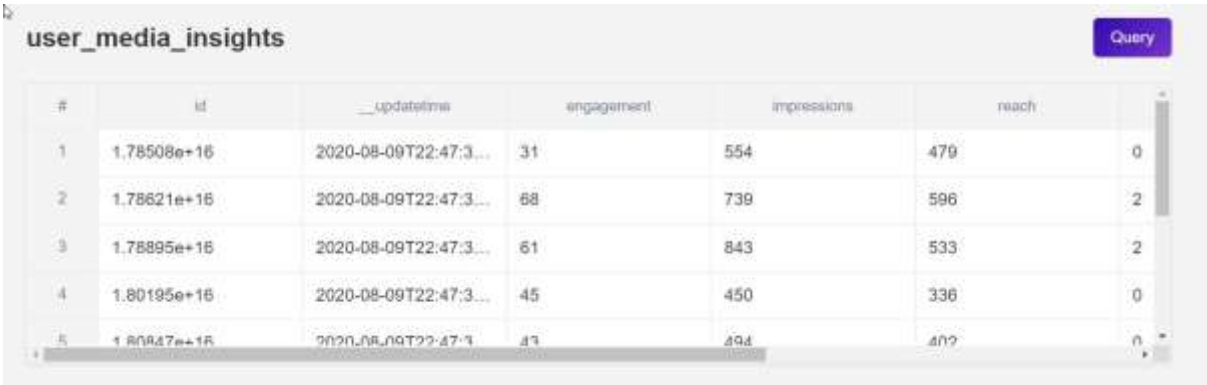


	A	B	C	D	E	F	G	H
1	id	caption	media_type	media_url	permalink	timestamp	username	
2	1.81E+16	Recently made this beautiful cupcakes for my best friend's	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2020-07-10T14:33:37+0000	the.bakneree	
3	1.79E+16	As a kid, I was always confused. Ice cream flavour decisions	CAROUSEL_ALBUM	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2020-07-09T12:35:32+0000	the.bakneree	
4	1.81E+16	Finally! Was able to bake and post something!	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2020-07-08T12:59:30+0000	the.bakneree	
5	1.8E+16	Throwback to this beautiful cake that was designed by my	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2020-04-05T13:21:24+0000	the.bakneree	
6	1.8E+16	Made this 4kg Chocolate Strawberry Tall Cake with shading	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2020-03-18T17:22:37+0000	the.bakneree	
7	1.81E+16	A beautiful engagement cake that went out for the lovely	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2020-03-14T10:03:40+0000	the.bakneree	
8	1.79E+16	Tiramisu means pick me up in the Italian Language. The	CAROUSEL_ALBUM	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2020-01-25T12:06:19+0000	the.bakneree	
9	1.79E+16	One more variety of basket that went out recently!	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2020-01-08T05:00:51+0000	the.bakneree	
10	1.78E+16	In picture - Dry Fruit Baklava!	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2019-12-31T12:50:26+0000	the.bakneree	
11	1.79E+16	In photo - chocolate truffle balls and Elaichi Pista truffles	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2019-12-31T12:48:00+0000	the.bakneree	
12	1.8E+16	Chocolate and Coconut is the best ever combination. It has	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2019-12-31T05:31:05+0000	the.bakneree	
13	1.79E+16	This dark chocolate cake went out for my friend's birthday	CAROUSEL_ALBUM	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2019-12-31T03:30:09+0000	the.bakneree	
14	1.79E+16	Throwback to the time when I made 350-400 of these little	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2019-12-31T03:24:49+0000	the.bakneree	
15	1.79E+16	A throwback to all the beautiful baskets that went out this	CAROUSEL_ALBUM	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2019-12-31T03:12:10+0000	the.bakneree	
16	1.8E+16	When a fridge full of these beautiful Strawberry cupcakes	CAROUSEL_ALBUM	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2019-12-31T03:01:28+0000	the.bakneree	
17	1.78E+16	A chocolate Strawberry cake that went out for a girl who	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2019-12-31T02:50:54+0000	the.bakneree	
18	1.81E+16	The amazing dark chocolate cake that went out for a baby	CAROUSEL_ALBUM	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2019-12-31T02:44:56+0000	the.bakneree	
19	1.81E+16	Christmas Tree Cupcakes that went out recently! .	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2019-12-25T02:01:18+0000	the.bakneree	
20	1.81E+16	A cupcake for the background! Cos its been a while and I love	IMAGE	https://scontent-yyz1-1.c	https://www.instagram.com/p/	2019-12-23T10:04:06+0000	the.bakneree	

	A	B	C	D	E	F
1	id	Engagement	Impressions	Reach	Saved	
2	1.81E+16	90	474	418	0	
3	1.79E+16	76	345	270	0	
4	1.81E+16	98	488	413	1	
5	1804870000	92	591	483	4	
6	0000000	76	622	486	0	
7	1.81E+16	100	838	693	4	
8	1.79E+16	68	739	596	2	
9	1.79E+16	38	494	371	0	
10	1.78E+16	36	634	539	0	
11	1.79E+16	31	554	479	0	
12	1.80E+16	32	477	419	0	
13	1.79E+16	44	491	371	0	
14	1.79E+16	37	400	338	0	
15	1.79E+16	60	626	493	0	
16	1.80E+16	45	450	336	0	
17	1.78E+16	54	597	529	0	
18	1.81E+16	56	436	324	0	
19	1.81E+16	53	668	569	0	
20	1.81E+16	43	494	402	0	
21	1.81E+16	39	604	366	1	
22	1.81E+16	66	730	456	1	
23	1.79E+16	41	601	374	1	
24	1.80E+16	72	959	608	2	

Step 3: Then in this step we link this tables to our panoply data warehouse.



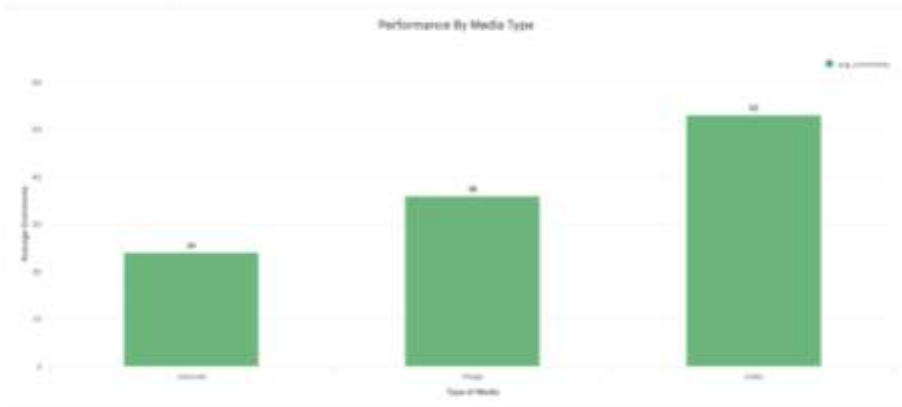


user_media_insights

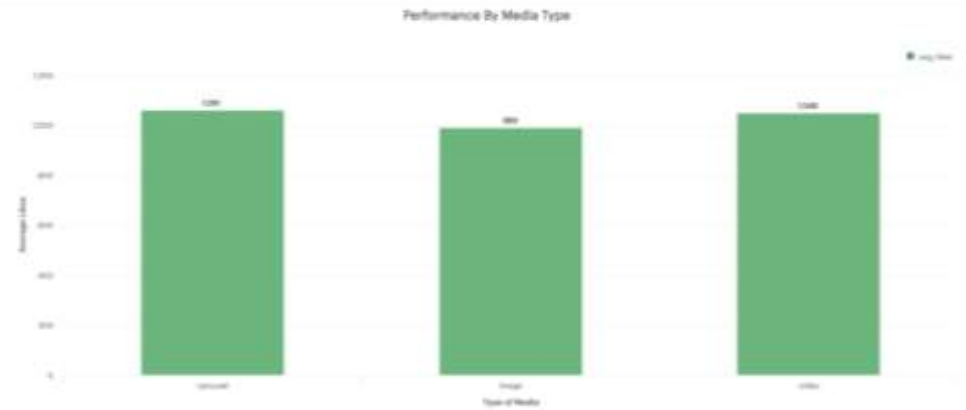
Query

#	id	__updatetime	engagement	impressions	reach	
1	1.78508e+16	2020-08-09T22:47:3...	31	554	479	0
2	1.78621e+16	2020-08-09T22:47:3...	68	739	596	2
3	1.78895e+16	2020-08-09T22:47:3...	61	843	533	2
4	1.80195e+16	2020-08-09T22:47:3...	45	450	336	0
5	1.80847e+16	2020-08-09T22:47:3...	43	494	402	0

Step 4: Now last step is to connect our panoply to different BI visualization tool, in this step we try to visualized this data through various platform like Mode, teblue, Chartio etc, here I shows photos of mode graphical visualization.



Performance by Media Type using average comments



Performance by Media Type using average likes

These are the step by step procedure of our project.