

# Tech Instagram Influencer Analysis



**Presented By:** Harika

## Introduction

- Tech Influencer is focused on promoting electronic gadgets, and tech tips.
- Their content is majorly focused on latest mobiles, smartwatches, laptops, and their software.
- Also shares the important and useful tech tips to help their followers navigate through the gadgets and software.
- Instagram is a wonderful platform for the tech influencer to engage with audience and offer the excellent information of the products.

## Objective

- The Objective is to analyze the data to evaluate impressions, identify the trends in follower engagement and assess the overall performance of the Influencer.
- This analysis aims to understand how the content is performing and gain more information the audience preferences and assess the overall effectiveness of the influencer's strategy to drive engagement and reach.

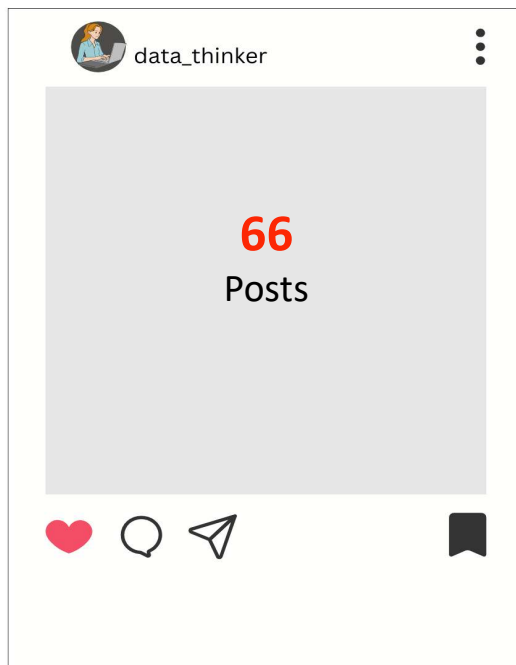
# Insights

1. How many unique post types are found in the 'fact\_content' table?

```
SELECT DISTINCT post_type AS unique_post_types FROM fact_content
```

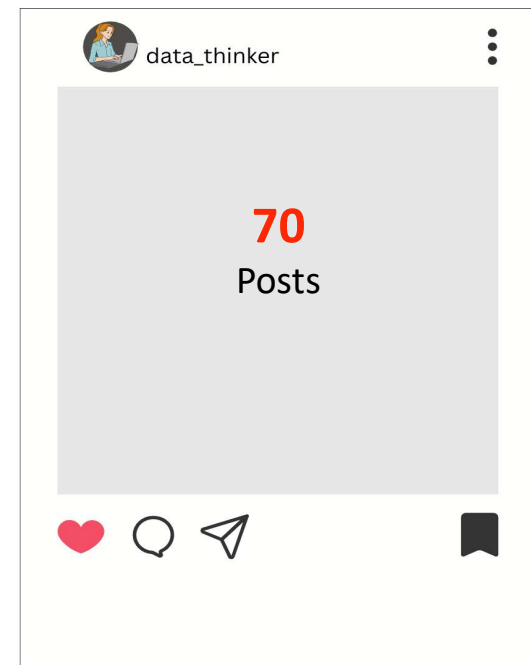
### IG Image

Single Image Posts



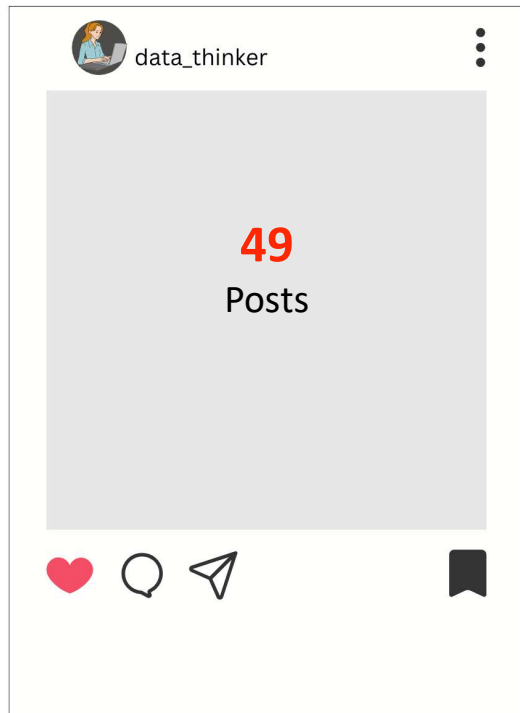
### IG Reel

Short video post – up to 90 Seconds long



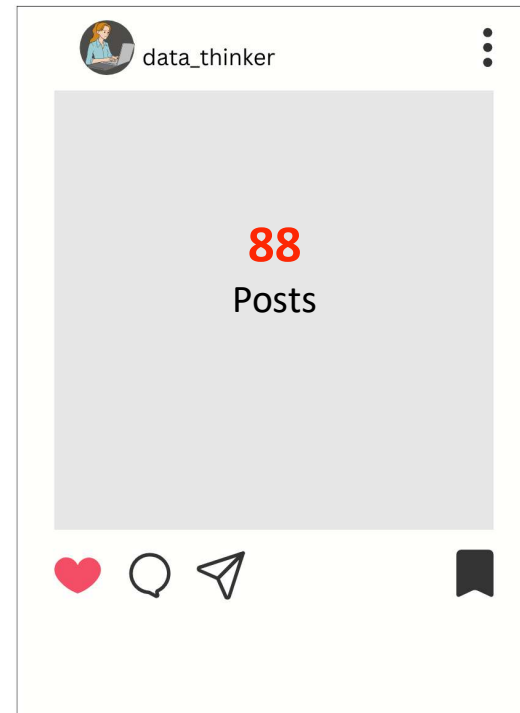
## IG Carousel

Multiple Images - allows to upload 20 photos – in as single post.



## IG Video

Longer form of video content

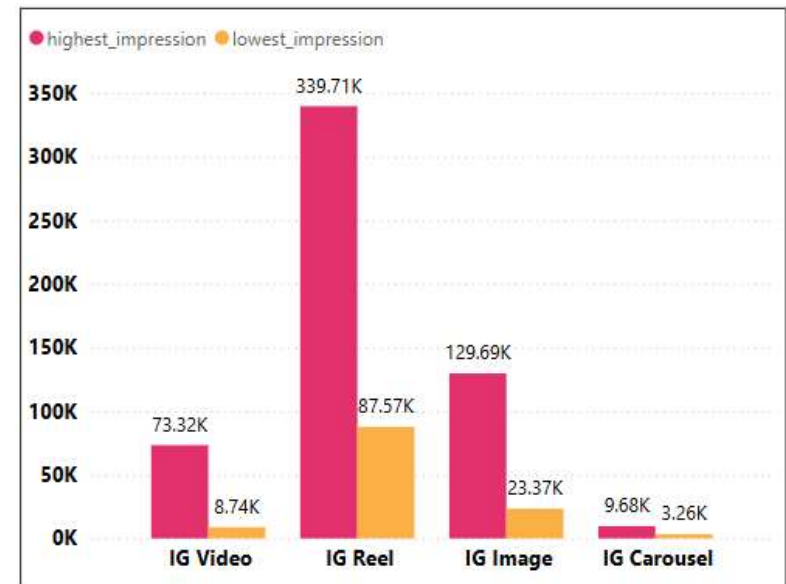


2. What are the highest and lowest recorded impressions for each post type?

```
SELECT post_type,  
       MAX(impressions) AS max_impression,  
       MIN(impressions) AS Min_impression  
FROM fact_content  
GROUP BY post_type
```

- **IG Reels** have the highest Impressions – (**339.71 k**)
  - **IG Carousel** has the lowest Impressions - (**3.26 k**)
- Reels are generating the highest impressions, making them the most effective **content type** for reaching a **larger audience**.
- Carousel are least impactful on impressions hence influencer should focus on **strategy optimization**.

**Highest & Lowest Impressions by Post type.**



3. Filter all the posts that were published on a weekend in the month of March and April and export them to a separate csv file.

```
SELECT c.*
FROM fact_content c
JOIN dim_dates d
ON d.date = c.date
WHERE weekday_or_weekend = 'Weekend' AND
month_name IN ('March', 'April')
```

Type	Top Performance	Details
Post Type	IG reels	Total Impressions: <b>556272</b> Highest the highest impressions and engagements.
Highest Post Impressions	On Sunday, April 30, 2023	Post Type: <b>IG Reel</b> . Impressions: <b>185017</b>
Highest Post Reach	Saturday, March 25, 2023	Post Type: <b>IG Reel</b> . Reach: <b>66721</b>
Highest Category Performance	Mobile	Impressions: <b>320325</b>

- Both Saturday and Sunday has steady impressions and engagements in the month – March & April.

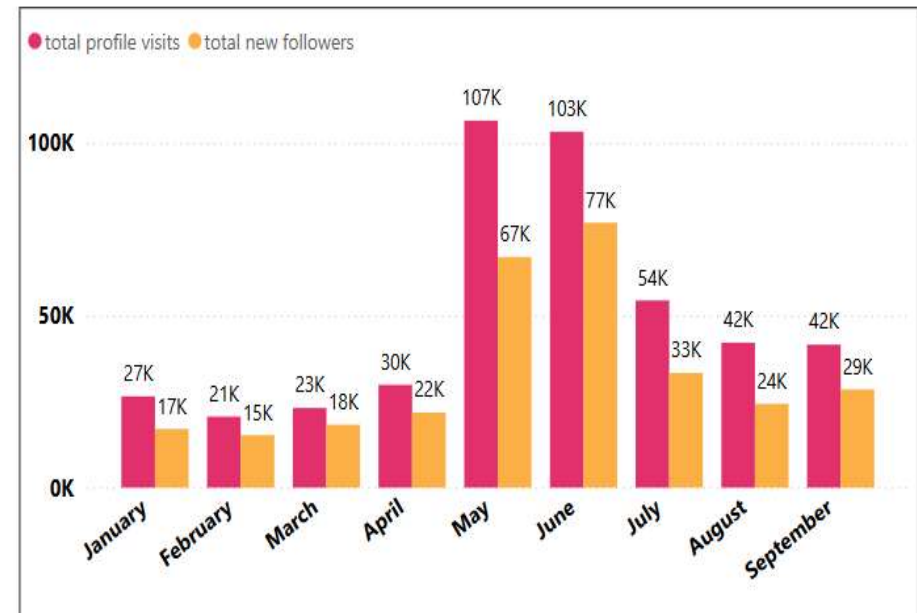


4. Create a report to get the statistics for the account.

```
SELECT month_name,  
       SUM(profile_visits) AS total_profile_visits,  
       SUM(new_followers) AS total_new_followers  
FROM dim_dates d  
JOIN fact_account a  
ON d.date = a.date  
GROUP BY month_name
```

- From the beginning of year, i.e. From **January – March** the profile visits (**23k – 27k**) and new followers (**15k – 18k**) are indicating slow growth.
- **May and June** has the highest profile visits and new followers.

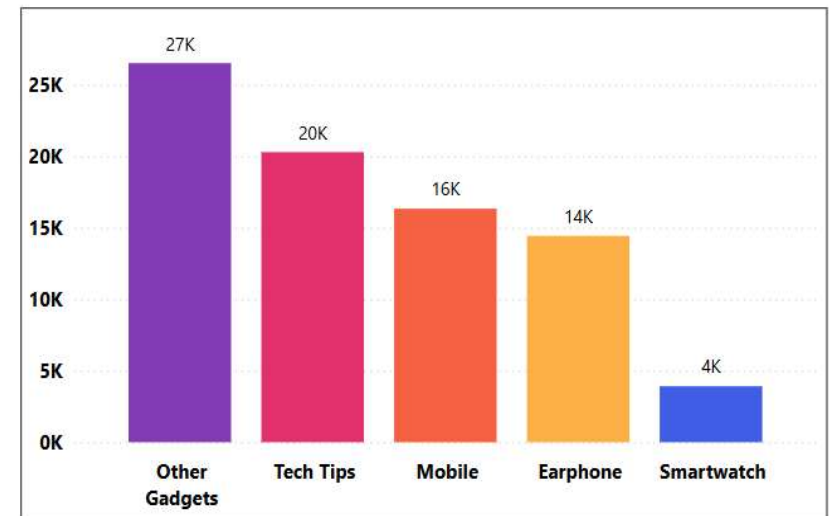
Total Profile Visits & New Followers by Month



5. Write a CTE that calculates the total number of 'likes' for each 'post\_category' -- during the month of 'July' and subsequently, arrange the 'post\_category' values in descending order according to their total likes.

```
WITH cte1 AS(
    SELECT post_category, SUM(likes) as total_likes FROM fact_content c
    JOIN dim_dates d
    ON d.date = c.date
    WHERE month_name = 'July'
    GROUP BY post_category
)
SELECT * FROM cte1
ORDER BY post_category DESC
```

Total Likes for Post Category in July Month



- **Other gadgets** category has the highest likes with **27k** likes.
- **TechTips** is the 2<sup>nd</sup> best performing category with **20k** likes. This indicates the *educational and information content* is highly consumed by audience.
- Followed by **Mobile** with **16k** likes, audience are showing interest in *mobile related content*.

6. Create a report that displays the unique post\_category names alongside their respective counts for each month.

```
SELECT d.month_name,
       GROUP_CONCAT(DISTINCT post_category SEPARATOR ', ') AS post_category_names,
       COUNT(DISTINCT post_category) AS post_category_count
FROM fact_content c
JOIN dim_dates d
ON d.date = c.date
GROUP BY d.month_name
```

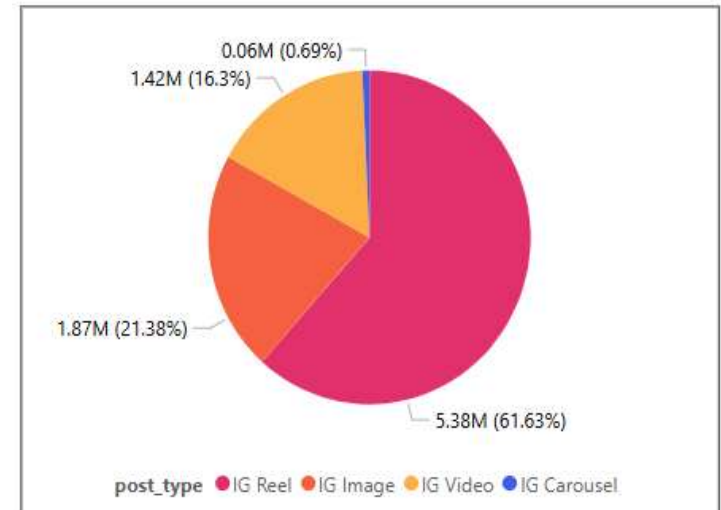
month_name	post_category_names	post_category_count
January	Earphone, Mobile, Smartwatch	3
February	Earphone, Laptop, Mobile, Smartwatch	4
March	Earphone, Laptop, Mobile, Smartwatch	4
April	Earphone, Laptop, Mobile, Other Gadgets, Smartwatch	5
May	Earphone, Laptop, Mobile, Other Gadgets, Smartwatch, Tech Tips	6
June	Mobile, Other Gadgets, Smartwatch, Tech Tips	4
July	Earphone, Mobile, Other Gadgets, Smartwatch, Tech Tips	5
August	Earphone, Mobile, Other Gadgets, Smartwatch, Tech Tips	5
September	Mobile, Other Gadgets, Smartwatch, Tech Tips	4

7. What is the percentage breakdown of total reach by post type?

```
SELECT post_type,  
       SUM(reach) AS total_reach,  
       CONCAT(ROUND(SUM(reach)/ (SELECT SUM(reach) FROM fact_content)*100,2),"%") AS reach_pct  
FROM fact_content  
GROUP BY post_type
```

- Instagram algorithm influences the **content visibility** and enhances the **user experience**.
- Instagram algorithm is highly promoting the **IG reels** hence it has the highest reach of **61.63%**.
- Followed by **IG Image (21.38%)** and **Videos (16.3%)**.
- Even IG images are important but creators and influencers are shifting their focus to video-based formats for better **reach and engagement**.

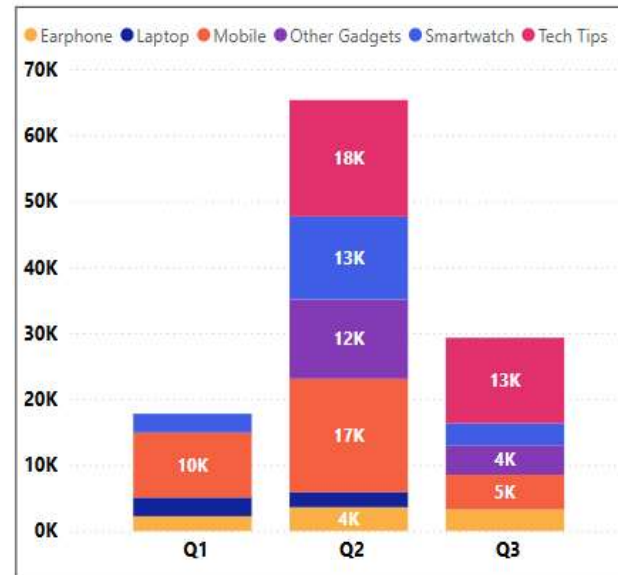
**Total Reach by Post Type**



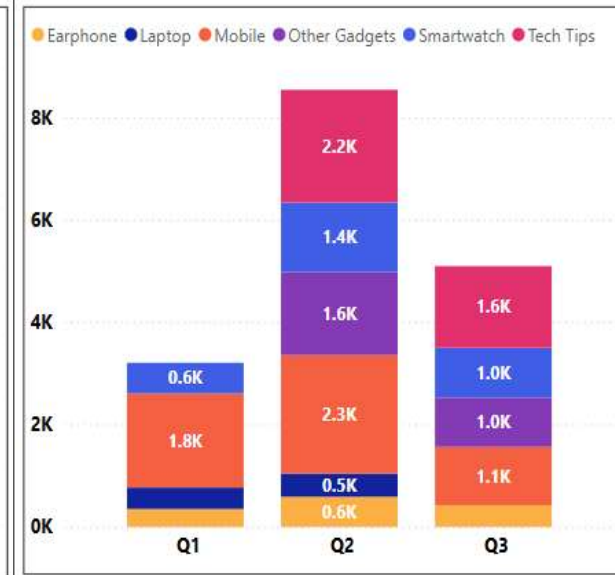
8. Create a report that includes the quarter, total comments, and total saves recorded for each post category.

```
SELECT post_category,
       CASE
         WHEN d.month_name IN ("January", "February", "March") THEN "Q1"
         WHEN d.month_name IN ("April", "May", "June") THEN "Q2"
         WHEN d.month_name IN ("July", "August", "September") THEN "Q3"
       END AS quarters,
       SUM(comments) AS total_comments,
       SUM(saves) AS total_saves
FROM fact_content c
JOIN dim_dates d
ON c.date = d.date
GROUP BY post_category, quarters
```

Total Saves by Post Category and Quarter



Total Comments by Post Category and Quarter



- Q2 has the highest engagement (saves and comments).
- TechTips (18k) - (2.3k) and Mobile (17k) - (2.2k) based content has highest saves and comments in Q2.
- TechTips based content has shown steady engagement across both Q2 and Q3.

9. List the top three dates in each month with the highest number of new followers.

```
WITH highest_followers AS(
    SELECT MONTHNAME(date) AS month,
           date,
           new_followers,
           ROW_NUMBER() OVER(PARTITION BY MONTHNAME(date) ORDER BY new_followers DESC) AS ranks
    FROM fact_account
)
SELECT * FROM highest_followers
WHERE ranks <=3
```

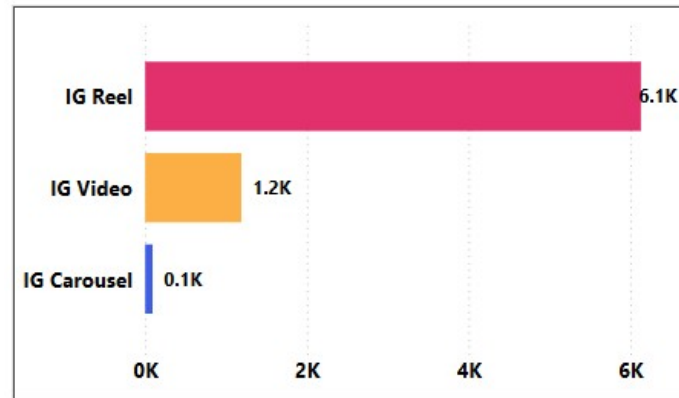
- **May and June** have the highest no.of new followers.
- **May 8 (8872)** has the highest no.of new followers than other months.
- **June 3 (8802)** and **June 30 (8804)** consistently shows the increase in new followers.
- **January 23** has the lowest no.of followers.
- **April** Month shows the lowest no.of followers compared to the previous months (like February and March).

month	date	new_followers
January	Tuesday, 3 January, 2023	2959
January	Monday, 23 January, 2023	1003
January	Monday, 30 January, 2023	3186
February	Wednesday, 1 February, 2023	4106
February	Thursday, 2 February, 2023	1989
February	Friday, 24 February, 2023	2383
March	Tuesday, 21 March, 2023	5421
March	Saturday, 25 March, 2023	2356
March	Tuesday, 28 March, 2023	2513
April	Thursday, 6 April, 2023	2500
April	Tuesday, 25 April, 2023	3736
April	Sunday, 30 April, 2023	2753
May	Monday, 8 May, 2023	8872
May	Friday, 12 May, 2023	6051
May	Saturday, 20 May, 2023	6169
June	Saturday, 3 June, 2023	8802
June	Wednesday, 21 June, 2023	7033
June	Friday, 30 June, 2023	8804
July	Saturday, 8 July, 2023	3716
July	Saturday, 15 July, 2023	3364
July	Friday, 28 July, 2023	2344
August	Sunday, 6 August, 2023	1687
August	Monday, 21 August, 2023	1783
August	Wednesday, 23 August, 2023	2074
September	Saturday, 16 September, 2023	3849
September	Thursday, 21 September, 2023	2285
September	Friday, 22 September, 2023	3570

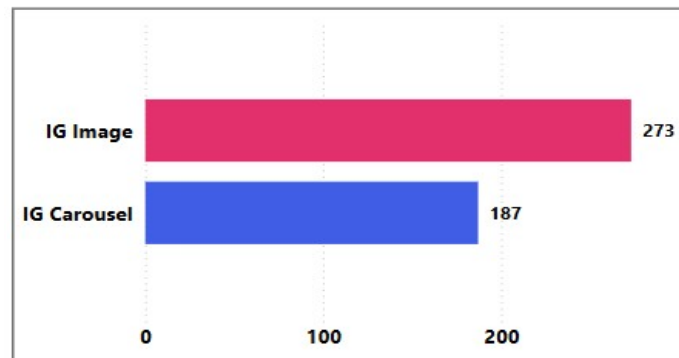
10. Create a stored procedure that takes the 'Week\_no' as input and generates a report displaying the total shares for each 'Post\_type'.

Eg:

**Total Shares by Post Type**  
(Highest shares are done in Week 22)



**Total Shares by Post Type**  
(Lowest shares are done in Week 10)



- **Reels** are most shared content among all weeks with **59.84%**.



## Overall Performance.

### Engagement Metrics.



### Visibility Metrics.



### Conversion Metrics.





## Recommendations.

### ➤ Content Strategy:

- ✓ Focus on creating the content for IG Reels, they have maximum reach, impressions, and engagement.
- ✓ Keep up with trends in music and try to incorporate them into Reels to achieve maximum visibility and engagement.
- ✓ Actively engage with audience via comments and DM's.
- ✓ Use the IG stories for reposting the content, conducting polls and QnA sessions.

➤ Engagement:

- ✓ TechTips category are performing well in engagements. Share more information and easy to understand tips.
- ✓ Try to end the post content with questions hooks to create more engagement.
- ✓ Respond to the comments.
- ✓ Add strong captions with CTA's ( Call To Actions).
- ✓ Add relevant hashtags
- ✓ Schedule Instagram posts at peak hour and use IG stories to promote the post.

➤ Reach:

- ✓ Post consistently on Instagram.
- ✓ Create engaging content.
- ✓ Optimize the hashtags according to trends.
- ✓ Host live session via Instagram to connect with audience.
- ✓ Post unboxing content or behind the scenes to show case your work and challenges.

➤ Collaboration:

- ✓ Collaborate with other tech influencers, it will help in reaching wider audience and drive new followers.
- ✓ Use collab feature to share co-branded posts, this helps in boosting visibility and engagements.

➤ Content Review:

- ✓ Review the analytics of your best and worst performing posts.
- ✓ Monitor post engagement levels.
- ✓ Identify the time periods when your followers are most active.
- ✓ Regularly analyze audience growth.

**Thank You.**