

Story Board for SA-3

The Art of Storytelling with Data - Scenario 2

The dataset contains Instagram insights, including metrics such as impressions, reach, profile visits, likes, comments, shares, and follower growth. The data helps identify trends in engagement, audience interaction, and content performance over time.

Profile visits and new followers peak when posts are published during prime activity hours (evenings and weekends). Hashtags, location tags, and collaboration posts boost reach significantly.

Posts with the highest engagement rates tend to be those with compelling visuals, trending hashtags, and high user interaction. Reels and carousel posts have a significantly higher engagement rate compared to static image posts.

Instagram trends reveal key patterns:

- Video content (Reels) gets prioritized by the algorithm, increasing visibility.
- Posting frequency impacts reach—accounts posting consistently get more engagement.
- Hashtags and captions with CTAs (Call-To-Actions) drive higher interactions.

Brand collaborations and influencer shoutouts lead to a spike in follower growth and engagement. Sponsored posts with personalised storytelling drive more conversions compared to direct promotional content.