Inside a Tech Influencer's Instagram

Performance Analysis

TechSphere Guru ✔

273
posts

303k
followers

0
following

Punam Godugula

Video Creator

Let's build greatest tech community on the planet

Follow   Message   Email

Insights

❤️
likes
652k

💬
comments
17k

✓
✈️
shares
117k

🔖
saves
112k

Interactions

Profile Visits   448k

Discovery

9,000,000
accounts reached
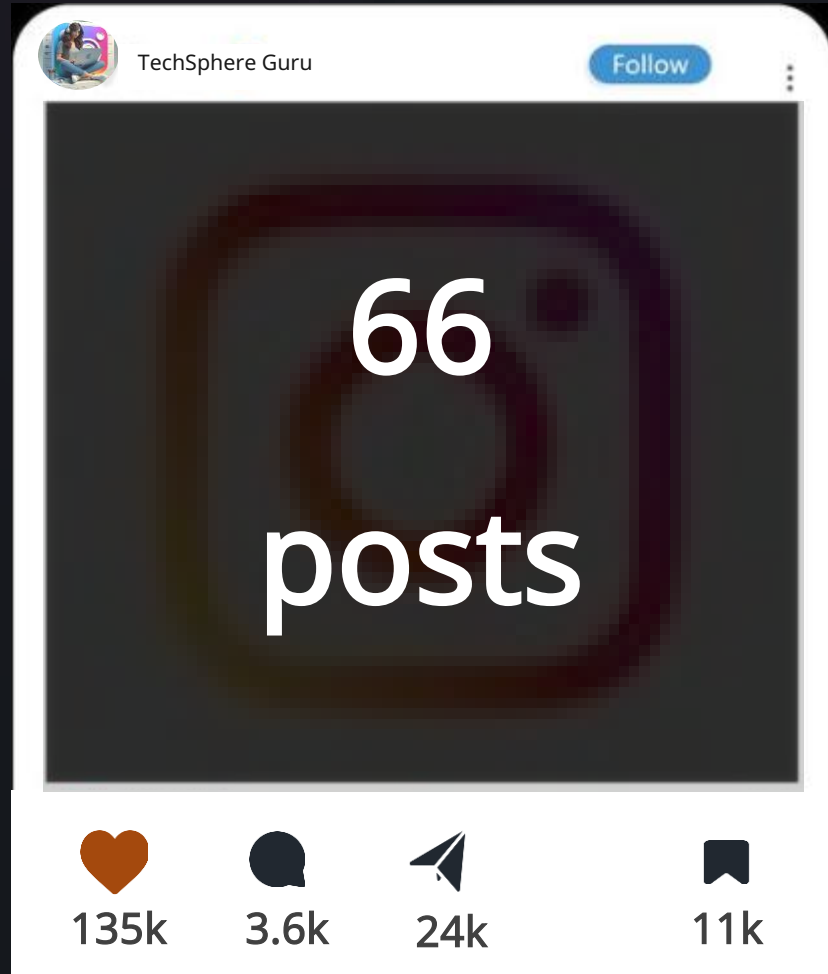97.4% weren't following you
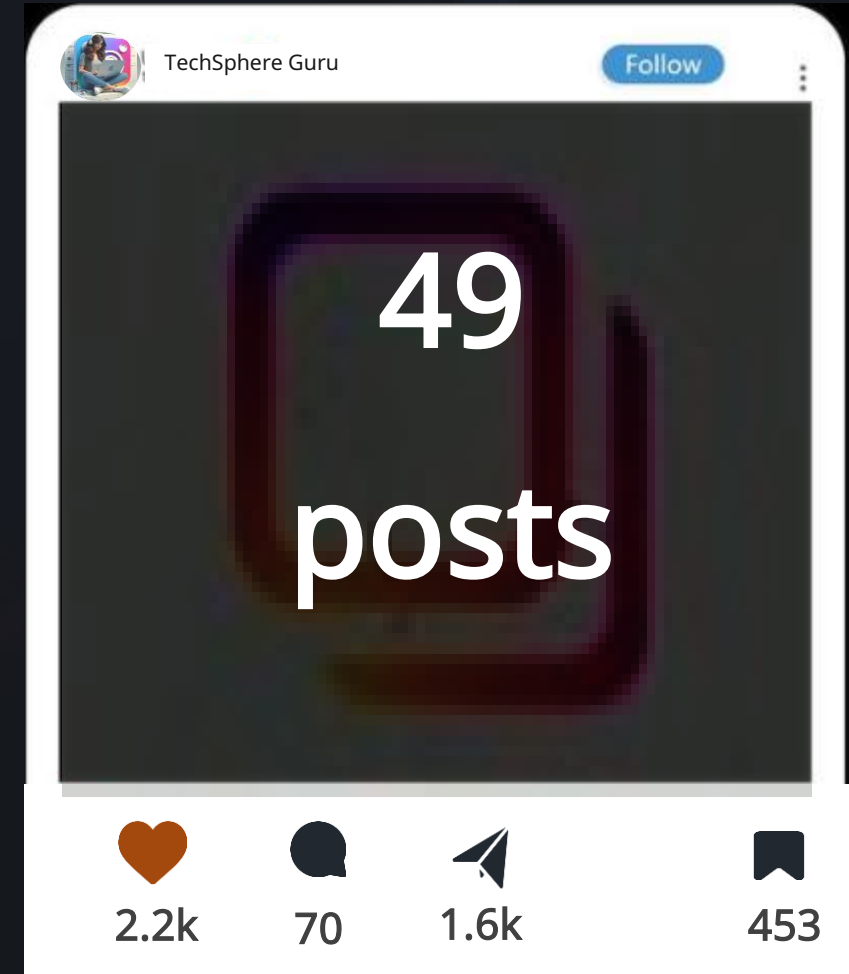
Follows   231k

Reach   9M

Impressions   22M

IG Singles

- single-image posts

66 posts

135k   3.6k   24k   11k

IG Carousels

- Multiple images/videos (upto 10) in single post

49 posts

2.2k   70   1.6k   453

IG Reels

- Short, engaging **video content** (up to 90 seconds long) designed for discovery and virality

TechSphere Guru Follow

88 posts

409k   10k   70k   94k

IG Videos

- Longer-form video content that appears in the feed or as standalone posts

TechSphere Guru Follow

70 posts

105k   2.8k   21k   7.1k
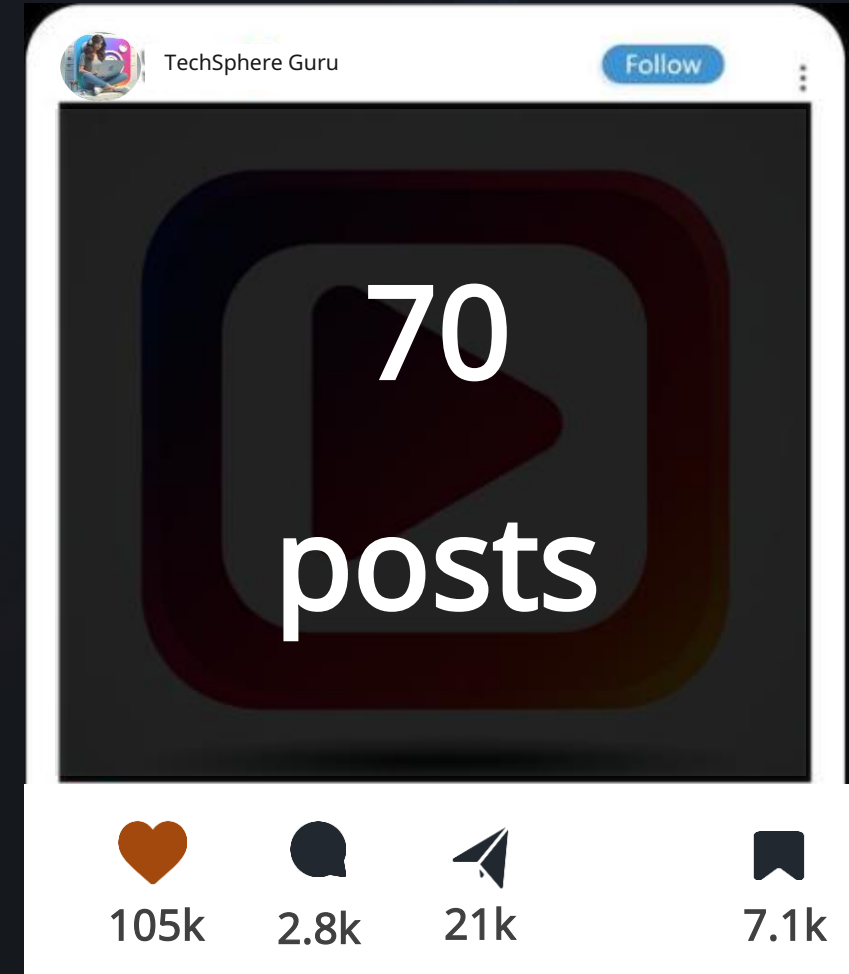
Impressions

The total number of times your posts have been viewed, including multiple views from the same user.

Example :

If your tech tutorial post was viewed 1,000 times by 800 unique users (some users watched multiple times):
- Total Impressions: 1,000
- Unique Users: 800

Analysis Value

- Indicates content visibility and potential reach
- Helps identify which tech topics generate the most viewer interest
- Useful for comparing performance across different content types (tutorials vs. news vs. reviews)
- Reveals peak engagement times for your tech audience

Reach

The number of unique accounts that have seen your post atleast once.

Example :

If your tech review post appeared on 5,000 unique users' feeds:
- Reach: 5,000 users
- Even if some users saw it multiple times, they're only counted once

Analysis Value

- Shows true audience size
- Helps evaluate content distribution effectiveness
- Useful for measuring audience growth over time)

Engagement Rate by Reach

The percentage of people who interacted with your post (likes, comments, saves) compared to those who saw it.

Example :
If your tutorial post had:
- Reach: 10,000
- Likes: 800
- Comments: 150
- Saves: 50 Total Interactions: 1,000 Engagement Rate = (1,000 / 10,000) × 100 = 10%

Analysis Value:

- Better for evaluating individual post performance
- More accurate for content optimization
- Useful when content reaches non-followers through hashtags or explore page

```
Engagement Rate by Reach = (Total Interactions / Reach) × 100
```

Profile Visit to Follow Rate

The percentage of profile visitors who convert to followers.

Example :
If your tech page had:
- Profile Visits: 1,000
- New Followers: 150 Profile to Follow Rate = (150 / 1,000) × 100 = 15%

Analysis Value:

- Indicates profile optimization effectiveness
- Helps evaluate bio and profile content
- Identifies areas for profile improvement

```
Profile to Follow Rate = (New Followers / Profile Visits) x 100
```

Content Share Rate 🛩️

The percentage of viewers who share your content with others.

Example :
If your tech news post had:
- Reach: 20,000
- Shares: 400 Share Rate = (400 / 20,000) × 100 = 2%

Analysis Value:

- Indicates content virality potential
- Shows which topics resonate most with audience
- Helps identify shareable content characteristics

```
Share Rate = (Number of Shares / Post Reach) x 100
```
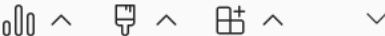
POWER BI DASHBOARD

Power BI Dashboard

INSIGHTS

1. Content Performance:

- Engagement metrics are really good with 456K likes, 12K comments, and 82K shares.

- May and June contribute to peak number of followers and which is correlated number of reels posted on these months which is **46%** of total.

- User behavior indicates a strong preference for Reel content, driving both engagement and follower acquisition.

- Hierarchy of content according to performance: Reels > Images > Videos > Carousel posts.

2. Audience Metrics:

- The account maintains a follower base of 303K, but significantly outperforms its follower count by reaching 9M unique users - representing a **2,870% greater** reach than the follower base.

- Total impressions stand at 22M, which is **2.44 times higher** than the unique reach (9M). This shows multiple viewing pattern suggests strong content engagement.

- User behavior indicates a strong preference for Reel content, driving both engagement and follower acquisition.

3. Distribution Pattern:

- Post Reach Distribution is dominated by Reels at around 62%.

- Images make up around 20-25% of reach.

- Videos and Carousels comprise smaller percentages of reach.

4. Content Strategy Insights:

- Content posting schedule is pretty steady at about 30 posts per month.

- 8.9% engagement rate shows strong audience retention and interaction.

- 51.3% profile-to-follow conversion means one in two content viewers convert to followers.

- 1.3% content share rate means approximately 1 share per 77 unique viewers

Recommendations

1. Content Strategy

- Allocate resources to creating engaging and trendy IG Reels, as they contribute most to reach, impressions, and follower growth.

- Leverage trending audio and challenges for Reels to drive higher visibility and engagement.

- Use IG Stories for polls, Q&A, and behind-the-scenes content to boost interaction and engagement.

- Respond to comments and DMs promptly to foster community engagement and build loyalty.

- A/B test different styles, tones, and content types to see what resonates most with the audience.

2. Engagement Enhancement

1. Comment Generation Strategy
    - End content with question hooks
    - Create debate-worthy tech comparisons
    - Respond to comments within first hour
    - Use polls in stories to drive discussion

2. Share Rate Improvement
    - Create more "save-worthy" technical guides
    - Design shareable infographics
    - Add "Share this with a developer friend" CTAs
    - Create content series that builds anticipation.

3. Growth Acceleration

1. Profile Optimization
   - Update bio weekly with latest tech trend.
   - Organize highlights by technology category
   - Pin top-performing posts monthly

2. Reach Expansion
   - Cross-promote with complementary tech accounts
   - Leverage trending tech topics within 24 hours.
   - Optimize hashtag strategy.

4. Review the Content

- Top 3 best performing posts analysis
- Worst 3 posts analysis
- Hashtags effectiveness review.
- Audience growth pattern analysis
- Content theme performance review.

THANK YOU