



# INSTAGRAM INFLUENCER ANALYTICS DASHBOARD

Total Influencers

2000

Avg Follower Count

2.50M

Total Posts

50,35,690

Total Sponsored

19957

Brand Collaboration

50,431

Date

02-01-2019 30-12-2024

Verified Status

- No
- Yes

Influence Level

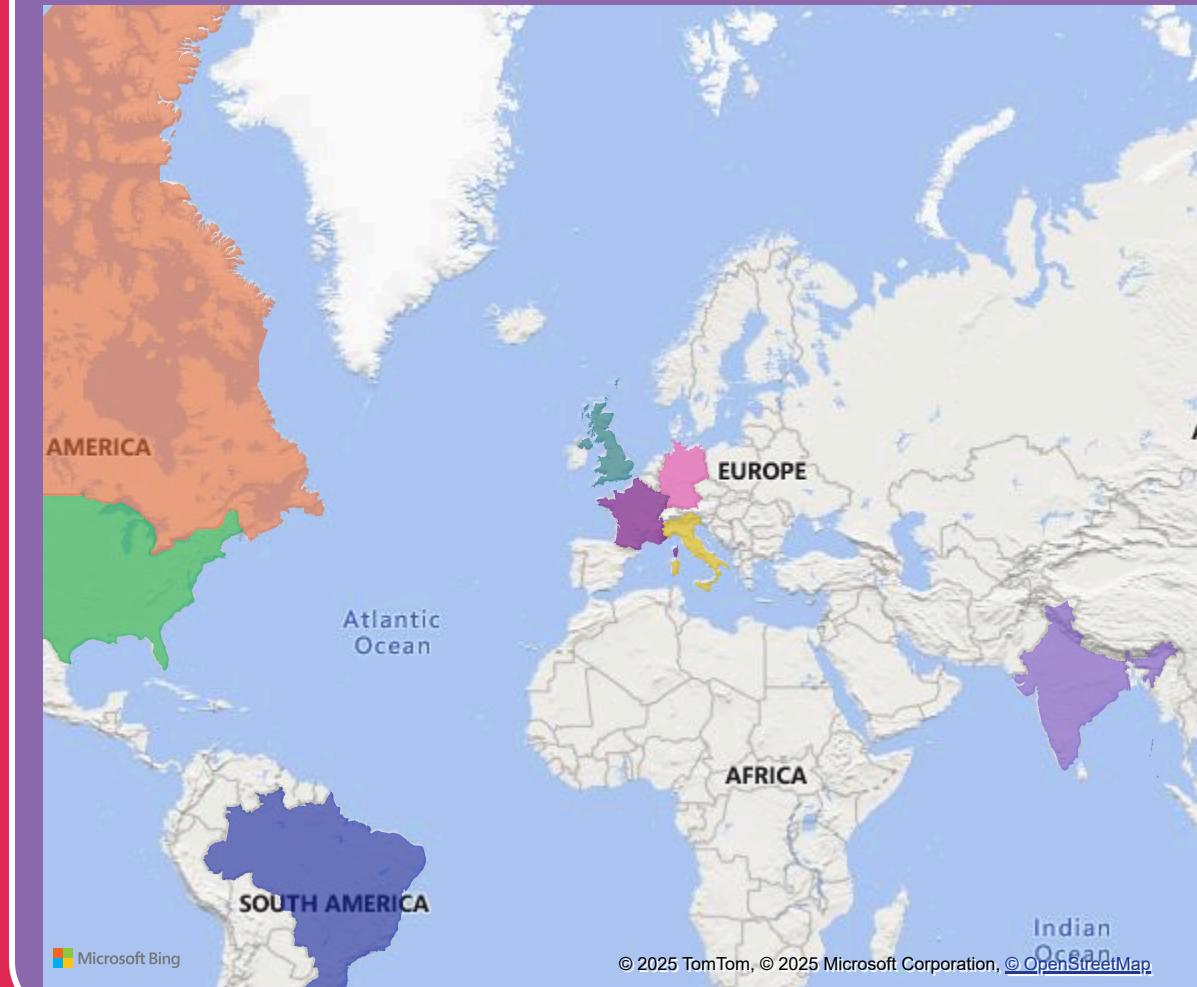
- Influencer
- Low level Influencer
- Mass Influencer
- Mid level Influencer

Clear all slicers



Country

Country ● Australia ● Brazil ● Canada ● France ● Germany ● India ● Italy ● Japan ● UK ● USA



Microsoft Bing

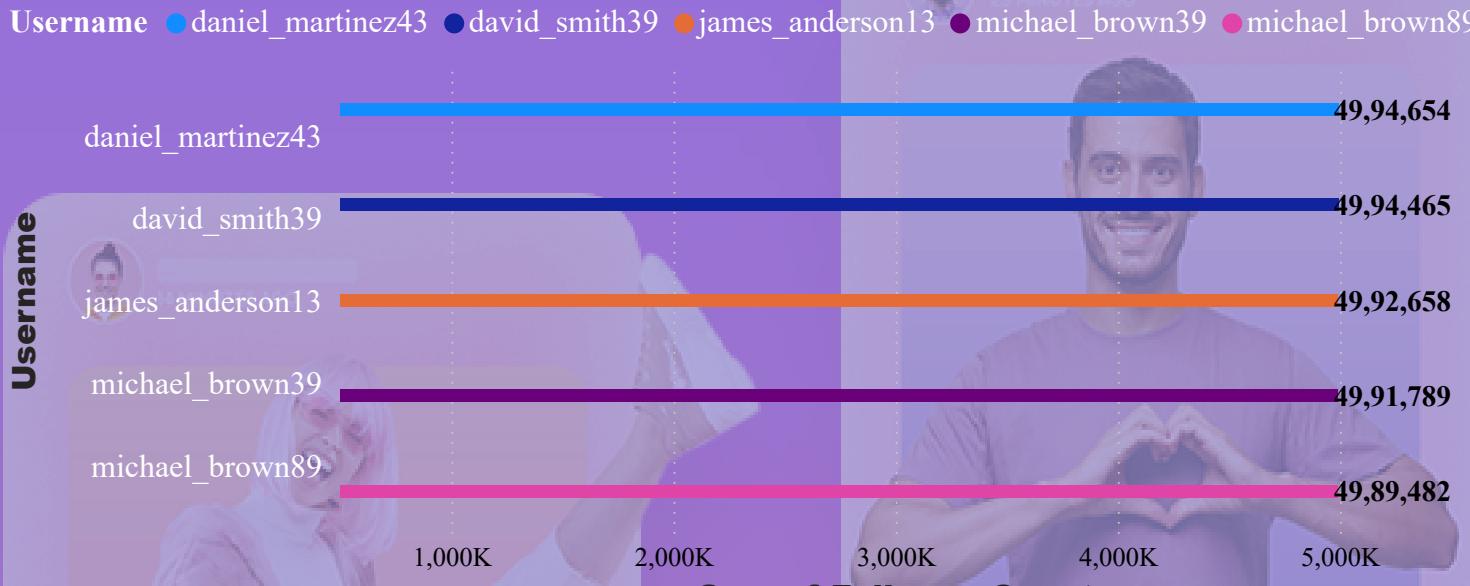
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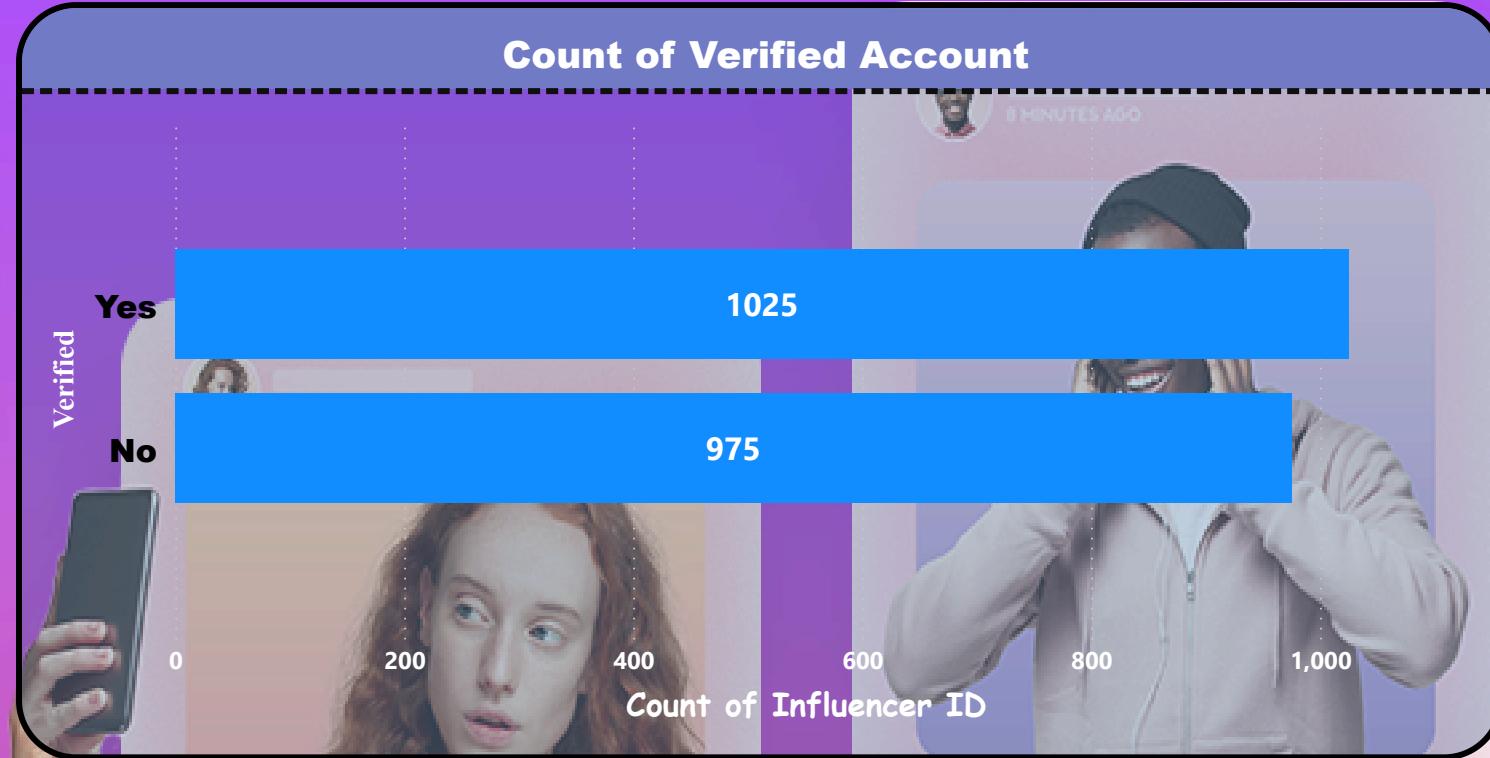
# INFLUENCERS RANGE



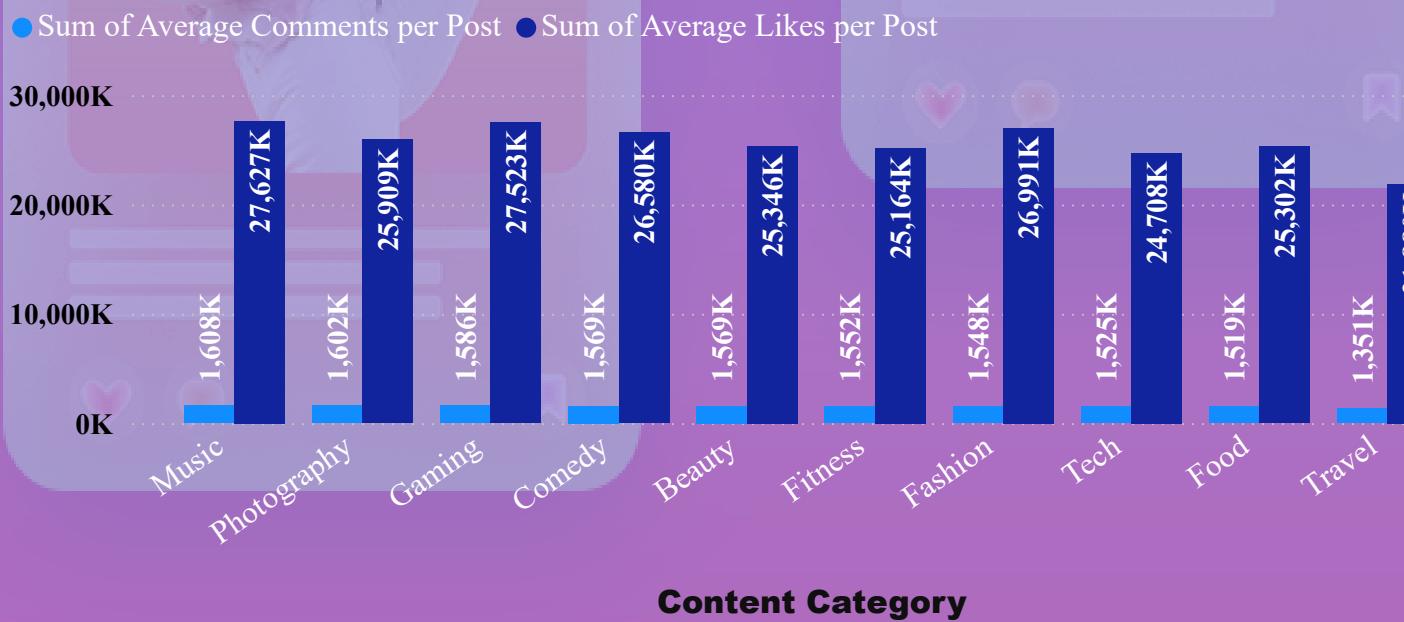
## Top 5 Influencers by Followers



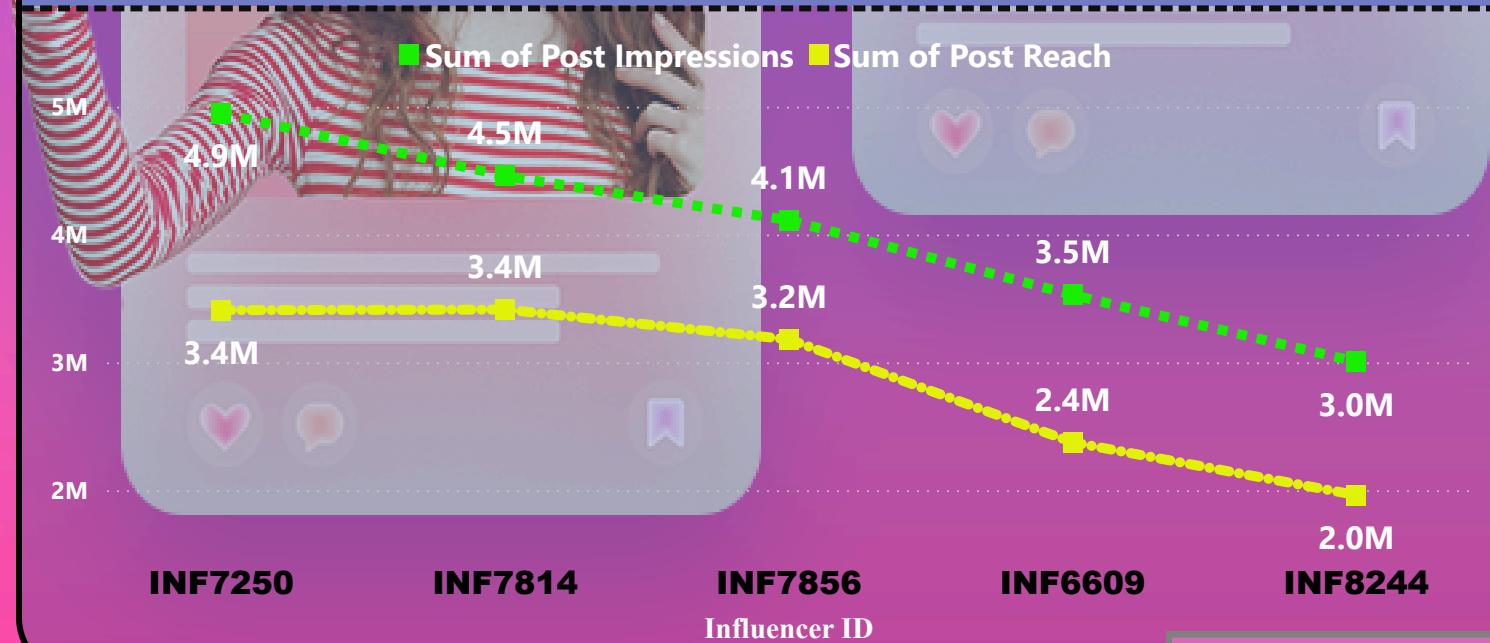
## Count of Verified Account



## Average Comments and Average Likes per Post by Content Category



## Sum of Post Impressions and Sum of Post Reach by Influencer ID



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# CONTENT DATA



Influencer Name	Country	Content Category	Total Posts	Average Likes per Post	Follower Count	Sponsorship
Emily Davis	Japan	Food	1,427	4,67,099	1,03,70,864	23
James Anderson	Australia	Beauty	1,937	5,10,180	1,01,59,522	37
Sophia Wilson	France	Beauty	1,616	7,24,069	99,18,496	5
Sophia Wilson	UK	Gaming	710	4,92,001	83,46,509	4
Michael Brown	Italy	Food	830	4,40,202	83,40,440	25
Alice Johnson	France	Fitness	963	3,23,672	79,27,266	29
James Anderson	UK	Comedy	568	5,70,001	77,66,576	34
Daniel Martinez	USA	Food	697	3,69,467	72,52,669	12
Ethan White	Brazil	Gaming	1,064	2,20,025	72,48,215	32
Alice Johnson	France	Fashion	870	5,18,113	71,05,872	8
Isabella Thomas	Brazil	Comedy	649	4,84,980	70,43,476	14
Daniel Martinez	France	Photography	829	1,82,768	69,36,417	12
James Anderson	France	Comedy	1,434	2,46,518	68,97,579	24
Olivia Taylor	France	Gaming	1,646	4,12,401	68,96,296	19
Ethan White	Australia	Photography	1,204	6,04,772	68,27,889	27
Sophia Wilson	Germany	Gaming	1,785	1,55,992	67,28,224	20
James Anderson	Japan	Tech	1,445	2,97,166	63,36,523	24
Isabella Thomas	Italy	Comedy	1,637	2,74,561	62,43,152	19
James Anderson	Italy	Tech	1,392	4,13,796	61,78,379	15
Daniel Martinez	India	Fitness	1,251	2,52,200	55,76,286	11
David Smith	India	Fashion	1,172	3,11,848	55,28,730	20
James Anderson	France	Fashion	1,387	2,83,364	54,67,096	16
Olivia Taylor	Germany	Tech	1,071	2,62,457	51,11,321	24
Alice Johnson	Australia	Comedy	914	2,56,445	50,17,229	25
Isabella Thomas	Canada	Beauty	894	1,45,799	49,78,693	17
Olivia Taylor	France	Photography	485	2,81,349	49,62,720	20
Ethan White	Canada	Music	400	4,36,175	49,58,564	7
Olivia Taylor	Brazil	Photography	980	4,56,439	49,36,291	11
David Smith	USA	Tech	940	1,27,116	49,34,815	4
David Smith	Canada	Travel	190	1,05,553	49,24,867	7
Sophia Wilson	Italy	Comedy	713	4,03,694	48,85,002	18
<b>Total</b>			<b>1,88,839</b>	<b>4,43,90,407</b>	<b>86,08,77,053</b>	<b>3387</b>

## Post Category

### Photo

**86**  
Posts

### Reel

**86**  
Posts

### Story

**76**  
Posts

## Country

**Australia**

**France**

**Brazil**

**Germany**

**Canada**

**India**

## Post Range

**1000 to 2999**

**3000 to 4000**

**Above 4000 Posts**

**below 1000**

## Content

### Beauty

**37**  
Sponsorship Deals

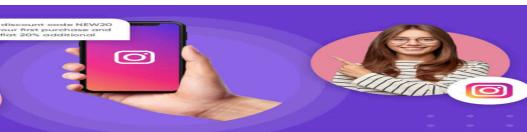
### Comedy

**38**  
Sponsorship Deals

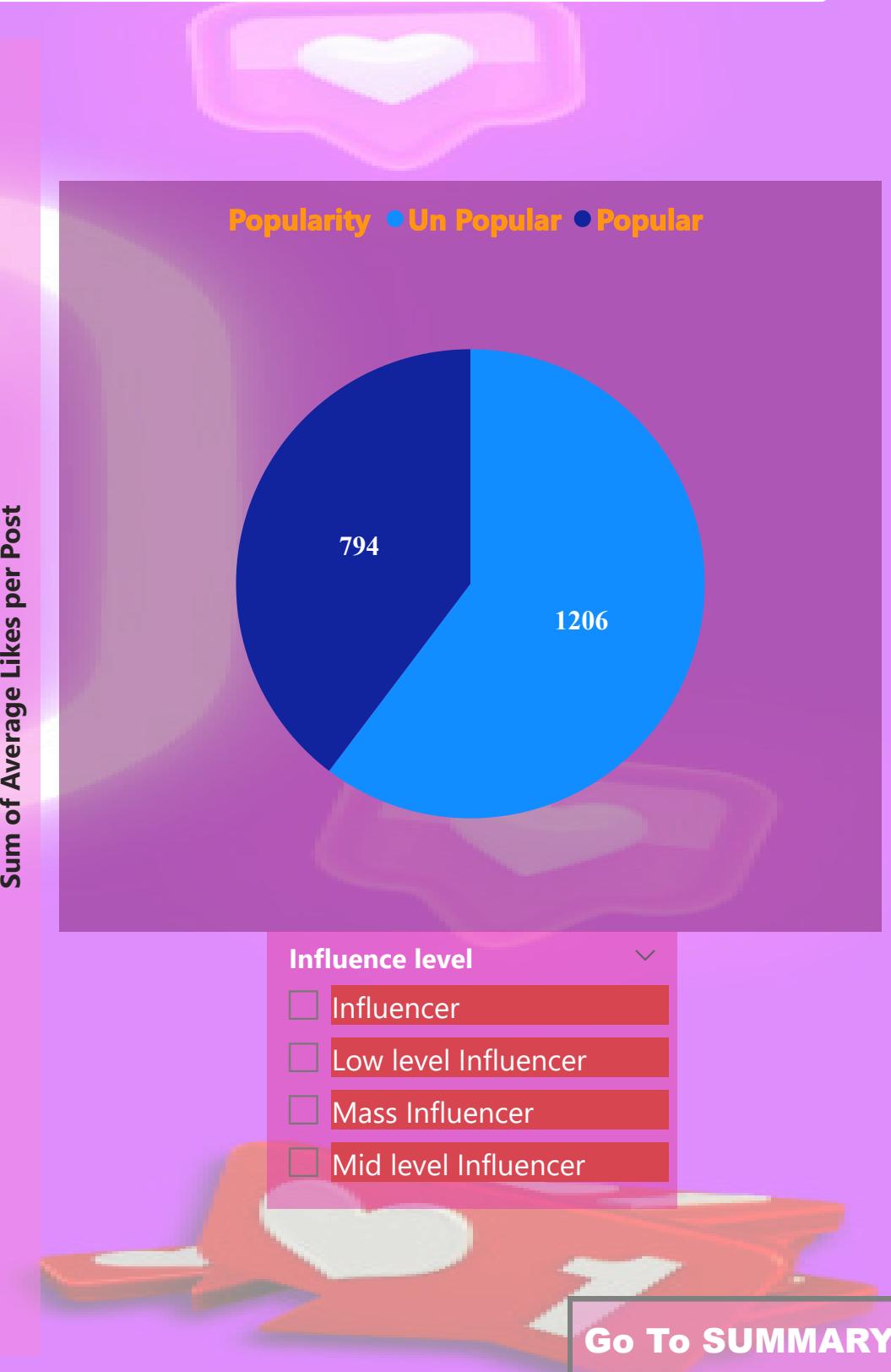
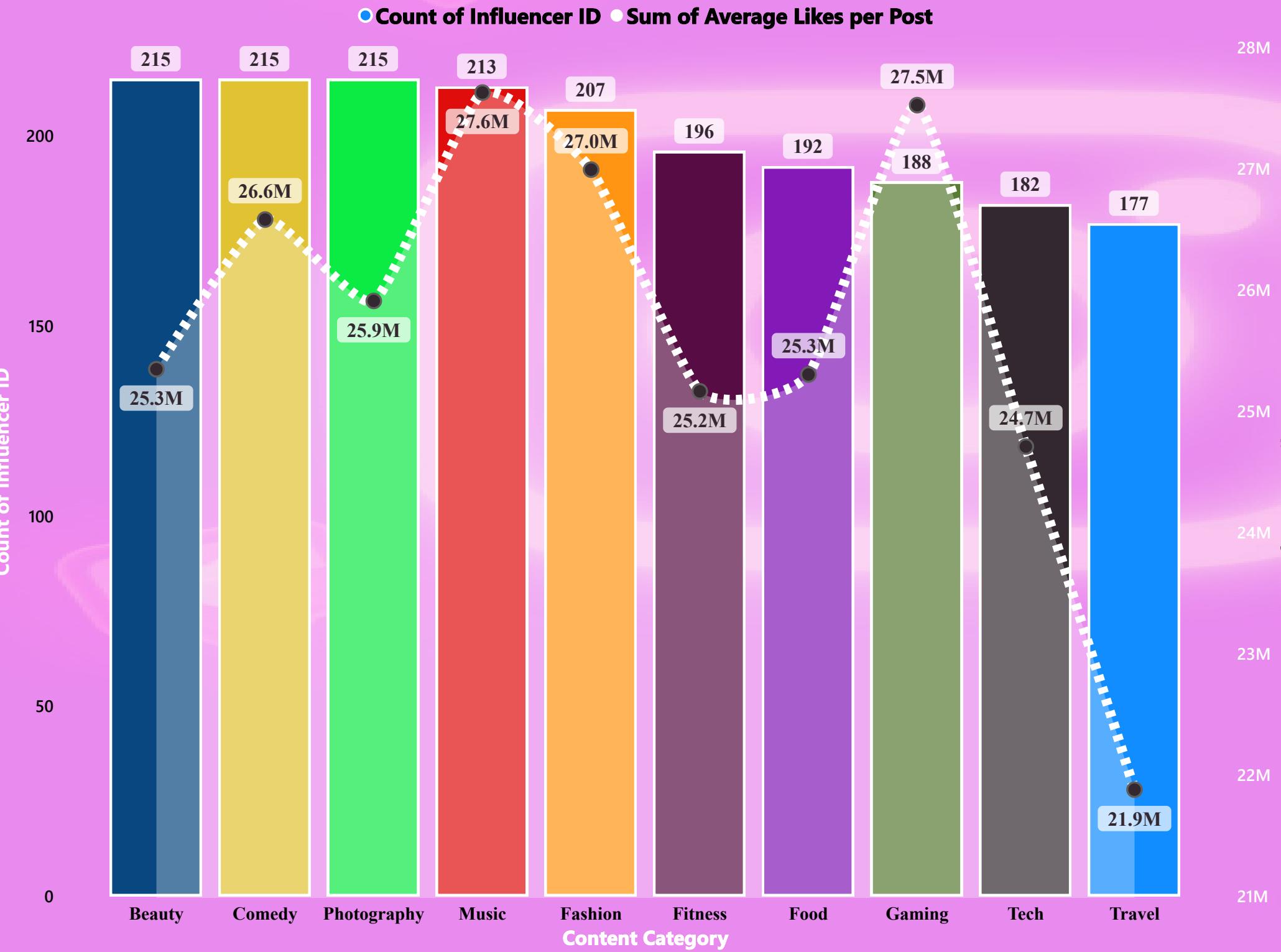
### Fashion

**36**  
Sponsorship Deals

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# CONTENT LIKES



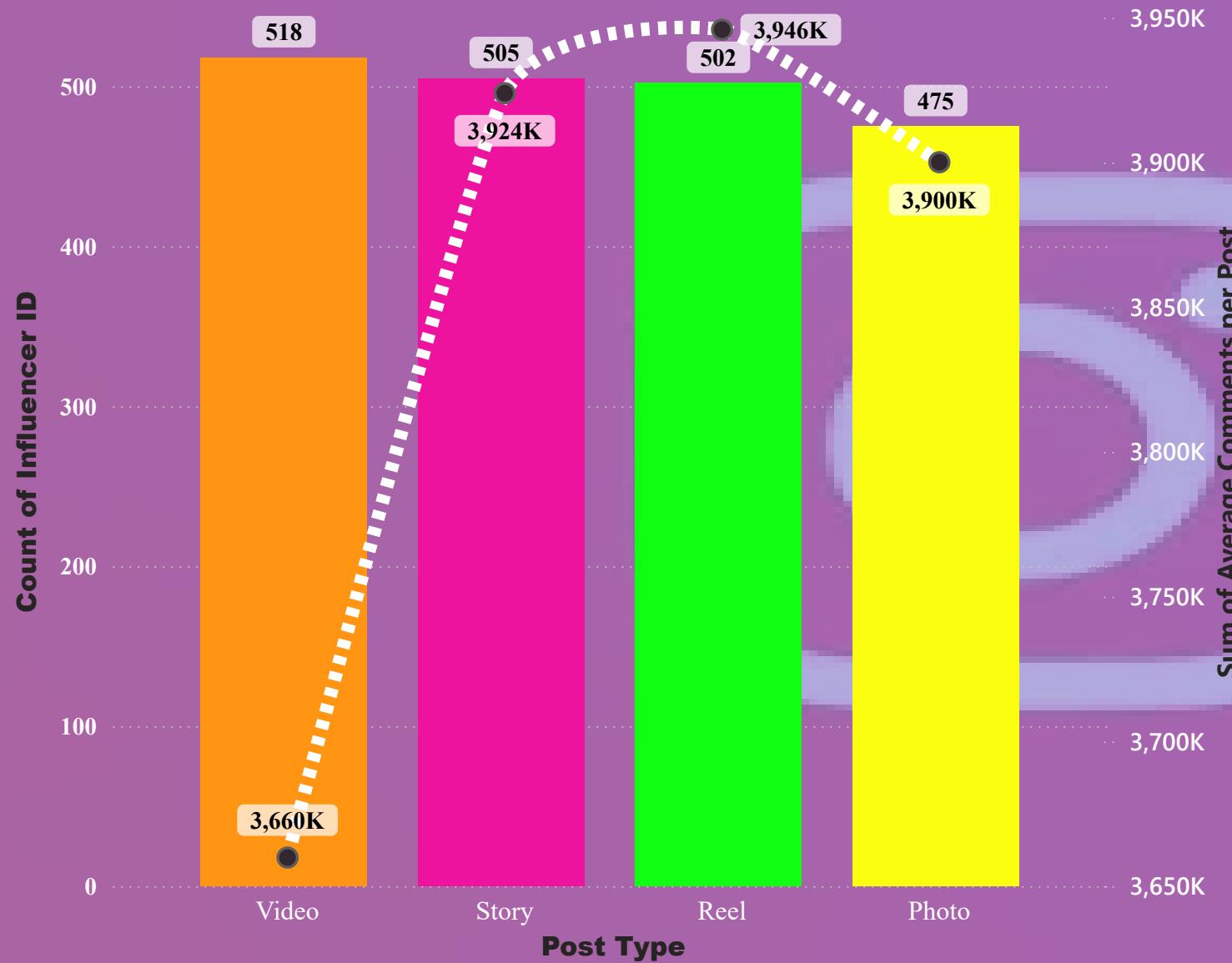


# COMMENTS STATUS



## Post Type - Command

● Count of Influencer ID ● Sum of Average Comments per Post

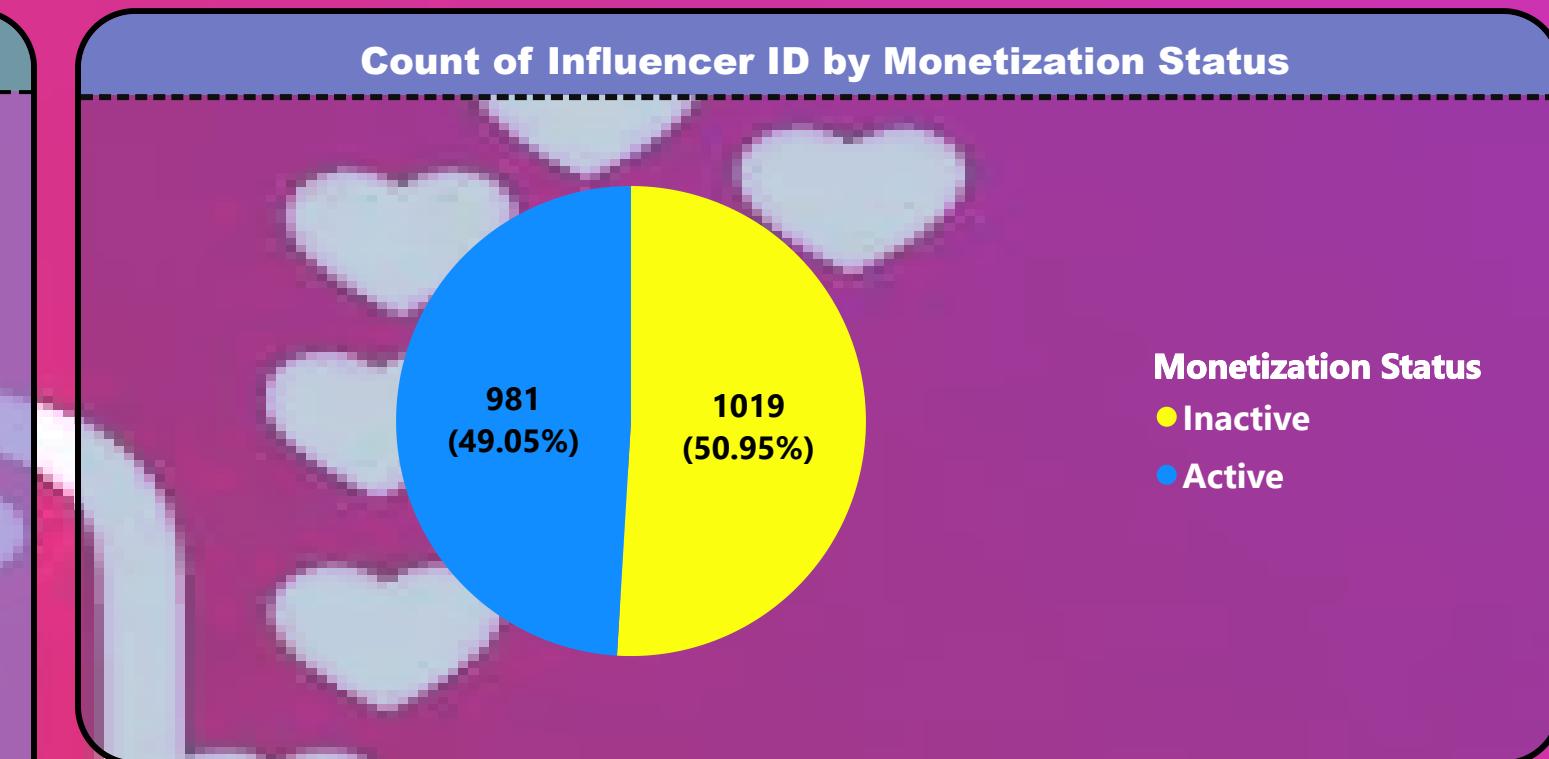


Content Category

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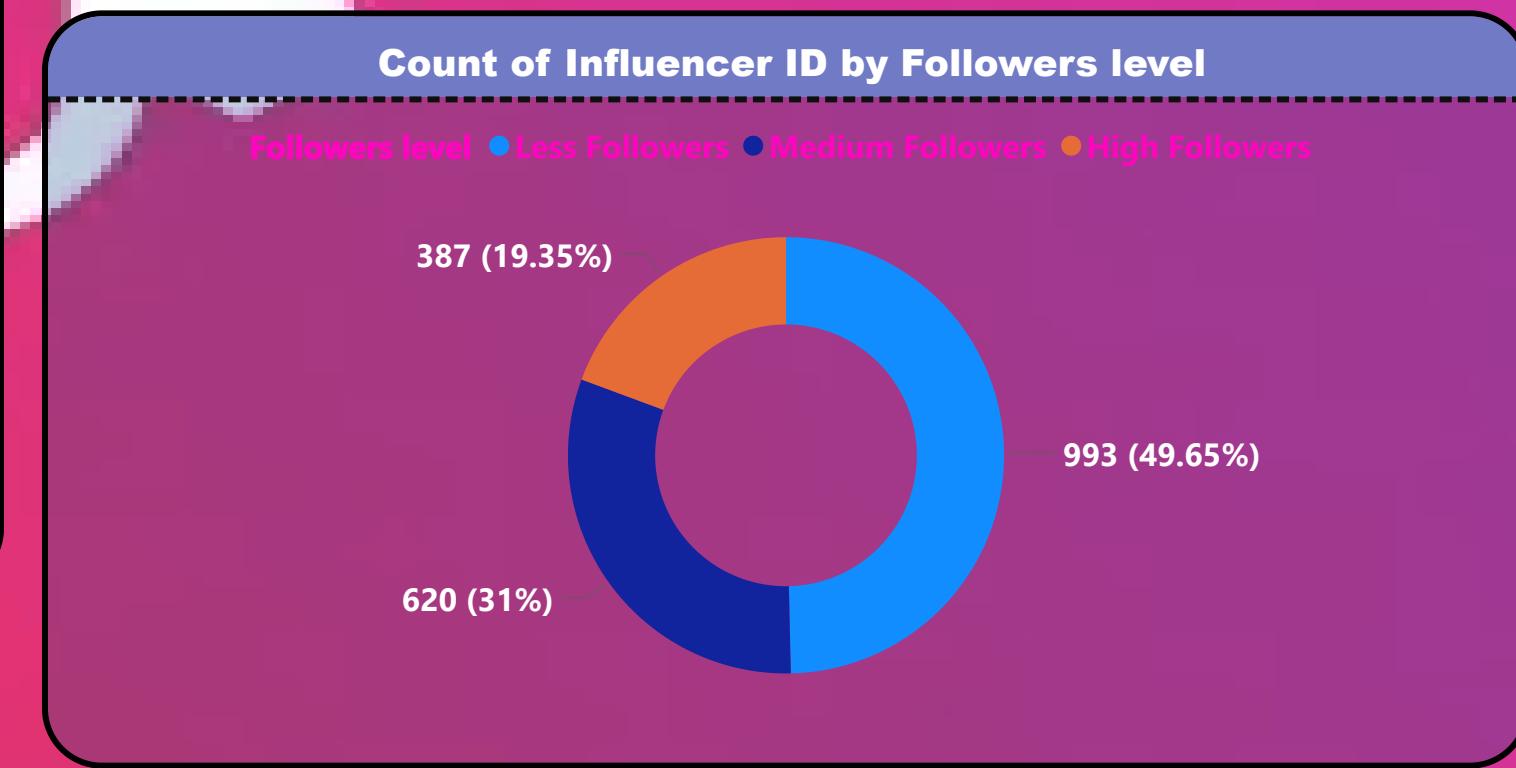
## Count of Influencer ID by Monetization Status

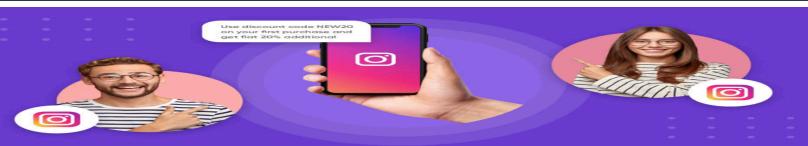
Monetization Status  
● Inactive ● Active



## Count of Influencer ID by Followers level

Followers level ● Less Followers ● Medium Followers ● High Followers





# DATE WISE ANALYSIS



Year	Count of Influencer ID	Total Posts	Post Reach	Likes per Post	Comments per Post
2019	342	8,90,645	40,97,17,526	4,44,61,261	26,14,323
Qtr 1	85	2,28,760	9,71,31,615	96,26,743	5,67,623
January	26	87,437	2,68,23,464	28,53,468	1,74,070
February	30	78,325	3,38,24,005	34,36,970	2,16,320
March	29	62,998	3,64,84,146	33,36,305	1,77,233
Qtr 2	92	2,31,516	11,30,03,966	1,23,10,414	7,66,135
April	28	66,955	2,60,02,062	31,29,782	1,94,037
May	29	70,876	3,69,48,946	43,54,965	2,81,542
June	35	93,685	5,00,52,958	48,25,667	2,90,556
Qtr 3	87	2,34,087	10,87,98,254	1,20,10,299	6,61,767
July	28	81,959	2,87,99,935	32,95,919	1,74,495
August	41	1,02,945	5,60,21,890	60,81,365	3,68,392
September	18	49,183	2,39,76,429	26,33,015	1,18,880
Qtr 4	78	1,96,282	9,07,83,691	1,05,13,805	6,18,798
2020	324	8,18,773	40,92,40,046	4,28,84,566	25,88,429
2021	346	8,72,504	45,31,03,643	4,23,46,876	25,15,220
2022	339	8,28,001	42,27,65,019	4,79,14,933	29,19,883
2023	326	8,07,411	40,89,98,286	4,12,33,611	24,92,883
2024	323	8,18,356	38,46,13,834	3,81,89,395	22,98,875
<b>Total</b>	<b>2000</b>	<b>50,35,690</b>	<b>2,48,84,38,354</b>	<b>25,70,30,642</b>	<b>1,54,29,613</b>

