REVERSE ENGINEERING:ADVERTISEMENT

-R.SABANA

INSTAGRAM

Instagram is a social networking app made for sharing photos and videos from a smartphone

LIFE CYCLE

2010
Cole Rise
Unreleased
2010
Kevin Systrom
Version 1.0
2010
Cole Rise
Version 1.0.3
2010
Cole Rise
Unreleased
2011
Cole Rise
Version 2.0
2012
Cole Rise
Unreleased
2012
Internal
Version 3.0
2013
Internal
Version 5.0.2
2014
Internal
Version 6.4
2014
Chris Connolly
Hyperlapse
2014
Internal
Instagram Bolt
2015
Internal
Apple Watch
—
Facebook
Integration
—
Internal
Beta App
2016
Internal
Version 8.0

BA

INSTAGRAM AUDIENCE TARGETING

@BizApprise

TEENAGERS

FEMALE TEENAGERS

SURVEY

- A SURVEY IS BEING CONDUCTED THROUGH TEENAGERS,YOUNG ADULT,MIDDLE ADULT AND OLD PEOPLE
- FROM THIS SURVEY WE CONCLUDE THAT TEENAGERS HAVE BEEN USING INSTAGRAM MORE THAN OTHERS
- THE NEXT HIGHEST USERS ARE YOUNG ADULT FOLLOWED BY MIDDLE ADULT
- THE VERY LEAST USERS OF INSTAGRAM IS OLD PEOPLE

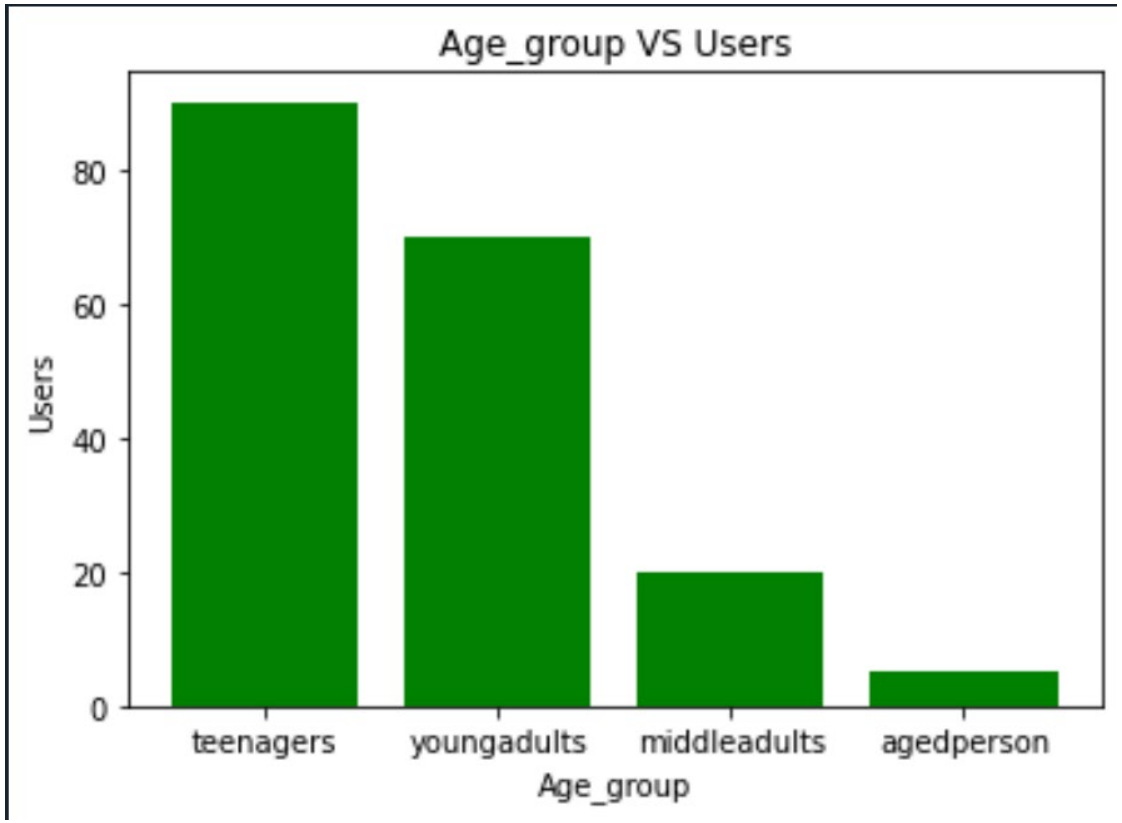
HYPOTHESIS TESTING

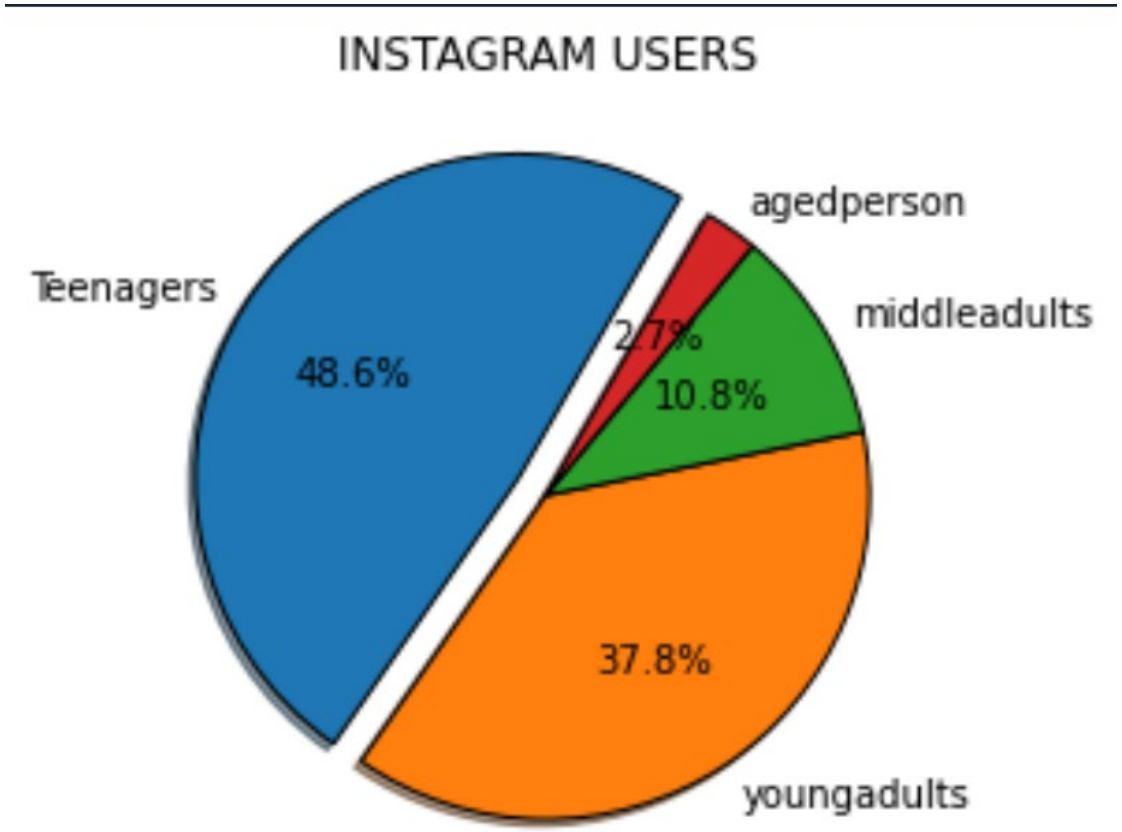
1)TEST PERFORMED:ONE WAY ANOVA

2)Y-USERS(CONTINUOUS)
X-AGE GROUP(DISCRETE)

3)THE P-VALUE OF TESTING IS 0.700344 WHICH IS HIGHER THAN THE ALPHA 0.05=IT ACCEPTS HYPOTHESIS

4)There is no difference before and after L.D in acceptance X doesn’t affect Y

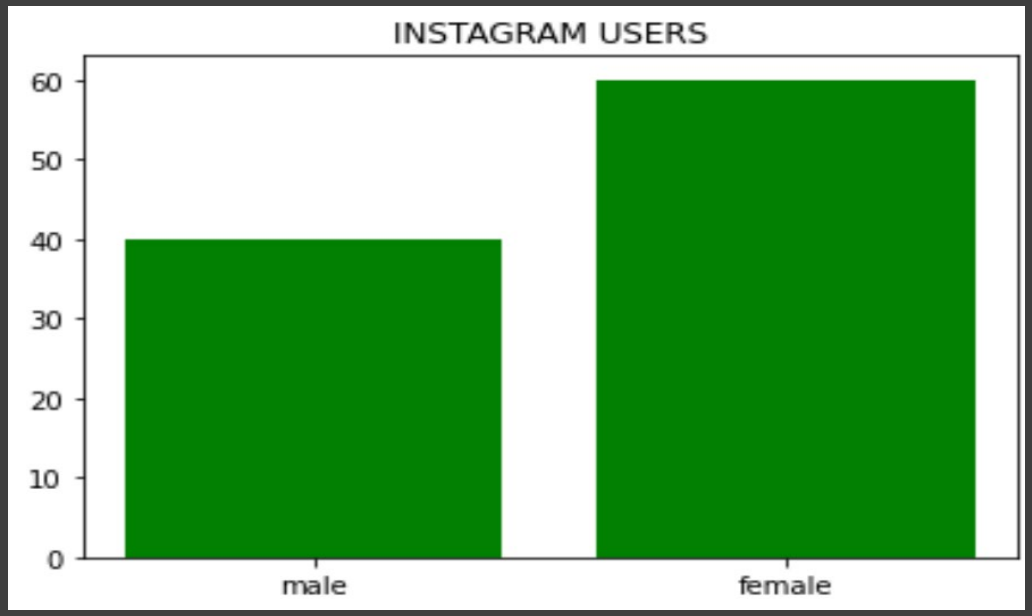

Age_group VS Users
Users
0
20
40
60
80
teenagers
youngadults
middleadults
agedperson
Age_group


INSTAGRAM USERS
Teenagers
48.6%
agedperson
2.7%
middleadults
10.8%
37.8%
youngadults

INFERENCE

FROM THE GRAPH AND DATA WE INFER THAT:

- TEENAGERS HAVE A LOT OF INTEREST IN USING INSTAGRAM
- FROM THE TEENAGERS,THE FEMALE TEENAGERS HAVE A LOT OF INTEREST IN USING INSTAGRAM



RESULT

- WE CAN CONCLUDE THAT H0 IS TRUE AND TEENAGERS ARE MORE INTERESTED(i.e,)FEMALE TEENAGERS
- SO THE ADVERTISEMENT IS CREATED MOSTLY FOR TEENAGERS RATHER THAN OTHERS