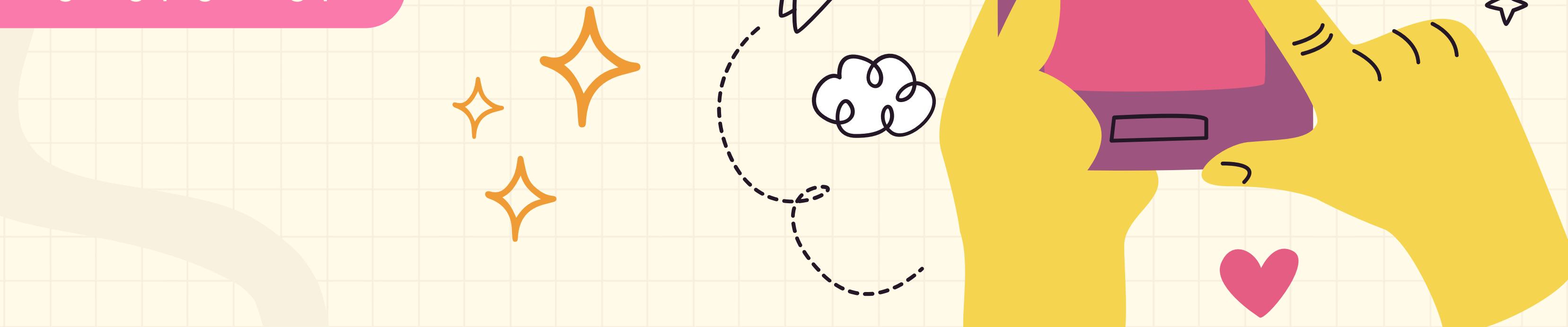


# Instagram Analysis

Presented By Satyapriya Dasgupta



# Introduction

This project focuses on analyzing Instagram data for a Tech Influencer using SQL.

The objective is to explore engagement, content performance, and growth patterns by querying structured data stored across multiple tables.

# Types of Post



## Image

Concise tech visuals highlighting tools, updates, or key takeaways



## Reel

Quick tech tips, trends, or hacks designed for maximum discoverability



## Carousel

Step-by-step breakdowns, comparisons, or educational tech explainers



## Video

In-depth tech reviews, tutorials, or concept explanations

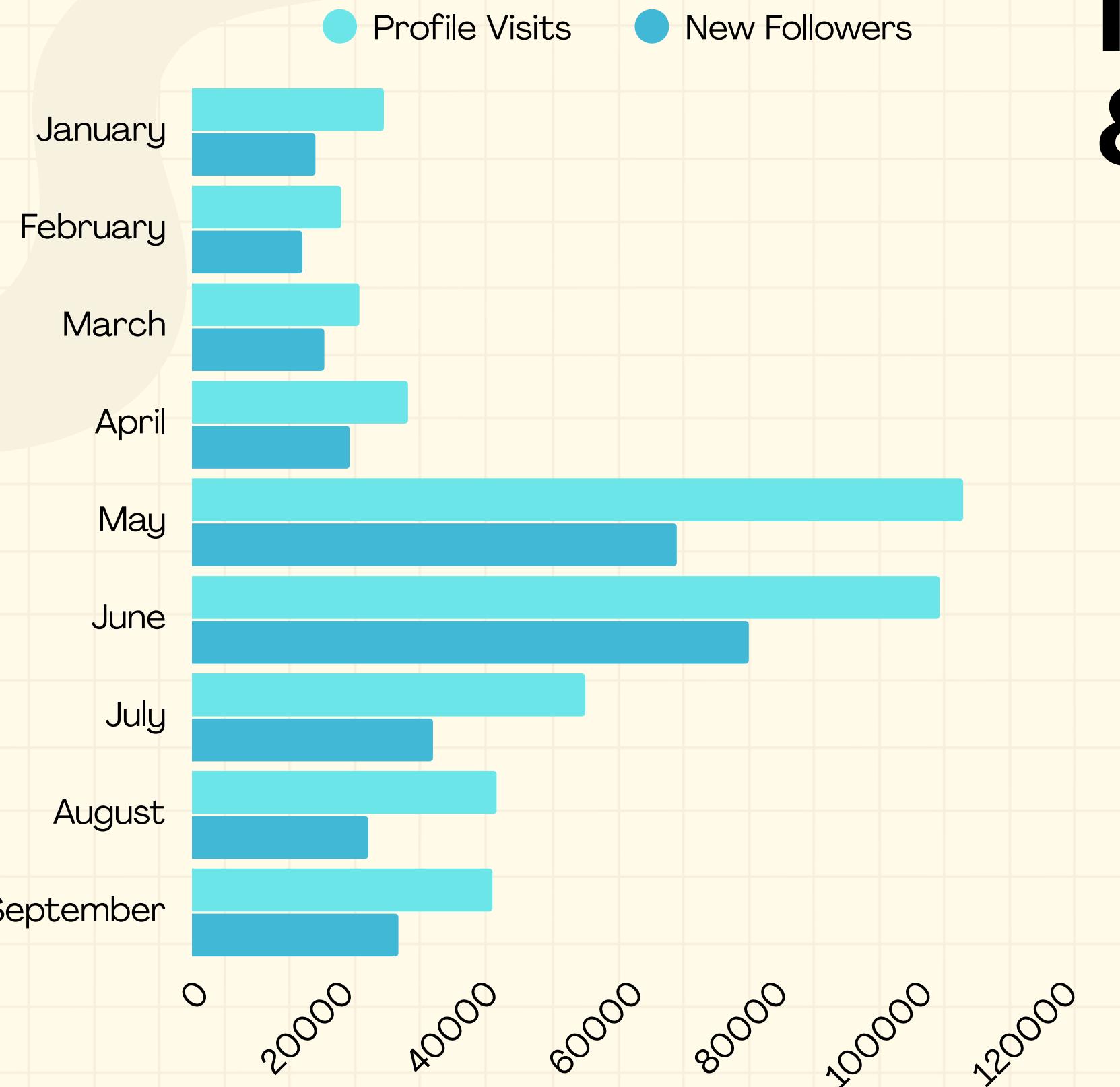
# Impression Range by Post Type

Post Type	Highest Impression	Lowest Impression
Image	129694	23367
Reel	339708	87570
Carousel	9677	3264
Video	73321	8741

# March-April Weekend Activity

18

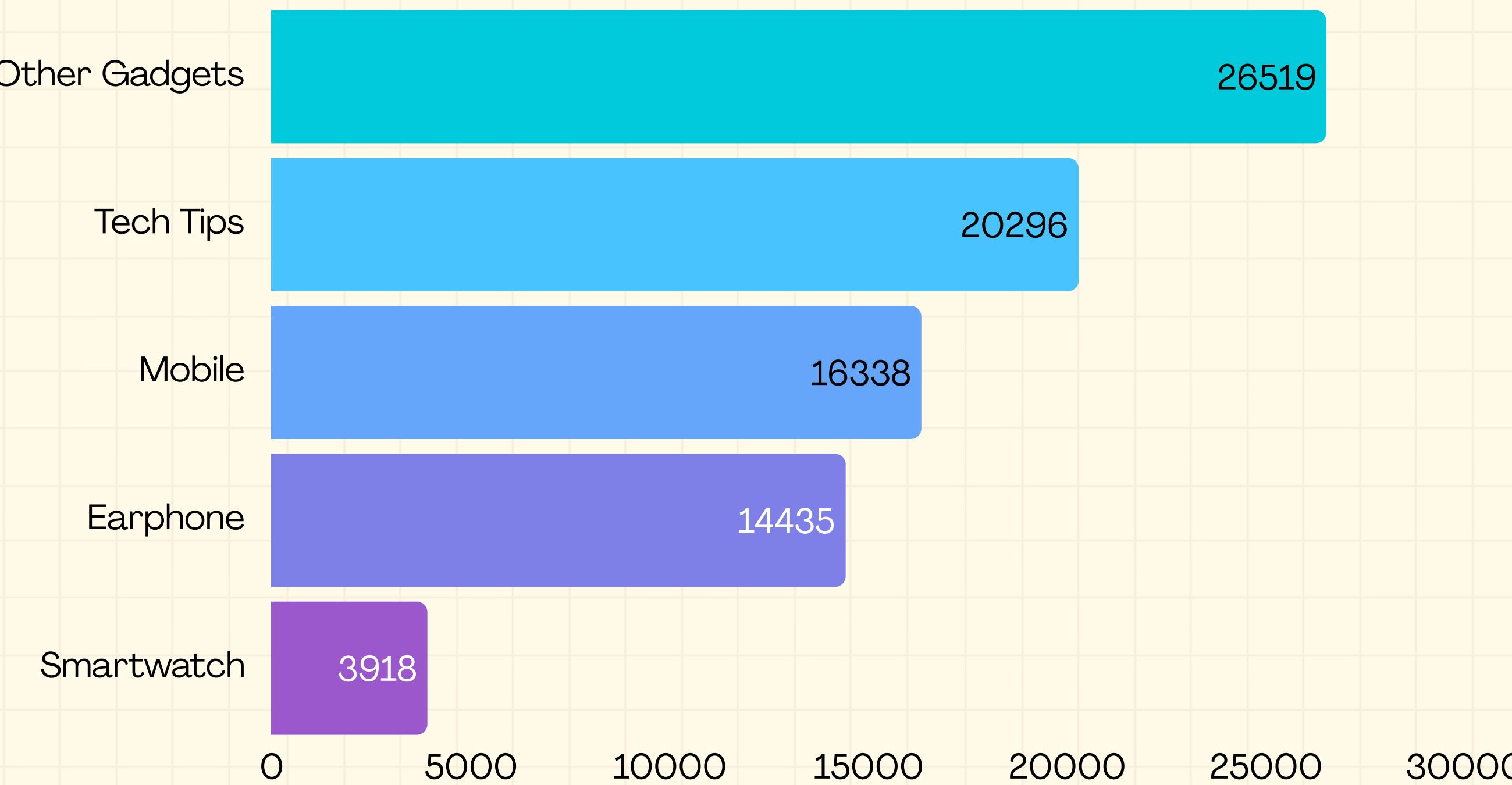
posts were published on weekends  
during March and April.



# Monthly Profile Visits & Follower Growth



# Total Likes by Post Category - July

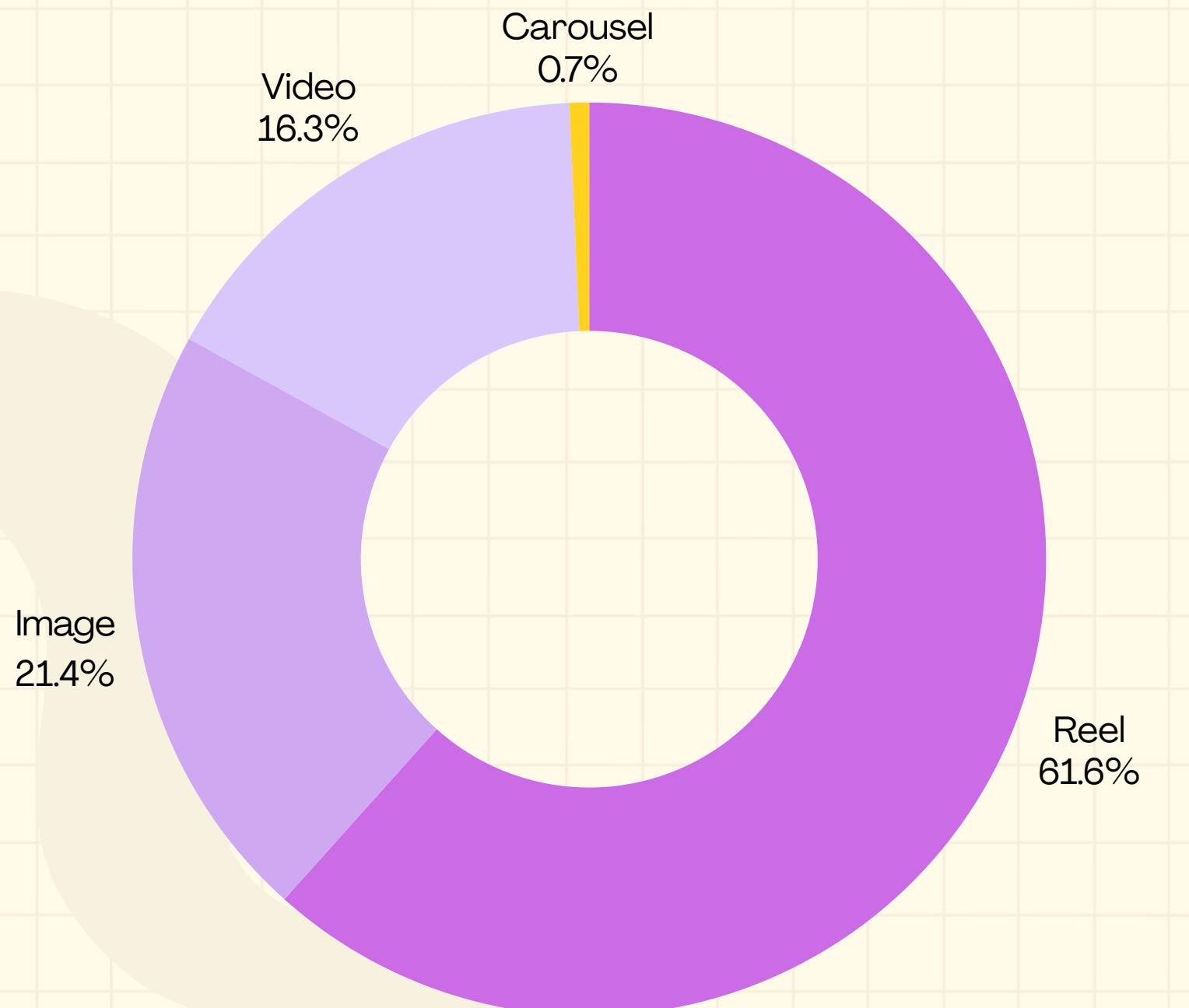


# Unique Post Categories by Month

Month	Post Categories	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

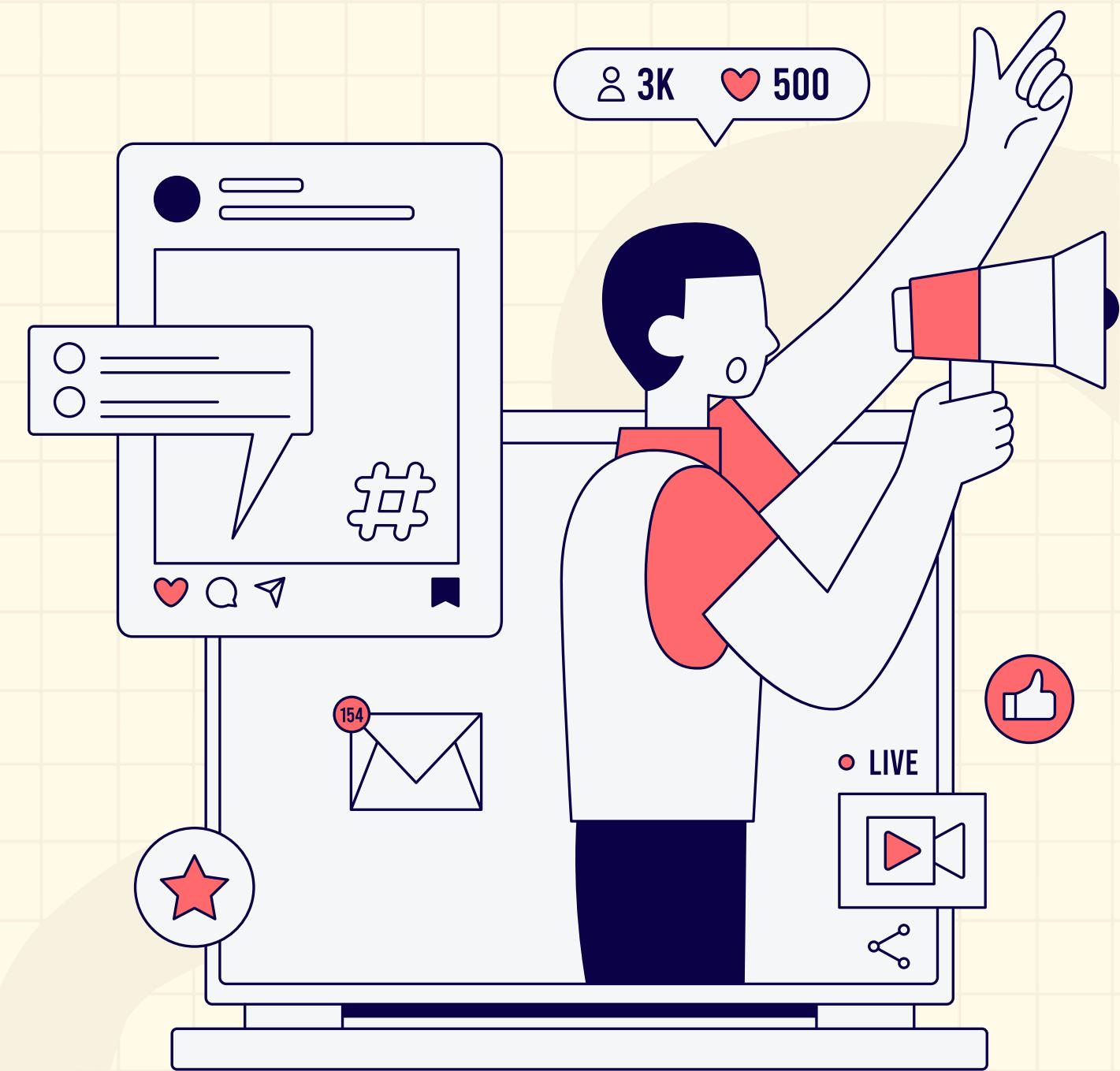
# Reach by Post Type

Reel      Image      Video      Carousel

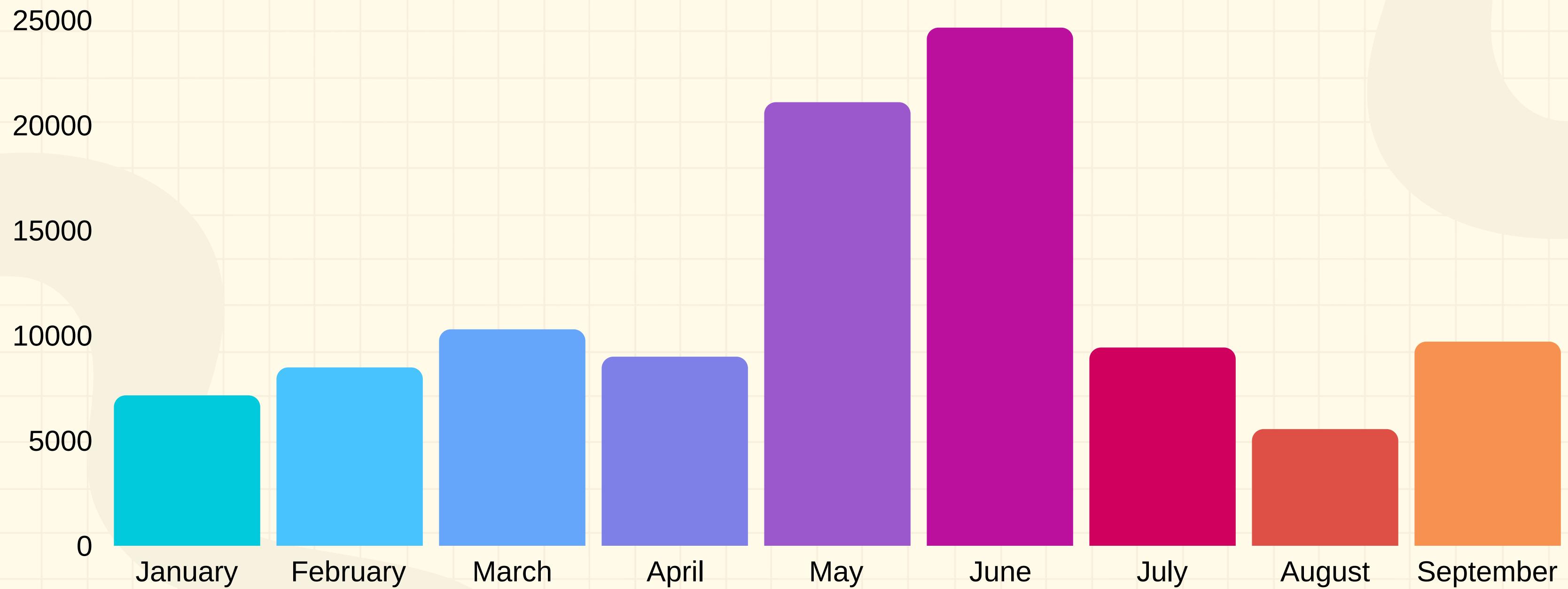


# Quarterly Engagement by Post Category

Post Category	Quarters	Comments	Saves
Earphone	Q1	351	2230
	Q2	589	3602
	Q3	427	3247
Laptop	Q1	418	2837
	Q2	452	2248
Mobile	Q1	1836	9843
	Q2	2313	17207
	Q3	1134	5285
Other Gadgets	Q2	1622	12041
	Q3	964	4457
Smartwatch	Q1	600	2860
	Q2	1358	12581
	Q3	971	3326
Tech Tips	Q2	2201	17649
	Q3	1596	12976



# Follower Growth by Top 3 Days Across Months



# Thank you

Presented By Satyapriya Dasgupta

