Analytics Report:

Instagram Reels Engagement Tracker

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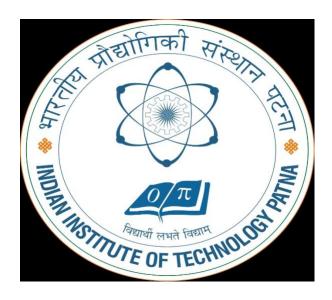
Roll No-Res614

Branch- Computer science and data analysis

Session- 2023-26

Internship domain- Digital Marketing

Internship duration- 3 months





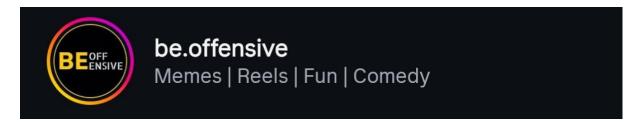
Project Overview

- **Objective**: Measure the effectiveness of short-form content (Reels) for student audiences on Instagram.
- Content Strategy:
 - o Created a content calendar.
 - o Reel categories: Quotes, Life lessons, and Memes.
 - o Posted Reels consistently and tracked engagement metrics.

Content Calendar Summary

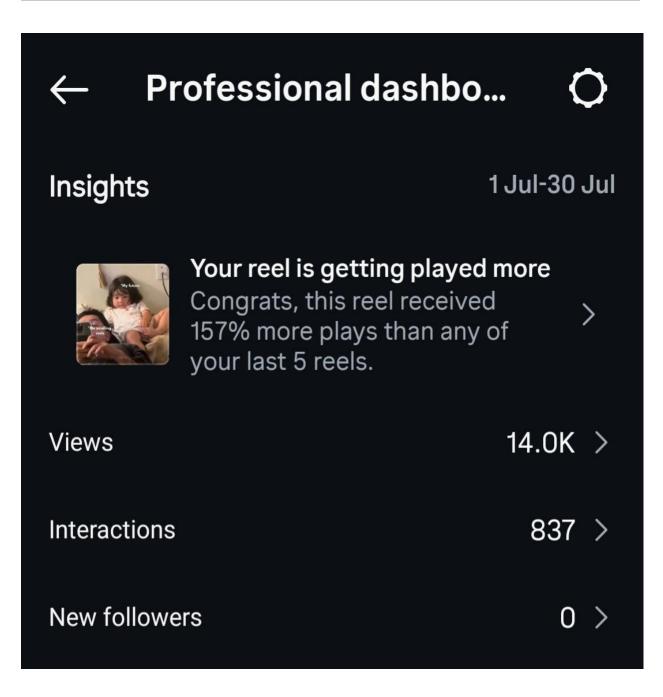
Day	Reel Type	Торіс			
Sun	Meme	Viva exam funny meme			
Mon	Life lesson	Peaceful life hack reel			
Tue	Meme	Summer vacation holiday meme			
Wed	Meme	Examination fear meme			
Thu	Lesson	Language fight sarcasm reel			
Fri	Meme	Funny academic meme			
Sat	Meme	Social media distraction meme			

Instagram handle



Key Engagement Metrics Tracked

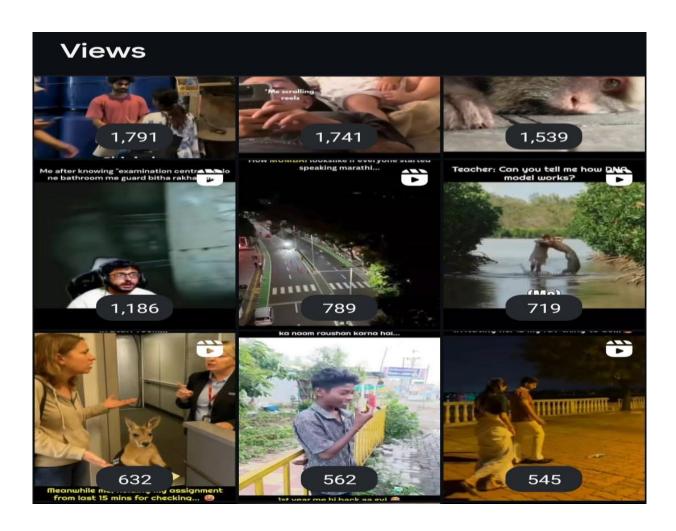
Metric	Description			
Reach	14k views			
Likes	837 likes			
Comments	1 comments			
Shares	199 shares			
Saves	20 saves			



Performance Overview

->Extracted via Instagram Insights & manual logging

Reel Title	Type	Reach	Likes	Comments	Shares	Saves
"POV: Life update"	Meme	1741	76	0	29	4
"The summer vacation for which I was most excited"	Meme	1539	67	0	30	2
"Teacher: can you tell me how DNA model works?"	Meme	719	16	0	3	0
"How mumbai will look like if everyone started speaking Marathi"	Sarcastic meme	789	29	1	0	1
"Ab MCQ kaise banega bhai"	Meme	1186	51	0	54	2



Insights & Conclusion

• Best Performing Format: Memes

- Higher reach and shareability.
- Resonated more with student/tech audiences.

• Valuable Format: Life lessons and Quotes

• Lower reach than memes, but higher save ratio — indicates informational value.

• Engagement Drivers:

- Relatability in memes (student life, stress).
- Aesthetic thumbnail and caption hooks worked well.

• Improvement Area:

• Educational reels had lower engagement — consider making them more bite-sized or use voiceovers.