

INSTAGRAM INFLUENCER ACCOUNT ANALYSIS

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AGENDA

- Introduction
- Overview
- Insights
- Additional Insights
- Recommendations

INTRODUCTION

- A tech influencer curates content focused on evaluating and showcasing cutting-edge gadgets, software solutions, and technological advancements.
- Their work involves unboxing, testing, and reviewing the latest smartphones, laptops, and other innovative devices while offering expert insights.
- They simplify complex technology through practical tips and guidance, enabling audiences to maximize the utility of various software and applications.
- By translating technical concepts into user-friendly information, they enhance digital literacy and accessibility for a broader audience.
- They leverage Instagram analytics to assess engagement metrics across posts, reels, and videos, identifying trends and audience preferences.
- Data-driven evaluations help refine content strategies, optimizing reach, impact, and overall engagement effectiveness.

OVERVIEW

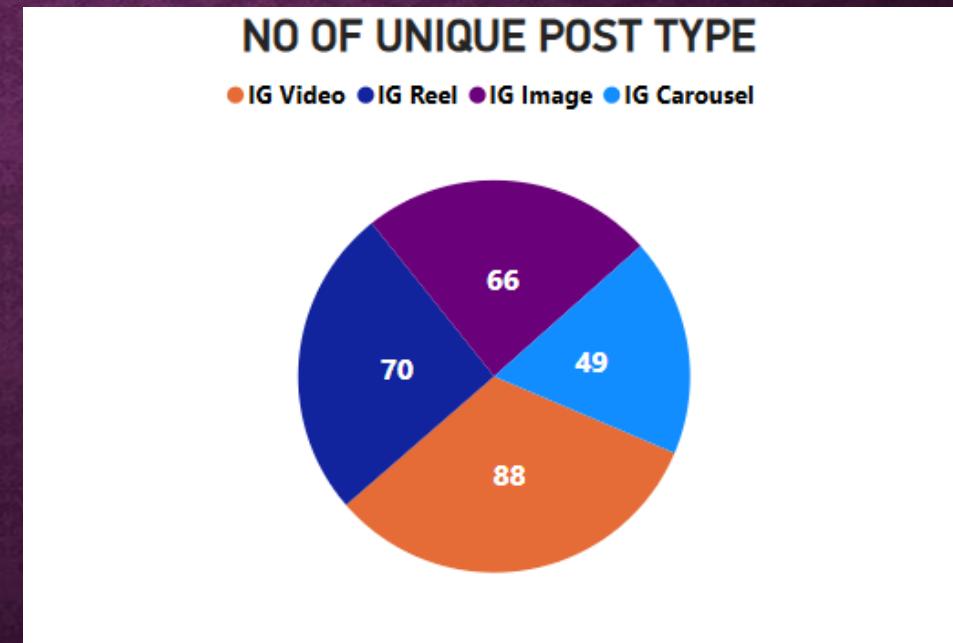
- The primary objective is to analyze activity data to identify patterns in follower engagement and content performance.
- Evaluating different content formats helps assess their effectiveness in driving audience interaction and maximizing reach.
- Insights from engagement trends enable data-driven refinements to the influencer's content strategy for optimal impact.
- Instagram Stories and Reels offer immersive and interactive formats that enhance audience engagement.
- These visually-rich features provide an in-depth perspective on product design, usability, and functionality.
- Leveraging dynamic content formats strengthens the influencer's ability to connect with and retain their audience.

INSIGHTS

1. How many unique post types are found in the 'fact_content' table.

```
SELECT DISTINCT post_type  
FROM fact_content;
```

post_type
IG Image
IG Reel
IG Carousel
IG Video

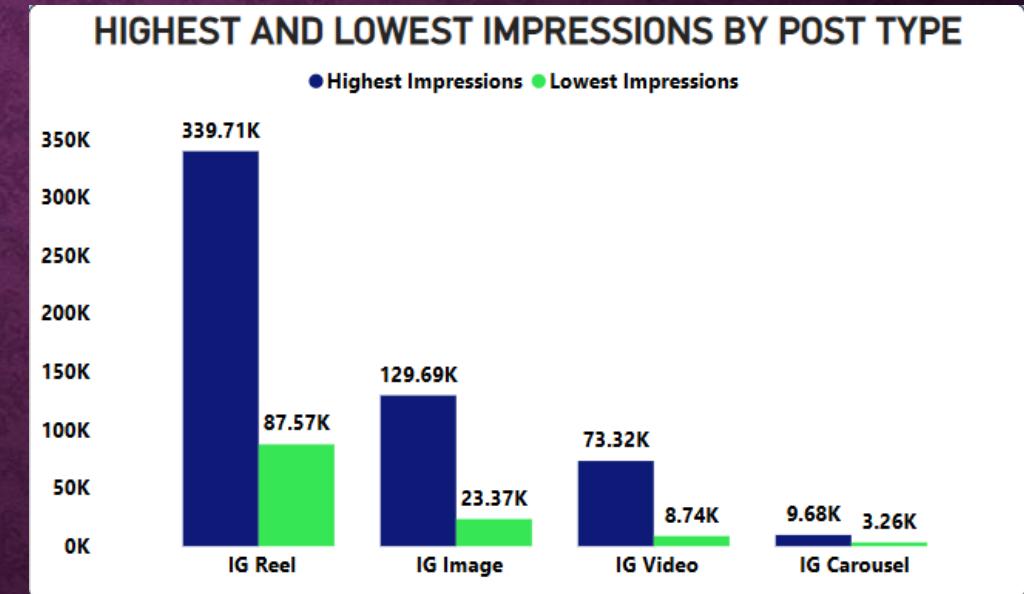


INSIGHTS

2. What are the highest and lowest recorded impressions for each post type?

```
SELECT post_type,  
       max(impressions) AS highest_recorded_impressions,  
       min(impressions) AS lowest_recorded_impressions  
FROM fact_content  
GROUP BY post_type;
```

post_type	highest_recorded_impressions	lowest_recorded_impressions
IG Image	129694	23367
IG Reel	339708	87570
IG Carousel	9677	3264
IG Video	73321	8741



INSIGHTS

3. Filter all the posts that were published on a weekend in the month of March and April and export them to a separate csv file.

```

SELECT fc.*
FROM fact_content fc
JOIN dim_dates dates ON fc.date = dates.date
WHERE dates.month_name IN ('March', 'April')
AND dates.weekday_or_weekend = 'Weekend';
    
```

date	post_category	post_type	video_duration	carousel_item_count	impressions	reach	shares	follows	likes	comments	saves
2023-03-04	Earphone	IG Video	291	0	12265	3668	69	92	327	7	18
2023-03-05	Smartwatch	IG Image	0	0	62770	18001	273	360	1194	28	76
2023-03-11	Mobile	IG Carousel	0	3	5899	1093	45	12	53	0	6
2023-03-12	Laptop	IG Image	0	0	79416	23474	327	259	1235	69	204
2023-03-18	Mobile	IG Carousel	0	3	9157	2254	67	58	55	6	15
2023-03-19	Smartwatch	IG Carousel	0	3	4146	1079	42	17	43	1	6
2023-03-25	Earphone	IG Reel	22	0	132284	66721	1093	1482	3622	83	695
2023-03-26	Mobile	IG Image	0	0	63425	26113	435	336	1994	68	179
2023-04-01	Mobile	IG Carousel	0	3	4549	1052	27	18	35	1	6
2023-04-02	Earphone	IG Video	163	0	54672	16126	172	182	938	22	81
2023-04-08	Other Gadgets	IG Video	258	0	37955	12663	204	164	753	31	63
2023-04-09	Mobile	IG Image	0	0	52278	14438	271	167	1393	36	44
2023-04-15	Laptop	IG Reel	30	0	123270	39850	296	1486	3926	101	1139
2023-04-16	Other Gadgets	IG Reel	29	0	115701	66829	937	929	5749	94	658
2023-04-22	Laptop	IG Video	172	0	33604	14682	255	349	1038	22	73
2023-04-23	Earphone	IG Video	229	0	36973	13629	224	244	929	30	68
2023-04-29	Earphone	IG Video	206	0	43526	11799	134	138	646	12	59
2023-04-30	Mobile	IG Reel	59	0	185017	63990	1010	2238	6039	94	330

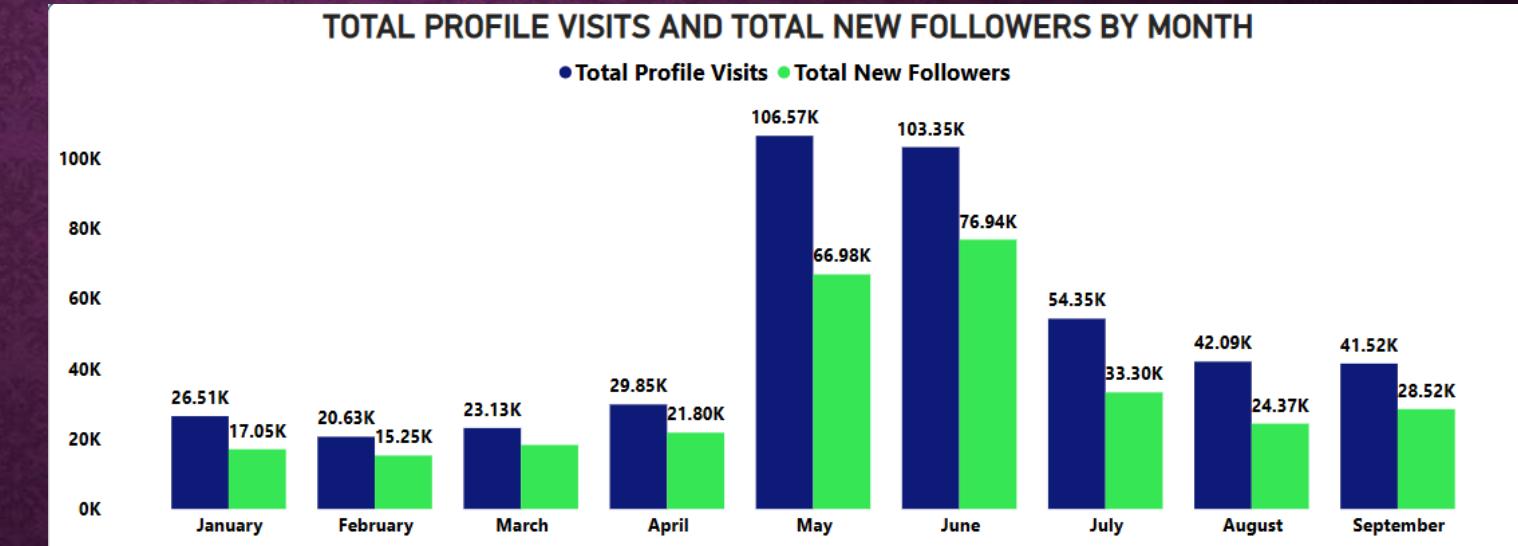
INSIGHTS

4. Create a report to get the statistics for the account. The final output includes the following fields

- month_name
- total_profile_visits
- total_new_followers

```
SELECT month_name,
       sum(profile_visits) AS total_profile_visits,
       sum(new_followers) AS total_new_followers
  FROM fact_account
 JOIN dim_dates USING (date)
 GROUP BY month_name;
```

month_name	total_profile_visits	total_new_followers
January	26512	17053
February	20628	15254
March	23132	18285
April	29852	21799
May	106571	66984
June	103350	76942
July	54352	33302
August	42094	24371
September	41522	28523

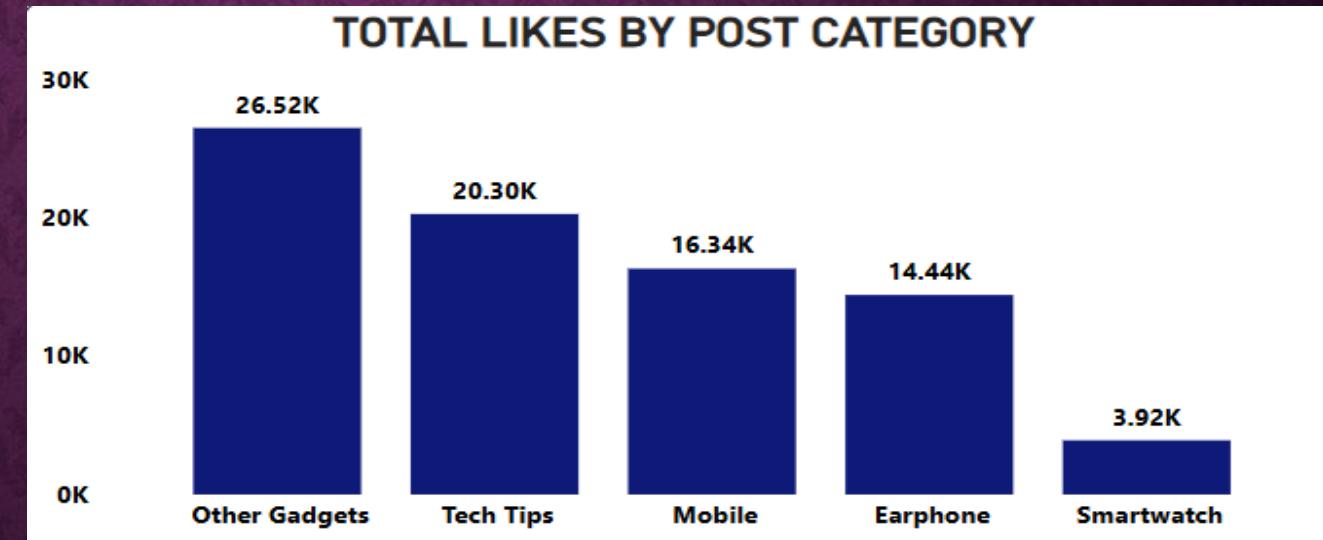


INSIGHTS

5. Write a CTE that calculates the total number of 'likes' for each 'post_category' during the month of 'July' and subsequently, arrange the 'post_category' values in descending order according to their total likes.

```
WITH CategoryLikes AS (
    SELECT post_category,
           sum(likes) AS total_likes
      FROM fact_content
     JOIN dim_dates USING (date)
    WHERE month_name = 'July'
  GROUP BY post_category )
SELECT *
  FROM CategoryLikes
 ORDER BY total_likes DESC;
```

post_category	total_likes
Other Gadgets	26519
Tech Tips	20296
Mobile	16338
Earphone	14435
Smartwatch	3918



INSIGHTS

6. Create a report that displays the unique post_category names alongside their respective counts for each month. The output should have three columns:

- month_name
- post_category_names
- post_category_count

```
SELECT month_name,  
       GROUP_CONCAT(DISTINCT post_category SEPARATOR ', ') AS post_category_names,  
       COUNT(DISTINCT post_category) AS post_category_count  
FROM fact_content  
JOIN dim_dates USING (date)  
GROUP BY month_name  
ORDER BY min(date);
```

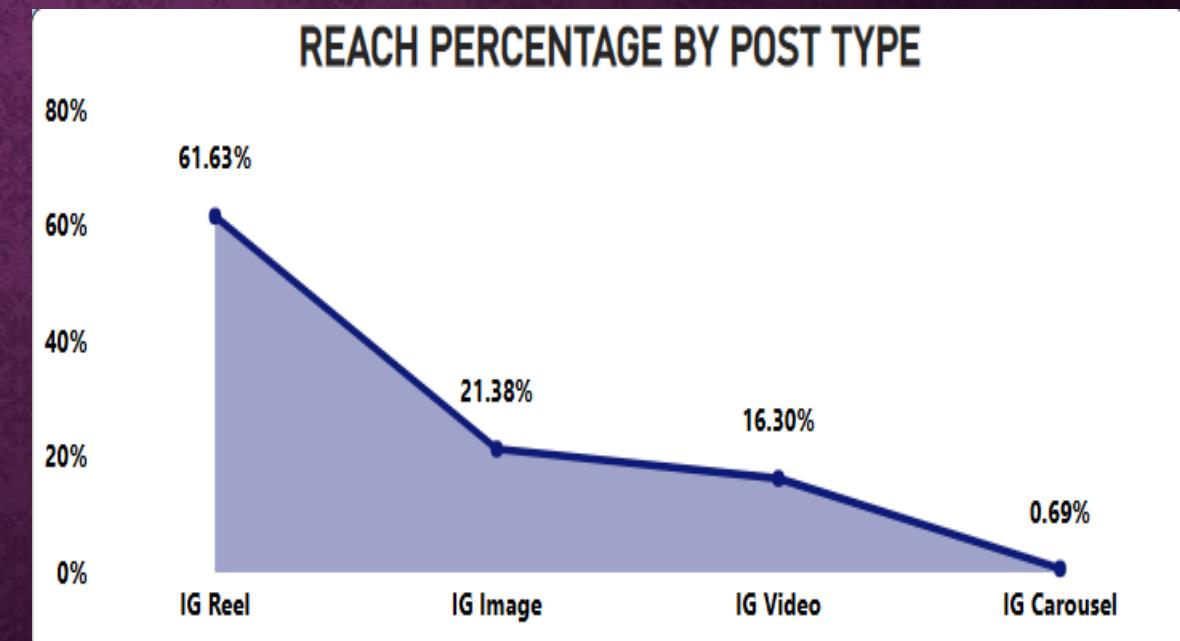
month_name	post_category_names	post_category_count
January	Earphone , Mobile , Smartwatch	3
February	Earphone , Laptop , Mobile , Smartwatch	4
March	Earphone , Laptop , Mobile , Smartwatch	4
April	Earphone , Laptop , Mobile , Other Gadgets , Smartwatch	5
May	Earphone , Laptop , Mobile , Other Gadgets , 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

INSIGHTS

7. What is the percentage breakdown of total reach by post type? The final output includes the following fields:
- post_type
 - total_reach
 - reach_percentage

```
SELECT post_type,  
       sum(reach) AS total_reach,  
       round(sum(reach) * 100 / (SELECT sum(reach) FROM fact_content), 2) AS reach_percentage  
FROM fact_content  
GROUP BY post_type  
ORDER BY total_reach DESC;
```

post_type	total_reach	reach_percentage
IG Reel	5379091	61.63
IG Image	1866381	21.38
IG Video	1422300	16.30
IG Carousel	60465	0.69



INSIGHTS

8. Create a report that includes the quarter, total comments, and total saves recorded for each post category. Assign the following quarter groupings:

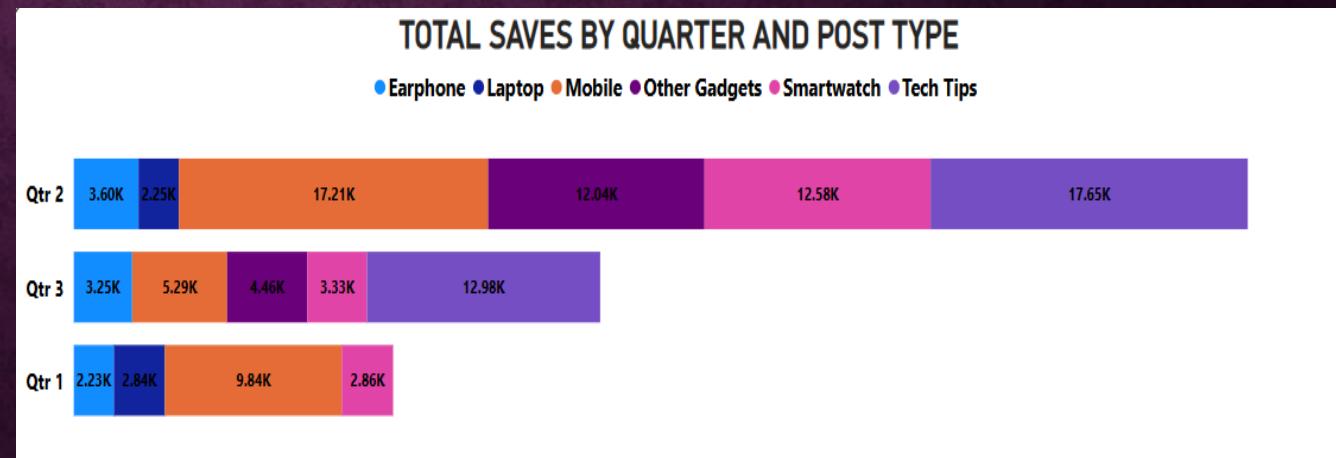
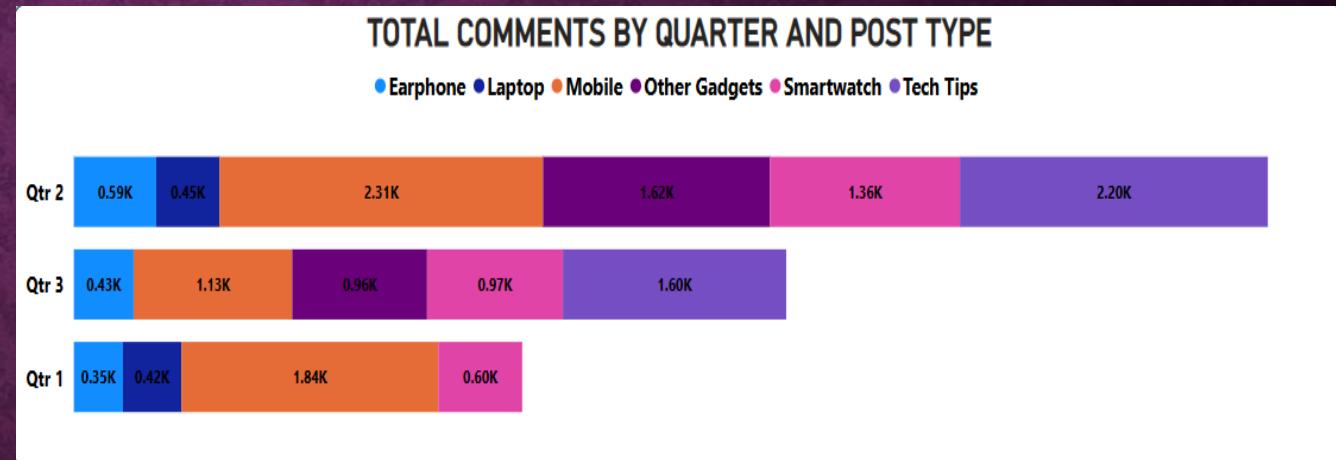
(January, February, March) → “Q1”

(April, May, June) → “Q2”

July, August, September) → “Q3”

```
SELECT post_category,
CASE
    WHEN month_name IN ('January', 'February', 'March') THEN 'Q1'
    WHEN month_name IN ('April', 'May', 'June') THEN 'Q2'
    WHEN month_name IN ('July', 'August', 'September') THEN 'Q3'
END AS quarter,
sum(comments) AS total_comments,
sum(saves) AS total_saves
FROM fact_content
JOIN dim_dates USING (date)
GROUP BY post_category, quarter
ORDER BY quarter;
```

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



INSIGHTS

9. List the top three dates in each month with the highest number of new followers. The final output should include the following columns

- month
- date
- new_followers

```
WITH TOP3 AS (
    SELECT month_name, date, new_followers,
           RANK() OVER (PARTITION BY month_name ORDER BY new_followers DESC) AS rank_num
    FROM fact_account
    JOIN dim_dates USING (date)
)
SELECT month_name, date, new_followers
FROM TOP3
WHERE rank_num <= 3
ORDER BY min(date) OVER (PARTITION BY month_name), rank_num;
```

month_name	date	new_followers
January	2023-01-30	3186
January	2023-01-03	2959
January	2023-01-23	1003
February	2023-02-01	4106
February	2023-02-24	2383
February	2023-02-02	1989
March	2023-03-21	5421
March	2023-03-28	2513
March	2023-03-25	2356
April	2023-04-25	3736
April	2023-04-30	2753
April	2023-04-06	2500
May	2023-05-08	8872
May	2023-05-20	6169
May	2023-05-12	6051
June	2023-06-30	8804
June	2023-06-03	8802
June	2023-06-21	7033
July	2023-07-08	3716
July	2023-07-15	3364
July	2023-07-28	2344
August	2023-08-23	2074
August	2023-08-21	1783
August	2023-08-06	1687
September	2023-09-16	3849
September	2023-09-22	3570
September	2023-09-21	2285

INSIGHTS

10. Create a stored procedure that takes the 'Week_no' as input and generates a report displaying the total shares for each 'Post_type'. The output of the procedure should consist of two columns

- post_type
- total_shares

```
CREATE DEFINER='root'@'localhost' PROCEDURE `Total_Shares_Each_Post_Type` (IN Week_No varchar(500))
BEGIN
    SELECT post_type,
           sum(shares) as total_shares
      FROM fact_content f
     JOIN dim_dates d USING(date)
    WHERE d.Week_No = Week_No
  GROUP BY post_type, Week_NO
 ORDER BY total_shares DESC;
END
```

```
call gdb0120.Total_Shares_Each_Post_Type('W21');
```

post_type	total_shares
IG Reel	2294
IG Image	976
IG Video	265

ADDITIONAL INSIGHTS

PROFILE VISTS

448.01K

COMMENTS

16.83K

LIKES

651.56K

TOTAL SHARES

116.66K

TOTAL REACH

8.73M

- **Profile Visits** – Represents the total number of times users have accessed your profile. It reflects audience interest and engagement with your presence.
- **Comments** – Captures the total number of users who have commented on your content. It reflects engagement levels and audience interaction with your posts.
- **Likes** – Denotes the count of users who have liked your content at least once. It signifies audience appreciation and the overall appeal of your posts.
- **Total Shares** – Measures the number of users who have shared your content with others. It highlights content virality and its potential reach across platforms.
- **Total Reach** – Represents the total unique users who have seen your content at least once. It serves as a key metric for evaluating content visibility and awareness.

RECOMMENDATIONS

- Replicate successful content strategies by analyzing peak engagement days and applying proven tactics to sustain follower growth.
- Capitalize on seasonal engagement trends by launching summer-focused campaigns on vacation gadgets and productivity tools to maximize audience relevance.
- Leverage high-follower days by engaging in real-time interactions like responding to comments and hosting Lives to boost retention.
- Prioritize Reels for engagement since they drive 61.63% of interactions. Use high-quality visuals, concise messaging, and trending audio for maximum impact.
- Revamp low-performing carousels by making them interactive and visually compelling. Formats like "Top 5 Gadgets" or "Step-by-Step Tutorials" can improve impressions.
- Share practical "Tech Tips" consistently as they generate high engagement. Keep them easy to understand and aligned with trending topics.

RECOMMENDATIONS

- Expand reach through influencer collaborations by co-creating Reels or Lives with tech influencers and brands. This introduces fresh content and attracts new audiences.
- Monitor key engagement metrics like likes, comments, shares, and saves. Use engagement rate as a benchmark to assess content effectiveness.
- Track reach and impressions to evaluate content visibility. Optimize distribution strategies by differentiating between unique viewers and total content views.
- Diversify content formats by posting images, videos, carousels, and Reels. Analyze performance data to refine the content mix.
- Integrate authenticity-driven content through unboxings, reviews, and behind-the-scenes experiences. Sharing challenges and key learnings builds audience trust.
- Sustain engagement with interactive activities like weekly tech trivia or community challenges. This fosters consistent participation and strengthens audience loyalty.

THANK YOU