Storyboard

Understanding Content Visibility and..	Analyzing Post Reach and Discovery Patter..	Analyzing User Interaction	Hashtags That Drive Engagement..	Profile Visits and Their Influence on Follower..	Navigate the dashboard to uncover..

Introduction

Instagram is a dynamic platform where **hashtags, reach sources, and engagement metrics** significantly impact content visibility. This analysis examines **post performance, audience discovery patterns, and key factors driving user interaction**.

- **75% of total reach comes from Hashtags & Explore**
- **Posts with 3+ hashtags see 2x higher engagement**
- **Average engagement rate per post: 4.5%**
- **12% of profile visits lead to new followers**

These insights help **GramGaze enhance its Instagram marketing strategies for better reach and engagement.**

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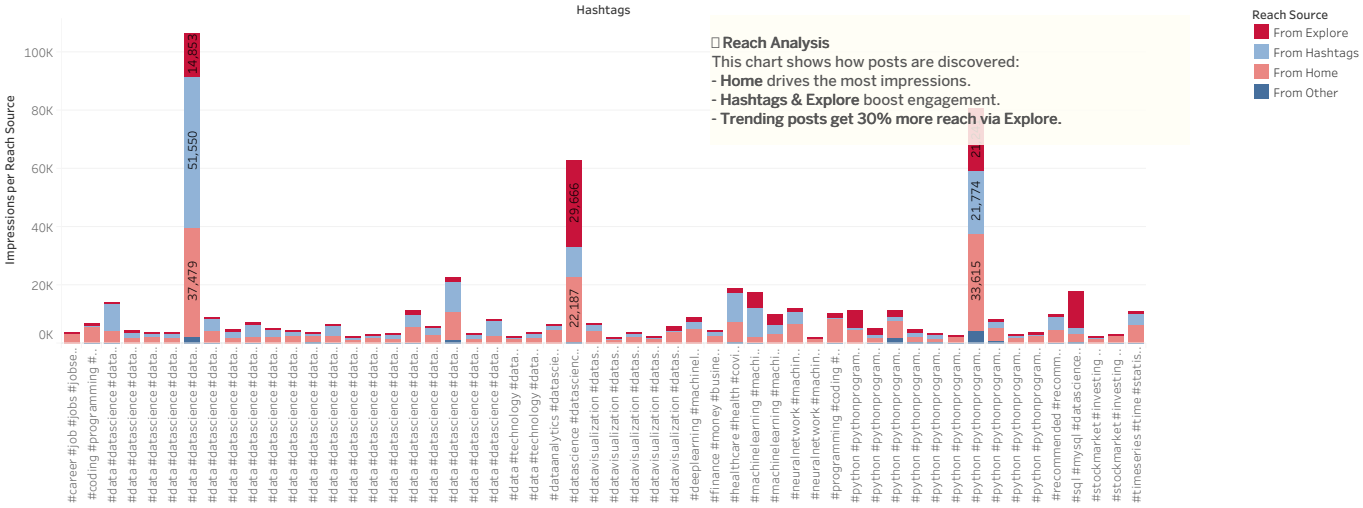

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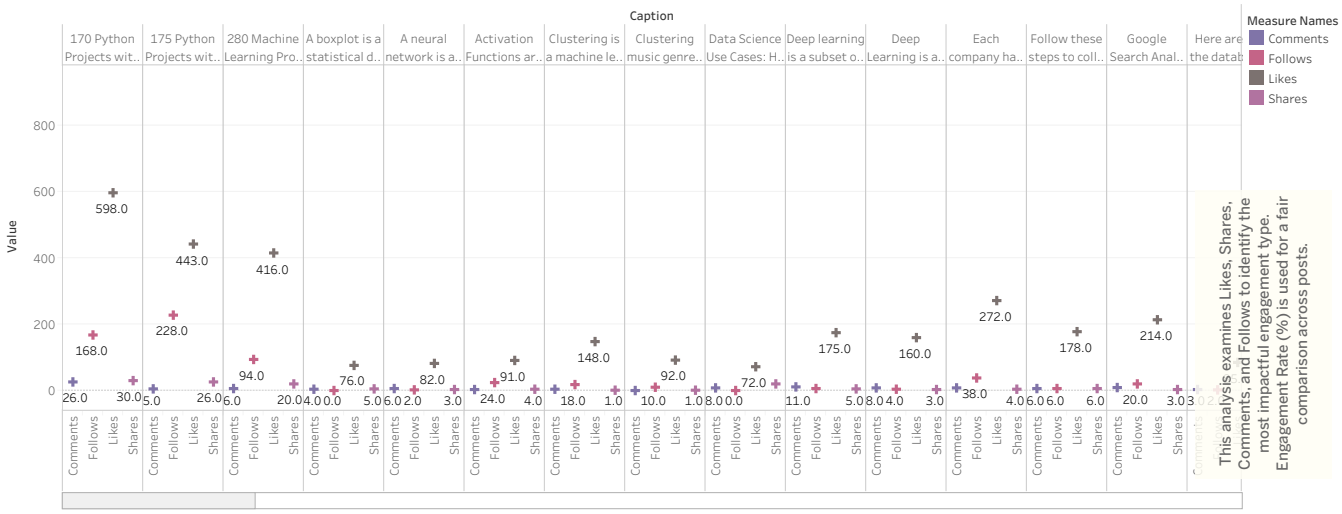

Storyboard

Engagement Rate (%)
3.7
107.5
#data #datascience #dataanalysis #dataanalytics #datascientist #machinelearning #python #pythonprogramming #pythonprojects #pythoncode #artificialintelligence #ai #deeplearning #machinelearningprojects #datascienceprojects #amankharwal #thecleverprogrammer
#data #datascience #dataanalysis #dataanalytics #datascientist #machinelearning #python #pythonprogramming #pythonprojects #pythoncode #artificialintelligence #ai #deeplearning #machinelearningprojects #datascienceprojects #amankharwal #thecleverprogrammer #machinelearningmodels #zomato
#data #datascience #dataanalysis #dataanalytics #datascientist #machinelearning #python #pythonprogramming #pythonprojects #pythoncode #artificialintelligence #ai #deeplearning #machinelearningprojects #datascienceprojects #amankharwal #thecleverprogrammer

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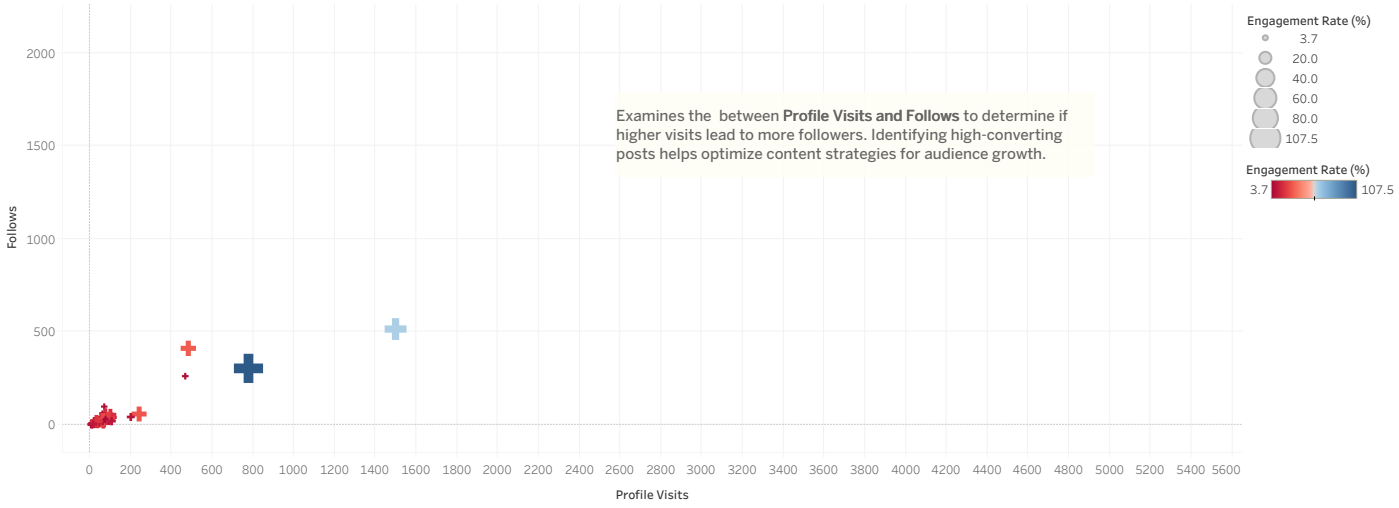

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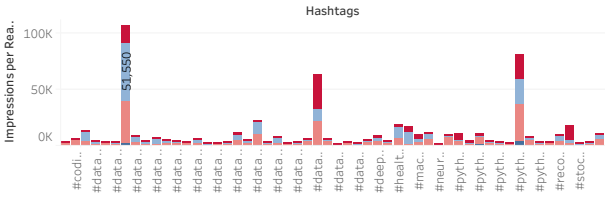
Instagram Performance Insights

Audience Discovery: Where Are Users Finding Our Content?



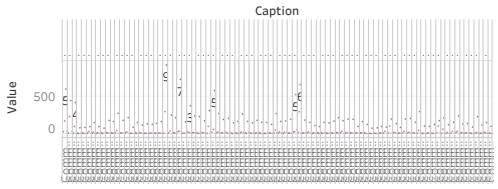
Hashtag Insights & Visibility

#bitcoin #cryptocurrency

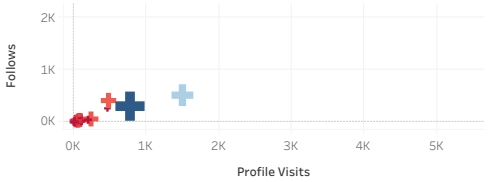
#data #datascience #dataanalysis #dataanalytics #datascientist #machinelearning #python #pyth..

#coding #programming #programmer #python #developer #javascript #code #coder

Engagement Metrics for Audience Interaction



Follower Acquisition Rate



Reach Source
- From Explore
- From Hashtags
- From Home
- From Other

Measure Names
- Comments
- Follows
- Likes
- Shares

Engagement Rate (%)
- 3.7
- 20.0
- 40.0
- 60.0
- 80.0
- 107.5

Engagement Rate (%)
3.7 — 107.5