

INSTAGRAM ANALYSIS DASHBOARD

SUMMARY

DATA ANALYSIS

AVERAGE LIKE PER POST ...

Duplicate of SUMMARY

DATE WISE ANALYSIS

DECOMPOSITION TREE V...

4bn

Sum of Follower Count

5M

Max of Follower Count

12K

Min of Follower Count

1794

Count of Follower Count

Count of Influencer Name and Average of Engagement Rate (%) by Country



Apply all slicers

Clear all slicers

COUNTRY

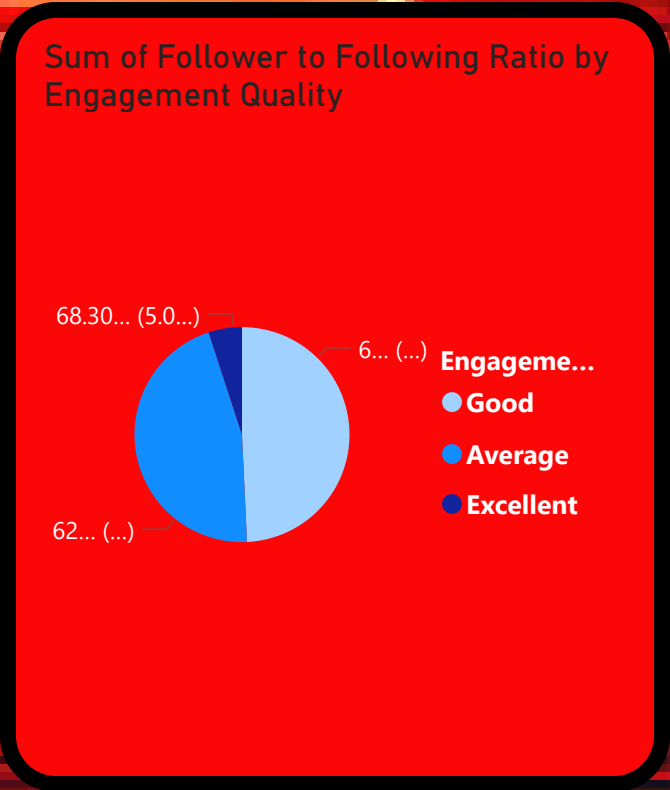
Country

- ☐ Australia
- ☐ Brazil
- ☐ Canada
- ☐ France
- ☐ Germany
- ☐ India
- ☐ Italy
- ☐ Japan
- ☐ UK



DATA ANALYSIS

Influencer ID	Username	Country	Sum of Follower Count	Sum of Post Reach
INF5572	alice_johnson21	Australia	1661214	438682
INF8576	alice_johnson24	Australia	2698578	1101327
INF1009	alice_johnson26	Australia	1064733	399647
INF8980	alice_johnson27	Australia	2048075	462537
INF4092	alice_johnson29	Australia	65813	14958
INF8623	alice_johnson34	Australia	846762	551494
INF4947	alice_johnson39	Australia	776190	573748
INF6988	alice_johnson48	Australia	4139899	2649526
INF9605	alice_johnson59	Australia	2990402	1793745
INF3600	alice_johnson62	Australia	2530060	681969
INF9060	alice_johnson62	Australia	2226017	1261113
INF3439	alice_johnson64	Australia	3337754	1573246
INF7091	alice_johnson64	Australia	2069177	480368
INF1830	alice_johnson65	Australia	3157081	2437194
INF2981	alice_johnson66	Australia	734989	461126
INF8348	alice_johnson66	Australia	3779507	1585918
INF5973	alice_johnson95	Australia	970283	673470
INF2015	daniel_martinez29	Australia	2731120	2142312
INF8481	daniel_martinez30	Australia	721301	361245
INF8957	daniel_martinez30	Australia	4916303	2111907
INF9910	daniel_martinez30	Australia	2371897	1339624
Total			4452557011	2227471473



Verified & Monetized

Not Both

Verified & Monetized

Sponsorship Level

Frequent

Occasional

None

Regular

Influencer Tier

Macro

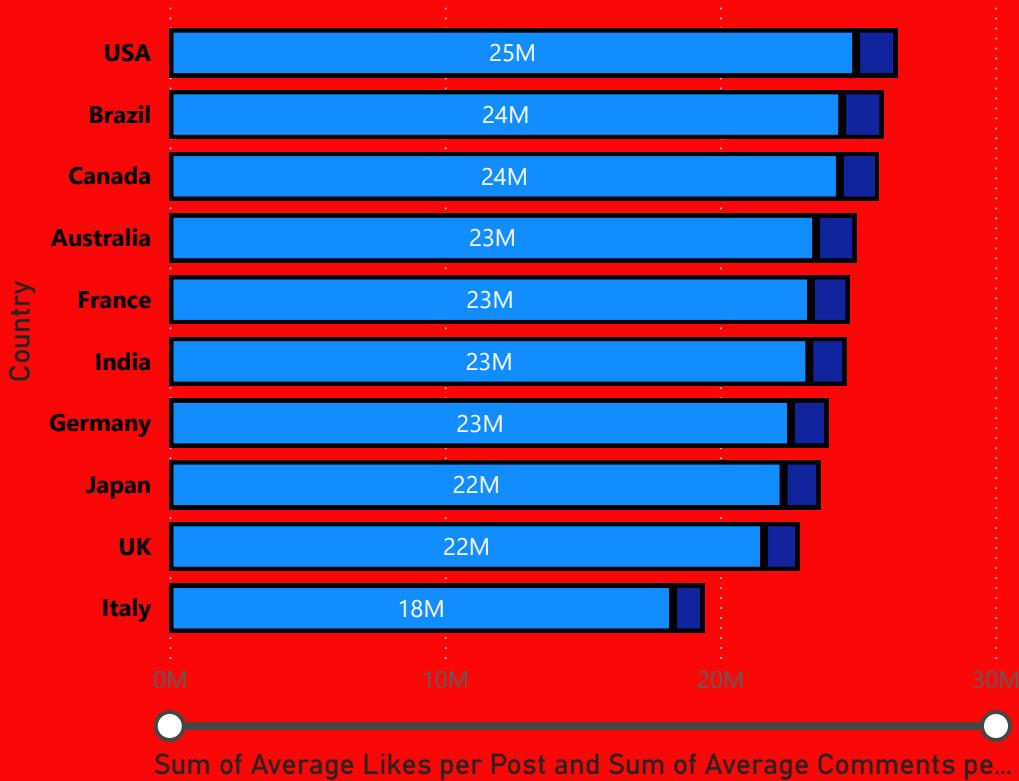
Mega

Micro

AVERAGE LIKE PER POST VS AVERAGE COMMENT PER POST

Sum of Average Likes per Post and Sum of Average Comments per Post by Country

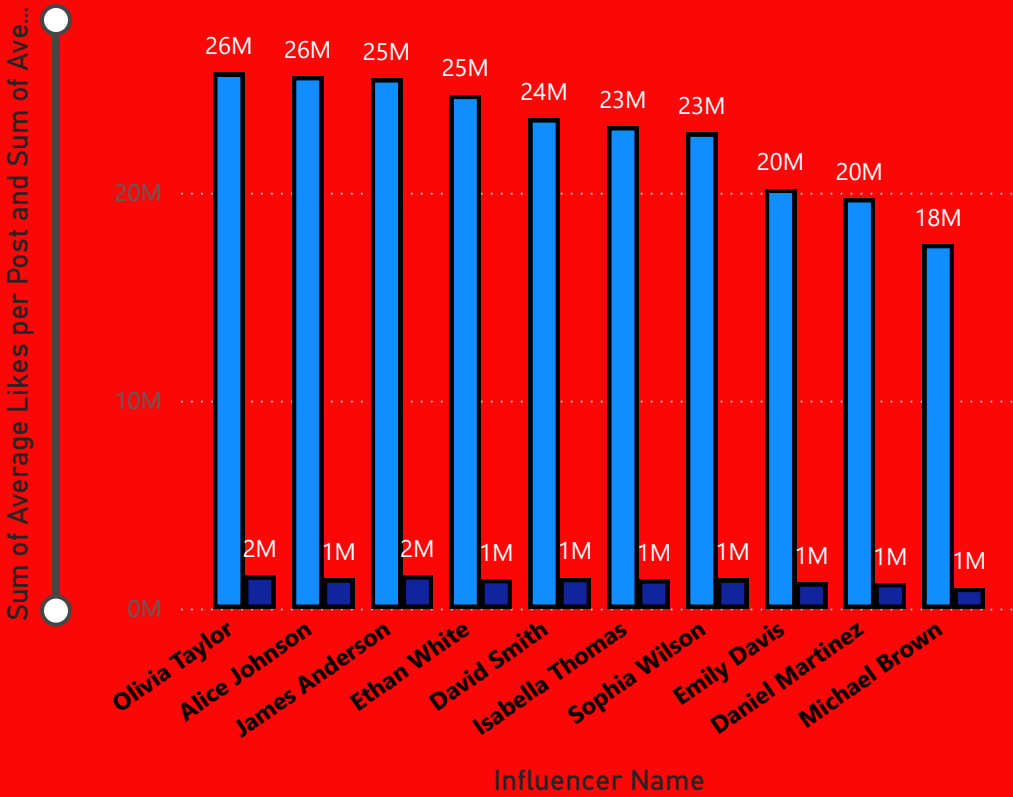
● Sum of Average Likes per Post ● Sum of Average Comments per Post



VS

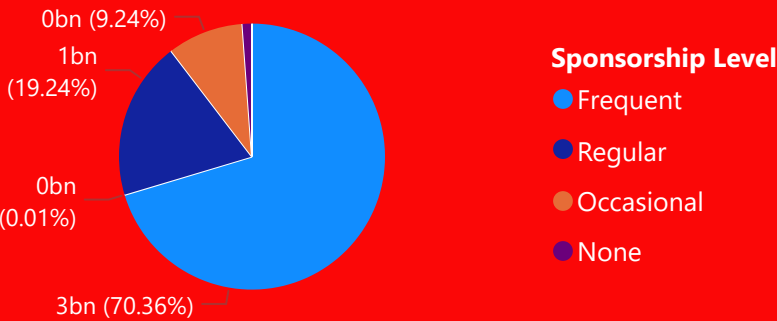
Sum of Average Likes per Post and Sum of Average Comments per Post by Influencer Name

● Sum of Average Likes per Post ● Sum of Average Comments per Post



INSTAGRAM ANALYSIS DASHBOARD

Sum of Follower Count and Sum of Following Count by Sponsorship Level



Beauty

1,040.61

Sum of Engagement Rate (%)

452766

Sum of Total Posts

Comedy

1,063.09

Sum of Engagement Rate (%)

472796

Sum of Total Posts

Fashion

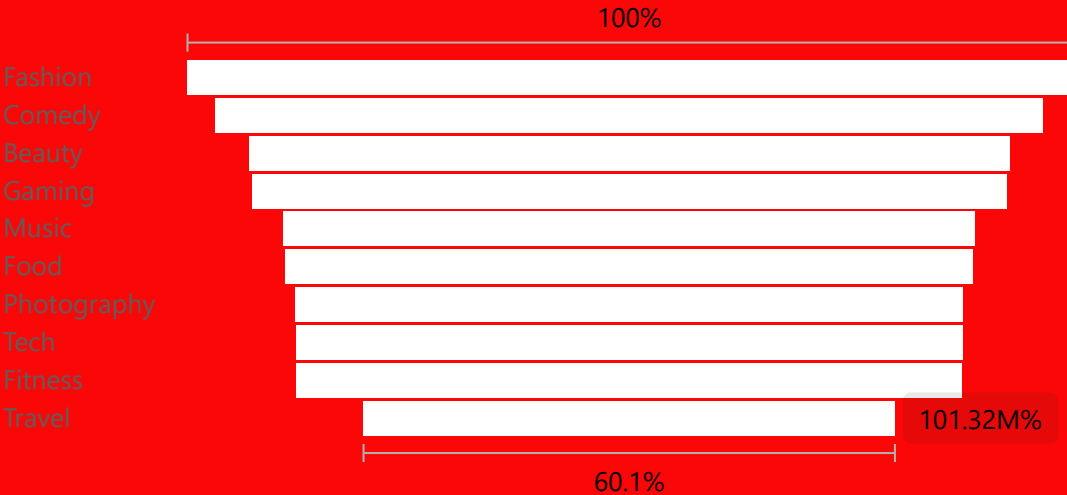
1,051.45

Sum of Engagement Rate (%)

451038

Sum of Total Posts

Sum of Follower to Following Ratio by Content Category



ETHANE WHITE

JAMES ANDERSON

MICHEAL BROWN

Sum of Post Reach and Sum of Total Posts by Post Impressions

3965313✓

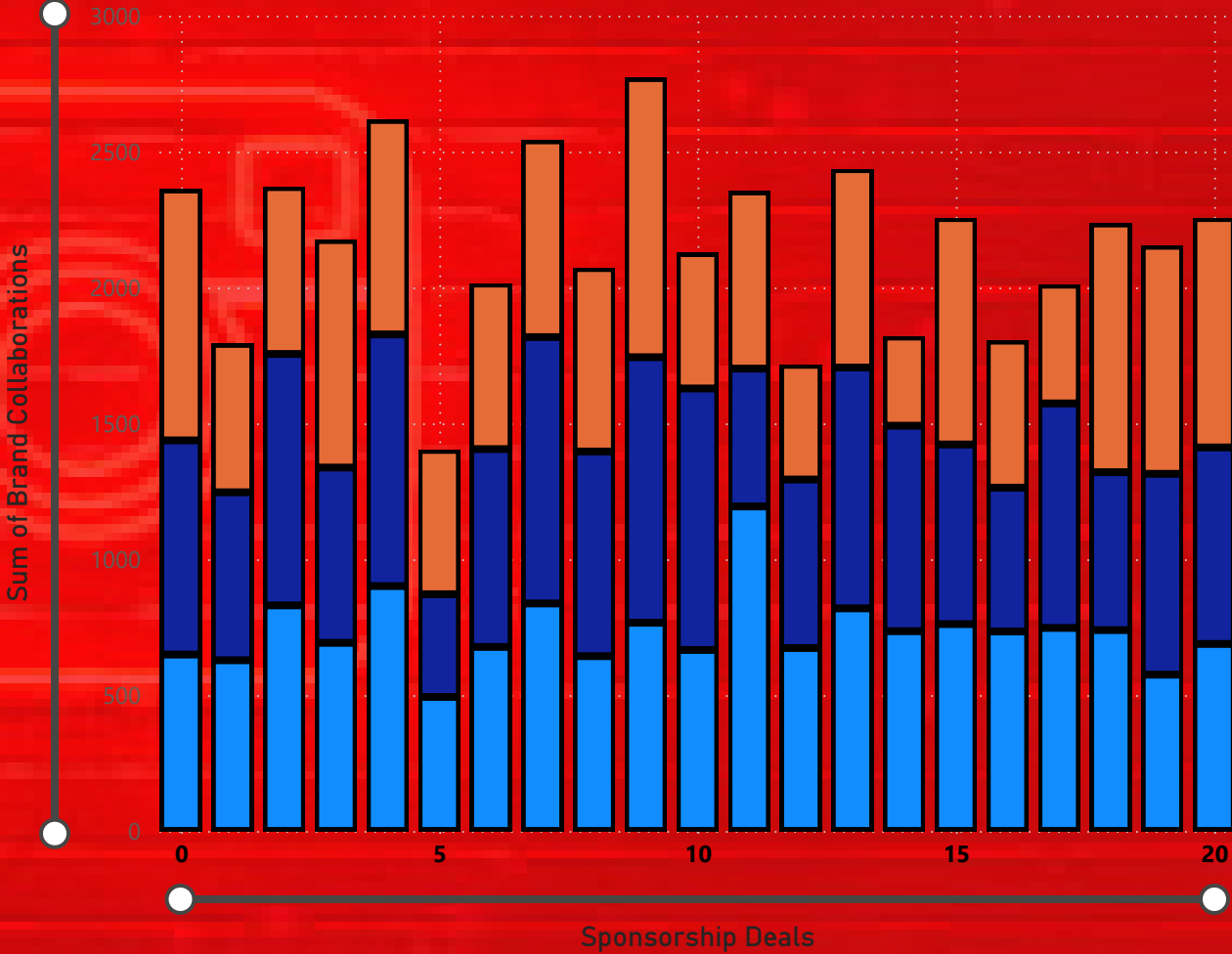
Goal: 2455 (+1,61,419.88%)

DATEWISE ANALYSIS

Year	Sum of Brand Collaborations	Sum of Sponsorship Deals	First content_type
2019	11182	4393	Post
Qtr 1	3016	1211	Post
Qtr 2	2708	947	Post
Qtr 3	2657	1128	Post
Qtr 4	2801	1107	Post
2020	11331	4354	Post
Qtr 1	2861	1160	Post
Qtr 2	2699	999	Post
Qtr 3	2652	938	Post
Qtr 4	3119	1257	Post
2021	11265	4478	Post
Qtr 1	2916	1123	Post
Qtr 2	2804	1058	Post
Qtr 3	2720	1031	Post
Qtr 4	2825	1266	Post
2022	11491	4632	Post
Qtr 1	2507	1025	Post
Qtr 2	3069	1406	Post
Qtr 3	2861	1032	Post
Qtr 4	3054	1169	Post
Total	45269	17857	Post

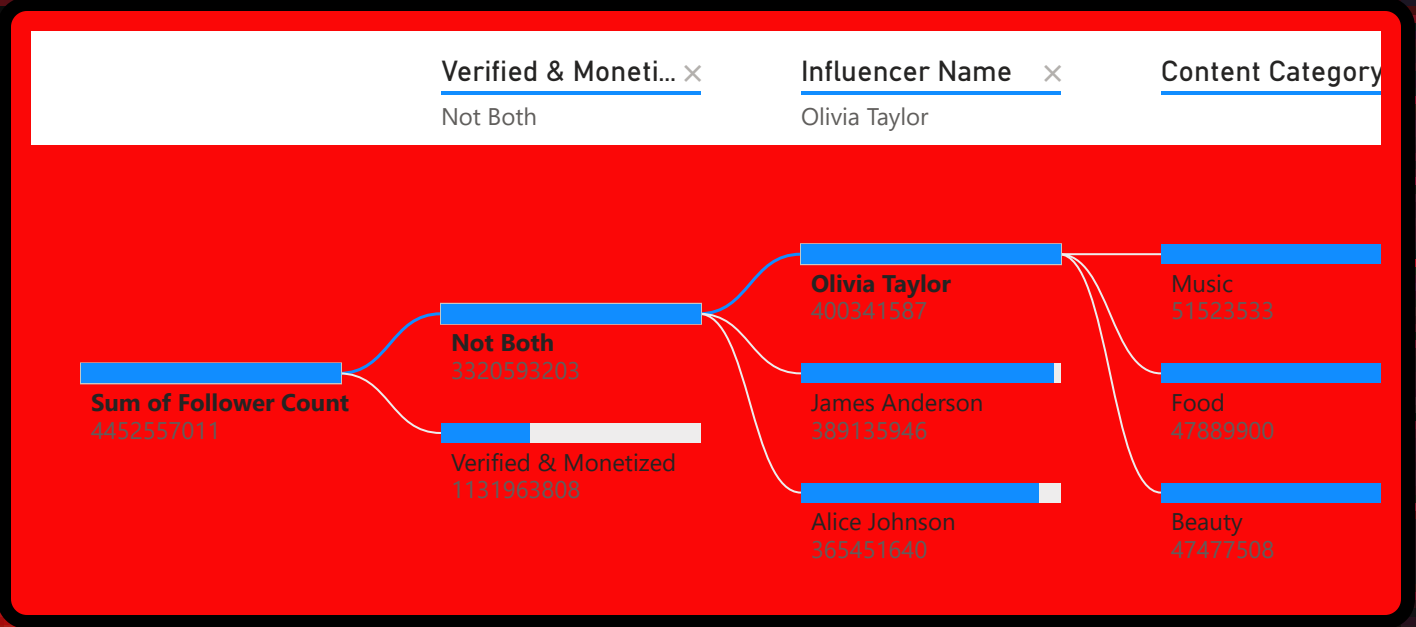
Sum of Brand Collaborations by Sponsorship Deals and content_type

content_type ● Post ● Reel ● Story



DECOMPOSITION TREE VS Q&A

DECOMPOSITION TREE



Q&A

