



Healthy Living on Instagram

A dive into Instagram's healthy living perception and potential

What it means to be healthy on Instagram

#healthyliving

#healthylifestyle

#wellnessjourney

#healthylifestylechange





SCRAPING

Apify Tool, last three months

LDA MODELLING

Unsupervised Learning for topic clustering

ARIMA

Predict the next popular topic

Popular topics



Food Benefits

"...this natural plant-based remedy is packed with vitamin c, fiber and antioxidants helping your overall health and keeping your immunity system strong."

Recipes

"sambal prawns, eggs & petai with gavia! Ingredients: 150g petai, halved and remove core, soaked in water, 500g large-sized prawns, deshell and devein..."

Inspirational Life

"The most important word in “choose joy” isn’t “joy”, it’s “choose”. I encourage you to replace one item each day on your to-do list with something that brings you joy. "

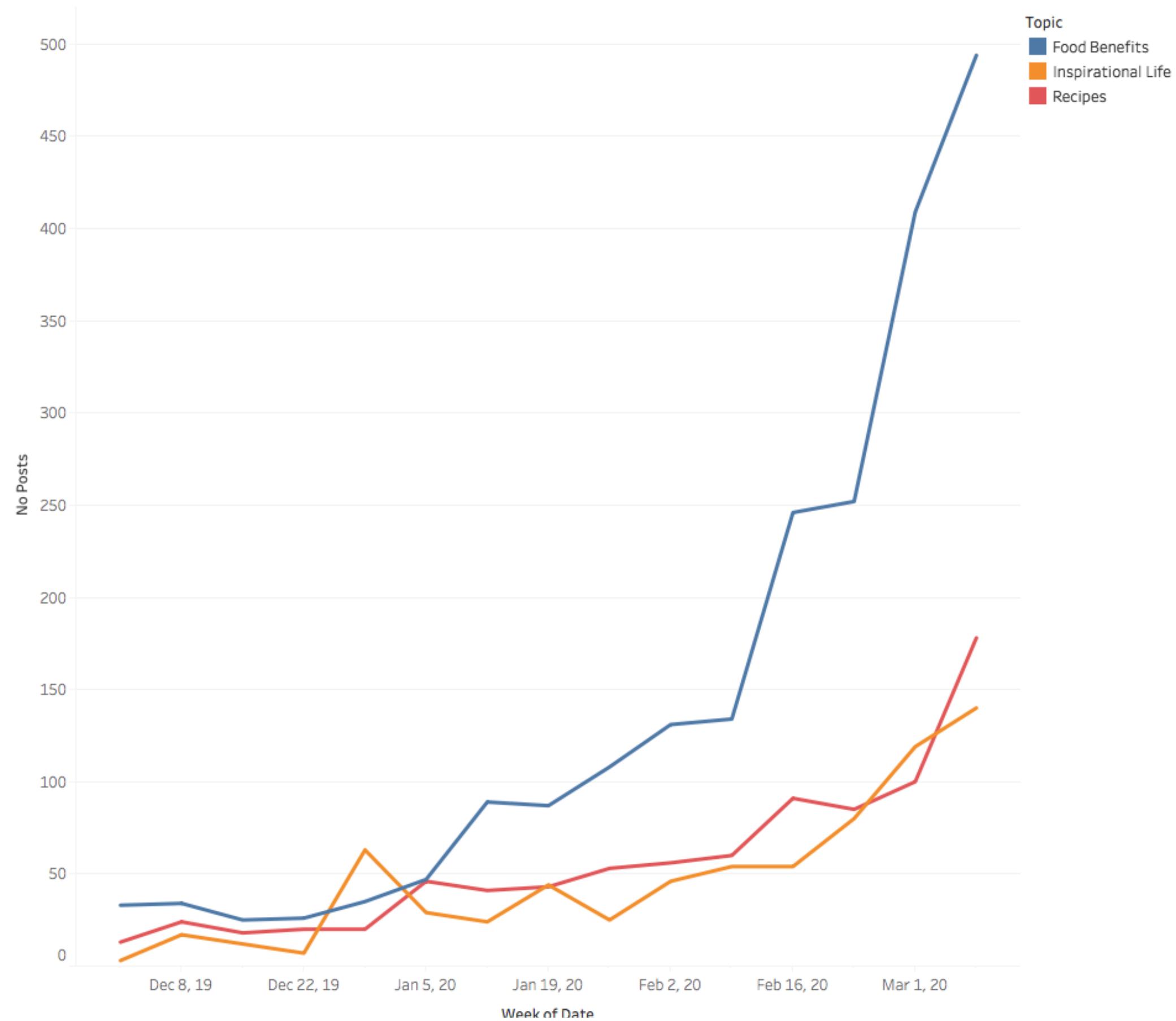
Other topics

- Friends & Family
- Skin care
- Diseases
- Energy/Stress
- Calories
- Daily routine
- Weight Program
- Present Moment
- Habit change
- Supporting People

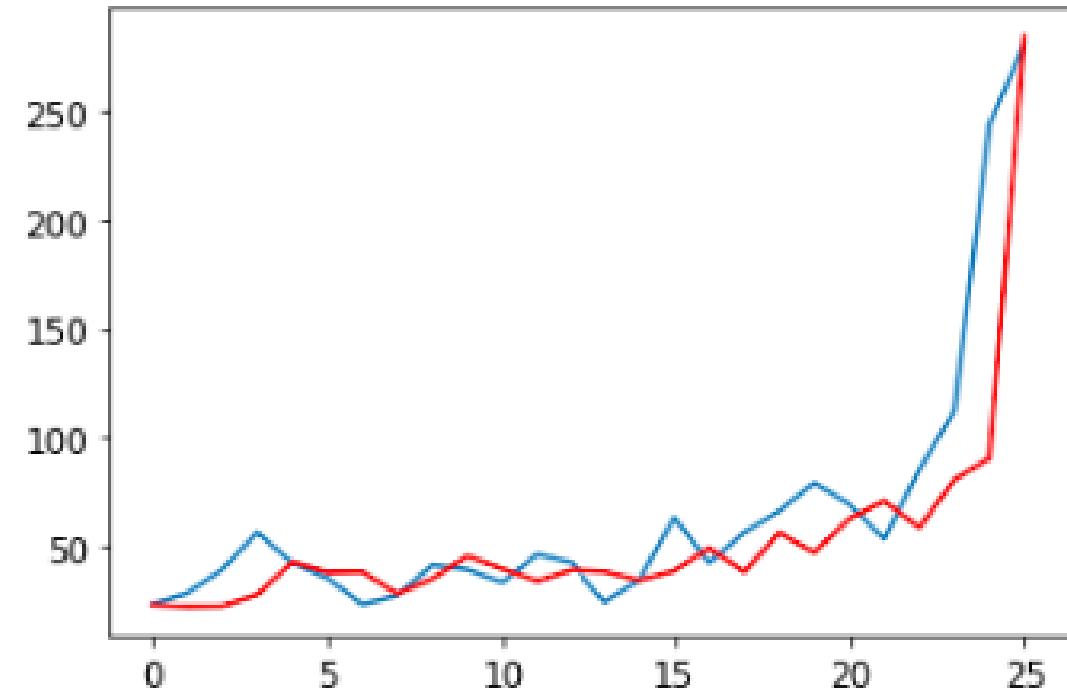


Evolution

of the three most popular topics
over the last three months



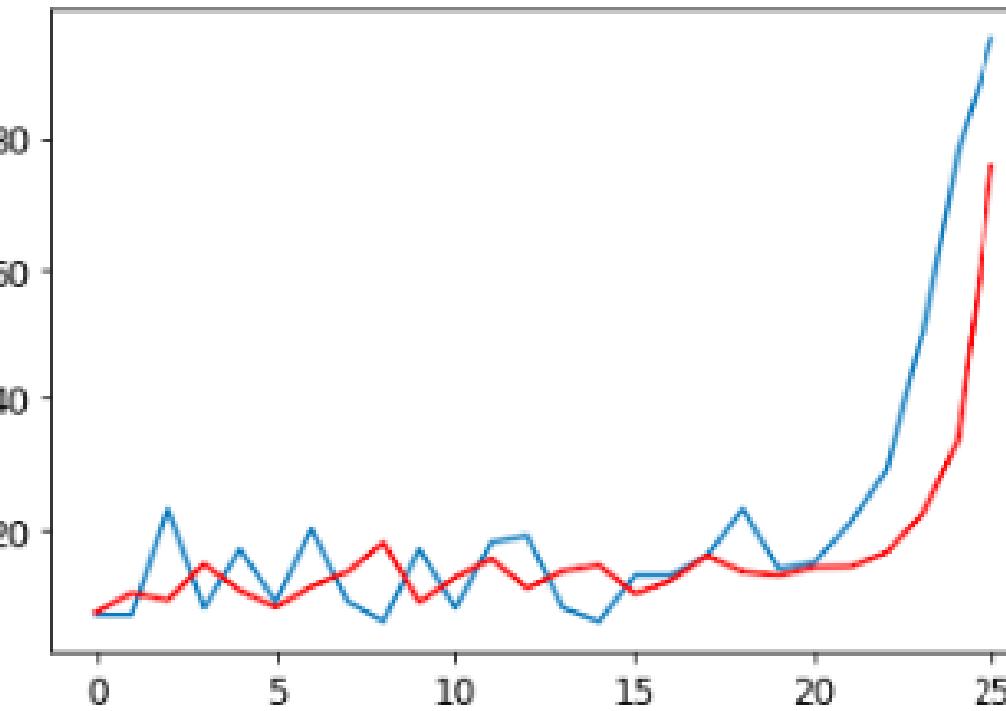
Forecast



Food Benefits

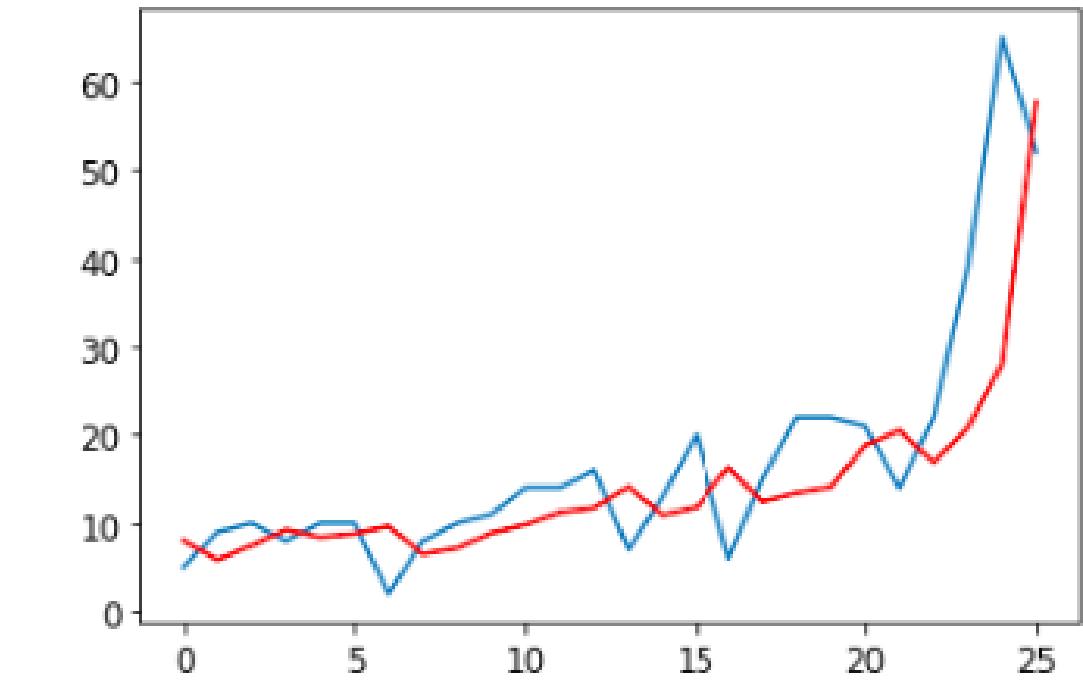
Mean absolute error: 17.3

— forecast
— test



Recipes

Mean absolute error: 48.5



Inspirational Life

Mean absolute error: 50

Further Improvements

- more & better data
- re-testing Arima
- other prediction models



A close-up, slightly blurred photograph of a stack of banknotes, primarily Euro bills, fanned out. The colors visible include red, blue, green, and yellow. A hand is visible on the right side, holding the fan of money.

Potential Applications

- increased engagement on social media
- content marketing
- search marketing (online advertising & seo)
- develop specific products

Any questions?

