

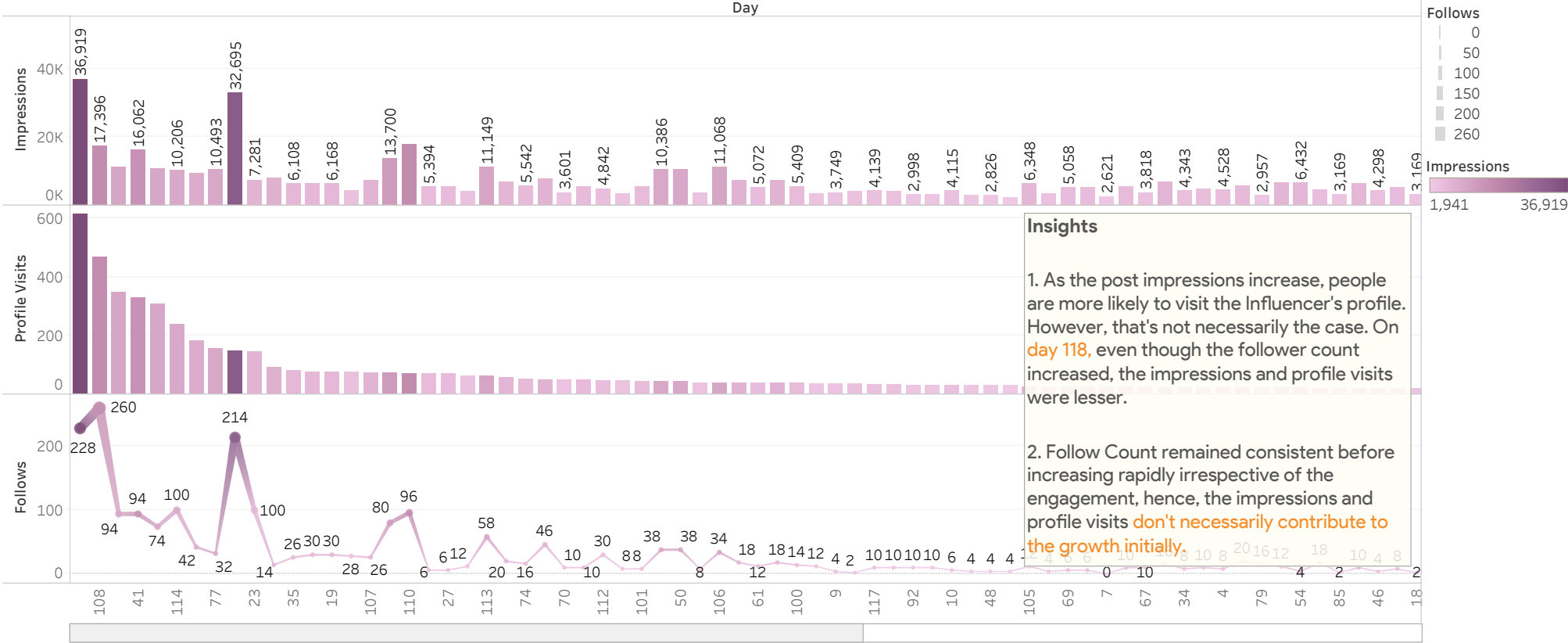
# Influencer Analysis - Instagram

Does the influencer gain followers if the impressions and profile visits are more?

Do you follow the influencer when you share or save their posts?

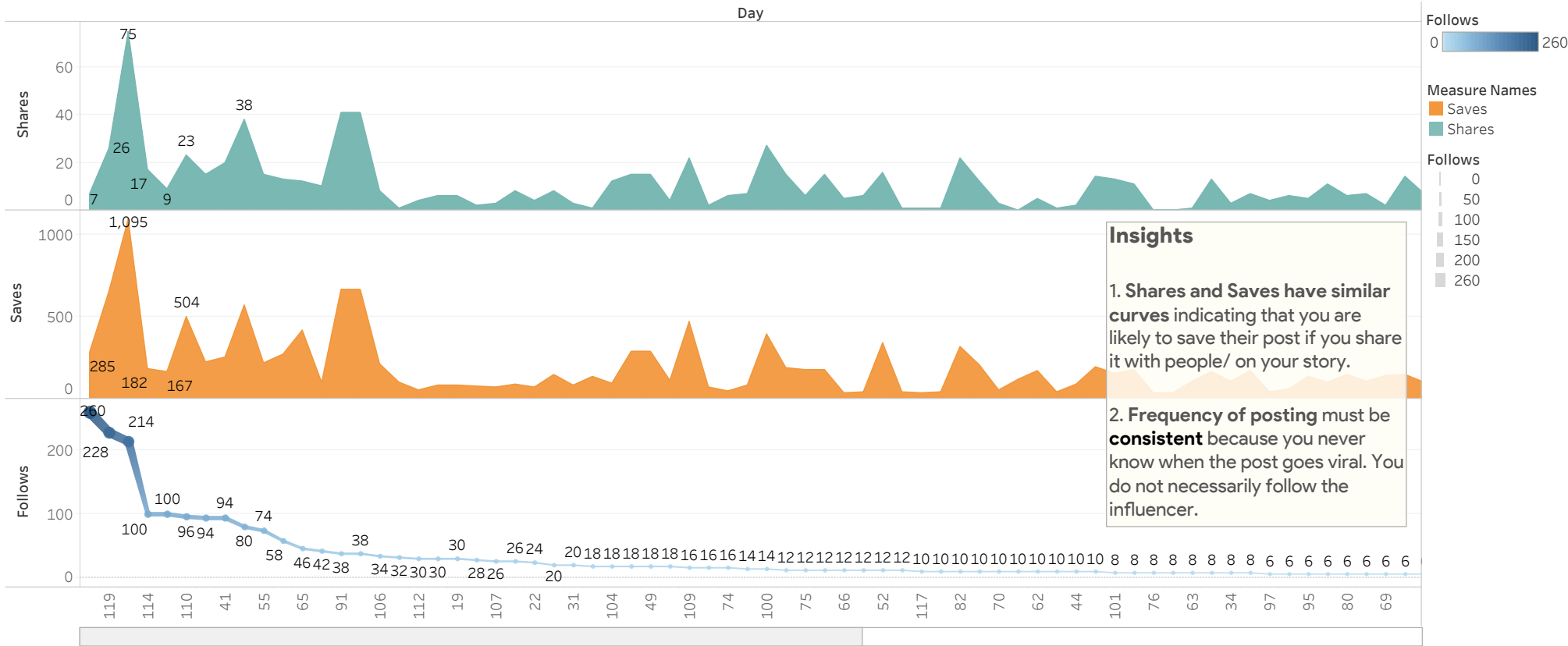
Do the hashtags matter?!

Will this sudden jump in Follow count continue with the same momentum?



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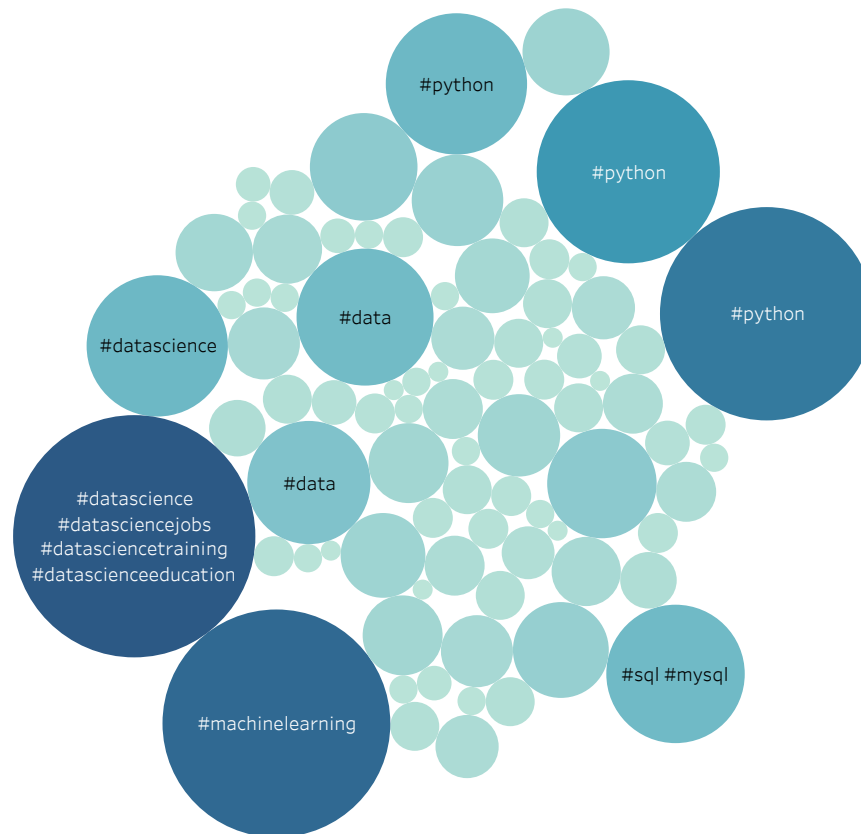
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Follows  
0 294

**The type of content put out by the brand/ social media influencer determines the kind of hashtags that would help engagement.**

## Insights

1. The most popular and trending hashtags for the influencer are around the topics of **Data Science and Python programming** language. This indicates that people really like the content curated around these topics by the influencer.

2. Web development and finance related posts aren't that trending.

Hence, **Hashtags determine the future** of the content that the influencer is most likely to create.

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