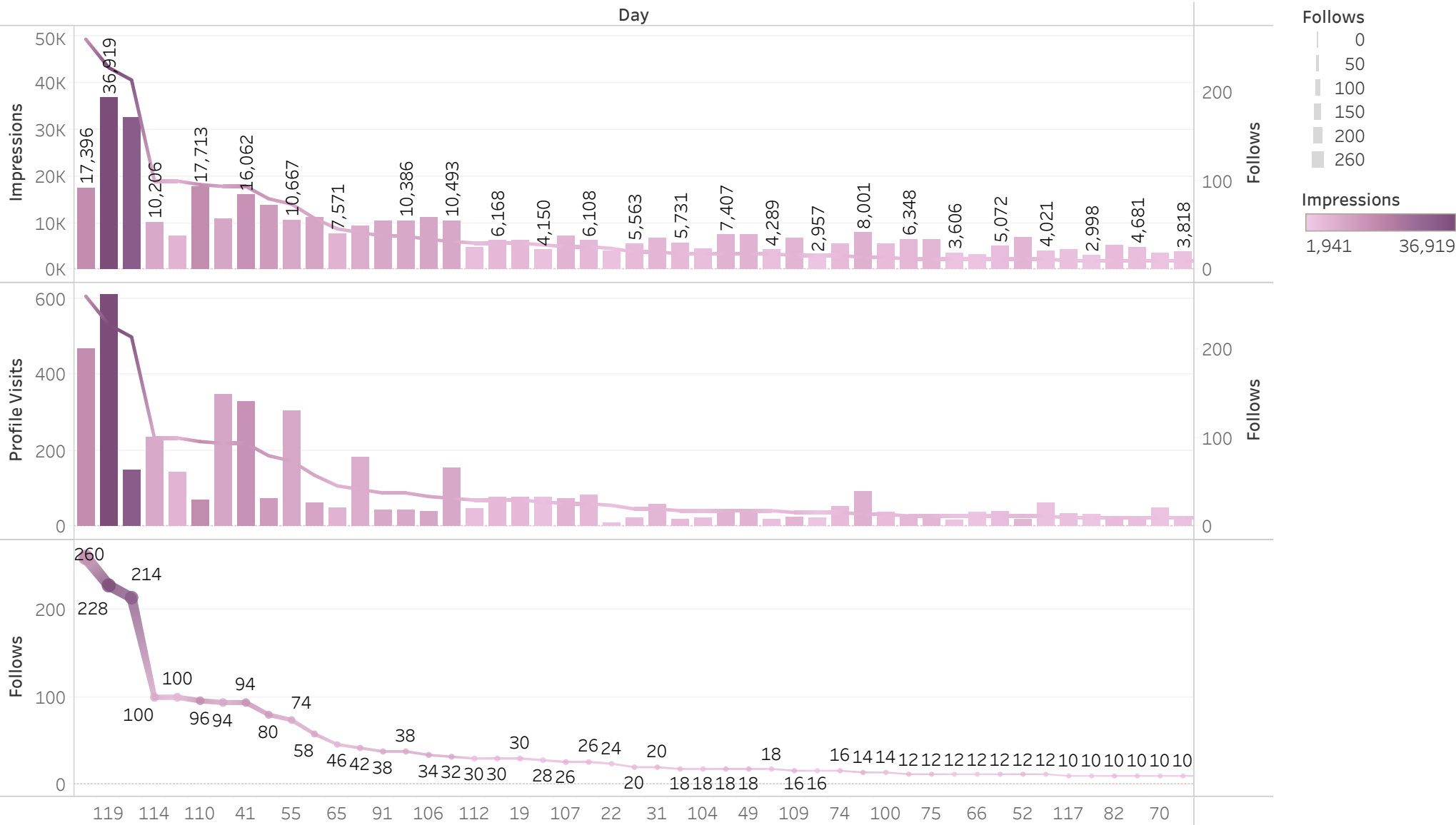
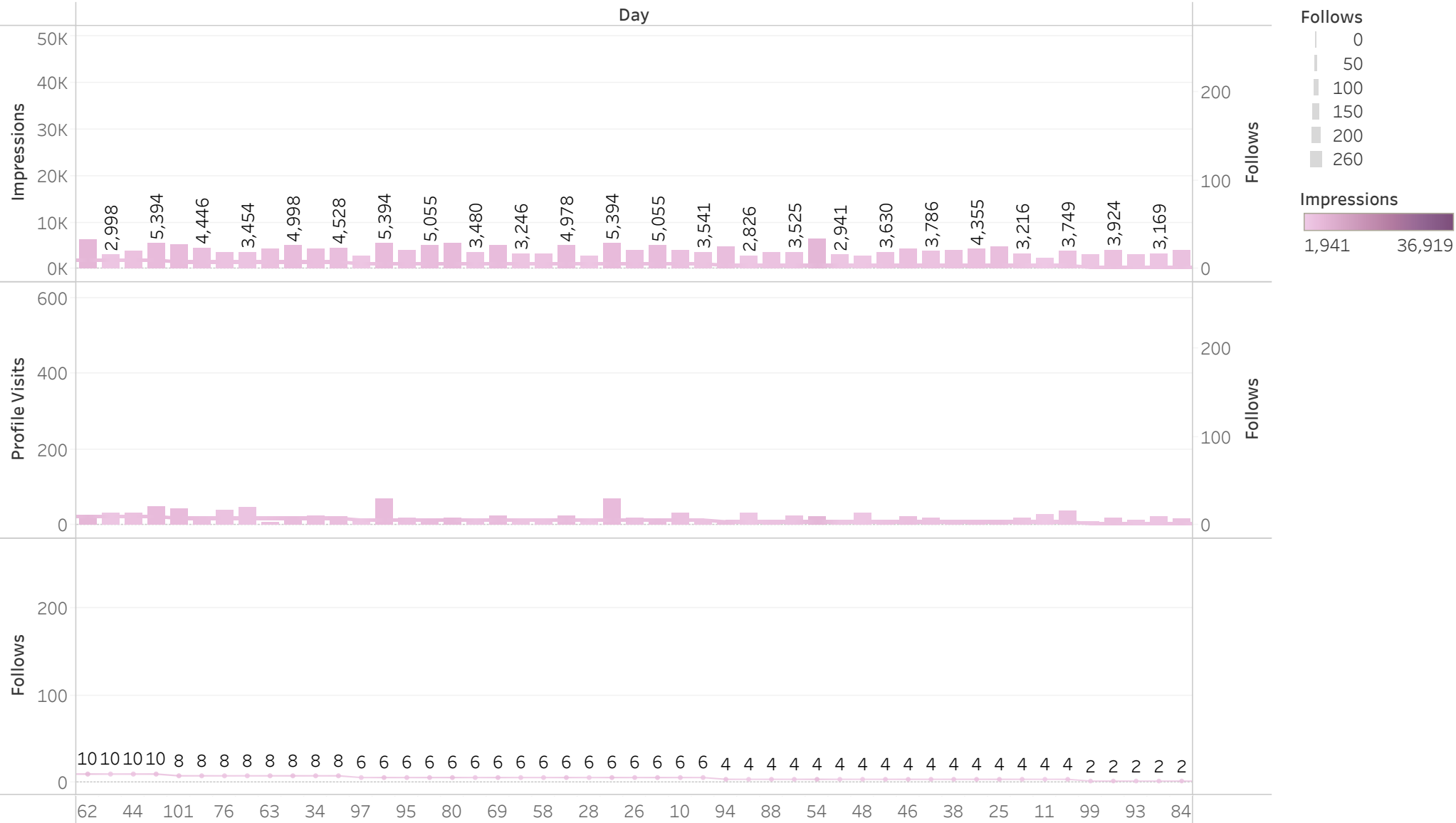


Maximum Impressions wrt Follows



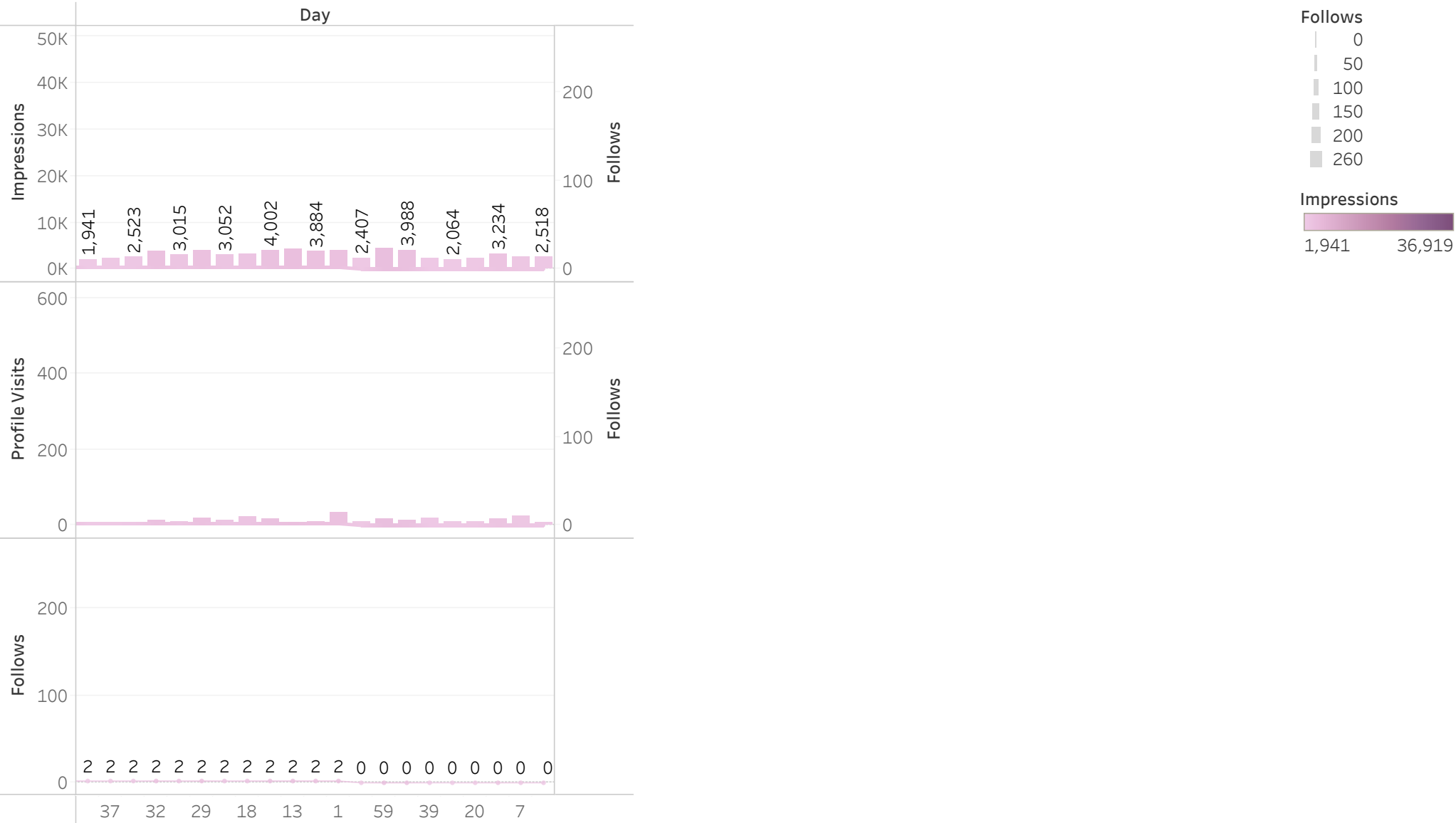
The trends of sum of Impressions, sum of Follows, sum of Profile Visits, sum of Follows and sum of Follows for Day. Color shows sum of Impressions. For pane Sum of Impressions: The marks are labeled by sum of Impressions. For pane Sum of Follows (3): Size shows sum of Follows. The marks are labeled by sum of Follows.

Maximum Impressions wrt Follows



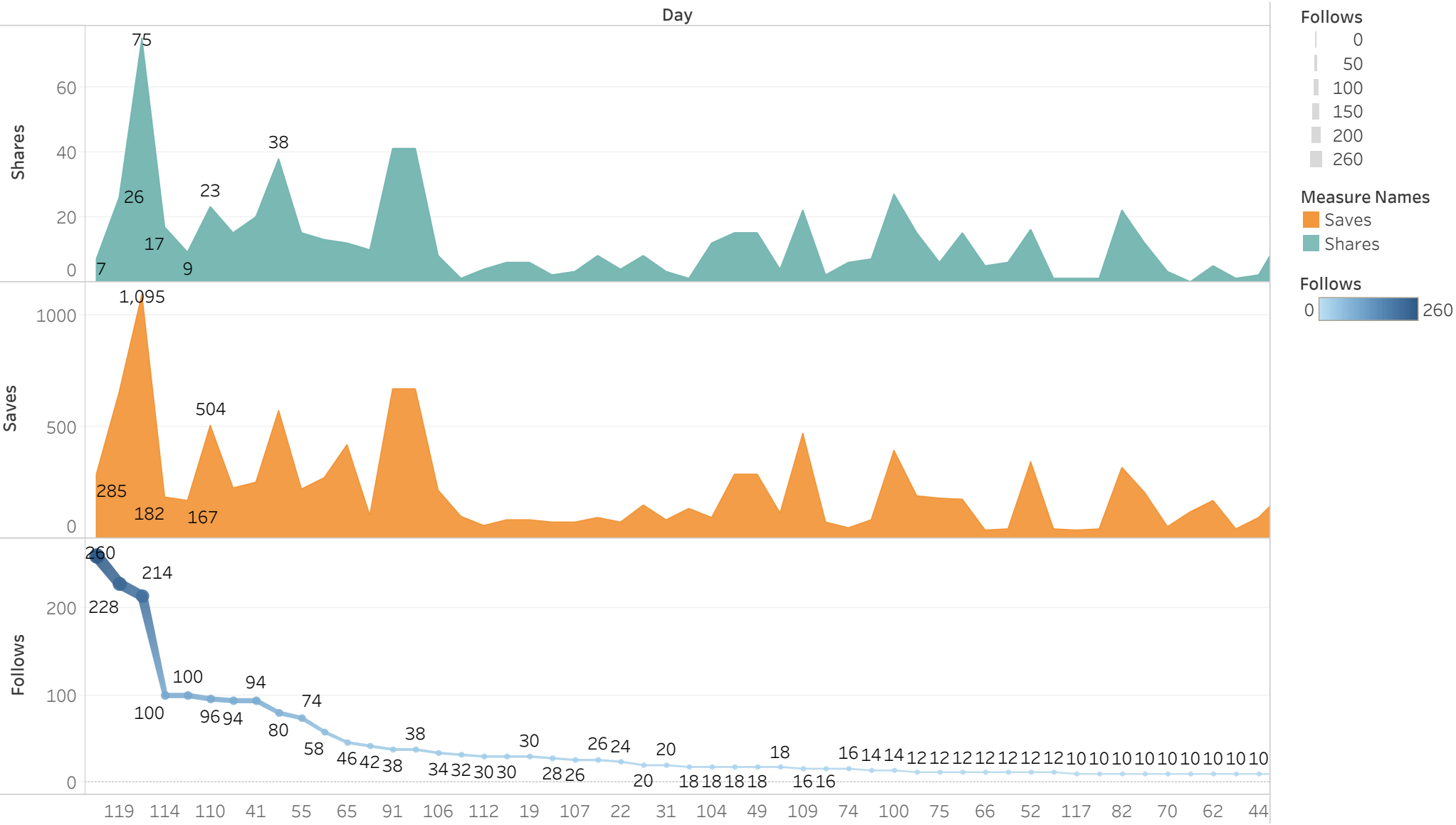
The trends of sum of Impressions, sum of Follows, sum of Profile Visits, sum of Follows and sum of Follows for Day. Color shows sum of Impressions. For pane Sum of Impressions: The marks are labeled by sum of Impressions. For pane Sum of Follows (3): Size shows sum of Follows. The marks are labeled by sum of Follows.

Maximum Impressions wrt Follows



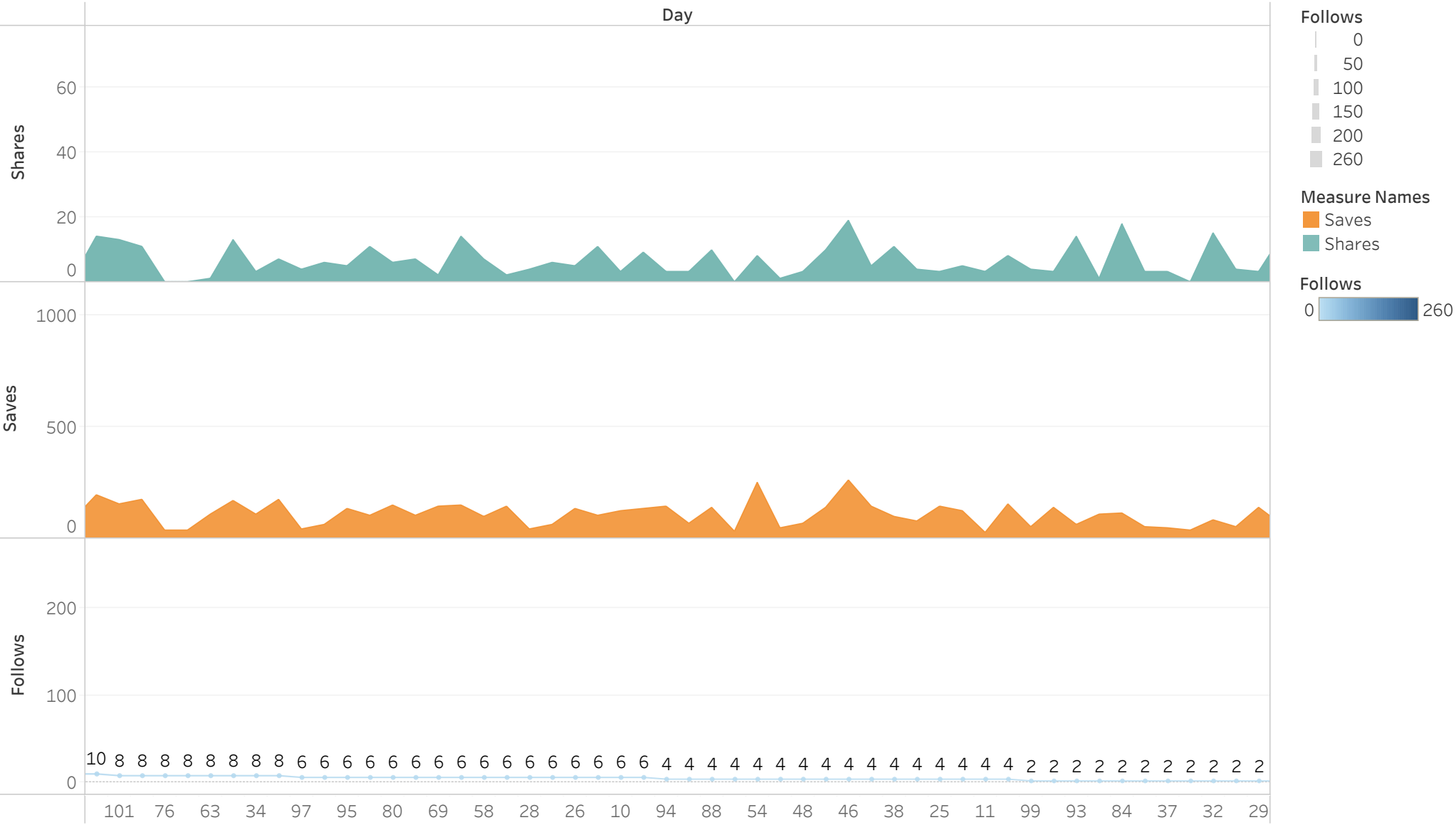
The trends of sum of Impressions, sum of Follows, sum of Profile Visits, sum of Follows and sum of Follows for Day. Color shows sum of Impressions. For pane Sum of Impressions: The marks are labeled by sum of Impressions. For pane Sum of Follows (3): Size shows sum of Follows. The marks are labeled by sum of Follows.

Maximum Shares and Saves wrt Follows



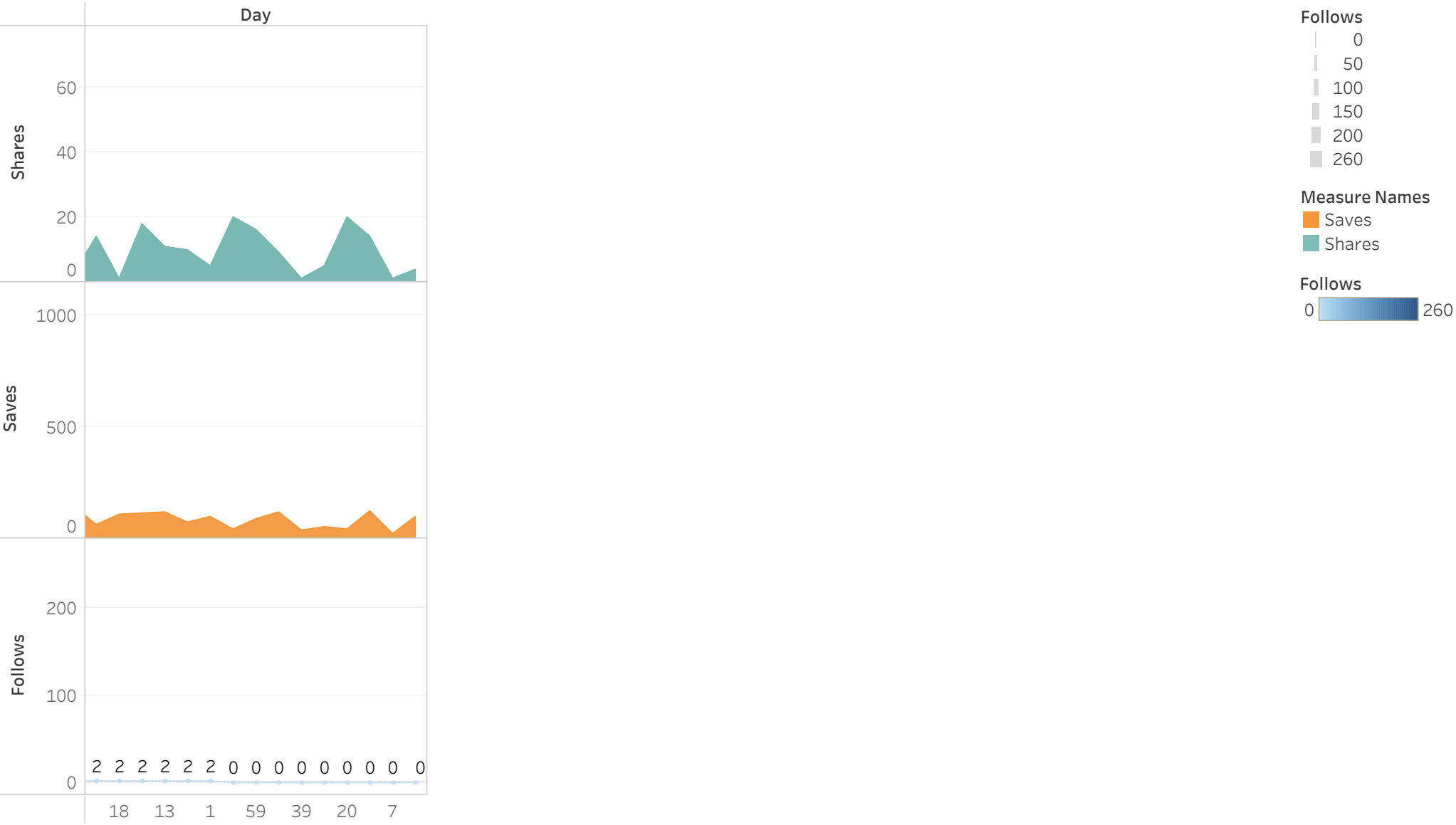
The trends of Shares, Saves and sum of Follows for Day. For pane Sum of Shares: Color shows details about Shares and Saves. For pane Sum of Saves: Color shows details about Shares and Saves. For pane Sum of Follows: Color shows sum of Follows. Size shows sum of Follows. The marks are labeled by sum of Follows.

Maximum Shares and Saves wrt Follows

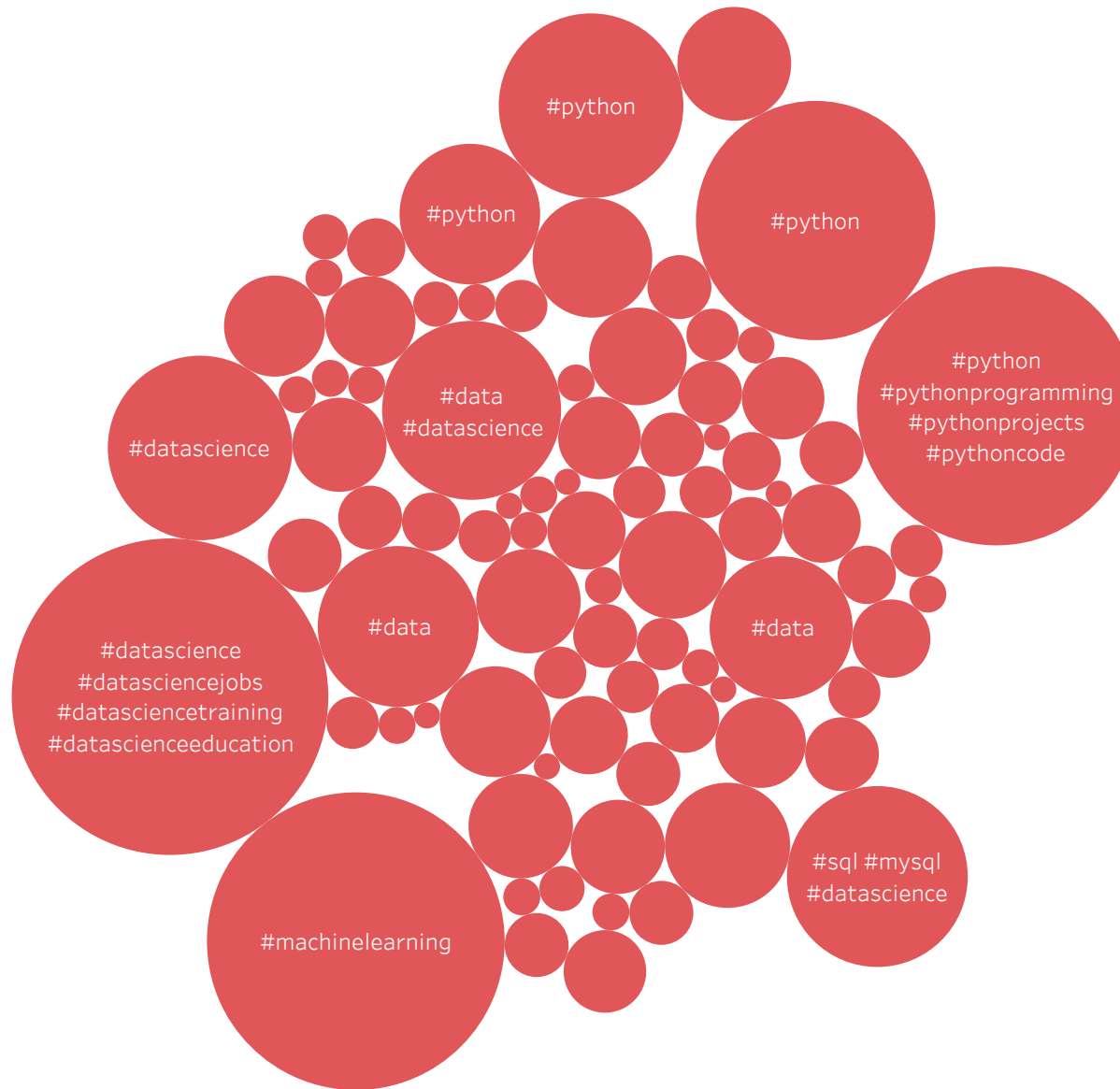


The trends of Shares, Saves and sum of Follows for Day. For pane Sum of Shares: Color shows details about Shares and Saves. For pane Sum of Saves: Color shows details about Shares and Saves. For pane Sum of Follows: Color shows sum of Follows. Size shows sum of Follows. The marks are labeled by sum of Follows.

Maximum Shares and Saves wrt Follows



The trends of Shares, Saves and sum of Follows for Day. For pane Sum of Shares: Color shows details about Shares and Saves. For pane Sum of Saves: Color shows details about Shares and Saves. For pane Sum of Follows: Color shows sum of Follows. Size shows sum of Follows. The marks are labeled by sum of Follows.



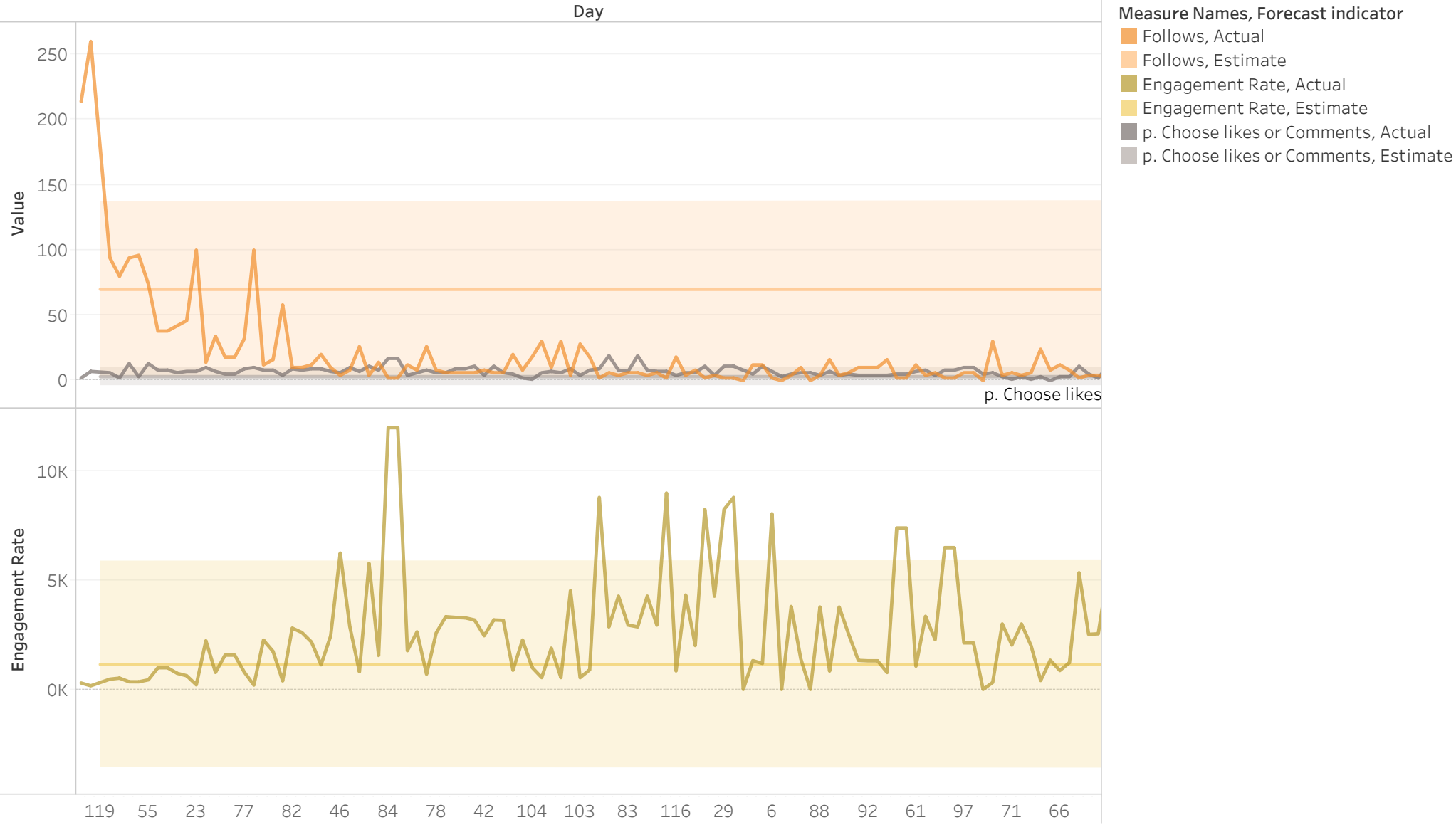
Hashtags and Caption. Size shows sum of Follows. The marks are labeled by Hashtags and Caption. Details are shown for In / Out of Least trending hashtags. The view is filtered on In / Out of Least trending hashtags, which keeps Out and In.

Impressions vs Follows wrt Home and Explore methods



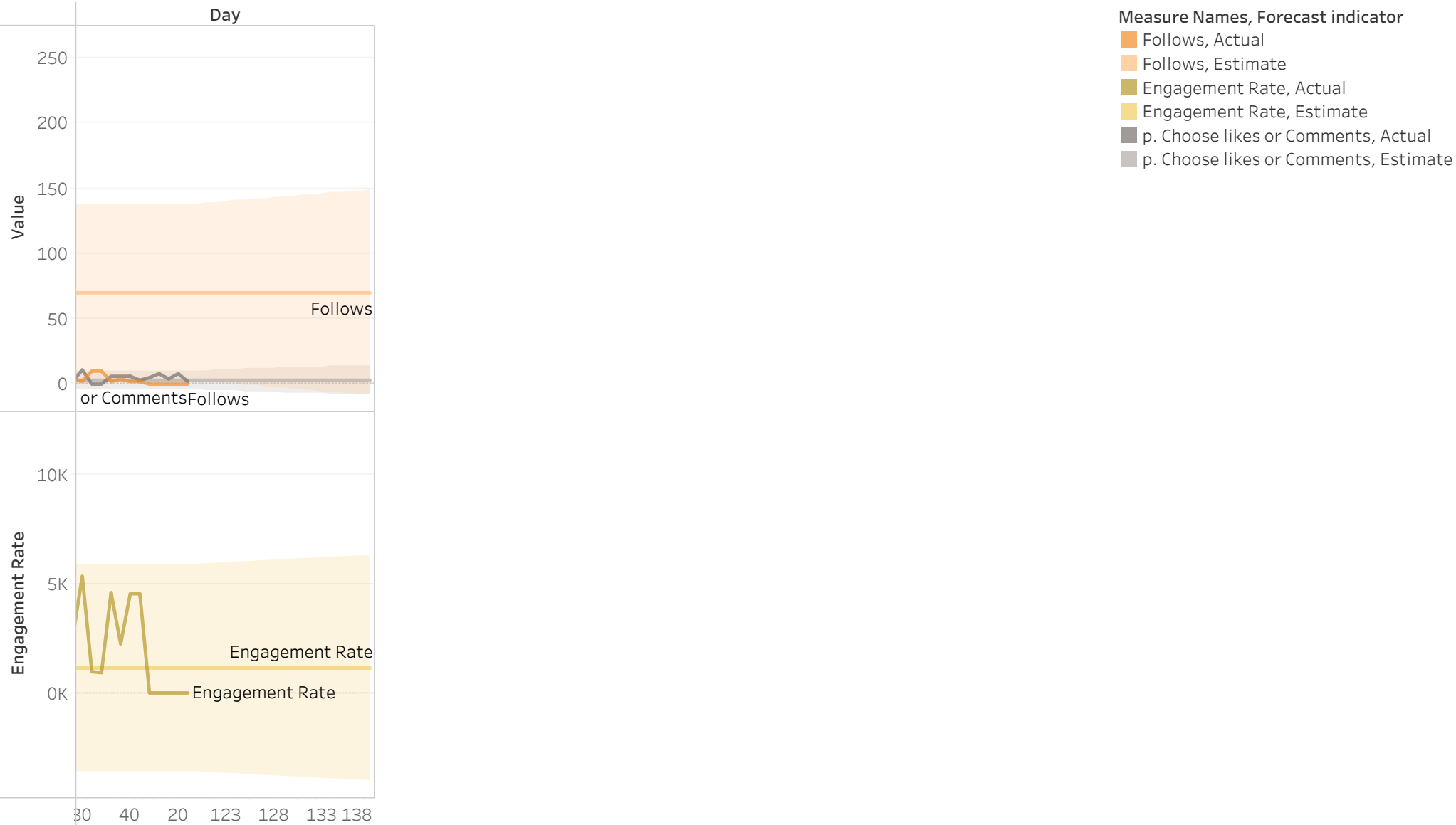
Sum of Follows vs. sum of Impressions. Color shows details about Day (group). Size shows sum of Impressions. Details are shown for Day.

Follow Forecast



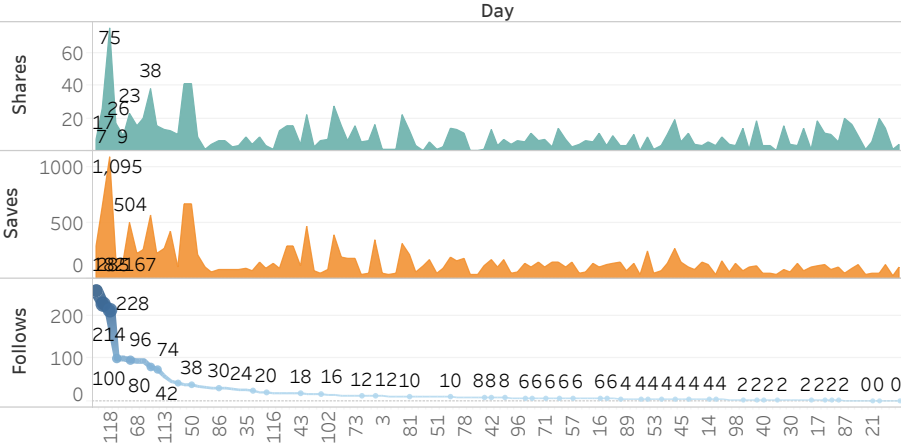
The trends of Follows, p. Choose likes or Comments, Engagement Rate and Engagement Rate for Day. Color shows details about Follows, p. Choose likes or Comments, Engagement Rate and Forecast indicator. The marks are labeled by Follows, p. Choose likes or Comments and Engagement Rate.

Follow Forecast

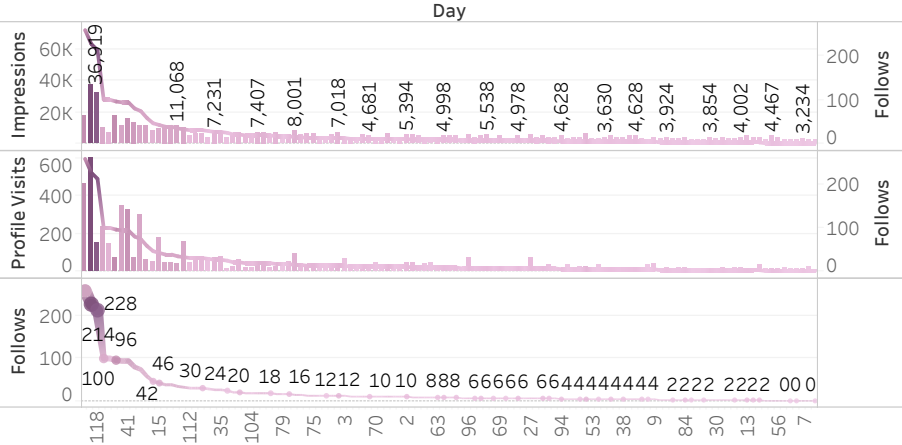


The trends of Follows, p. Choose likes or Comments, Engagement Rate and Engagement Rate for Day. Color shows details about Follows, p. Choose likes or Comments, Engagement Rate and Forecast indicator. The marks are labeled by Follows, p. Choose likes or Comments and Engagement Rate.

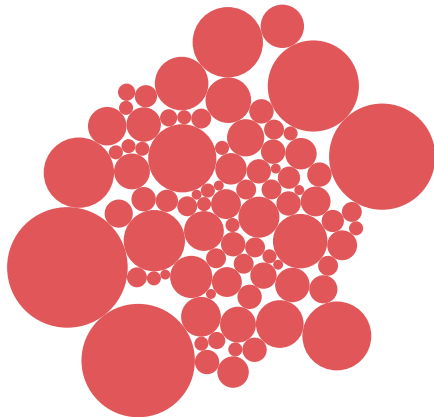
Maximum Shares and Saves wrt Follows



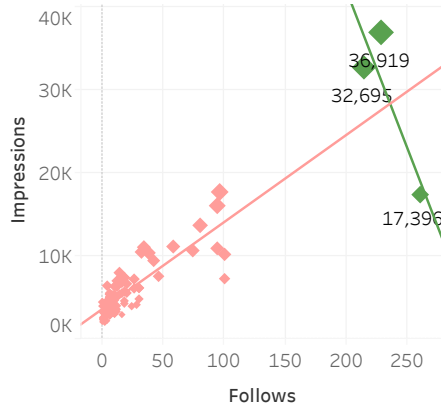
Maximum Impressions wrt Follows



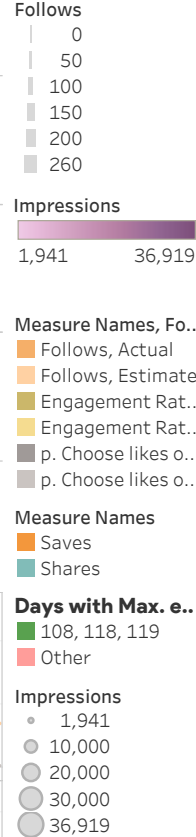
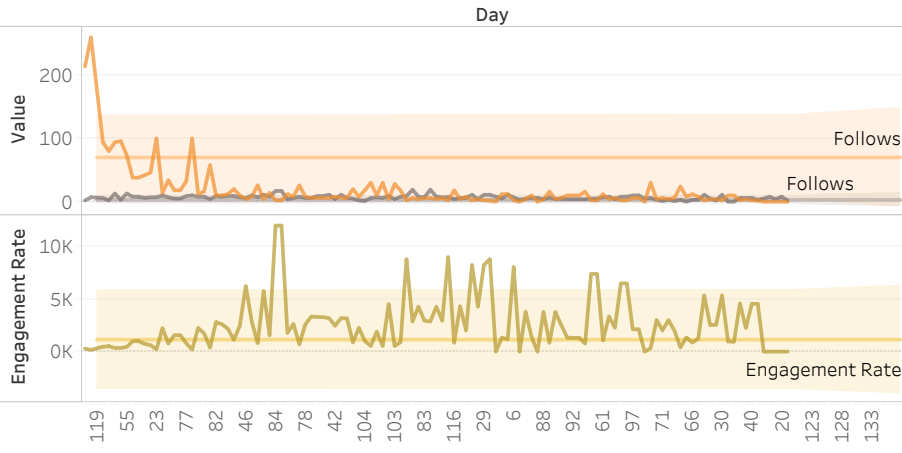
Trending Hashtags, their Impressions and Follows



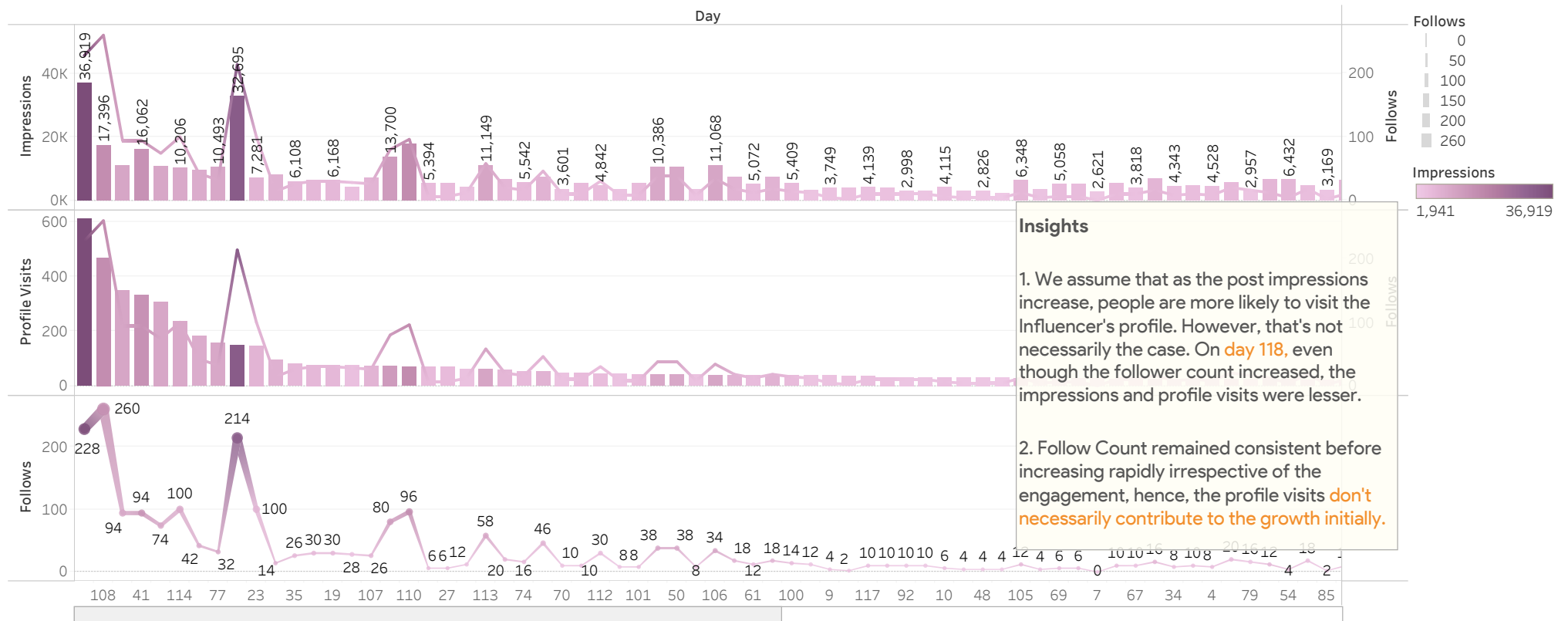
Impressions vs Follows wrt Home and Explore methods



Follow Forecast



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?!	Conclusion 1 - Will this sudden jump in Follow count continue with the same momentum?	Conclusion 2: More impressions, more follow counts
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Influencer Analysis - Instagram

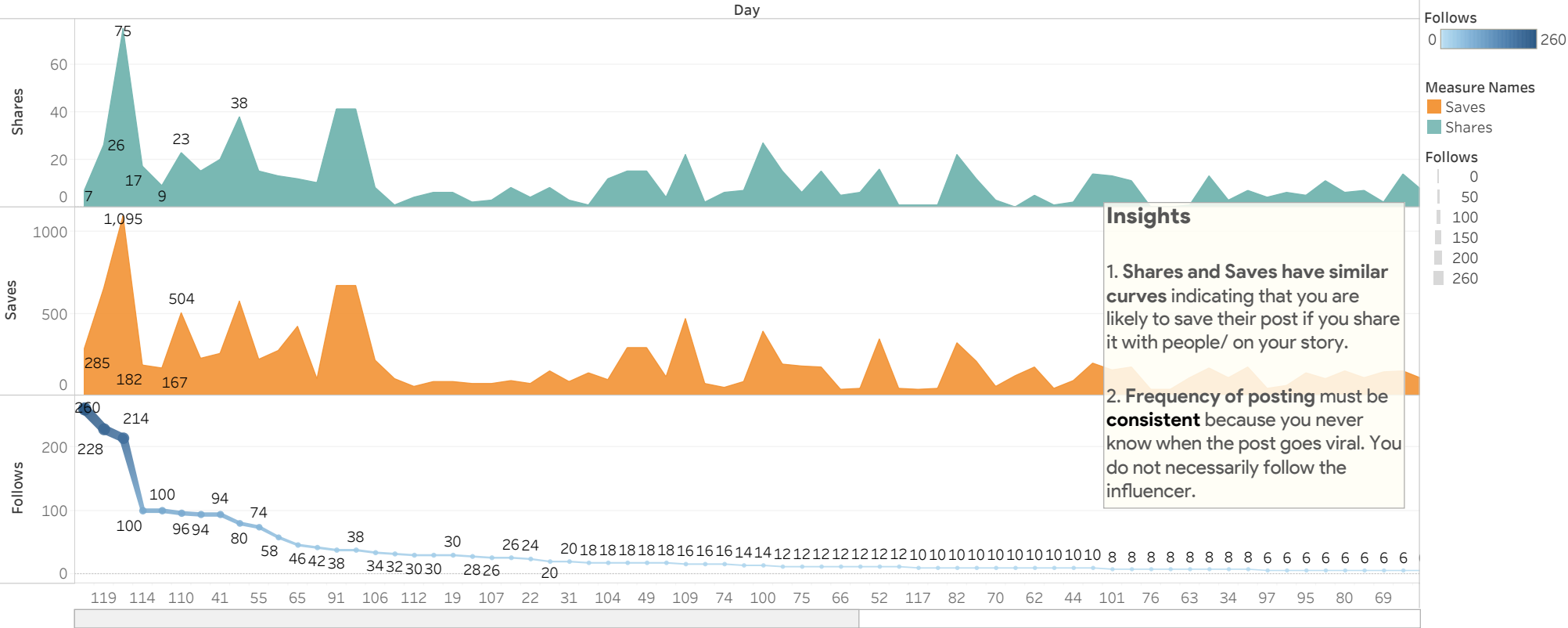
Does the influencer gain followers if the impressions and profile visits are more?

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

Do the hashtags matter?!

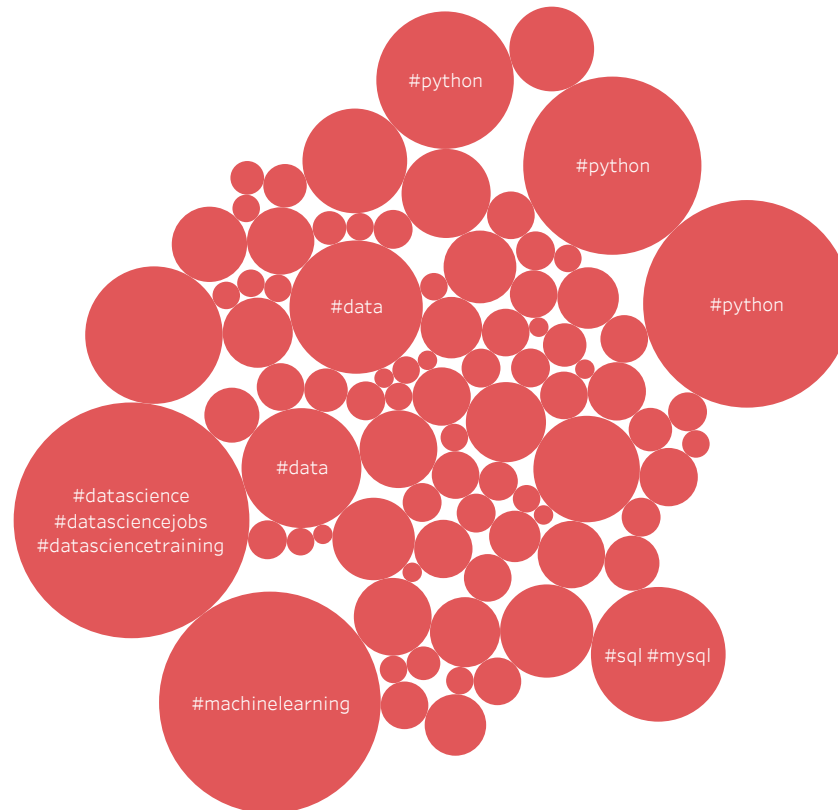
Conclusion 1 - Will this sudden jump in Follow count continue with the same momentum?

Conclusion 2: More impressions, more follow counts



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?!	Conclusion 1 - Will this sudden jump in Follow count continue with the same momentum?	Conclusion 2: More impressions, more follow counts
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In / Out of Least tre..

☒ In
☒ Out

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.

Influencer Analysis - Instagram

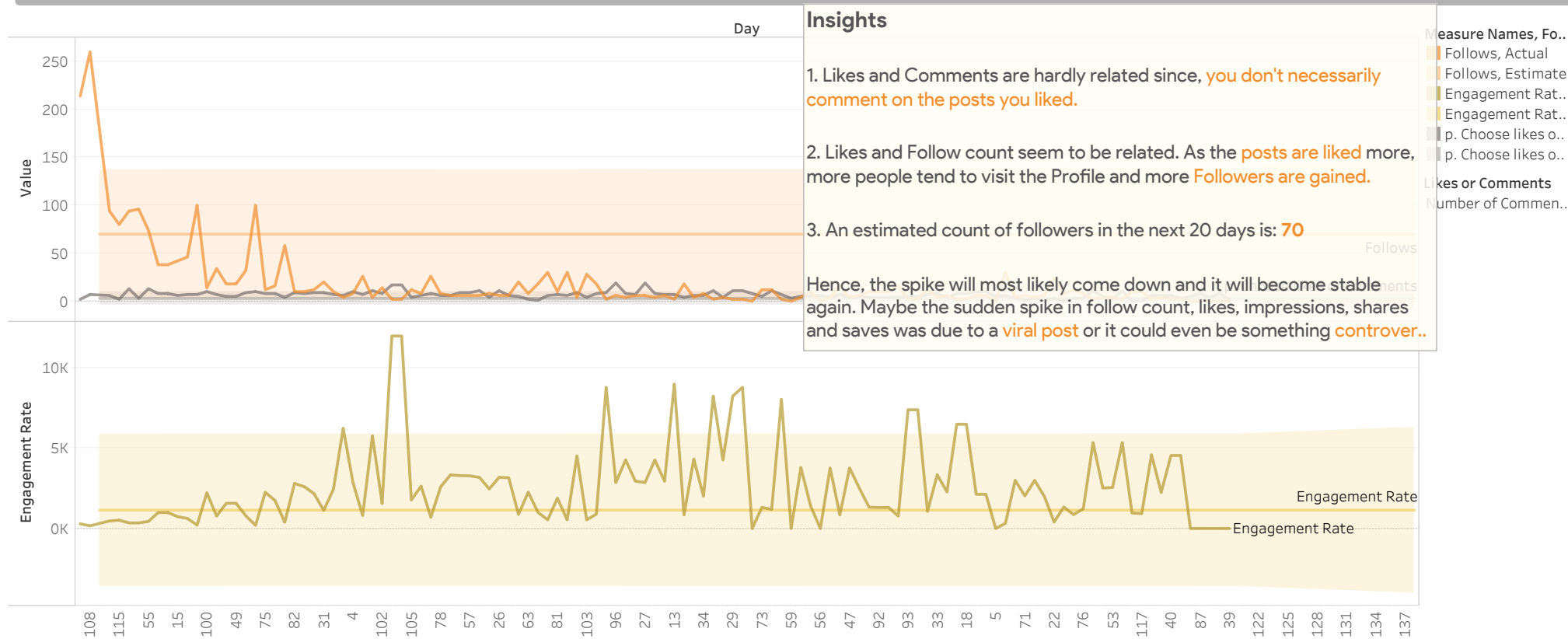
Does the influencer gain followers if the impressions and profile visits are more?

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

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Conclusion 1 - Will this sudden jump in Follow count continue with the same momentum?

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

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