

# Storyboard

Exploring How Content Visibility and Interact..	Reach Analysis: Understanding Post V..	Understanding Audience Engagement	Best Hashtags for Engagement	How Profile Visits Impact Follower Gain	Explore the dashboard to identify key Instag..
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## Introduction

Instagram is a powerful platform where hashtags, reach sources, and engagement metrics play a crucial role in content visibility. This analysis explores how posts perform, where users discover content, and what drives audience interaction.

- Hashtags & Explore contribute to 75% of total reach
- Posts with 3+ hashtags receive 2x more engagement
  - Average engagement rate per post: 4.5%
- Profile visits convert to followers at a 12% rate

This study provides insights to help GramGaze optimize Instagram marketing strategies.

## Storyboard

## Exploring How Content Visibility and Interact..

## Reach Analysis:

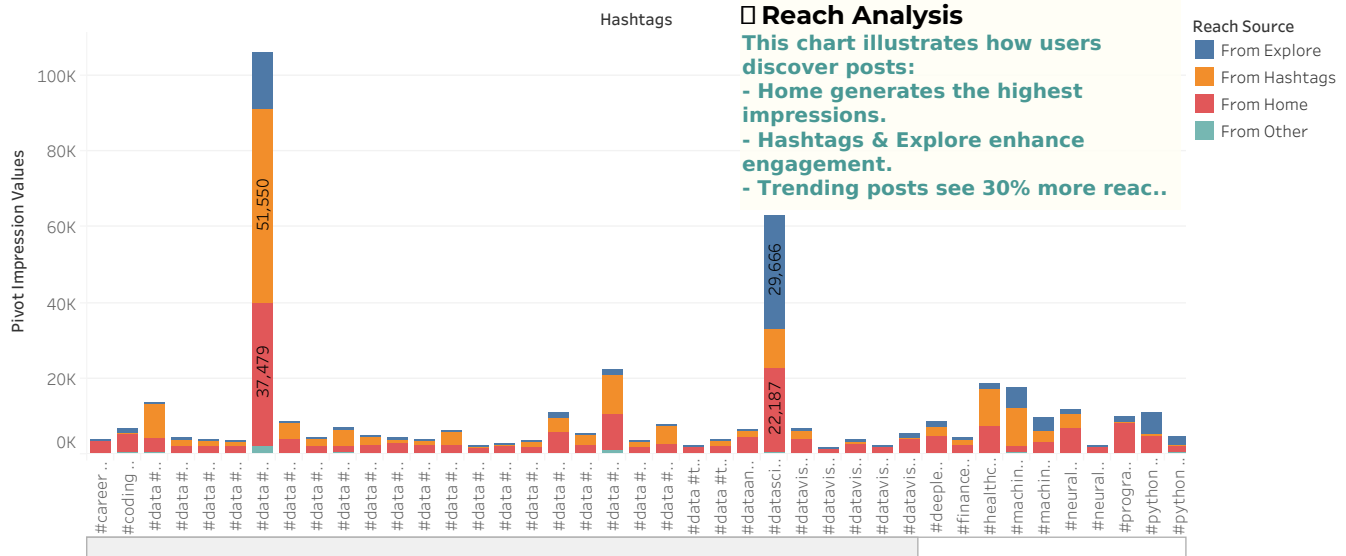
### Understanding Post V..

## Understanding Audience Engagement

## Best Hashtags for Engagement

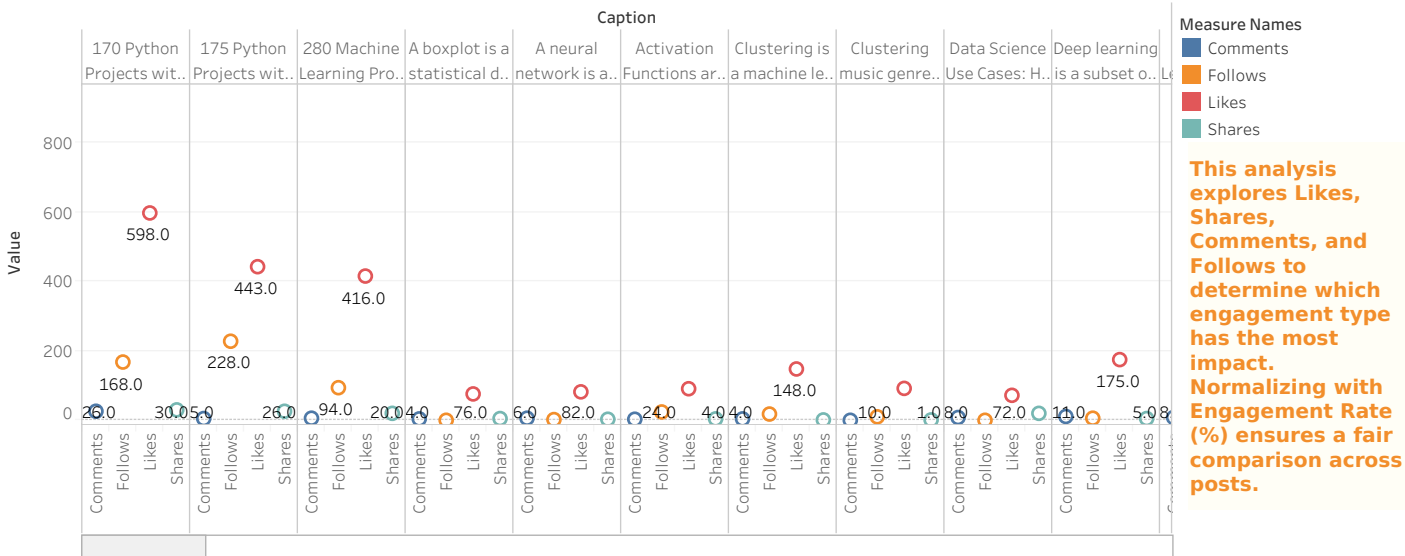
## How Profile Visits Impact Follower Gain

Explore the dashboard to identify key Instag..



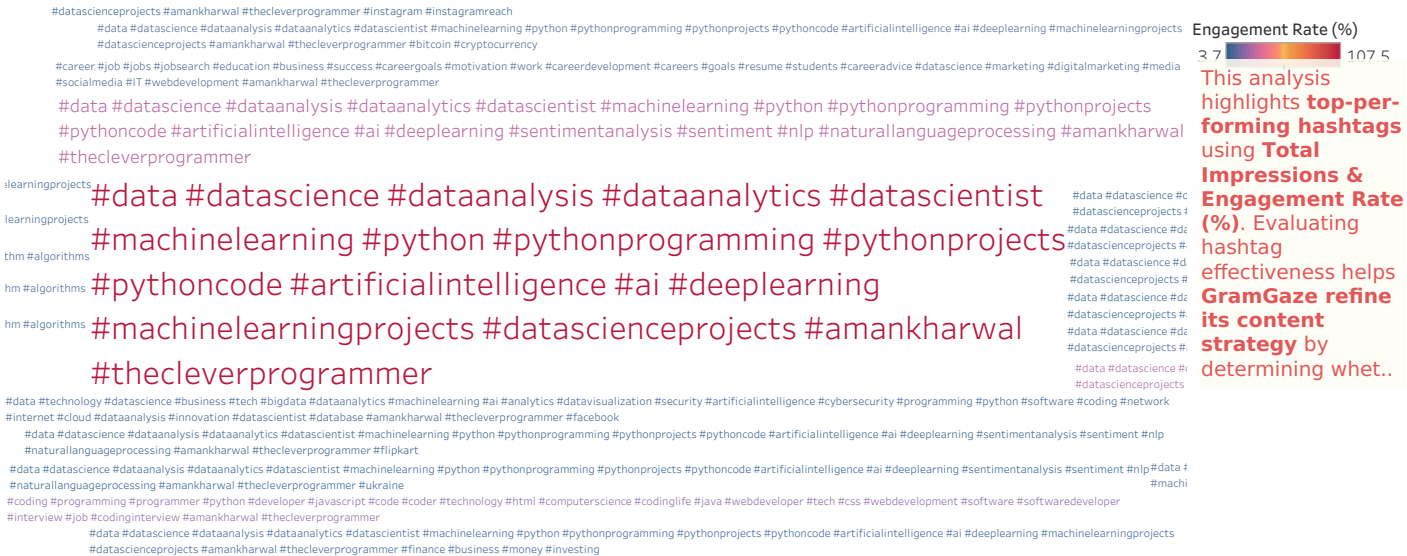
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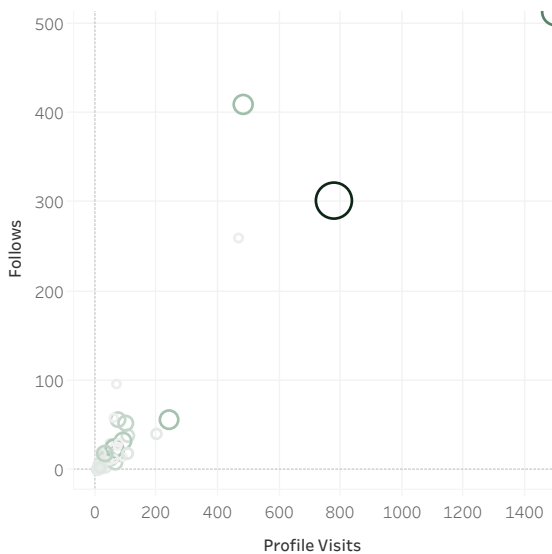
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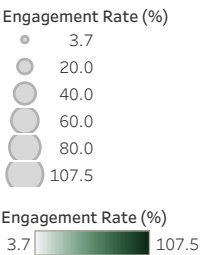


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This analysis explores the link between **Profile Visits and Follows** to assess whether higher visits result in more followers. Identifying posts with the best conversion rates helps refine content strategies for audience growth.

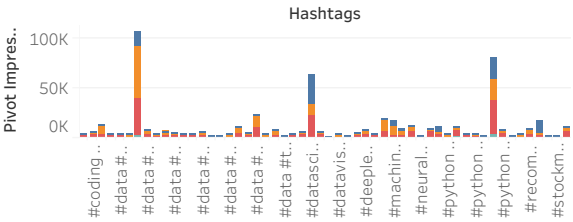


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## Instagram Engagement Insights

### Reach Analysis



### Hashtag Trends & Reach

#career #job #jobs #jobsearch #education #business  
#success #careergoals #motivation #work  
#careerdevelopment #careers #goals #resume #students #  
#careeradvice #datascience #marketing #digitalmarketi.. #

#### Reach Source

- From Explore
- From Hashtags
- From Home
- From Other

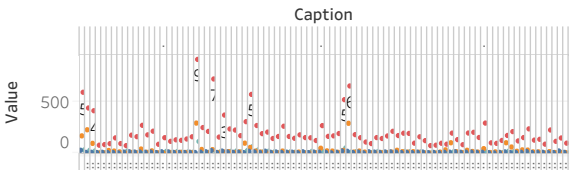
#### Measure Names

- Comments
- Follows
- Likes
- Shares

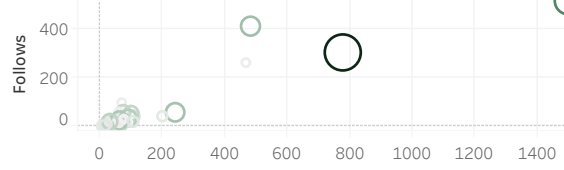
#### Engagement Rate (%)

3.7 107.5

### Audience Engagement Metrics



### Follower Conversion Rate



#### Engagement Rate (%)

- 3.7
- 20.0
- 40.0
- 60.0
- 80.0