

## Backend Analytics API v1.2

### **Optional Parameters:**

*Date Range* - Query can optionally provide 2 date parameters to define the date range to run the query on.  
Always in ISO 8601 format.

*Photo/Video* - Query can optionally filter only on photo or video posts. Defaults to all.

## **Community**

### Follower Growth

*Description* - Number of Followers per day

*Optional Parameters* - Date Range

### Gained and Lost Followers

*Description* - In my opinion, we would need to be able to collect all of the followers of a user and compare the list with the previous day. To my understanding this doesn't exist in the API, so this graph may need to be skipped. If you figure out a way to do it that I'm not thinking of, let's implement it.

*Optional Parameters* - Date Range

### Latest Followers

*Description* - Latest followers of a user. To my understanding again, this isn't possible in this version of the API.

### Latest Followers Lost

*Description* - Not possible to my understanding with this version of the API.

### Top Followers

*Description* - Not possible to my understanding with this version of the API.

### Top Followers Lost

*Description* - Not possible to my understanding with this version of the API.

### Follower Location

*Description* - Not possible to my understanding with this version of the API.

### Community Structure

*Description* - Not possible to my understanding with this version of the API.

### Followings That Don't Follow Me Back

*Description* - Not possible to my understanding with this version of the API.

### Followers I Don't Follow Back

*Description* - Not possible to my understanding with this version of the API.

### Followers I Follow Back

*Description* - Not possible to my understanding with this version of the API.

## ***Content***

### Post History Growth

*Description* - Graph representing the total number of posts over a given period of time

*Optional Parameters* - Date Range, Photo/Video

### Post Distribution

*Description* - Stacked column chart showing amount of posting growth by year. Returns  $x$  number of arrays. Each array is a separate series.  $x$  being the number of years since the account has existed on Instagram. Each inner array contains either 12 indices for every month, or 52 for every week in the year, depending on the parameter.

*Optional Parameters* - Photo/Video, Monthly/Weekly Data

### Filters Usage

*Description* - Returning an array of most commonly used filters.

*Optional Parameters* - Photo/Video

### Post Density

*Description* - Depending on parameters, return either: array of the 7 days of the week, with number of posts that have been made on that day of the week; or, array of every hour, with number of posts that have been made within that hour of the day

*Optional Parameters* - Photo/Video, Daily/Hourly Data

### Tag Usage

*Description* - Return list of most commonly used #hashtags in a post body

*Optional Parameters* - Photo/Video

### Tag Repartition

*Description* - Percent of posts that have tags

*Optional Parameters* - Photo/Video

### Geolocation

*Description* - Percent of posts that are geotagged

*Optional Parameters* - Photo/Video

## ***Engagement***

### Likes Received

*Description* - Total Likes Received on a Profile

### Average Likes Per Post

*Description* - Average likes per post

### Comments Received

*Description* - Total comments received on all posts

### Average Comments Per Post

*Description* - Average comments received per post

#### Like History

*Description* - Total likes received every day within the given date period

*Optional Parameters* - Date Range, Photo/Video

#### Comment History

*Description* - Total comments received every day within the given date period

*Optional Parameters* - Date Range, Photo/Video

#### Best Time to Post

*Description* - Return a multidimensional array. Each array is a day of the week, starting on Sunday. Each index of the inner arrays will be an hour within that day of the week. The hour index will contain either the total likes, comments, engagement, or posting habits from within that hour on that day.

*Optional Parameters* - Date Range, Photo/Video, Filter by likes/comments/engagement rate/posting habits

#### Hashtag Performance

*Description* - List of most popular hashtags, sorted by most popular posts.

*Optional Parameters* - Date Range, Photo/Video, Filter by: Posts most liked, posts most commented, posts most engaging, posts most love rated, posts most talk rated. Default is posts most engaging

#### Filter Impact on Likes

*Description* - Average amount of likes received on all posts on each filter

*Optional Parameters* - Photo/Video

#### Filter Impact on Comments

*Description* - Average amount of comments received on all posts on each filter

*Optional Parameters* - Photo/Video

#### Love Rate

*Description* - Number of likes received on the **2nd** most recent post, divided by total number of followers at time of posting that media

#### Talk Rate

*Description* - Number of comments received on the **2nd** most recent post, divided by total number of followers at time of posting that media

#### Engagement Rate

*Description* - Number of likes plus comments received on the **2nd** most recent post, divided by total number of followers at time of posting that media

#### Most Recent Posts

*Optional Parameters* - Date Range, Photo/Video

#### Least Recent Posts

*Optional Parameters* - Date Range, Photo/Video

#### Most Liked Posts

*Optional Parameters* - Date Range, Photo/Video

Least Liked Posts

*Optional Parameters* - Date Range, Photo/Video

Most Commented Posts

*Optional Parameters* - Date Range, Photo/Video

Least Commented Posts

*Optional Parameters* - Date Range, Photo/Video

Most Engaging Posts

*Optional Parameters* - Date Range, Photo/Video

Least Engaging Posts

*Optional Parameters* - Date Range, Photo/Video

Most Love Rated

*Optional Parameters* - Date Range, Photo/Video

Least Love Rated

*Optional Parameters* - Date Range, Photo/Video

Most Talk Rated

*Optional Parameters* - Date Range, Photo/Video

Least Talk Rated

*Optional Parameters* - Date Range, Photo/Video