

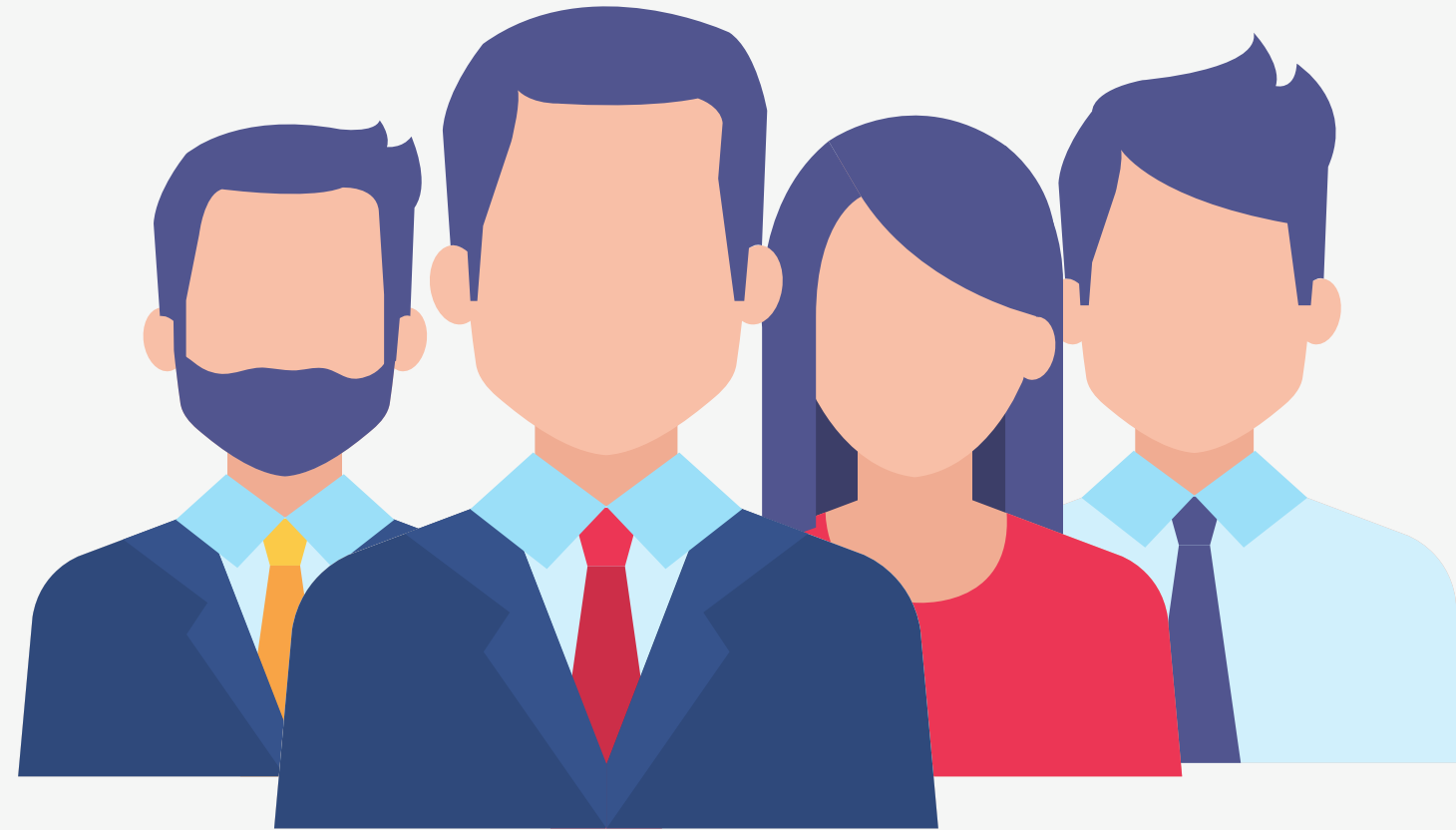


# **Data Analyst Project: Instagram SOMETHINC & Skintific Indonesia**

**Kelompok 3**



# Team



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# Tools



**RStudio for statistical needs with many basic functions for statistics and data exploration**



**Spreadsheets to create data**



**Data Studio**

**Google Data Studio for data visualization**

# Data Analysis Stages

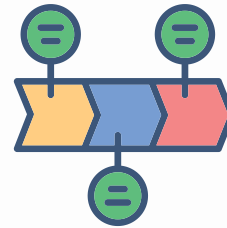
*Ask*



*Prepare*



*Process*



*Analyze*



*Share*





**Ask**



- • • •
- • • •
- • • •

**About Data: Skintific Indonesia and SOMETHINC are very popular cosmetic brands currently. To increase their sales, both companies use Social Media to promote and increase their interactions with buyers. We will do a descriptive analysis of Instagram social media on both brands during 2022.**

- 1.How many posts have been uploaded by the SOMETHINC and Skintific Indonesia in 2022?
- 2.What date and time did the post reached the highest engagement?
- 3.The average of hours that have the highest engagement?
- 4.Five types of content that have the highest and the lowest engagement?
- 5.The overall average engagement comparison between Instagram SOMETHINC and Skintific Indonesia?
- 6.The average growth followers of SOMETHINC and Skintific Indonesia in daily?
- 7.The average growth followers of SOMETHINC and Skintific Indonesia in monthly?
- 8.The overall average growth follower comparison between Instagram SOMETHINC and Skintific Indonesia?





**Prepare**



# Data source



skintificid



somethincofficial

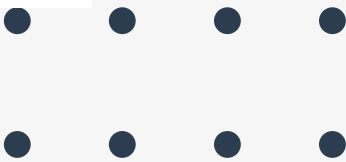





# Timeline



	Day 1	Day 2	Day 3	Day 4
<b>Extract Data</b>				
<b>Transform Data</b>				
<b>Load Data</b>				
<b>Analyze Data</b>				
<b>Make a visualization</b>				
<b>Summarize the result</b>				





# Process





# Dataset Information

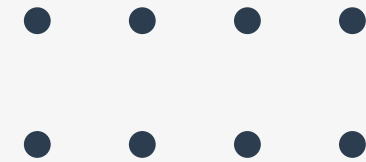
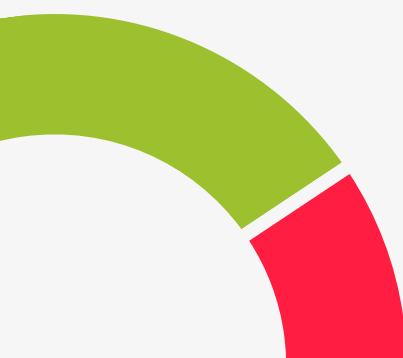


**391**  
**Rows**

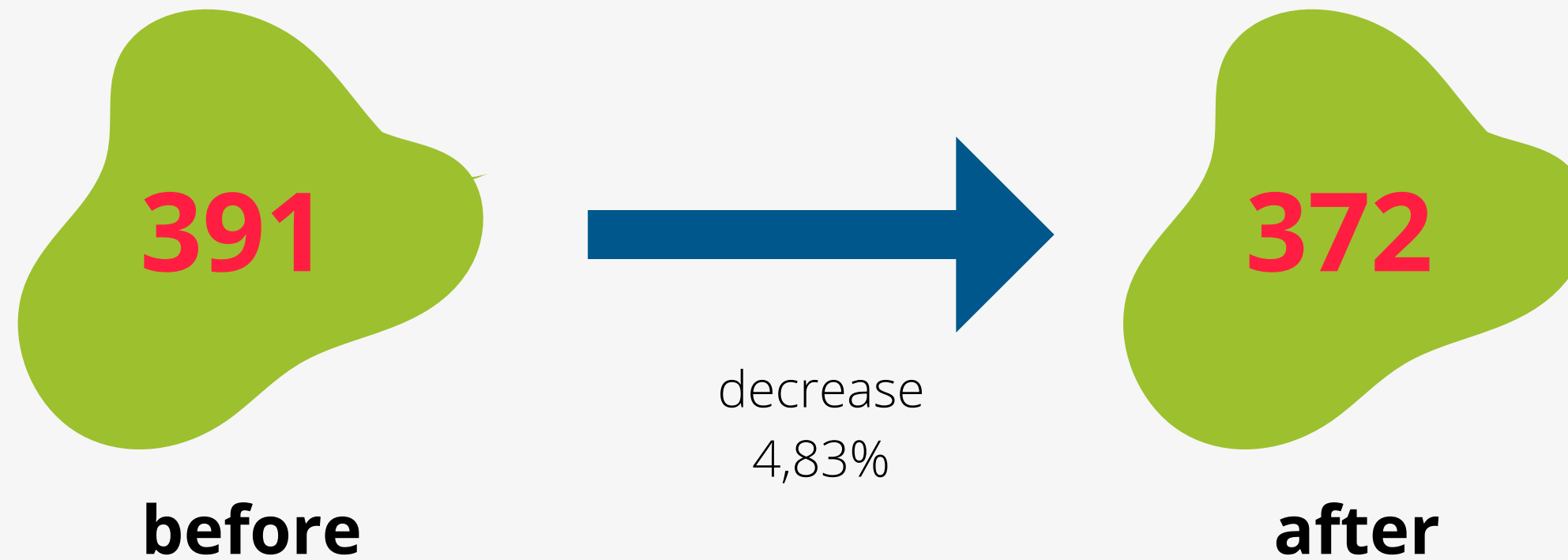
**10**  
**Features**

**1**  
**target**

Numeric	Categorical
Date	Name
Jam	Caption
my_date	Link
Likes	Image
Comment	
Engagement	



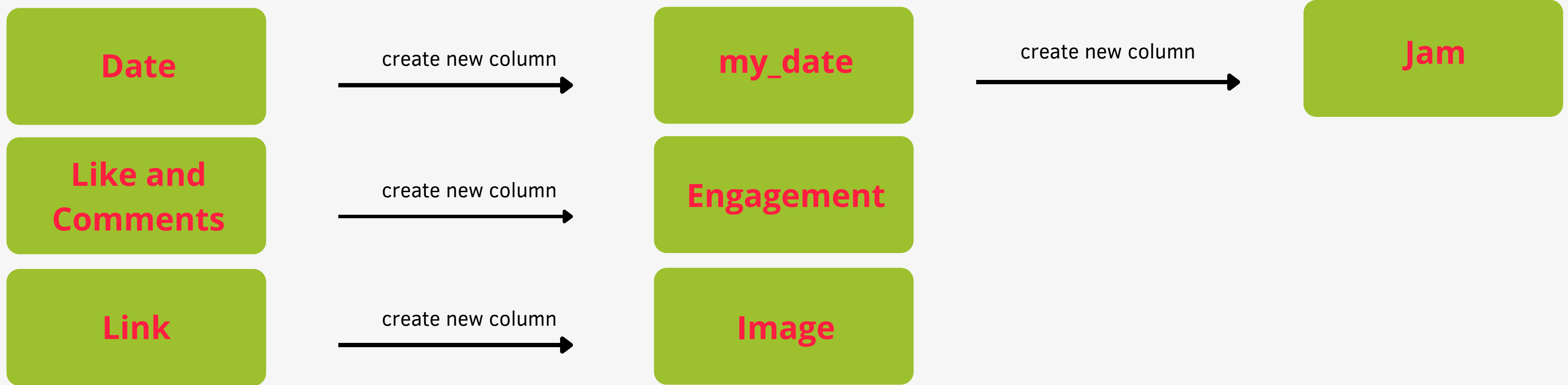
# Data Cleansing



- ✓ Check missing value -> 0
- ✓ Check duplicate data -> 6
- ✓ Filtering Data only in 2022
- ✓ Remove post already deleted in Instagram



# Feature Engineering

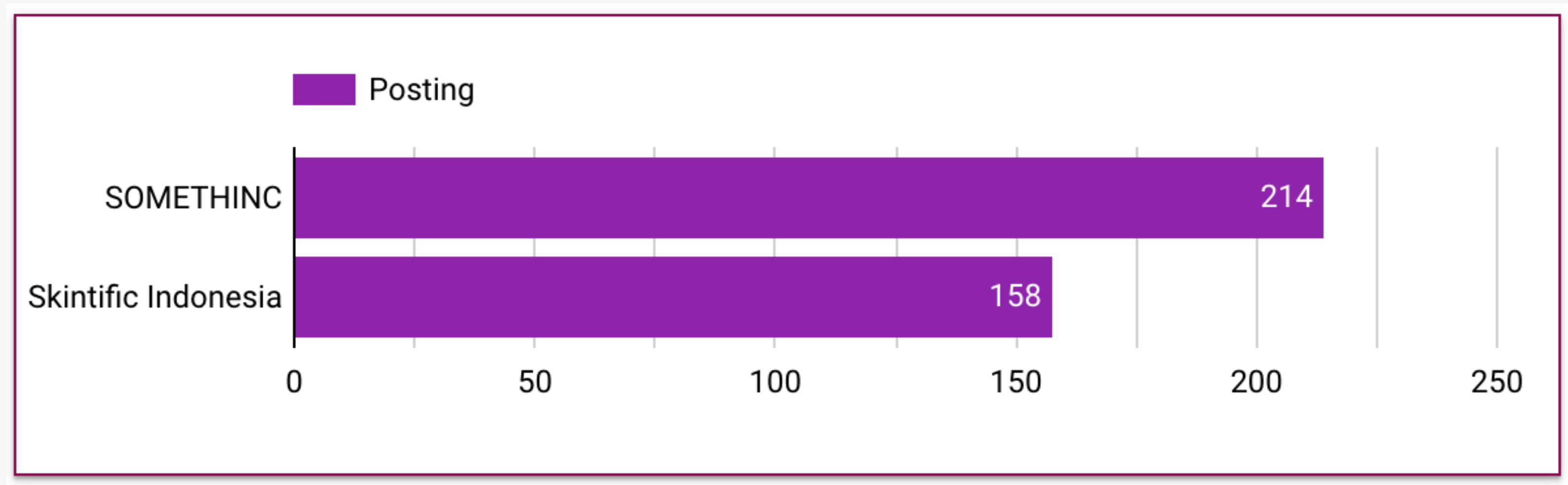




**Analyze**



# How many posts have been uploaded by the SOMETHINC AND Skintific Indonesia in 2022?



in 2022, SOMETHINC had uploaded 214 post and Skintific had uploaded 158 post

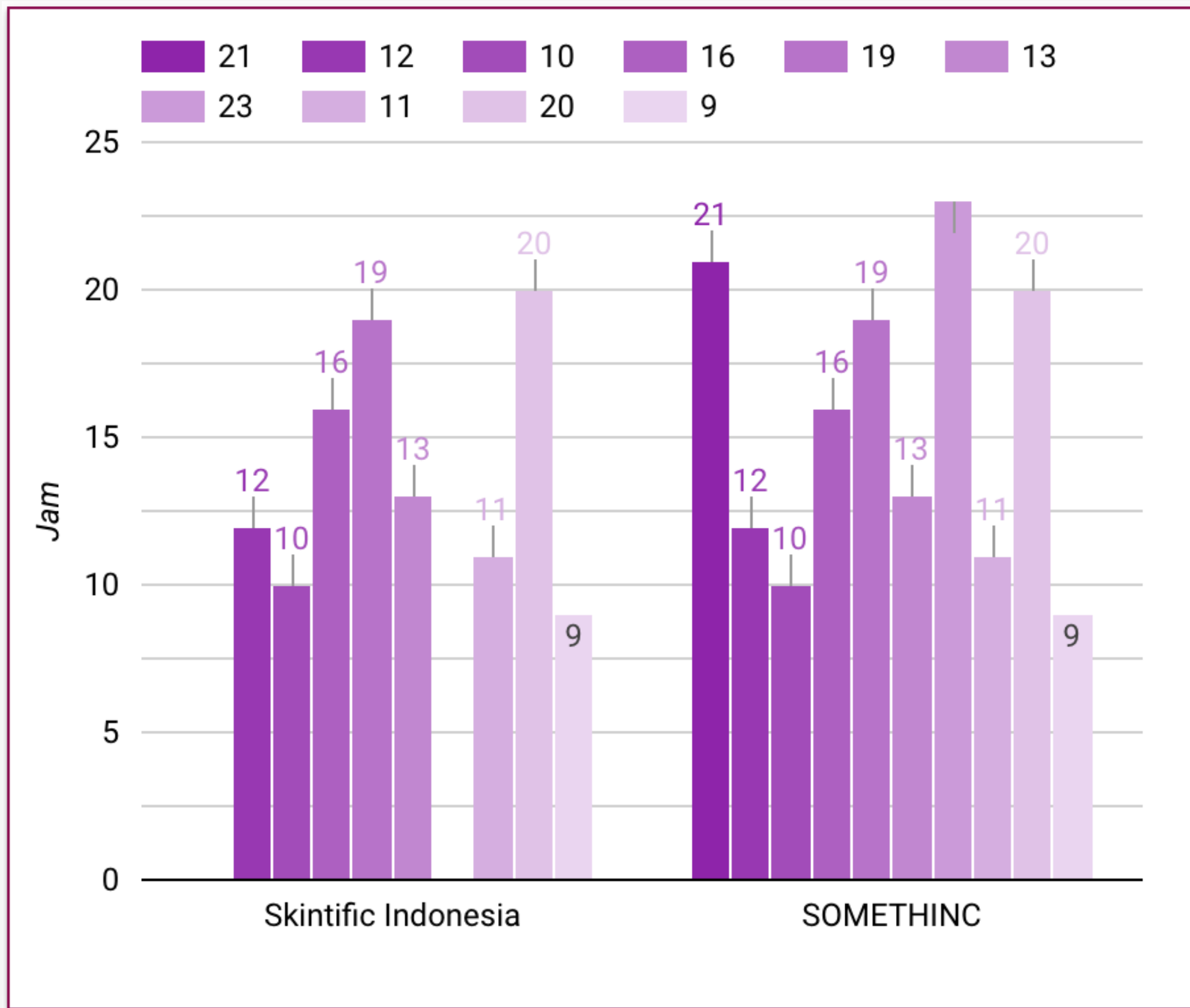
# What date and time did the post have the highest engagement?

	Date	Jam	Likes	Comment	Engagement ▾
1.	6 Jan 2022	16	118249	6717	124.966
2.	2 Jan 2022	10	79632	3357	82.989
3.	1 Jan 2022	10	79953	2528	82.481
4.	1 Jan 2022	10	66562	1238	67.800
5.	4 Jan 2022	12	64106	741	64.847
6.	1 Jan 2022	10	63143	692	63.835
7.	4 Mar 2022	10	54374	1897	56.271
8.	5 Mar 2022	11	51027	1410	52.437
9.	15 Jan 2022	19	50726	1131	51.857
10.	9 Jan 2022	10	44058	914	44.972
					1 - 100 / 373 < >

The highest Engagament post had been uploaded at Januari 6, 2022 16:54 WIB



# The average of hours that have the highest engagement?

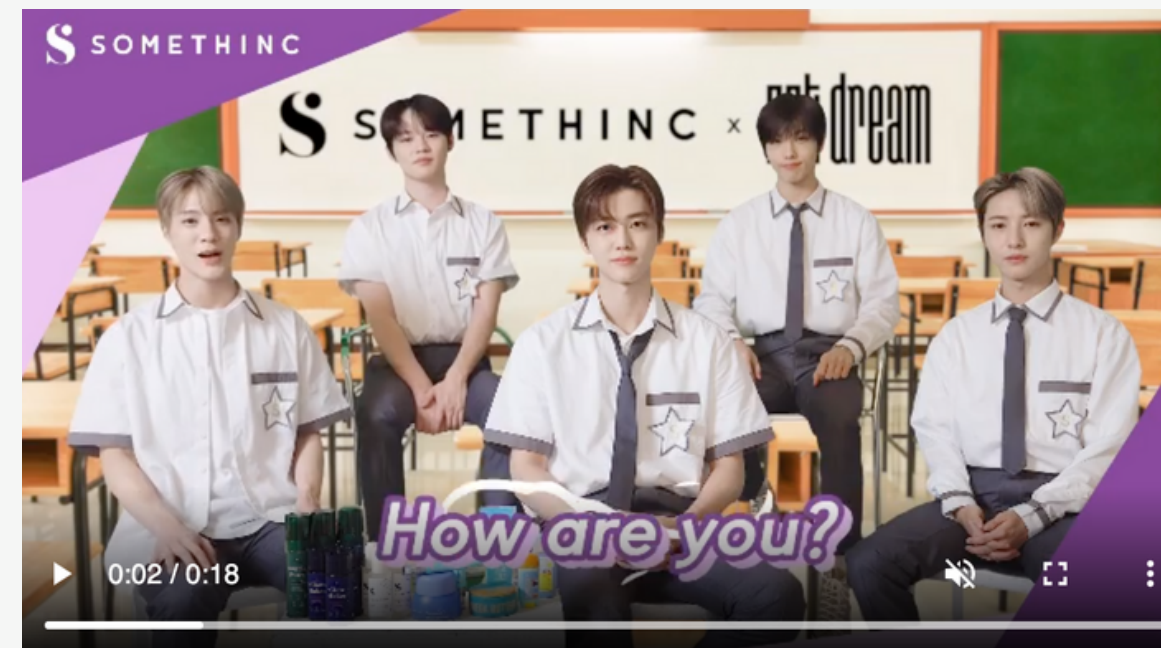


the average post with the highest engagement for SOMETHINC was uploaded at 21.00 and Skintific at 12.00



# Five types of content that have the highest engagement?

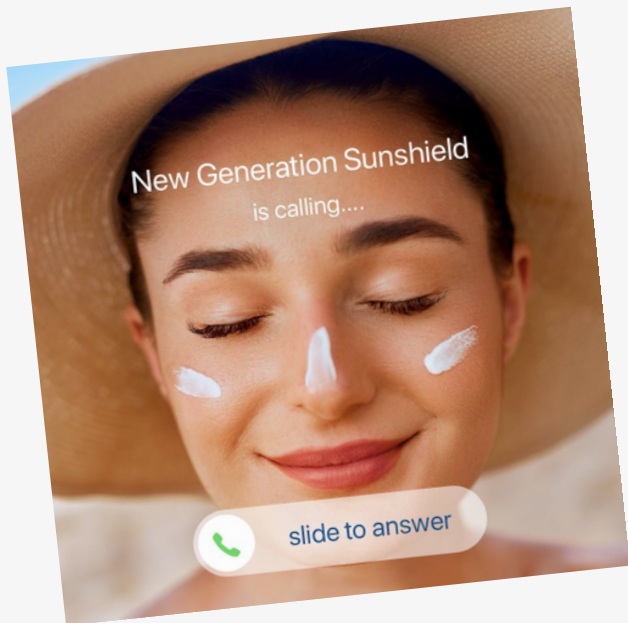
	Name	Link	Engagement
1.	SOMETHINC	<a href="https://www.instagram.com/p/CYYmLaXPRIr/">https://www.instagram.com/p/CYYmLaXPRIr/</a>	124.966
2.	SOMETHINC	<a href="https://www.instagram.com/tv/CYNo1tZBBkW/">https://www.instagram.com/tv/CYNo1tZBBkW/</a>	82.989
3.	SOMETHINC	<a href="https://www.instagram.com/p/CYK_P7DvIXE/">https://www.instagram.com/p/CYK_P7DvIXE/</a>	82.481
4.	SOMETHINC	<a href="https://www.instagram.com/p/CYK_fVevS3T/">https://www.instagram.com/p/CYK_fVevS3T/</a>	67.800
5.	SOMETHINC	<a href="https://www.instagram.com/p/CYS-ezEPiXO/">https://www.instagram.com/p/CYS-ezEPiXO/</a>	64.847
1 - 5 / 373 < >			



The five posts that reach the highest engagement are posts that contains Korean, with the theme of giveaway, video greetings, and events.



# Five types of content that have the lowest engagement?



	Name	Link	Engagement ▲
1.	Skintific Indonesia	<a href="https://www.instagram.com/p/CZTnBxXvcaD/">https://www.instagram.com/p/CZTnBxXvcaD/</a>	284
2.	Skintific Indonesia	<a href="https://www.instagram.com/p/CZd2dmPJWWC/">https://www.instagram.com/p/CZd2dmPJWWC/</a>	313
3.	Skintific Indonesia	<a href="https://www.instagram.com/tv/CYd6BLcAdJA/">https://www.instagram.com/tv/CYd6BLcAdJA/</a>	331
4.	Skintific Indonesia	<a href="https://www.instagram.com/p/CYbMMEJt8Y9/">https://www.instagram.com/p/CYbMMEJt8Y9/</a>	335
5.	Skintific Indonesia	<a href="https://www.instagram.com/p/Cc4_3tZrmvd/">https://www.instagram.com/p/Cc4_3tZrmvd/</a>	349

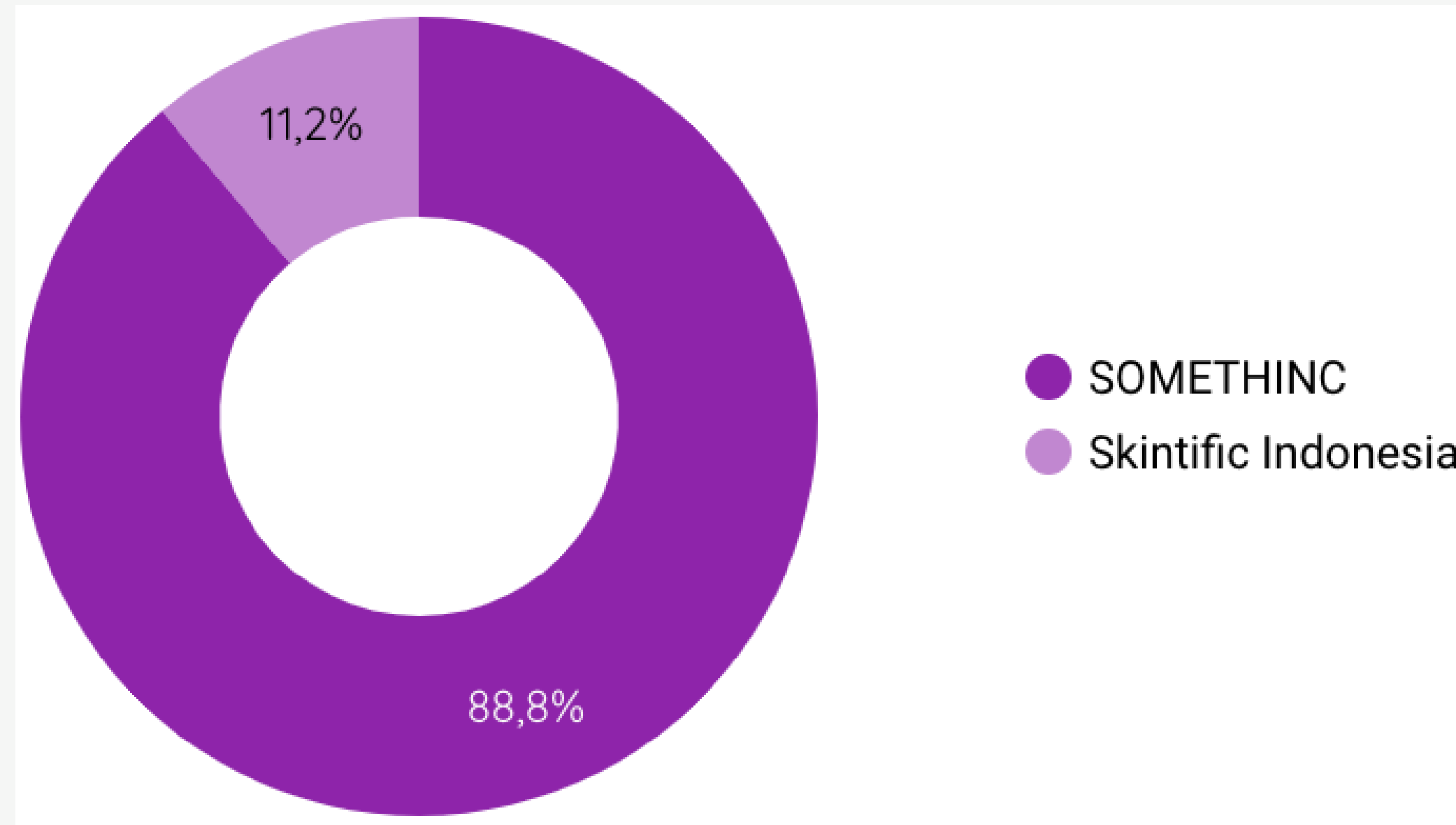
1 - 5 / 372 < >



The five posts that reach the lowest engagement are posts which only contains promotional content.

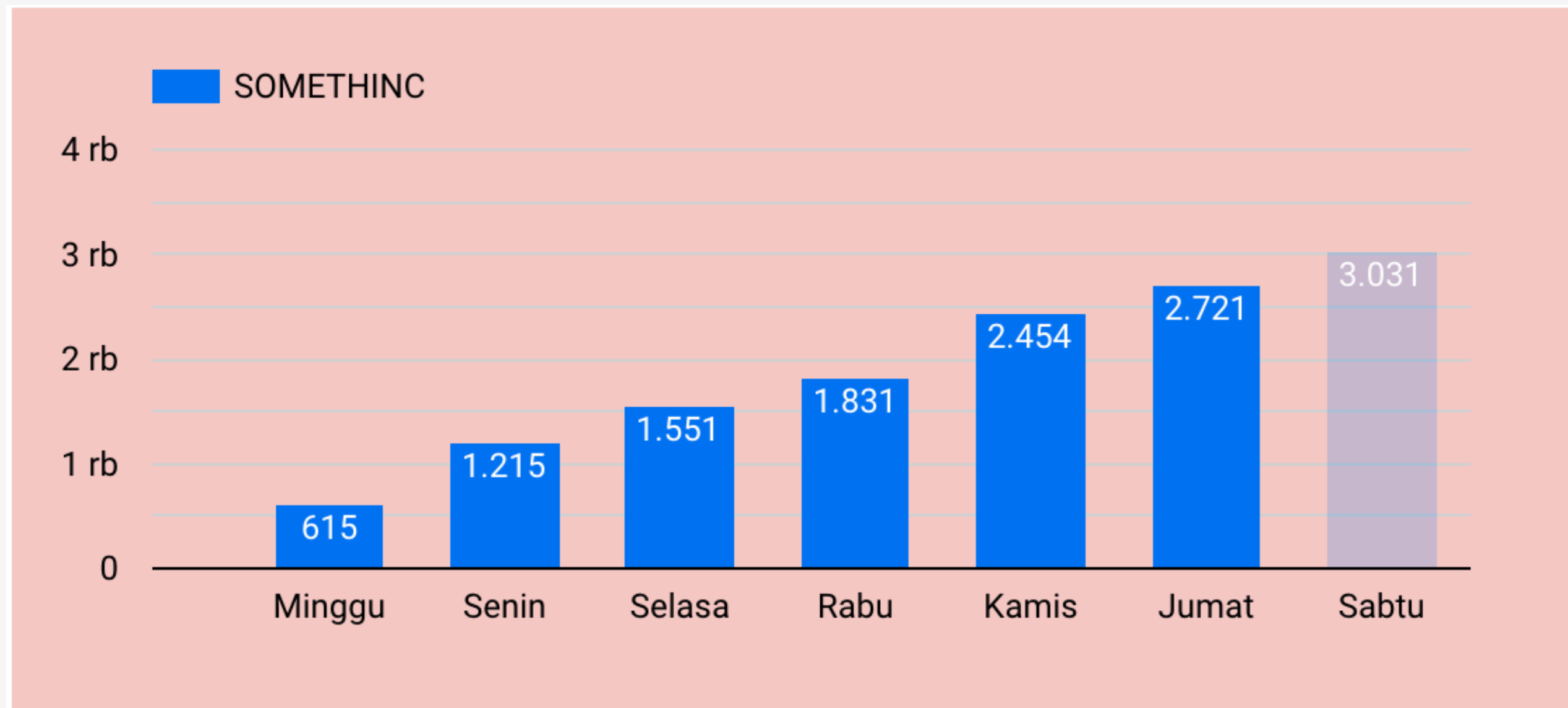


# The average engagement comparison between Instagram SOMETHINC and Skintific Indonesia?



The overall average engagement of the two brands, SOMETHINC get 77,6% higher than Skintific.

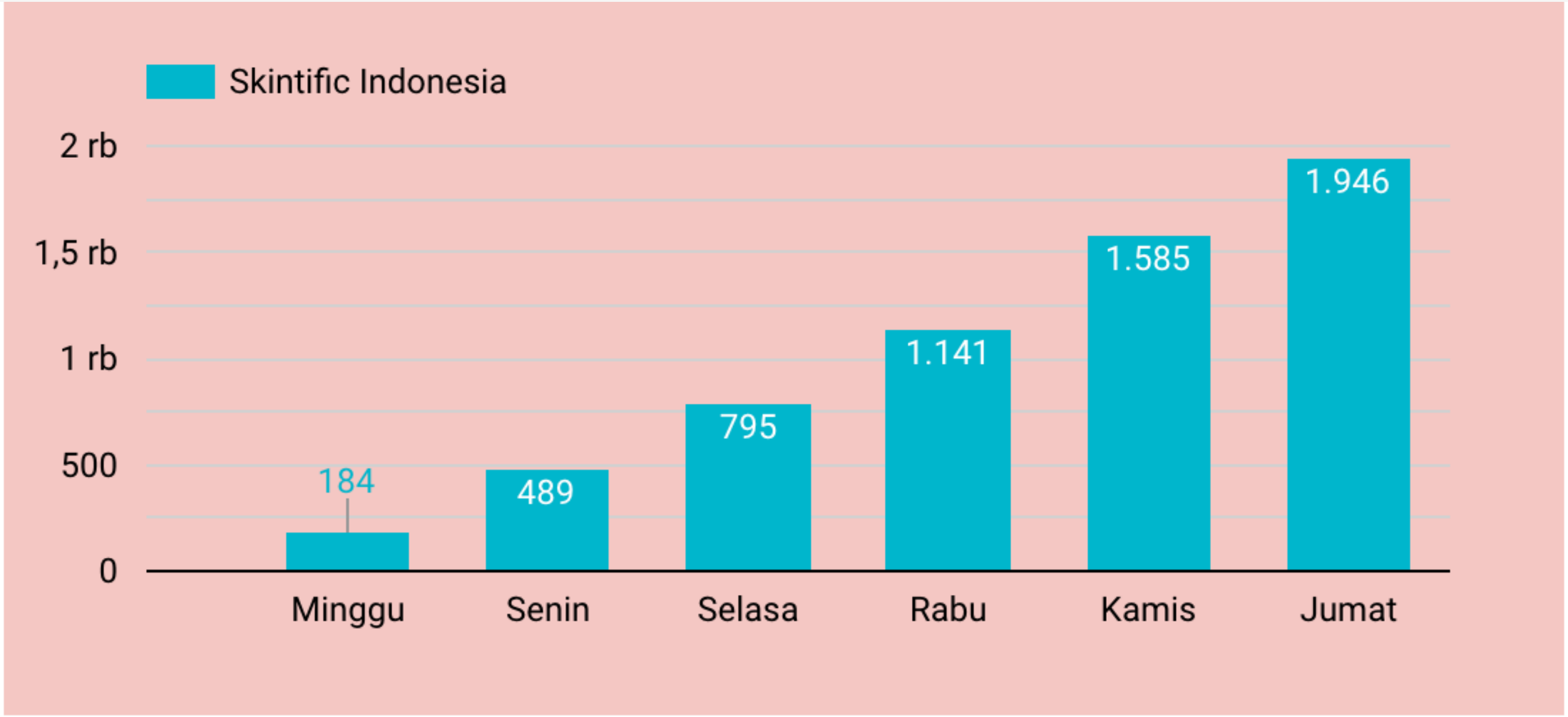
# The average growth followers of SOMETHINC in daily?



The daily highest number of followers SOMETHINC is Saturday

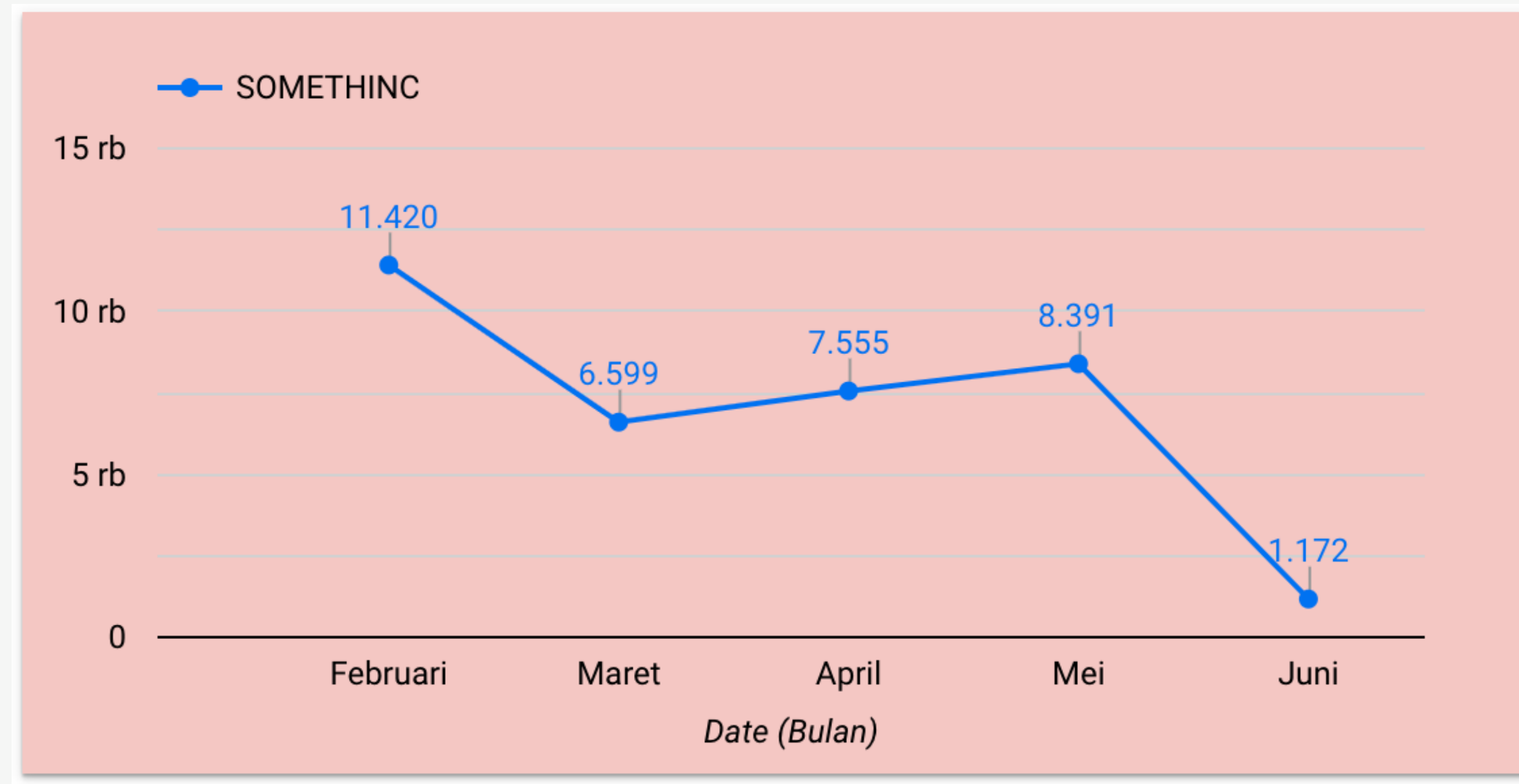


# The average growth followers of Skintific Indonesia in daily?



The daily highest number of followers Sintific is Jumat

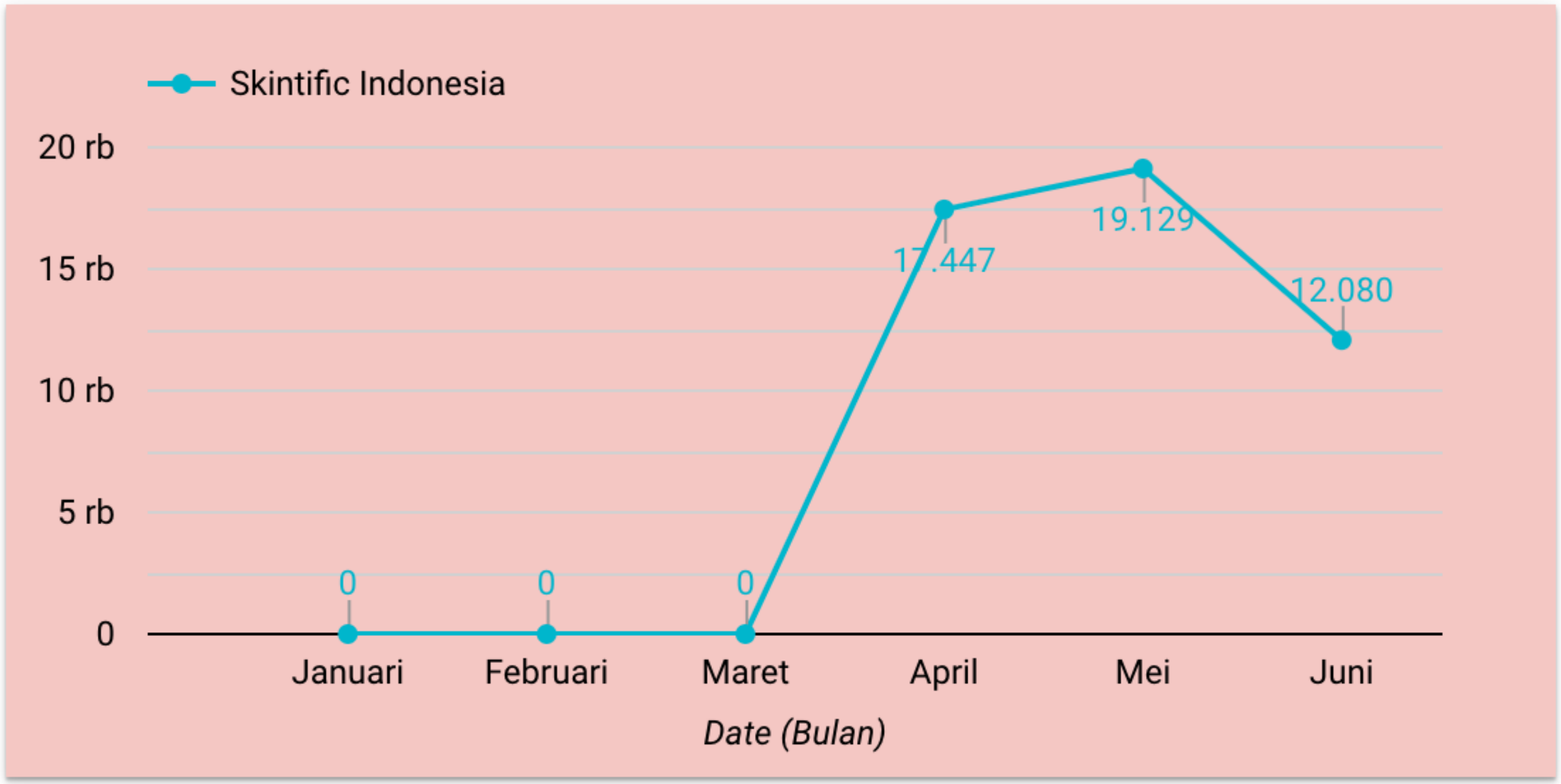
# The average growth followers of SOMETHINC monthly?



The monthly highest number of followers from SOMETHINC is February



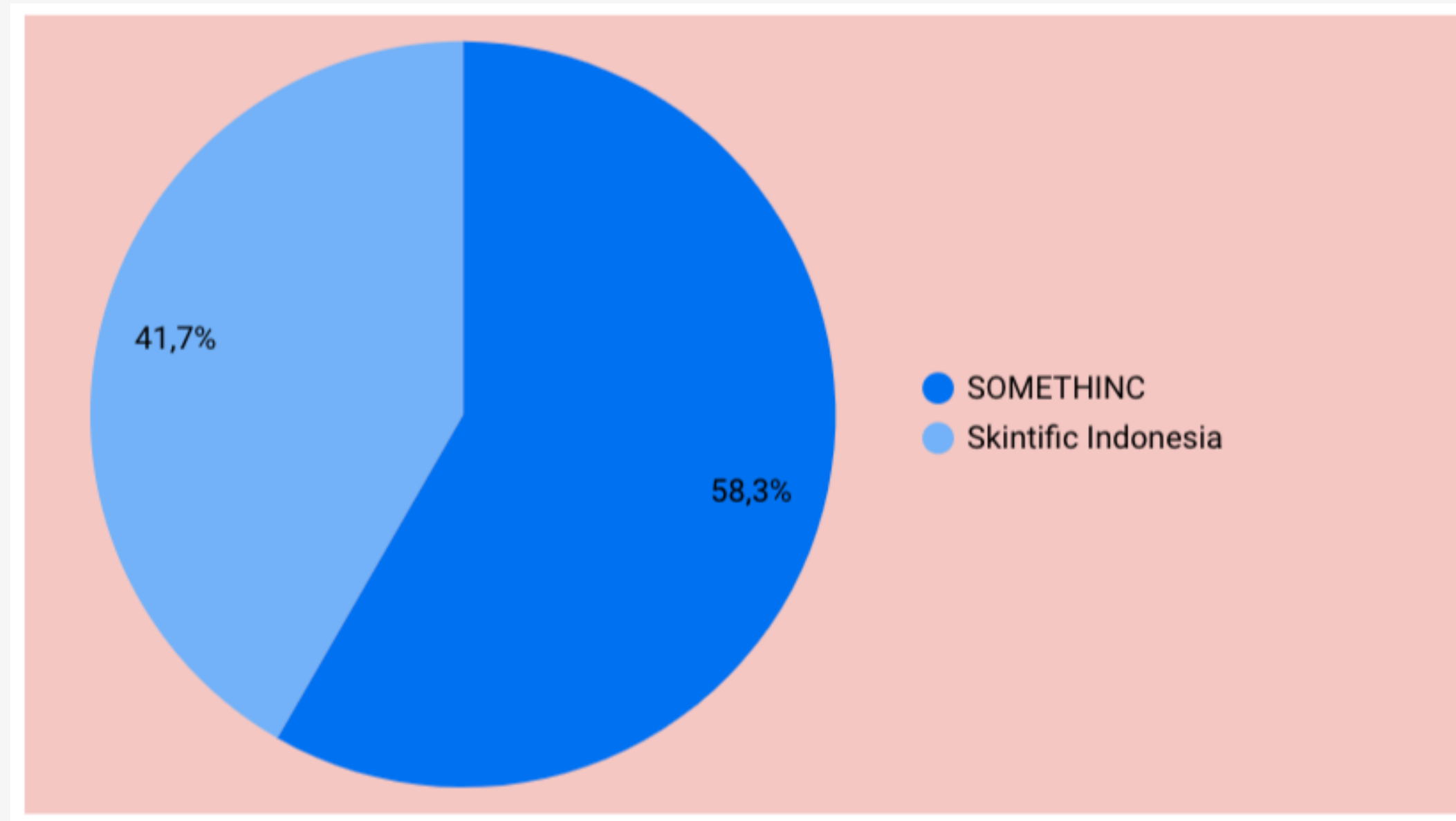
# The average growth followers of Skintific Indonesia monthly?



The monthly highest number of followers from Skintific is May



# The average growth follower comparison between Instagram SOMETHINC and Skintific Indonesia?



The overall average followers of the two brands, SOMETHINC reach 16,6% higher than Skintific Indonesia





**Share**





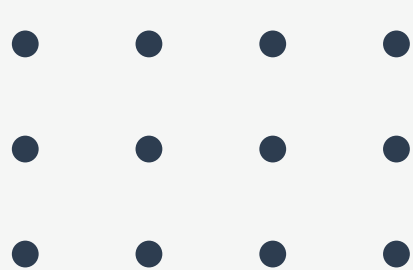
The brand who wants to improve their engagement on Social media should upload the post about Korean actress.



The brand who wants to get the highest engagement should upload the post at 21.00 or 12.00 everyday.



In June, growth followers SOMETHINC and Skintific Indonesia by average significantly decreased. In order to solve this problem, the brand have to form a new strategy, for example, by optimizing relational content.



**Thank you!**

