Instagram Web Scraper: Analyzing Make Up Content Creators

Data Science Project

By: Intisar L. Muhammad

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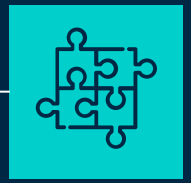
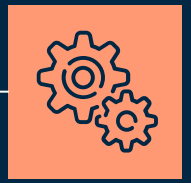


01

Introduction

Motivations and questions to be solved



02

Data

Descriptions of data and methodologies used

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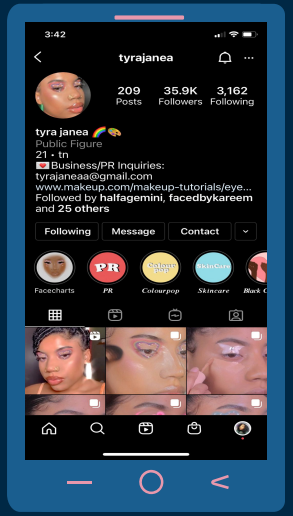
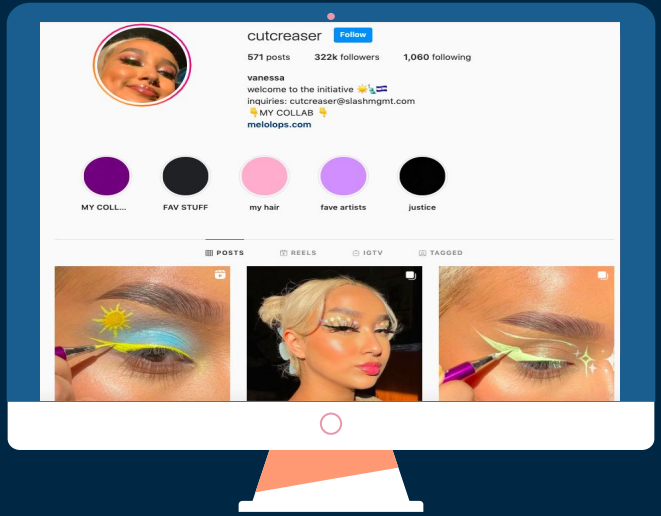
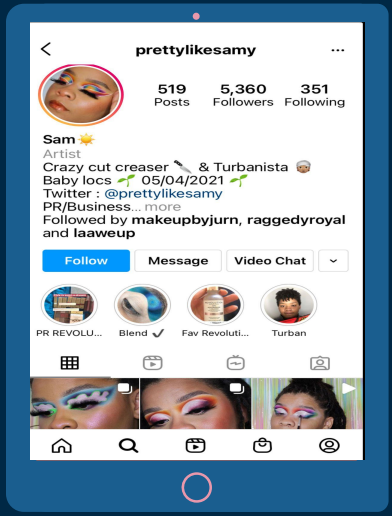
Results

Important findings

1. Introduction







Motivation

- In the makeup industry, content creators and influencers have figured out how to succeed on Instagram and beat the algorithm so that their posts reach a high audience
- I wanted to investigate how to get the best engagement on Instagram as a makeup influencer

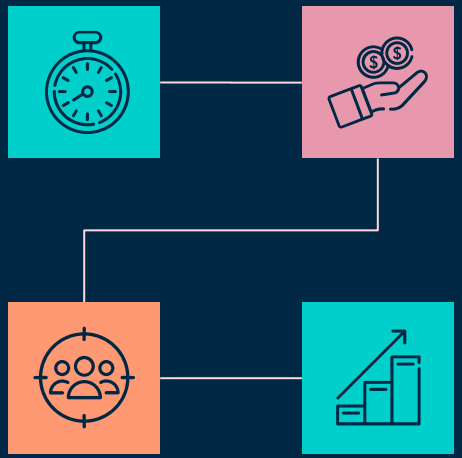
Research Question

What are the posting patterns of Instagram makeup creators that help them beat the algorithm?

2. Data

Data Collection Methods

I built an API that allowed me to gather information from Instagram posts



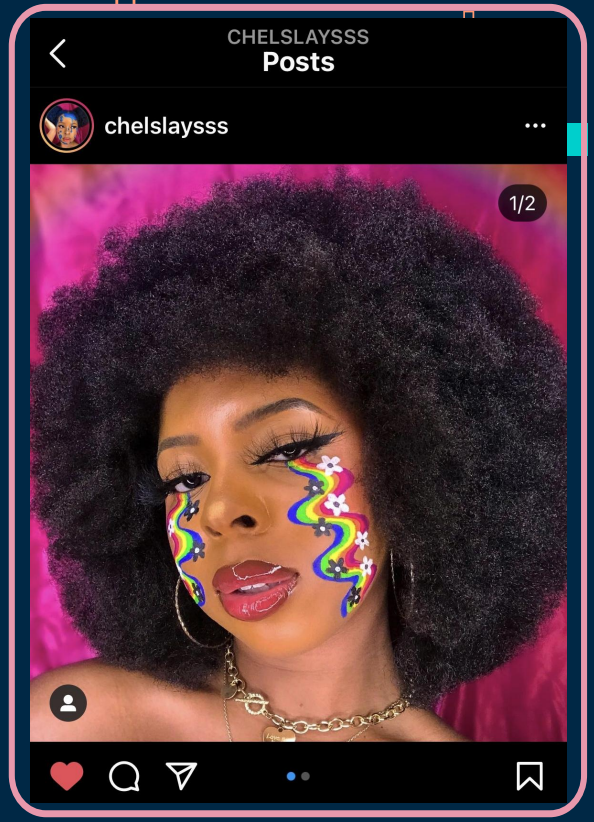
Passed the list through the API

Manually picked 100 instagram accounts and put them in a list

Put the collected data into a dataframe using Pandas

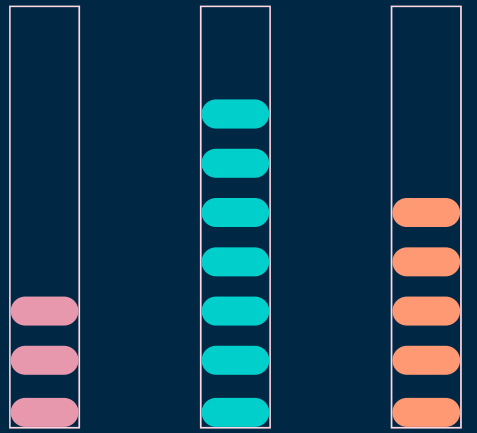
Data Cleaning and Manipulation

- Extracted all of the hashtags from the caption by using a regular expression and put them into a new column named ‘hashtags’
- Created a new column named ‘hours’ which took the time of day the picture was posted and converted it into military hours for analysis
- Created a new variable, ‘time_of_day” which grouped the posts together by the time of day they were posted: morning, afternoon, evening, late night



ANALYSIS

- After collecting data, I was able to analyze the columns to find important information
- The columns I chose to focus on in particular were likes, hours, and time_of_day
- I also created a Word Cloud that displays the most used hashtags out of all of the posts



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insta_scrape['likes'].hist()
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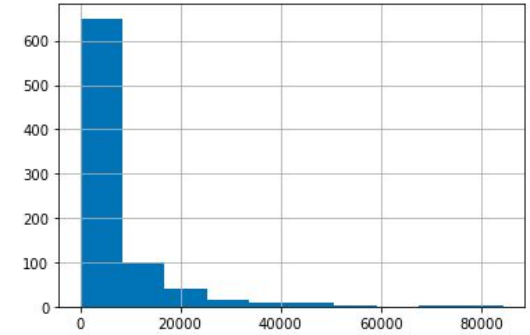


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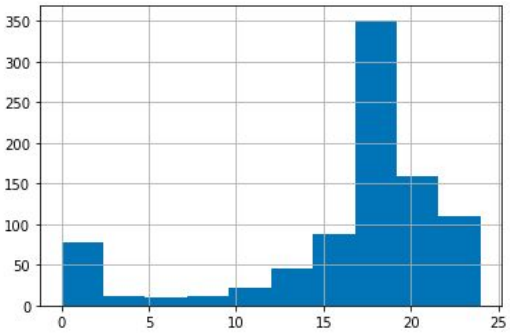


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insta_scrape['time_of_day'].hist()
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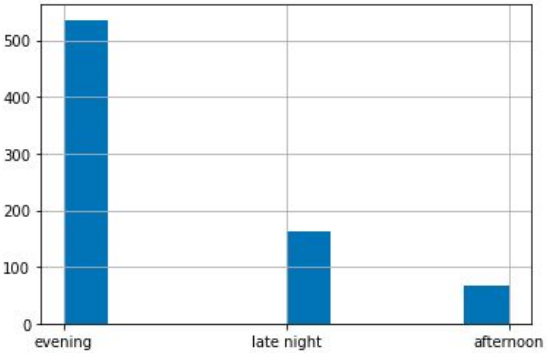

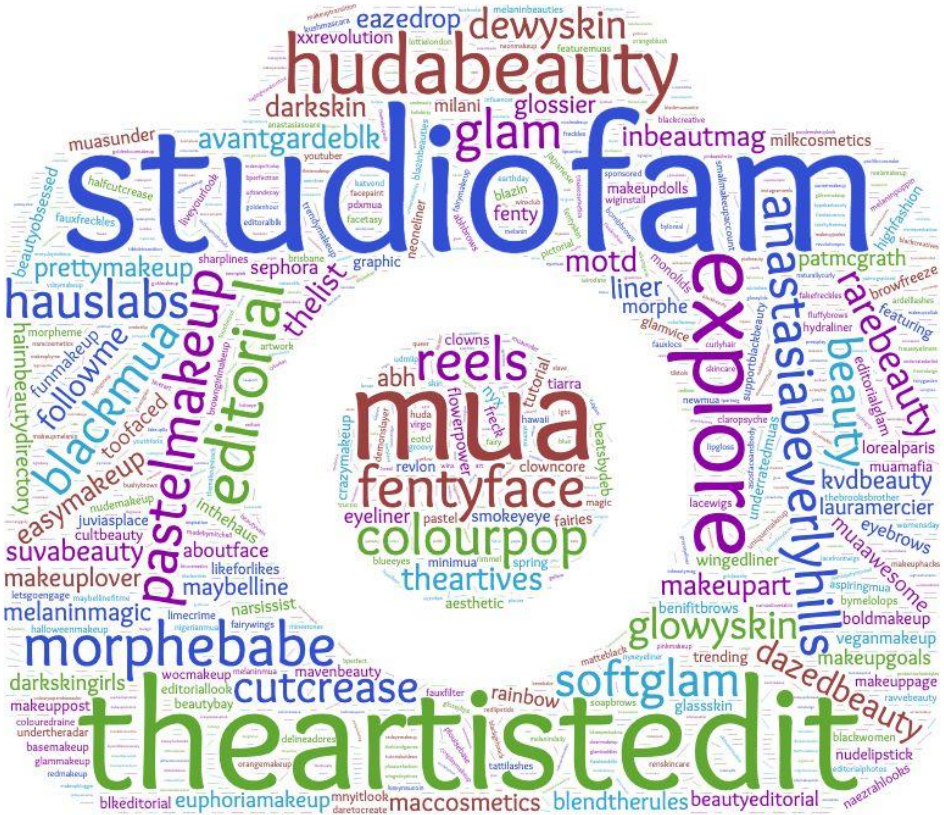
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morpheme

3. Results

Findings

- Most makeup content creators post their pictures during the evening and the average of the hours column showed that the time is usually a little after 4 p.m.

- The amount of likes for each post is mostly under 10,000 with the bigger creators' most viral posts getting between 50,000-80,000 likes

- Some of the most used hashtags were 'mua', 'studiofam', 'theartistedit', 'explore', and 'hudabeauty'

Implications

- The posting pattern of Instagram makeup content creators that help them beat the algorithm seem to be posting in the evening between 4-9 p.m., using popular hashtags which you can find on other viral creator's posts to get inspiration, and if you're posting in the evening, try to do it closer to 4 p.m

- Using all of these steps and being consistent, a content creator will hopefully be able to build a following and grow their account to become successful

Do you have any questions?
Contact me!

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THANKS

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