

Instagram Analysis Report

30K

Total Values

3bn

Total Interactions

15M

Total Follower Gain

996.56K

Avg Reach

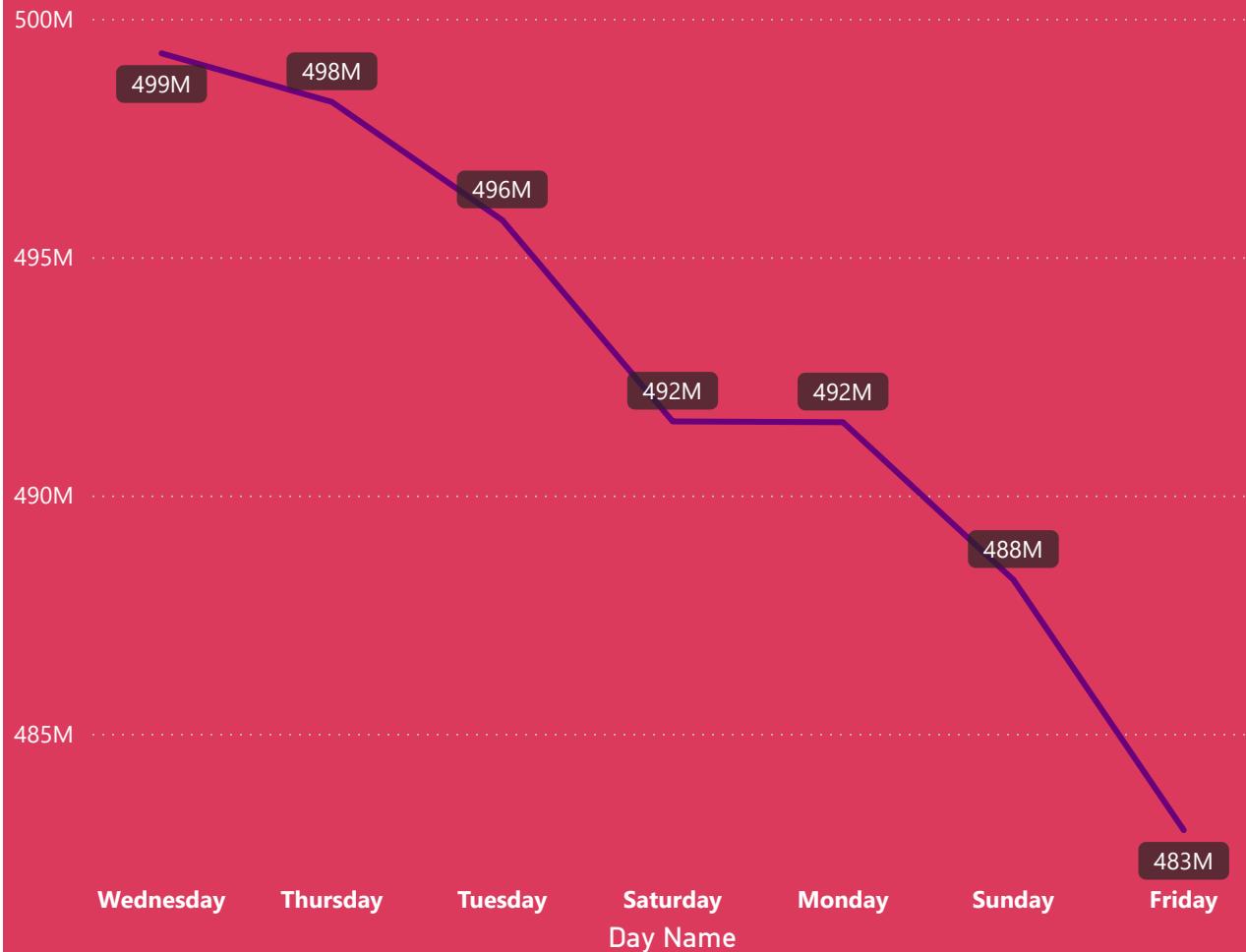
0.07

Saves to Likes Ratio

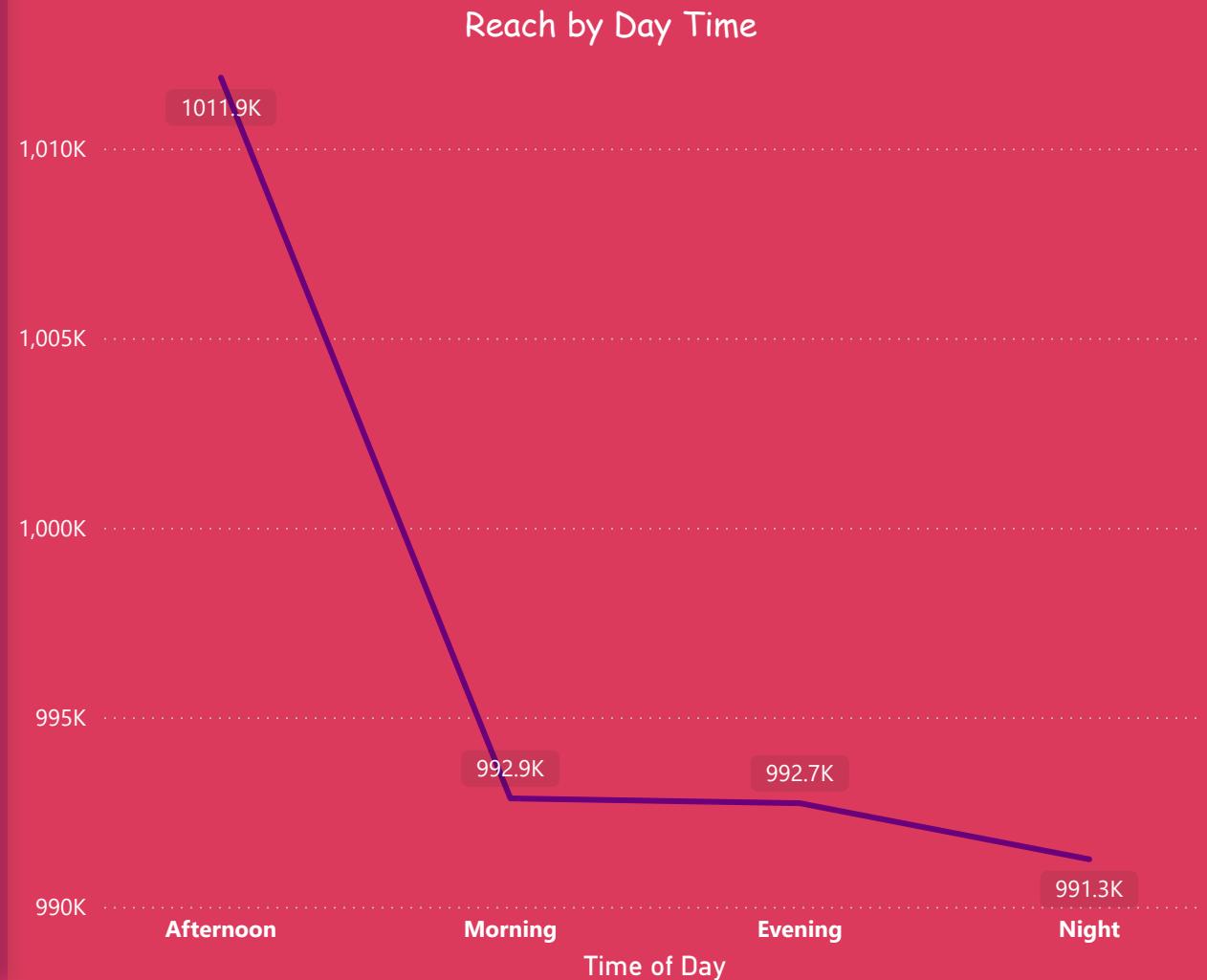
0.09

Global Engagement...

Interaction By Dayes



Reach by Day Time



How is our account growing, and what is the overall engagement health?

15M

Total Follower Gain

3bn

Total Interactions

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Carousel

Photo

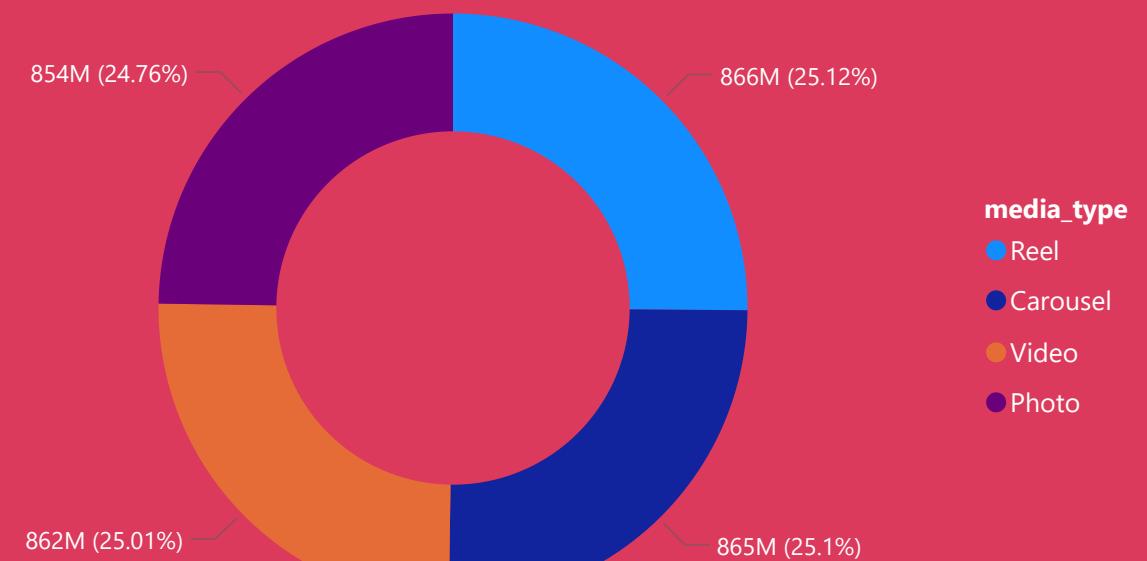
Reel

Video

Total Follower Gain



Total Interactions



What type of content should we post more of?

15M

Total Follower Gain

996.56K

Avg Reach

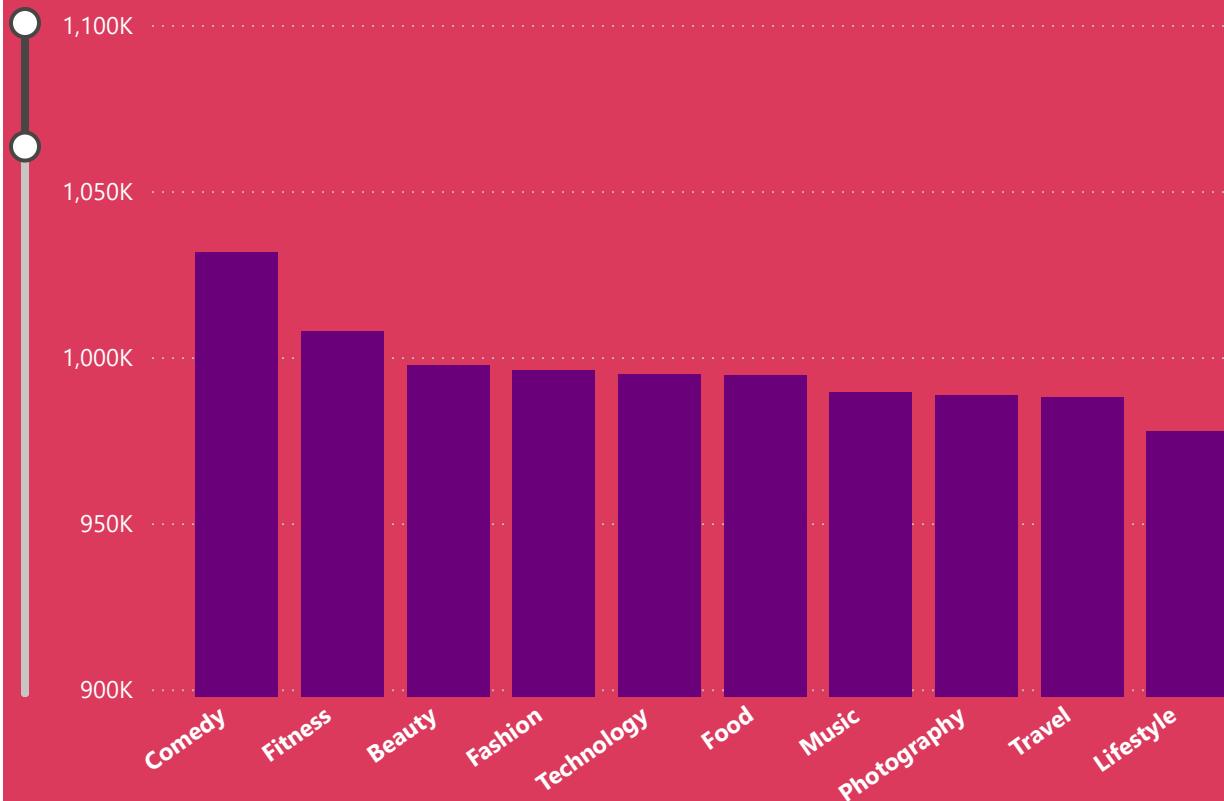
3bn

Total Interactions

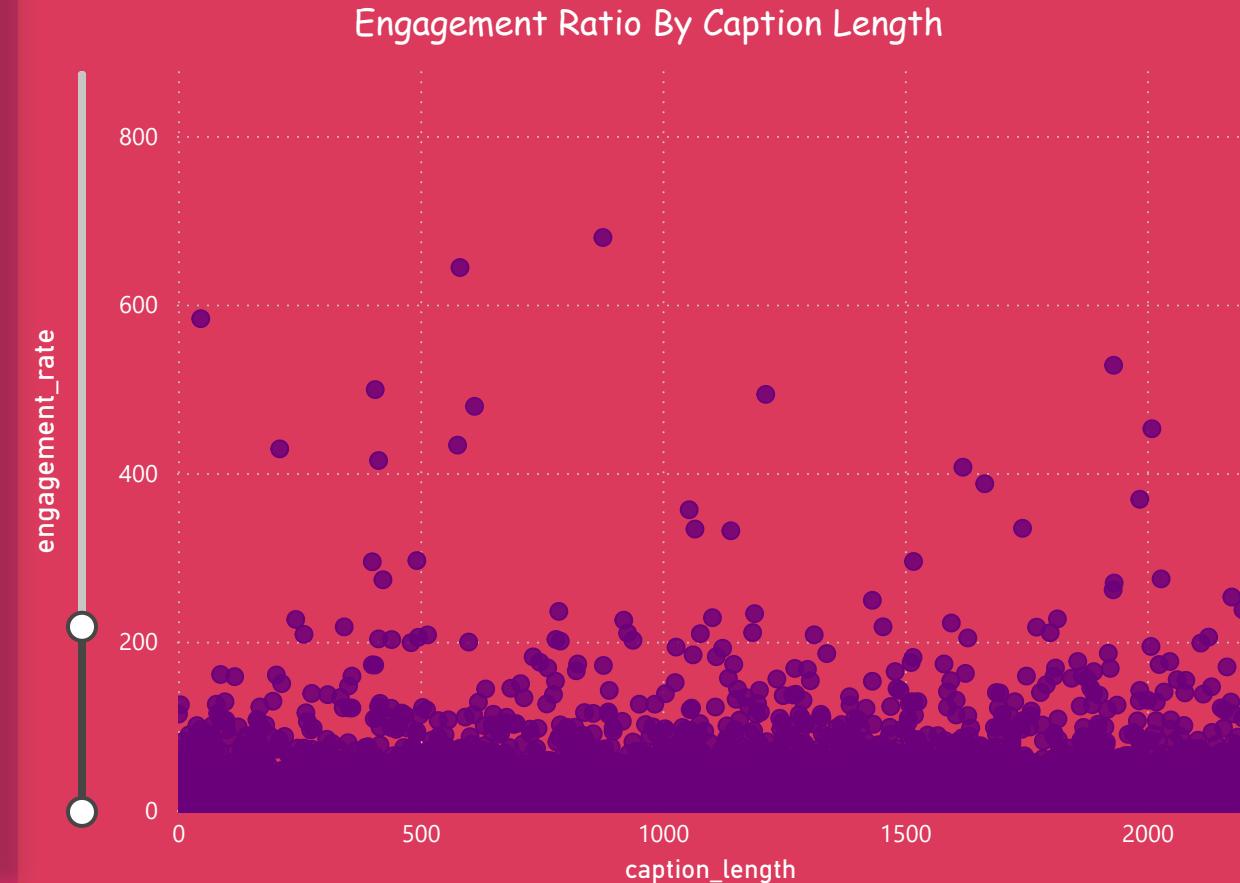
33M

Sum of caption_length

Avg Reach By Category



Engagement Ratio By Caption Length



Which traffic source is most valuable?

15M

Total Follower Gain

996.56K

Avg Reach

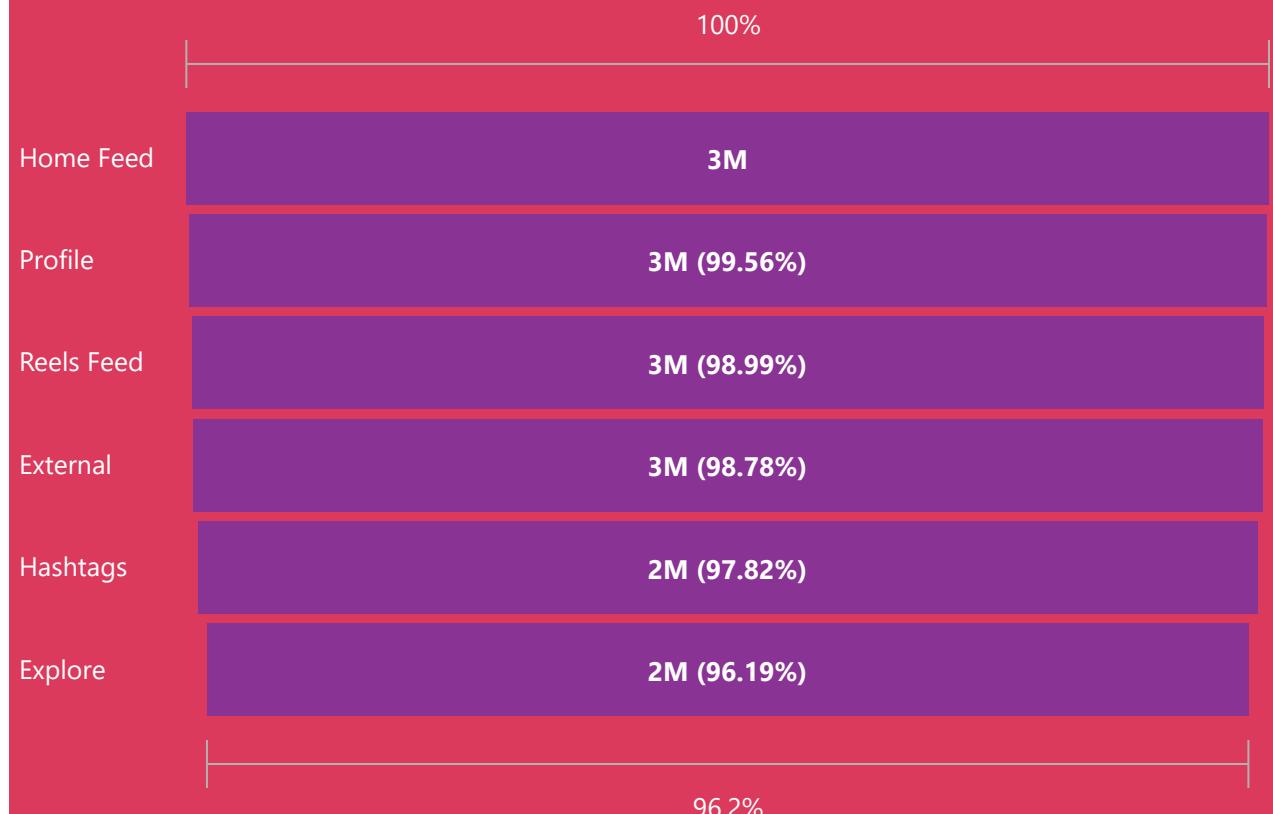
3bn

Total Interactions

33M

Sum of caption_length

Traffic Source By Follower Gain



Likes vs Saves by media type

