IG Language Analysis

HOW ?

1. **Scrape data** from instagram. (>85% data acquired)
2. Select the **feature.** (caption, likes, comments)
3. **Remove the hashtag** from caption.
4. Create **'engagement'** feature from **likes+comments**.
5. Use **language detection** from the caption. (±95% accuracy)
6. Remove **data outlier** based on 95% of normal distribution.

HOW ?

caption	likes	comments	ngagemen	language
Siapa yang sering kejadian kaya gini? Pasti Graphic Design relate banget kalau dapet revisian dari client😂 Tag temen kalian yang sering revisi sampe bingung nama	66	15	81	id
Sometimes it feels like Instagram is working 'against' you rather than 'for' you. We've all been there, right?🤨 Anyways! Do it naturally, trying to game with the system too much such as spamming on likes or comments can be detected as 'inauthentic activity'. Read more about the behind-the-scene of Instagram Algorithm on our Medium (Link on bio). ...	57	7	64	en
Let's step into our location at St. Moritz, Puri Kembangan! Since all of you are working from home & remotely in this current situation, in case you need to know what working in our space will feel like, let's experience it virtually! --- How can we help you or your business? 📱 Check our our website www.apiary.id for further	29	0	29	en
It doesn't matter if you're married or not, in a relationship or not, but if you're trying to communicate with someone or create a strong foundation of agreement / understanding, come join our event with @brilliant.liu and @veronlestari Key takeaways: • What makes a fulfilling relationship • Why doesn't the timeline matter • How argument can be a key to a stronger relationship • Why absolute vulnerability is crucial • Why trusting your partner completely is a big deal! (What most people think they're already doing, when actually they haven't) Date & Time: Tuesday, 17 November 2020 (7-8.30PM) Register Here: bit.ly/GuidetoRelationship (or DM us)	30	5	35	en

Apiary Instagram Data

480 **+** **75** **=** **555** from **564**

EN caption   ID caption   Data Processed (98%)   Total Data
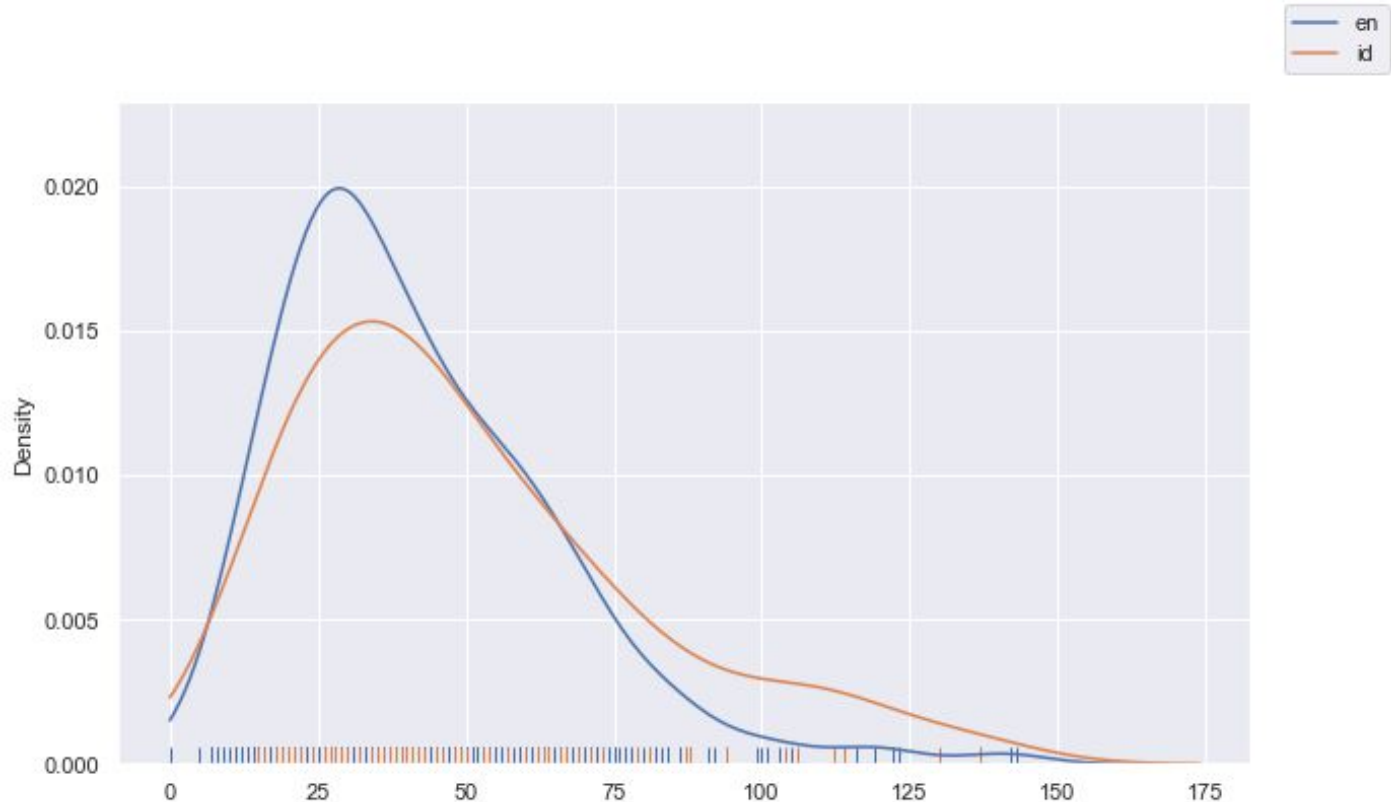
Apiary Instagram Engagement Data

41.70
Average EN

50.07
Average ID

42.83
Average Overall

OTHER COWORKING SPACES

Gowork Instagram Data

867 **+** **61** **=** **928** from **998**

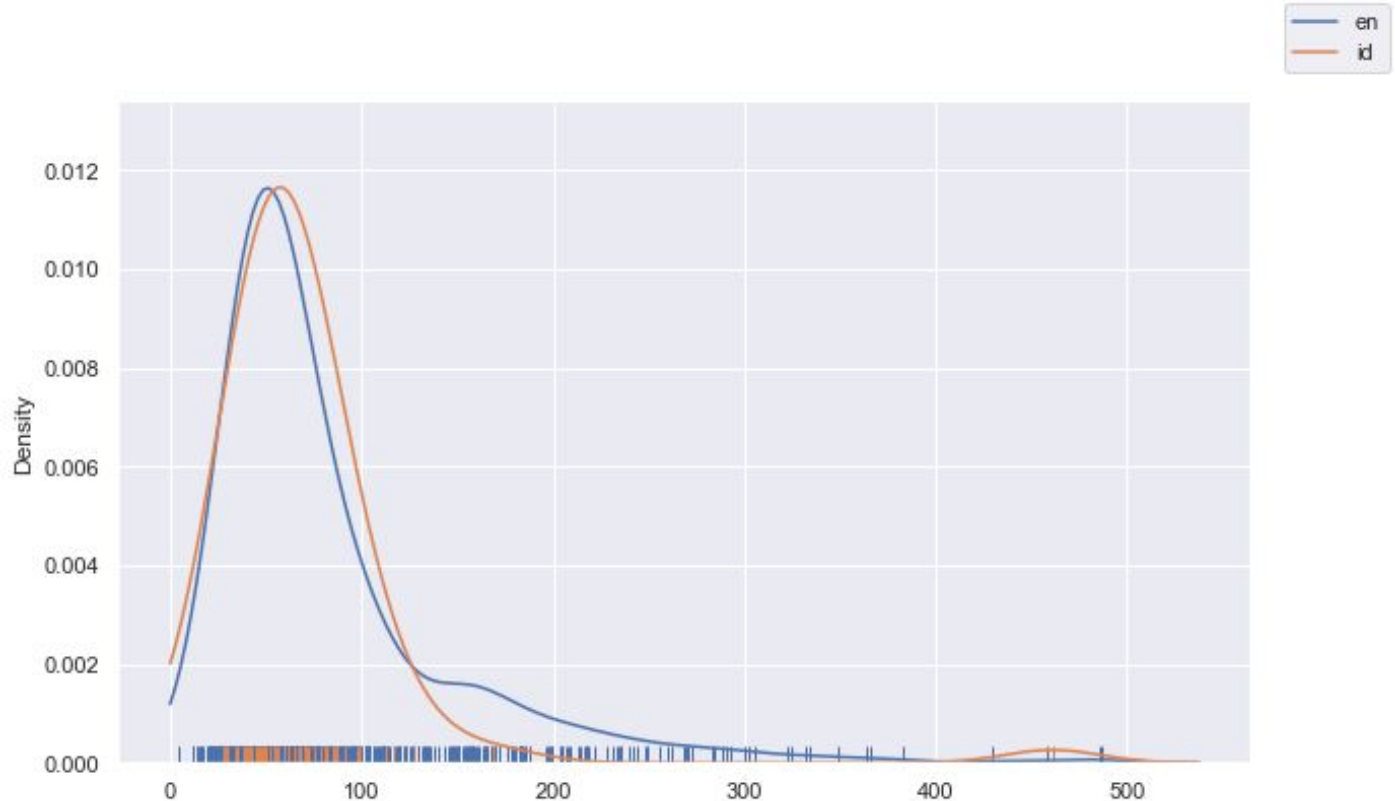EN caption   ID caption   Data Processed (93%)   Total Data

Gowork Instagram Engagement Data

82.78
Average
EN

69.95
Average
ID

81.93
Average
Overall

Cohive Instagram Data

516 + **410** = **926**   from   **1108**

EN caption   ID caption   Data Processed (84%)   Total Data

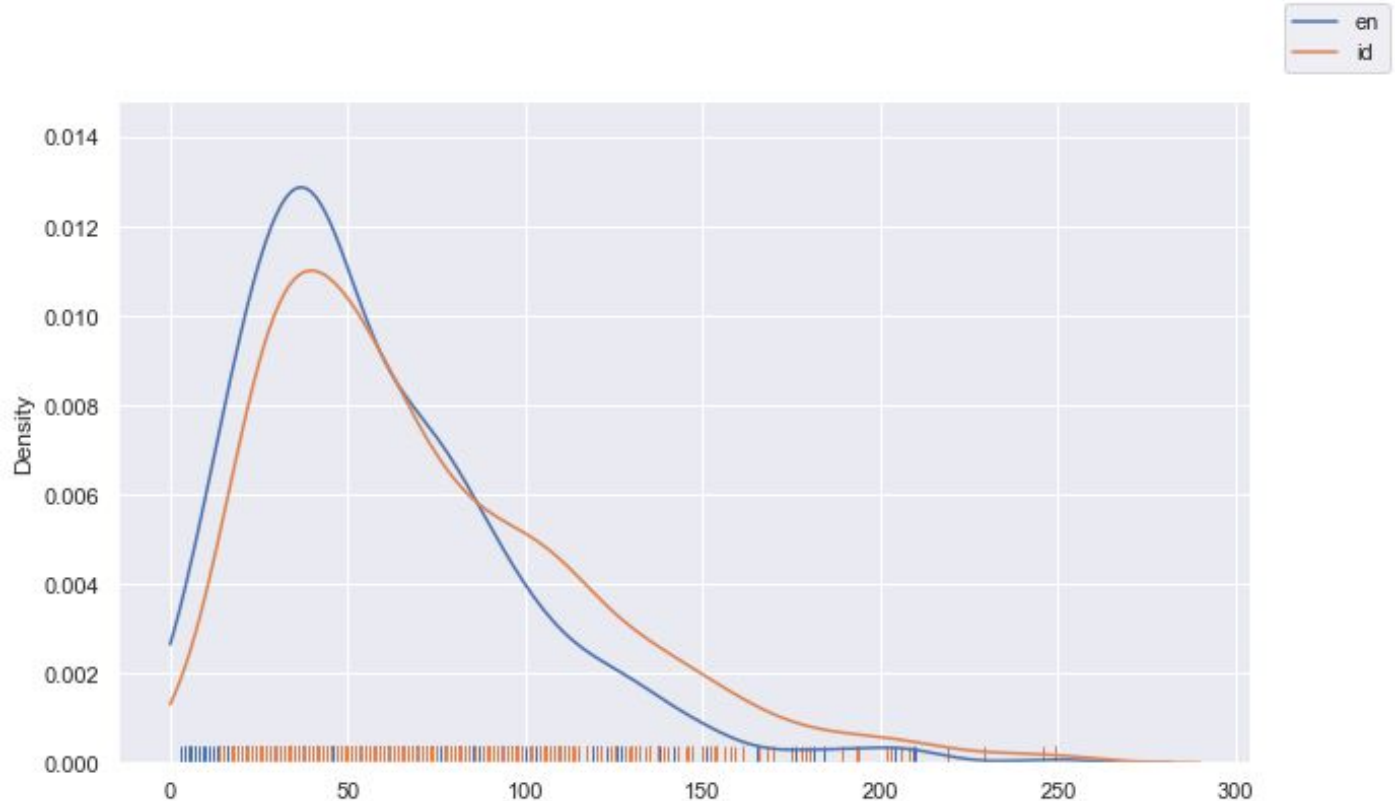# Cohive Instagram Engagement Data

58.18
Average EN

71.99
Average ID

64.29
Average Overall

Kolega Instagram Data

414 + **626** = **1040** from **1245**

EN caption   ID caption   Data Processed (84%)   Total Data
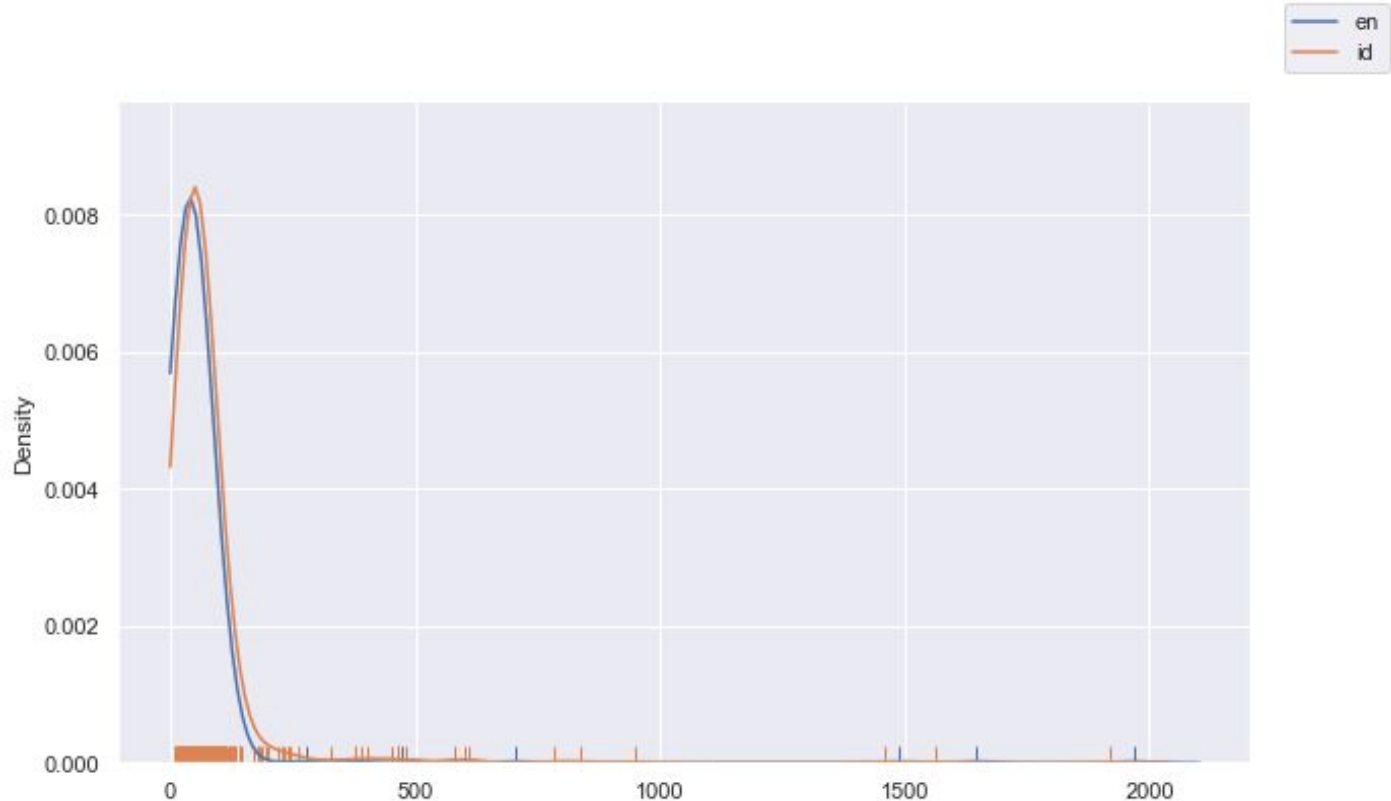
Kolega Instagram Engagement Data

58.31
Average
EN

75.33
Average
ID

68.56
Average
Overall

Conclave Instagram Data

856 + **52** = **908**   from   **959**

EN caption   ID caption   Data Processed (95%)   Total Data

Conclave Instagram Engagement Data

69.11
Average
EN

95.37
Average
ID

70.61
Average
Overall
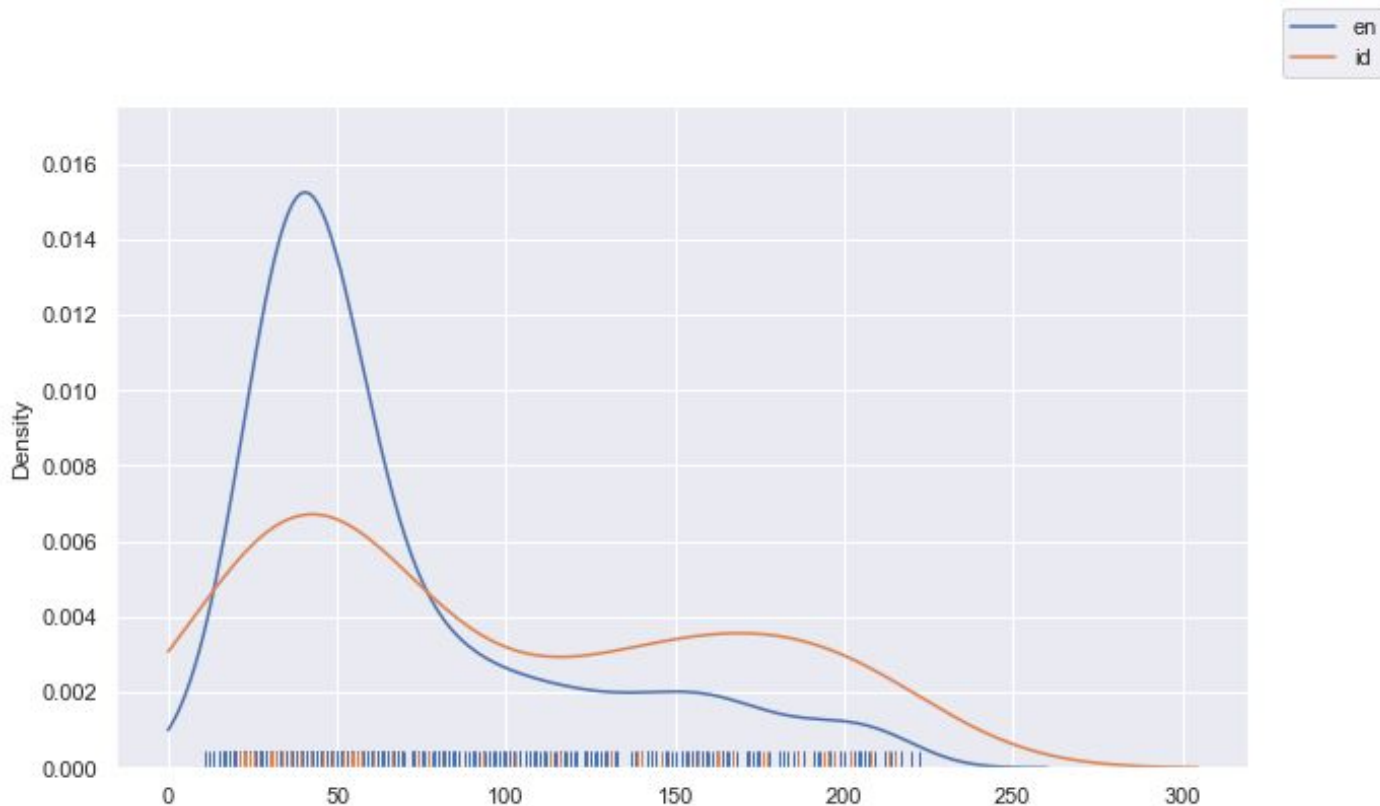
Concrete Instagram Data

1126 + **30** = **1156** from **1211**

EN caption   ID caption   Data Processed (95%)   Total Data

Concrete Instagram Engagement Data

41.82
Average
EN

37.70
Average
ID

41.71
Average
Overall
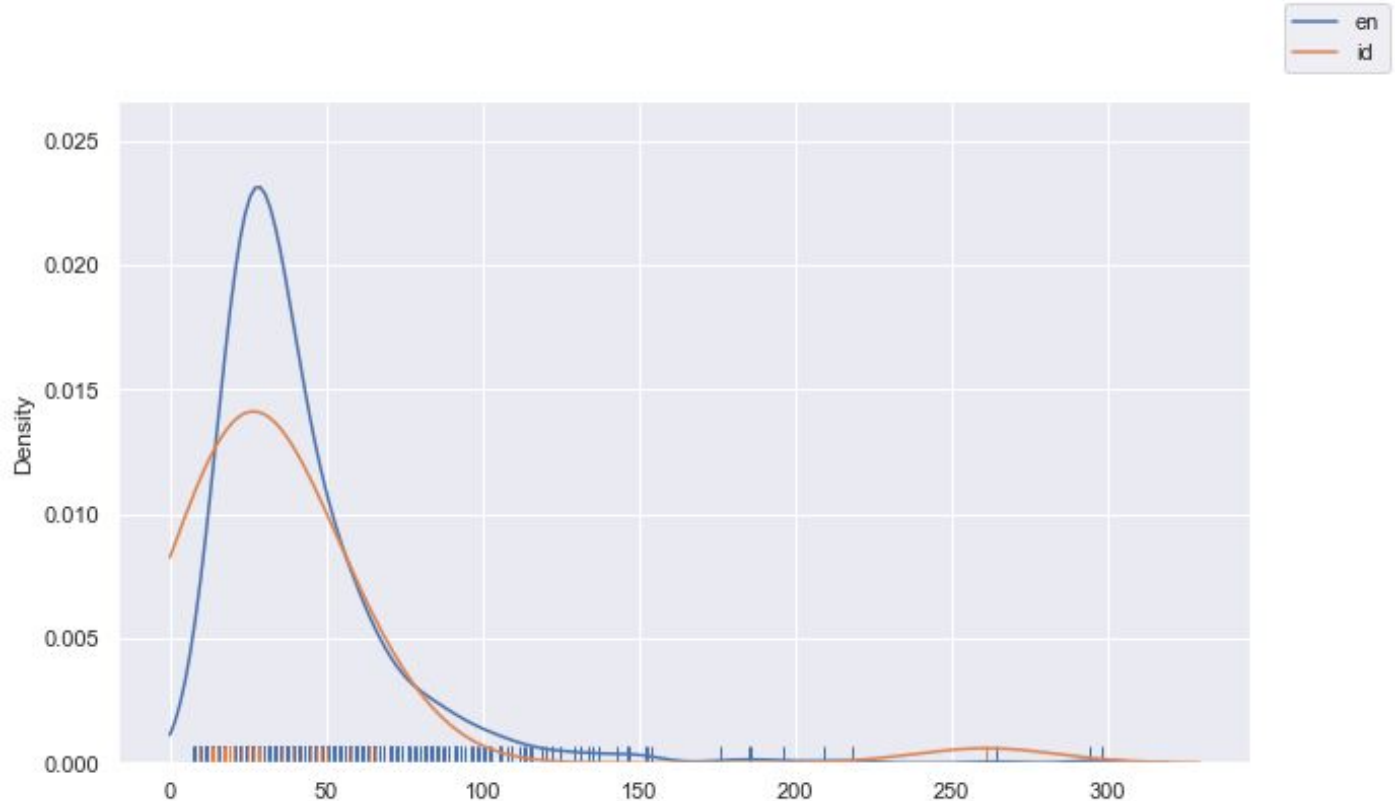
Wellspaces Instagram Data

557 **+** **23** **=** **580** from **601**

EN caption   ID caption   Data Processed (97%)   Total Data

Wellspaces Instagram Engagement Data
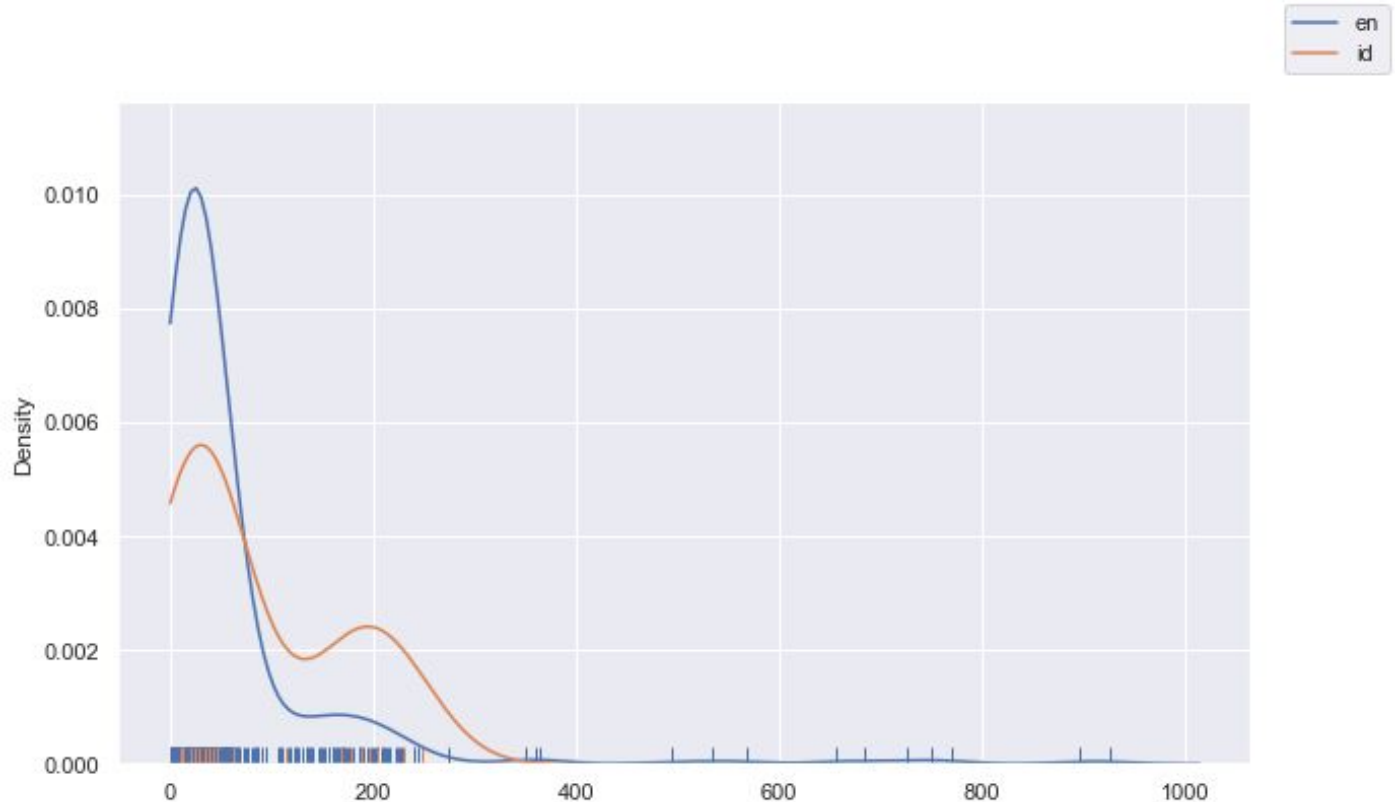
56.91
Average
EN

85.83
Average
ID

58.06
Average
Overall

Summary

- **ID > EN on Apiary (ID need more data)**
- **EN > ID on Gowork (ID need more data)**
- **ID > EN on Cohive**
- **ID > EN on Kolega**
- **ID > EN on Conclave (ID need more data)**
- **EN > ID on Concrete (ID need more data)**
- **ID > EN on Wellspaces (ID need more data)**

We should encourage using more ID caption.