# Instagram Page Analysis of Zepto

## Data Analysis & Insights

# Engagement Trends By Day of The Week

❖ **Weekend Peak:** *Engagement is significantly higher on Fridays and Sundays, indicating a more active audience during weekends.*

❖ **Monday Dip:** *A noticeable drop in engagement is observed on Mondays, possibly due to the start of the workweek.*

❖ **Consistent Comments:** *The relatively steady comment rate suggests a dedicated audience that actively participates, regardless of the day.*



Engagement Trends by Day of the Week
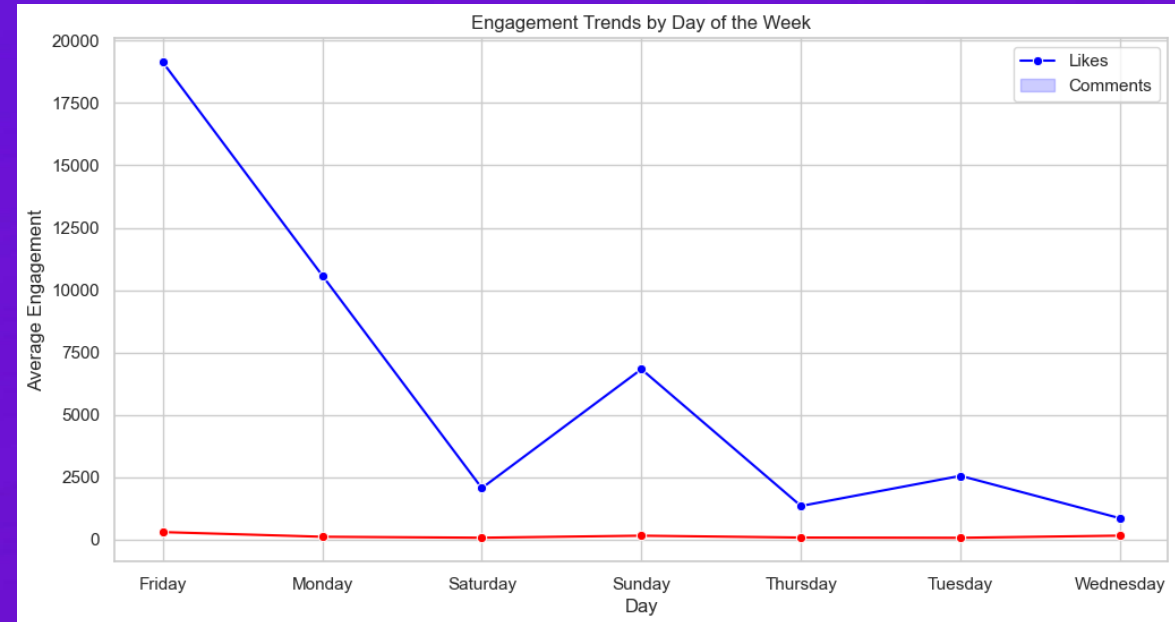
# Engagement Rate By Content Type

❖ **Video Content Dominates:** *Videos consistently outperform photos in terms of engagement rate. The average engagement rate for videos is significantly higher than that of photos.*

❖ **Photo Variability:** *While photos have a lower average engagement rate compared to videos, there is more variability in their performance. The error bars indicate that some photos may have exceptionally high engagement rates, while others may have very low engagement.*

# Engagement Rate By Posting Hour



Average Engagement Rate by Posting Hour

Average Engagement Rate by Day of the Week
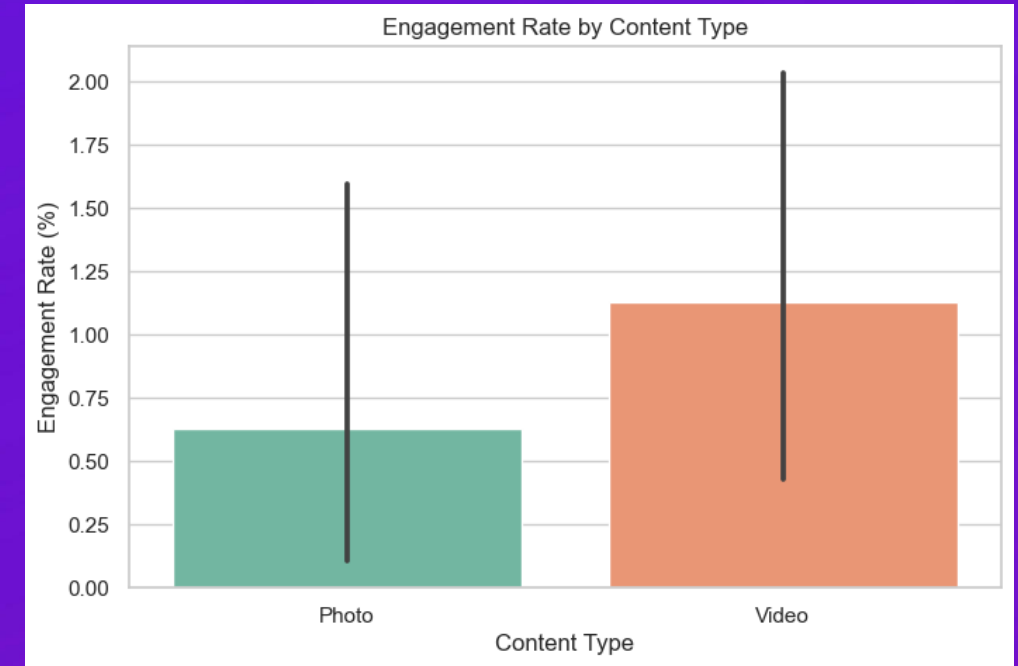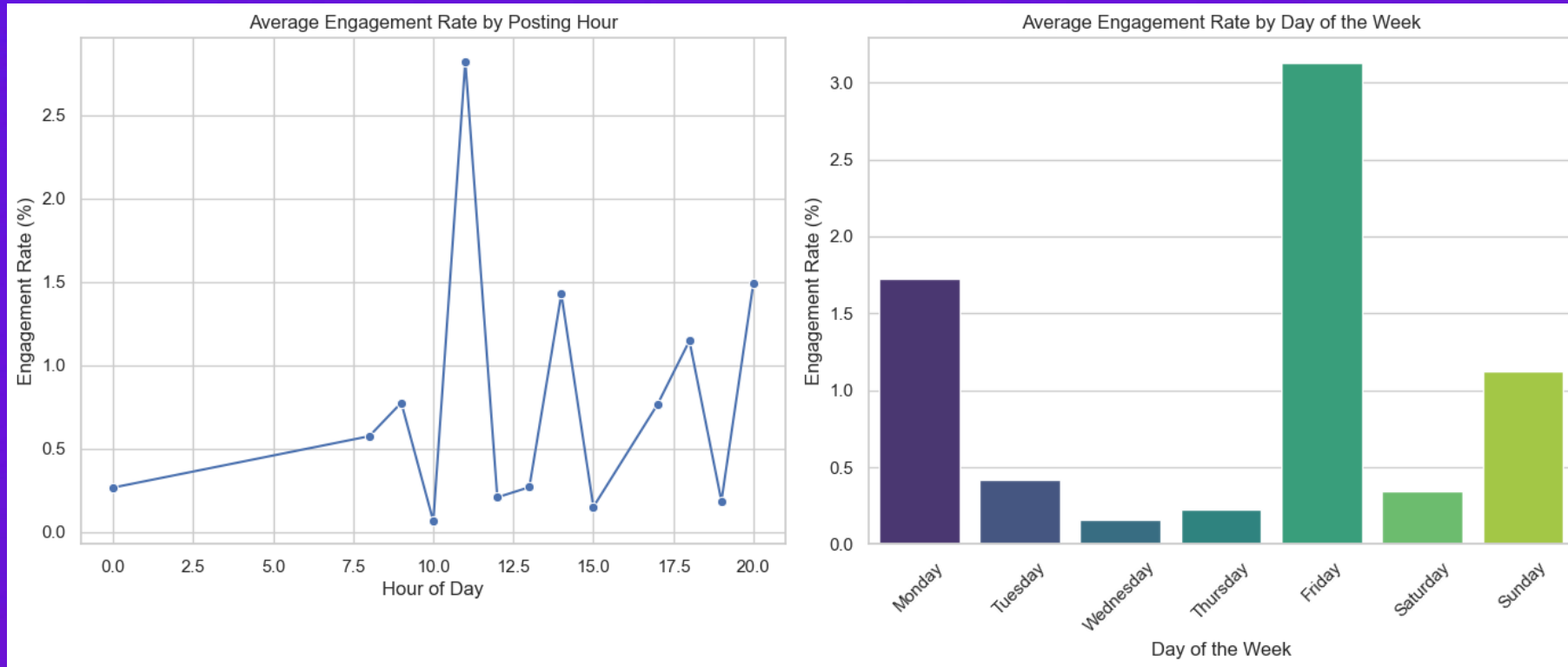
❖ **Peak Engagement:** *There are two distinct peaks in engagement, one around 10 AM and another around 6 PM. This suggests that these are optimal times to post content.*

❖ **Low Engagement Periods:** *The hours between 12 PM and 2 PM, as well as late at night (after 10 PM), seem to have the lowest engagement.*

# Engagement Rate For Collaborative Posts

❖ **Collaborative Posts Drive Higher Engagement:**

*The posts created in collaboration with other accounts or influencers have a significantly higher engagement rate compared to non-collaborative posts.*



Engagement Rate for Collaborative vs Non-Collaborative Posts
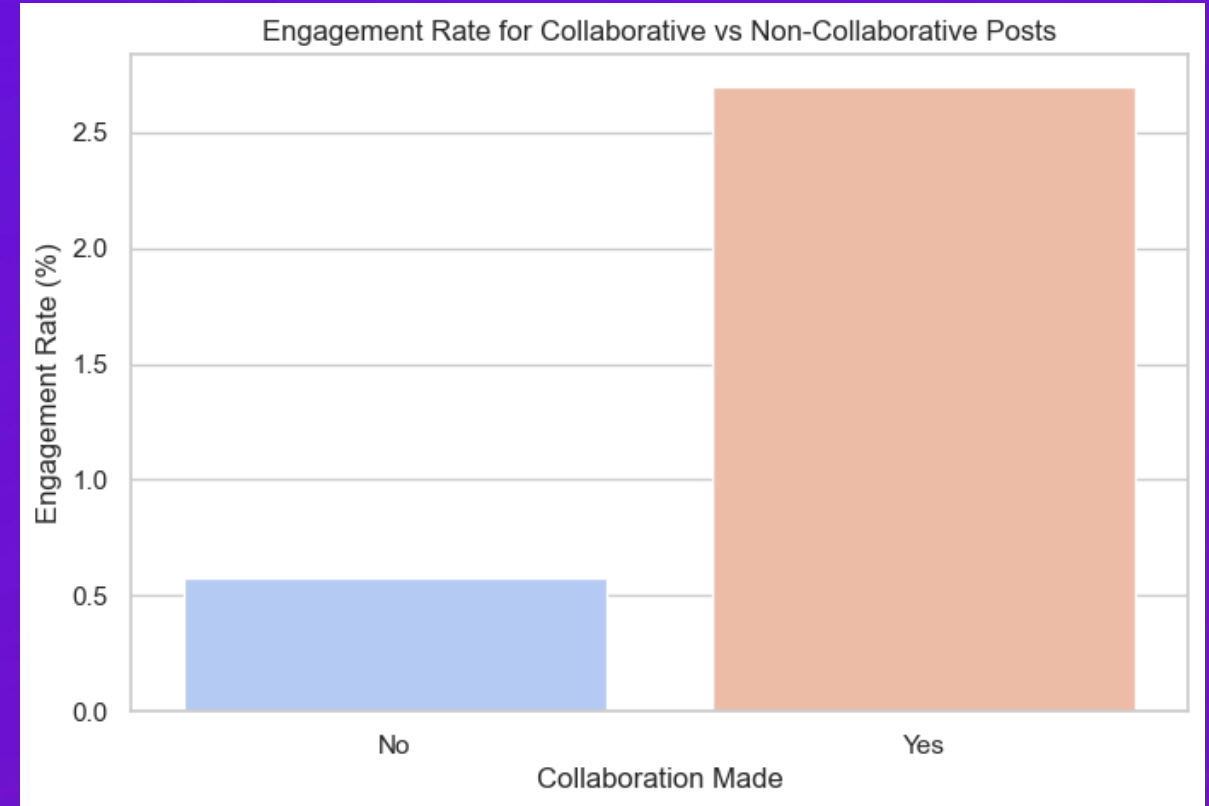
# Weekly Engagement Rate

❖ **Fluctuating Engagement:** *The engagement rate has experienced significant fluctuations over the past few months, with periods of high engagement followed by sharp declines.*

❖ **Peak Engagement:** *The highest engagement rate was observed during the week of 2024-10-01.*

❖ **Low Engagement Periods:** *The weeks of 2024-08-01, 2024-08-15, and 2024-11-01 saw the lowest engagement rates.*
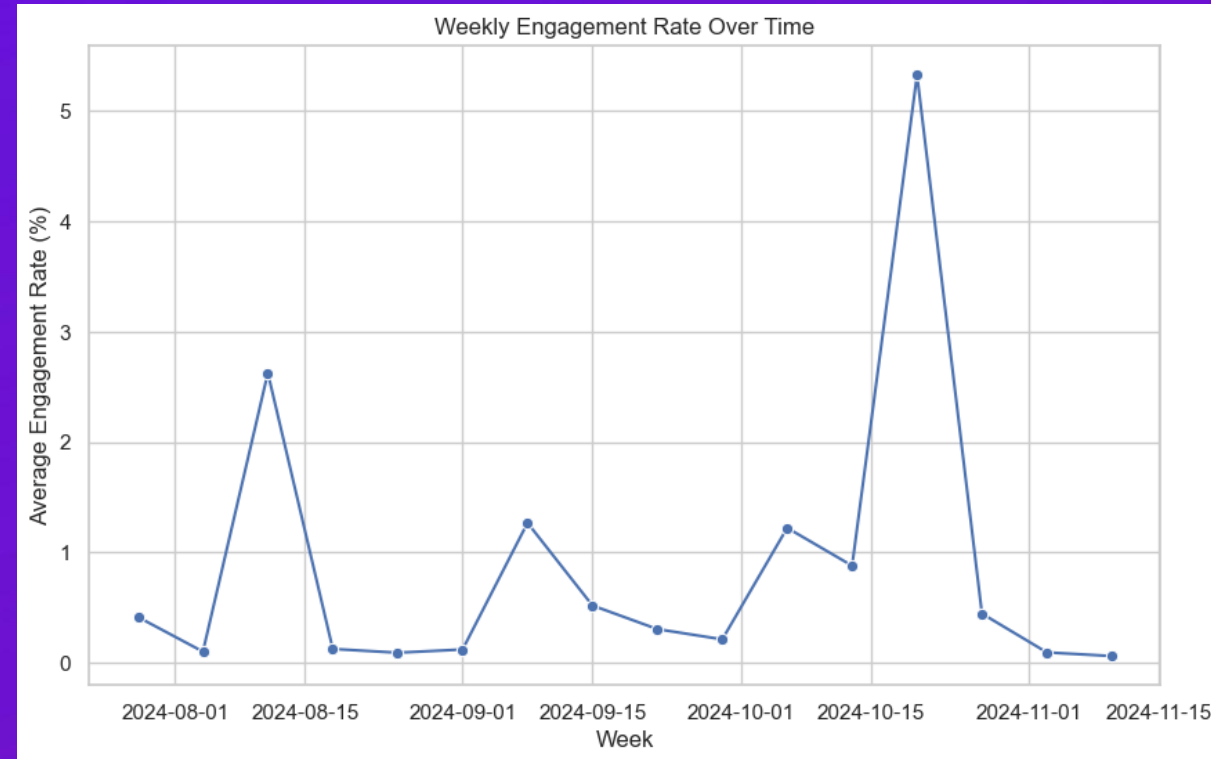
# Correlation Matrix For Posts

❖ **High Correlation Between Likes and Comments:** *The correlation coefficient of 0.71 between likes and comments suggests a moderate to strong positive relationship. This indicates that posts with more likes often also receive more comments and vice versa.*

❖ **Strong Correlation Between Likes and Engagement Rate:** *The correlation coefficient of 1.00 between likes and engagement rate indicates a perfect positive correlation. This means that as the number of likes increases, the engagement rate also increases proportionally.*



Correlation Matrix: Likes, Comments, and Engagement Rate
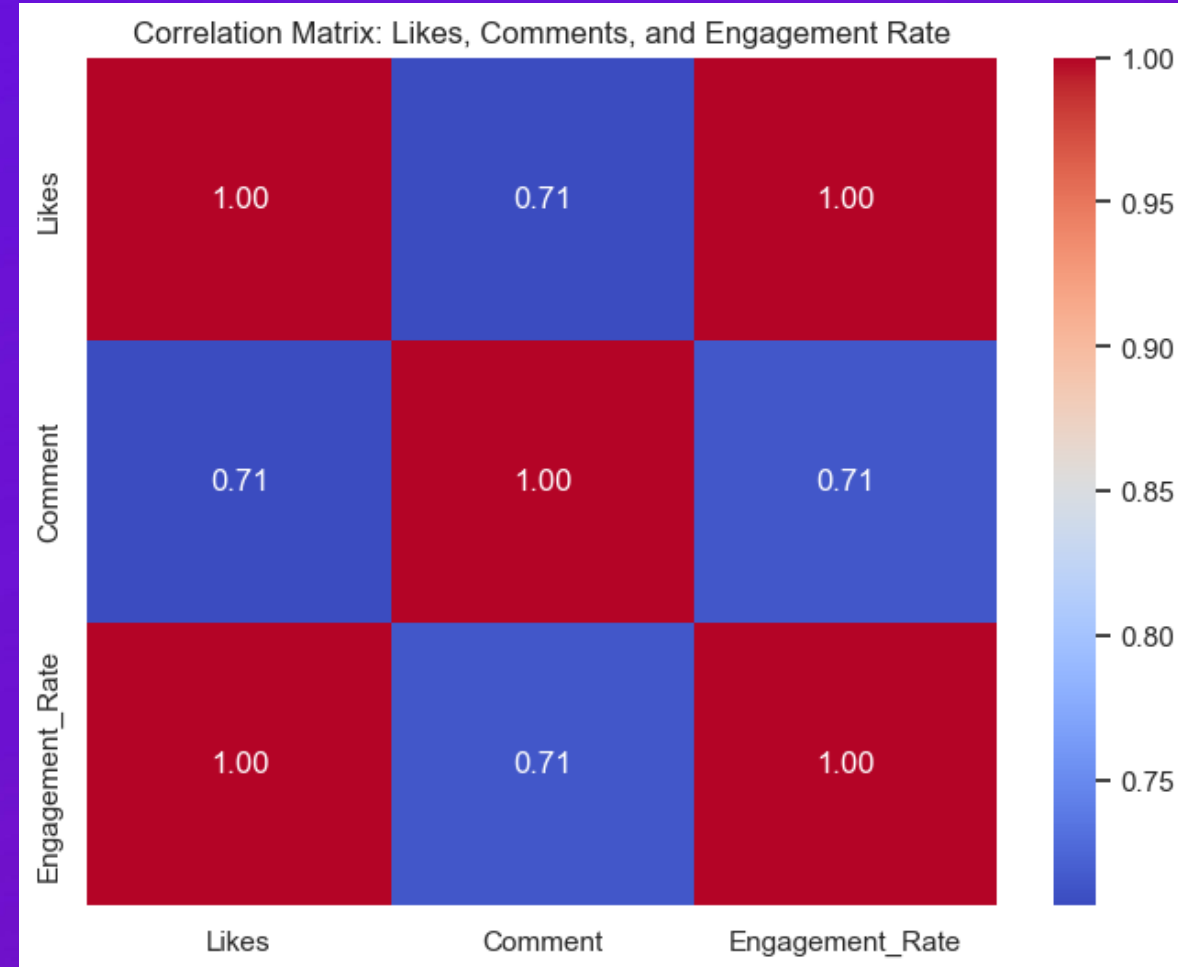
# Recommendations

❖ **Boost Video Content:** *I believe video posts outperform photos, drawing higher engagement, so increasing video content could elevate the overall reach. #ZeptoInMotion, #FastDeliveryLife etc.*

❖ **Introduce Strategic Hashtags:** *I believe using targeted hashtags could increase the discoverability, making the content accessible to new and relevant audiences. #ZeptoDeals etc.*

❖ **Collaborate with Influencers:** *I believe collaborating with relatable influencers will attract followers who align with Zepto's brand values, boosting organic reach. #ZeptoRecommends etc.*

❖ **Optimize Posting Times:** *Highest engagement posts align with specific times; scheduling around these can help maintain consistent and active audience engagement. #NightOwlDeals (for evening posts)*

❖ **Increase Interactive Captions:** *Interactive captions like "Tag your..." have performed well. I'd focus on more engaging, call-to-action captions to drive interaction. #ZeptoChallenge, #TagYourSnack etc.*