



# 100

Users on platform

# 21

Tags created

# 1K

Content on platform

# 7K

Comments on platform

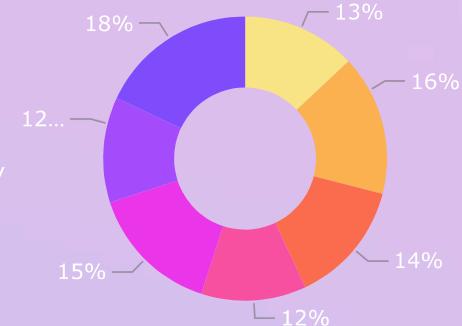
## InstaSights Dash



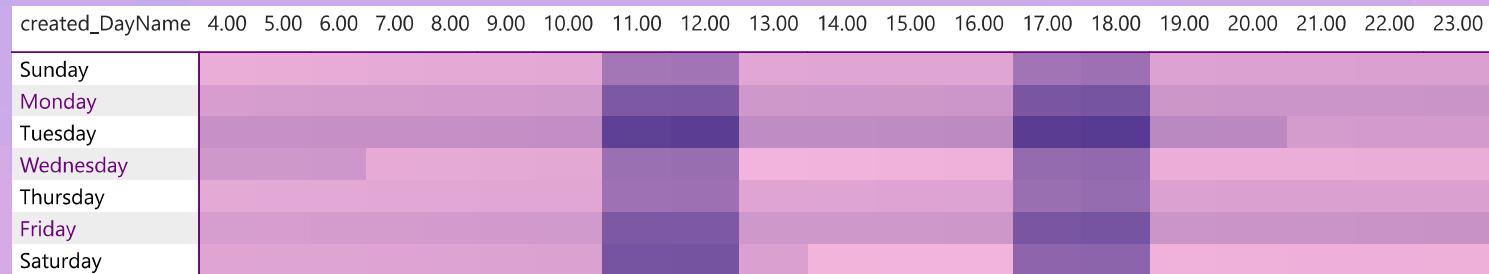
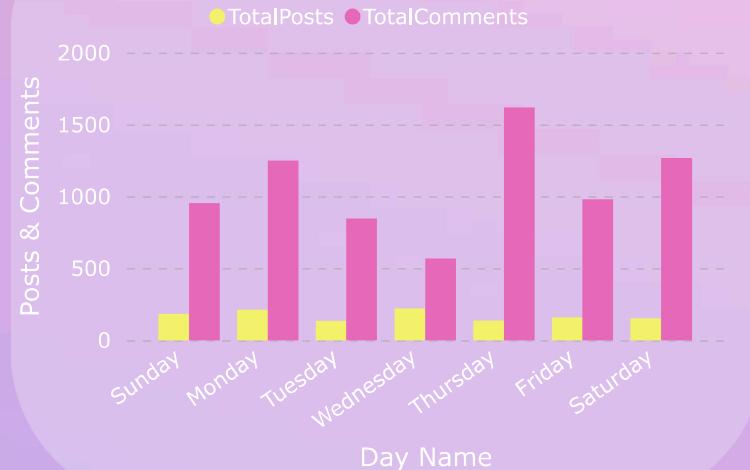
### User Base Growth

#### Day Name

- Sunday
- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday

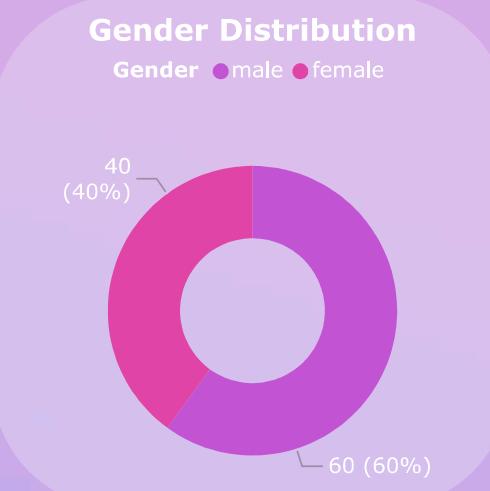
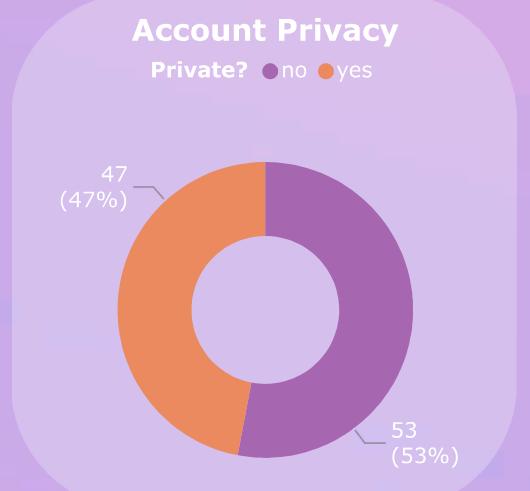
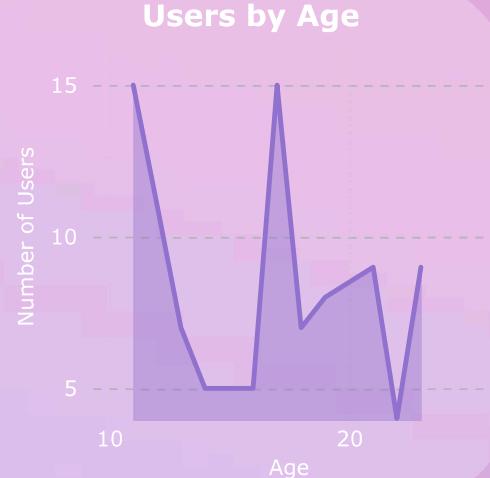
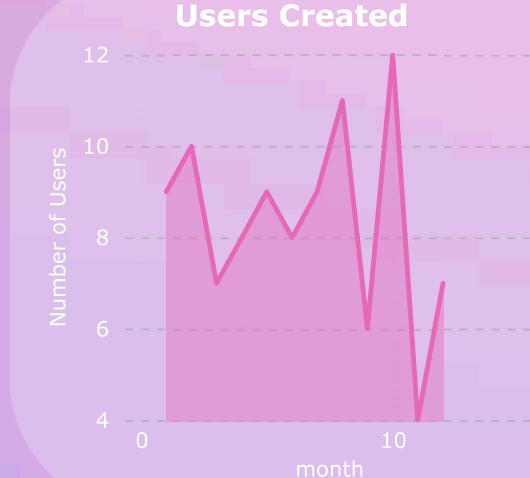
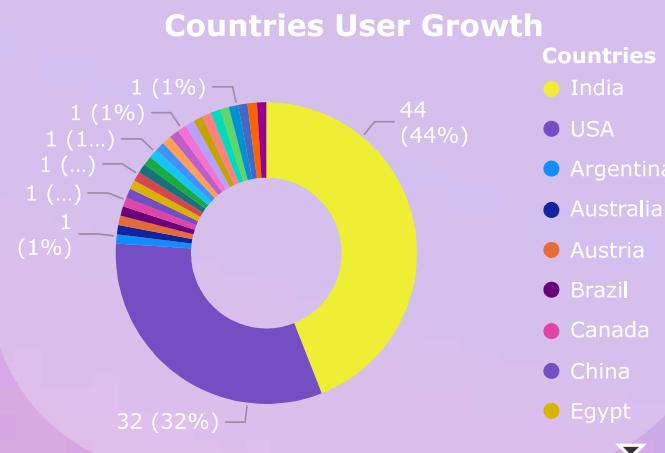
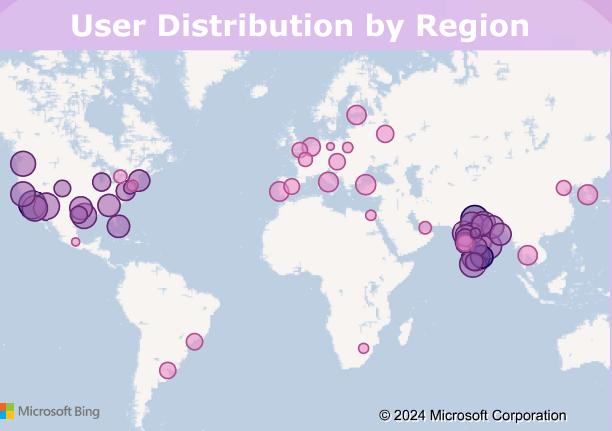


### Weekly Engagement of Users





# DEMOGRAPHICS





# INFLUENCERS

Average Followers

**76.23**

Average Following

**76.23**

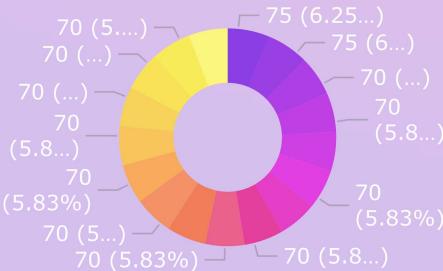
## Highest Viewed Content Across Platform



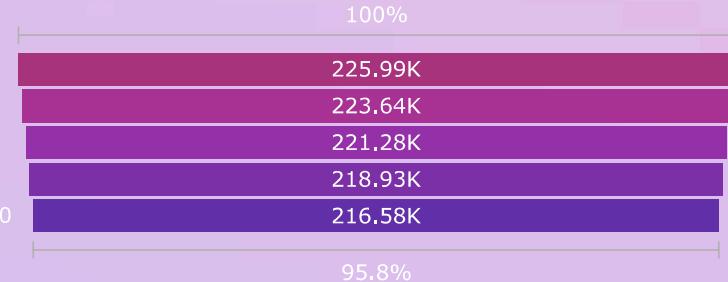
### Categories of Posts

#### Categories

- Food
- Travel
- Art and Crea...
- Beauty
- Education



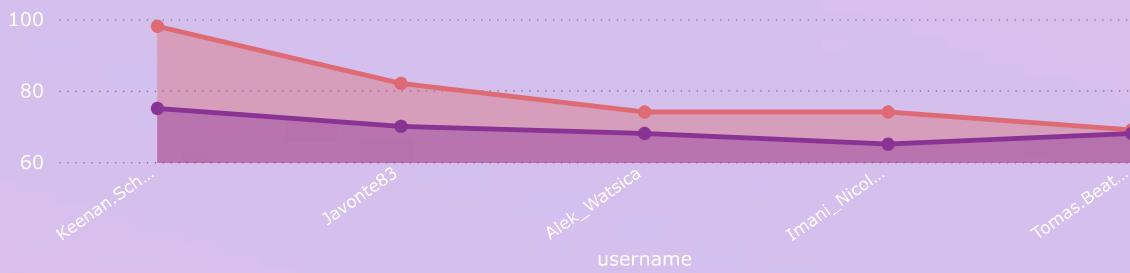
### Top 5 Influencer Impressions



### Average Impressions Per User

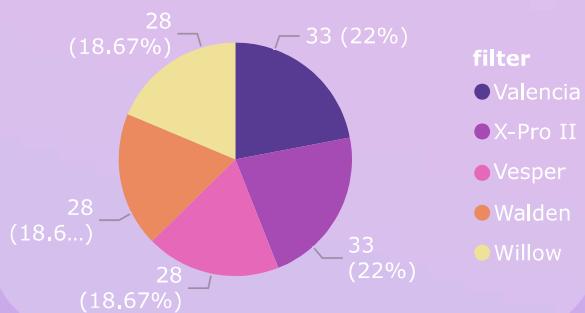
**109.48K**

### Likes & Comments

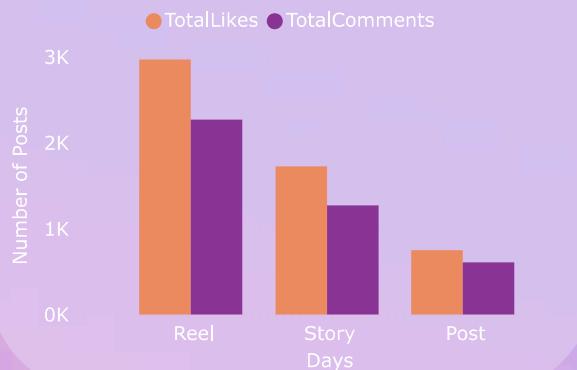


# CONTENT

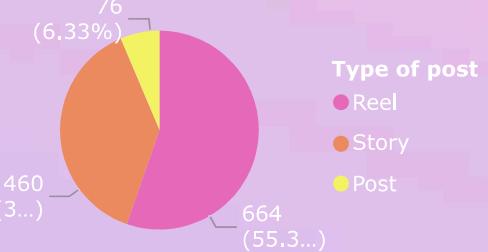
## Top 5 Filters Used on Posts



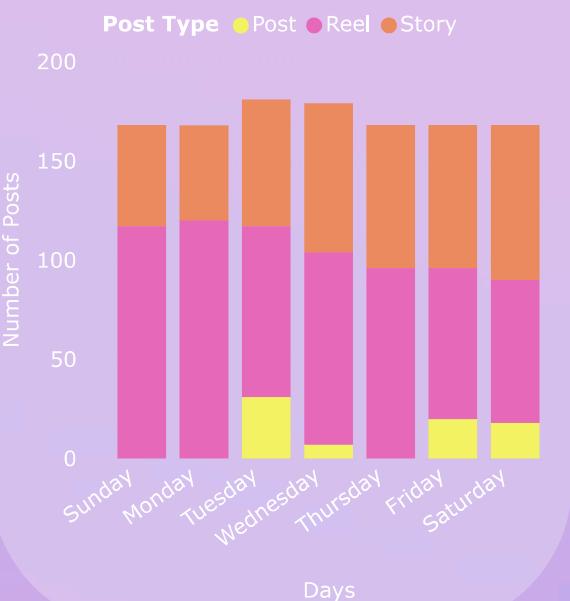
## Engagement Across Content



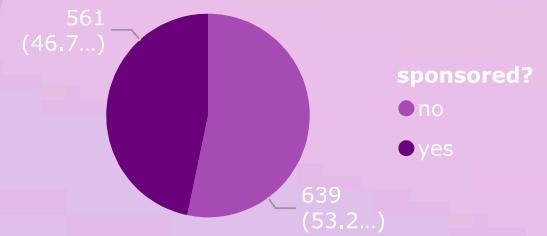
## Posts Uploaded Over Time



## Posts Uploaded Over Days



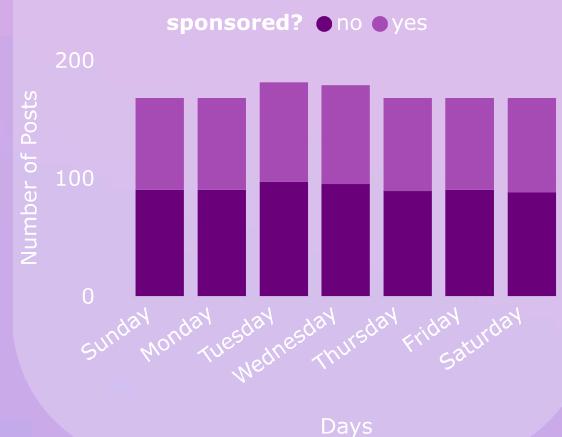
## Types of Posts Created



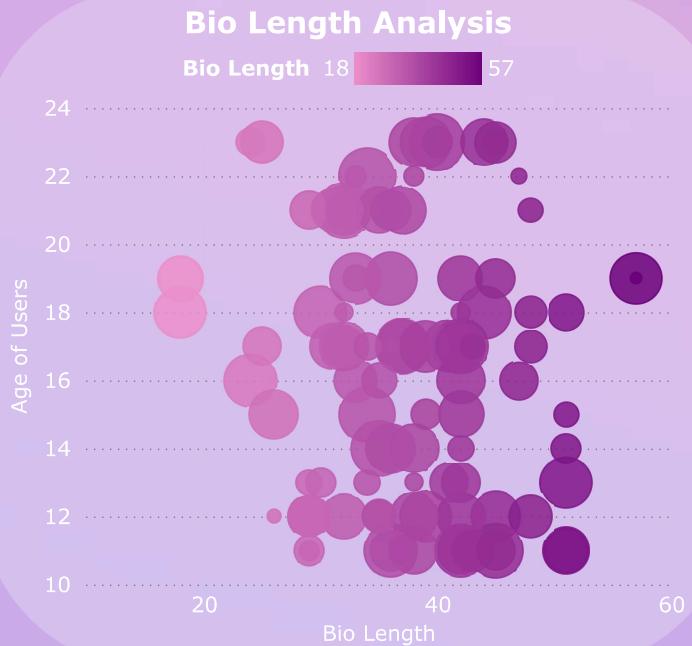
## AverageLikesPerPost

7.32

## Days of Sponsored Posts



# FEATURES



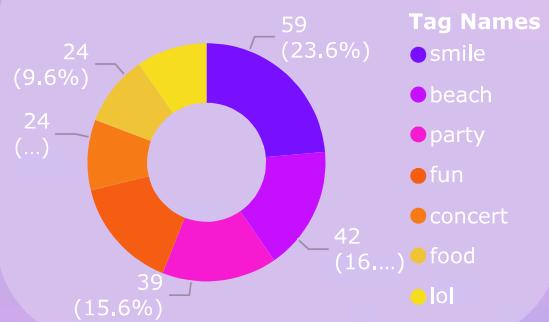
Average Views on Post  
**613.78**

Average Bio Length  
**37.80**

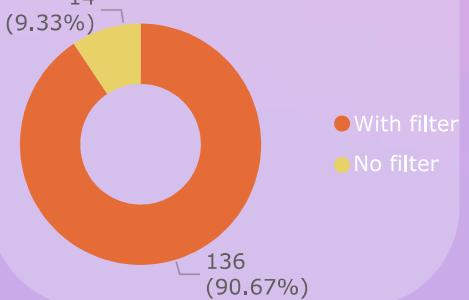
### Most Common Tags

A large, semi-transparent cloud of text representing the most common tags used in posts. The words are tilted and overlap, with colors ranging from purple to yellow. The most prominent tags include 'smile', 'beach', 'fun', 'photography', 'food', 'fashion', 'landscape', 'dreamy', 'style', 'lol', 'happy', 'drunk', 'hair', 'sunset', 'concert', 'sunrise', and 'party'. Some tags have smaller suffixes like 'foodie' or 'delicious'.

### Tag Name Distribution



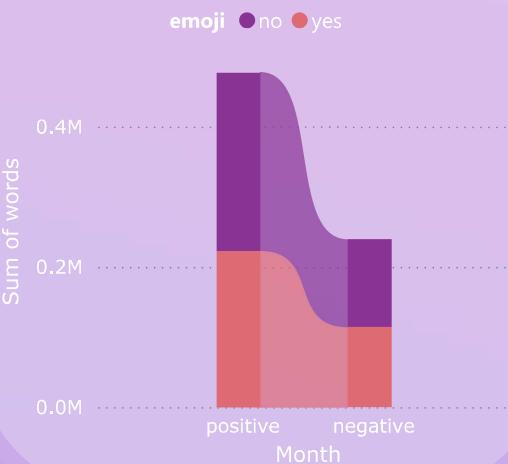
### Filters Used



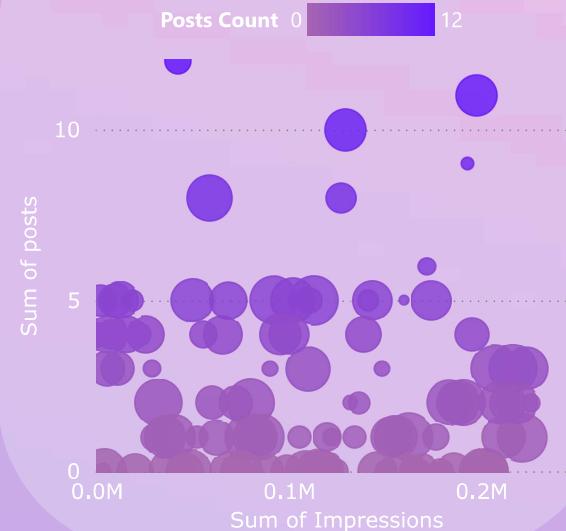
# ENGAGEMENT



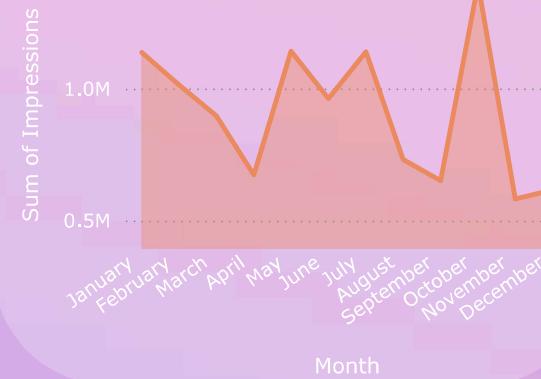
## Emoji Usage in Comment



## Post VS Impressions based on Active Minutes



## Impressions Over Time



Avg Posts Per User

**2.57**

Avg Active Minutes

**30.44**

## Screen Time



## Positive Comments



## Active Minutes Per Day

Day Name	1 - 10	11 - 20	21 - 30	31 - 40	41 - 50	51 - 60
Sunday						
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Saturday						