Instagram Performance Analysis and Insights

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Insights on Post Engagement, Reach, and Effectiveness

Based on the Power BI dashboards and dataset analysis, here are some of the key findings related to Instagram post engagement, reach, and effectiveness:

- **Total Engagement** across posts reached 9,696, comprised of 4,552 Likes, 2,710 Comments, 84 Shares, and numerous Unique Saves.

- **Post Type Performance:** REELS achieved an average Total Engagement of 170.91, outperforming FEED posts, which averaged 151.71. One specific REEL post achieved a remarkable 543 engagements.

- **Reach Trends:** Profile Impressions spiked dramatically from 8,247 to 31,979 between September 2, 2024 and September 10, 2024. Notable anomalies were detected, especially on January 19, 2025, when Profile Reach hit 20,926.

- **Follower Activity:** New Followers dropped by 100% between January 23 and March 2, 2025. A gradual decline began on February 24, 2025, suggesting possible changes in content or engagement strategies.

- **City-level Analysis:** London contributed 11.41% of the total followers, significantly higher than Derby. Interestingly, follower count and Reel shares showed a negative correlation.

Answers to Evaluation Questions

1. Key Metrics to Track Facebook and Instagram Post Performance

To effectively measure post performance, the following metrics are critical:

- Total Engagement (Likes + Comments + Shares + Saves)
- Engagement Rate: $\frac{Engagement}{Impressions} \times 100$
- Post Reach and Impressions
- New Followers and Profile Visits
- Shares and Saves (for content usefulness)
- Story Completion Rates (if applicable)
- Post Type Performance (e.g., Reels vs. Feed)

2. Determining Reel Performance

To evaluate whether an Instagram Reel is performing well:

- Compare Total Engagement and Engagement Rate with the average across all Reels.

- Analyze the number of Reel Shares and Video Views.

- Correlate Reel performance with follower growth.

- Investigate high-performing anomalies (e.g., Jan 19 spike).

3. A/B Testing Ad Creatives on Facebook

An effective A/B test for ad creatives would involve:

- Running two creatives (A and B) with identical parameters (budget, audience, timing).

- Tracking CTR (Click Through Rate), CPC (Cost Per Click), and Conversion Rate.

- Measuring Engagement and Impressions.

- Using Facebook's built-in A/B Testing tools for automation.

- Concluding based on statistically significant differences in performance metrics.

4. Insights from Dataset

- REELS consistently generate higher engagement than FEED posts, making them more effective for content strategies.

- A sudden drop in new followers suggests the need to reassess posting frequency or content type.

- The London audience is a stronghold, yet their share activity is relatively low—localized content may improve engagement.

- Performance anomalies highlight specific campaigns or content types that resonate well with the audience.

5. Recommended Additional Analyses

- Cohort analysis of followers by acquisition date.

- Time-of-day and day-of-week performance segmentation.

- Caption sentiment analysis versus engagement.

- Hashtag performance tracking.

- Forecasting engagement or reach using time-series models.

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