INSTAGRAM INFLUENCER DATA ANALYSIS

A Project Report

Submitted for Internship Evaluation

Submitted by

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ABSTRACT

Instagram has become one of the most influential social media platforms for digital marketing and brand promotion. This project focuses on analyzing top Instagram influencers using publicly available data.

The dataset contains information such as follower count, engagement rate, country, and category. Data analysis techniques were applied to identify top-performing influencers and engagement trends. Visualizations were used to better understand influencer performance.

This project demonstrates practical data analysis skills using Python and real-world social media data.

1. INTRODUCTION

Influencer marketing plays a crucial role in modern digital advertising. Brands collaborate with influencers to reach targeted audiences effectively.

The goal of this project is to analyze top Instagram influencers and understand factors such as followers, engagement rate, and content category that influence popularity and reach.

2. OBJECTIVES

- Analyze top Instagram influencers
- Identify influencers with highest engagement
- Perform country-wise and category-wise analysis
- Visualize influencer performance metrics
- Gain insights useful for influencer marketing strategies

3. DATASET DESCRIPTION

The dataset used in this project is "top_insta_influencers_data.csv".

It includes data of top Instagram influencers across different categories.

Key attributes:

- Influencer Name
- Username
- Followers
- Engagement Rate
- Country
- Category
- Average Likes
- Average Comments

4. TOOLS AND TECHNOLOGIES USED

- Python
- Pandas

• NumPy

• Matplotlib

• Seaborn

• Jupyter Notebook

• CSV Dataset

5. METHODOLOGY

1. Dataset loading and inspection

2. Data cleaning and preprocessing

3. Exploratory Data Analysis (EDA)

4. Visualization of influencer metrics

5. Interpretation of results

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7. CONCLUSION

This project successfully analyzed Instagram influencer data and provided insights into

engagement trends and influencer performance. The findings can help brands and marketers

make informed decisions when selecting influencers.

The project enhanced skills in data analysis, visualization, and interpretation of social

media data.

8. FUTURE SCOPE

- Analyze real-time Instagram data using APIs
- Include sentiment analysis on comments
- Build influencer recommendation systems
- Apply machine learning for engagement prediction

9. REFERENCES

- Kaggle – Instagram Influencer Dataset
- Python Documentation
- Pandas Documentation