



Instagram

ACCOUNT ANALYTICS

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Introduction

Diving into Instagram Analytics

Every **like, comment, and share** tells a story! Instagram analytics help us uncover what makes an account shine and how to keep followers engaged.

What's Inside the Numbers?

Engagement Highlights – What's driving likes, comments, and shares?

Audience Insights – Who's following, interacting, and when are they most active?

Top-Performing Content – Posts, stories, or reels—what's trending?

Growth Tips – Data-driven strategies to boost reach and engagement.

By decoding these insights, we can craft a winning content strategy that keeps audiences engaged and growing!

Overview

This study aims to provide valuable insights into the Instagram account's performance by answering three key questions:

1 How well is the content performing? – Assessing engagement, reach, and overall effectiveness.

2 What do the audience prefer? – Understanding user behavior, interests, and interaction patterns.

3 How can future posts be optimized? – Identifying strategies to boost growth and maximize engagement.

By analyzing these aspects, we can develop data-driven recommendations to enhance the account's reach, engagement, and overall success.



KEY METRICS

Post

273

Profile Visits

448K

New Followers

303K

Comments

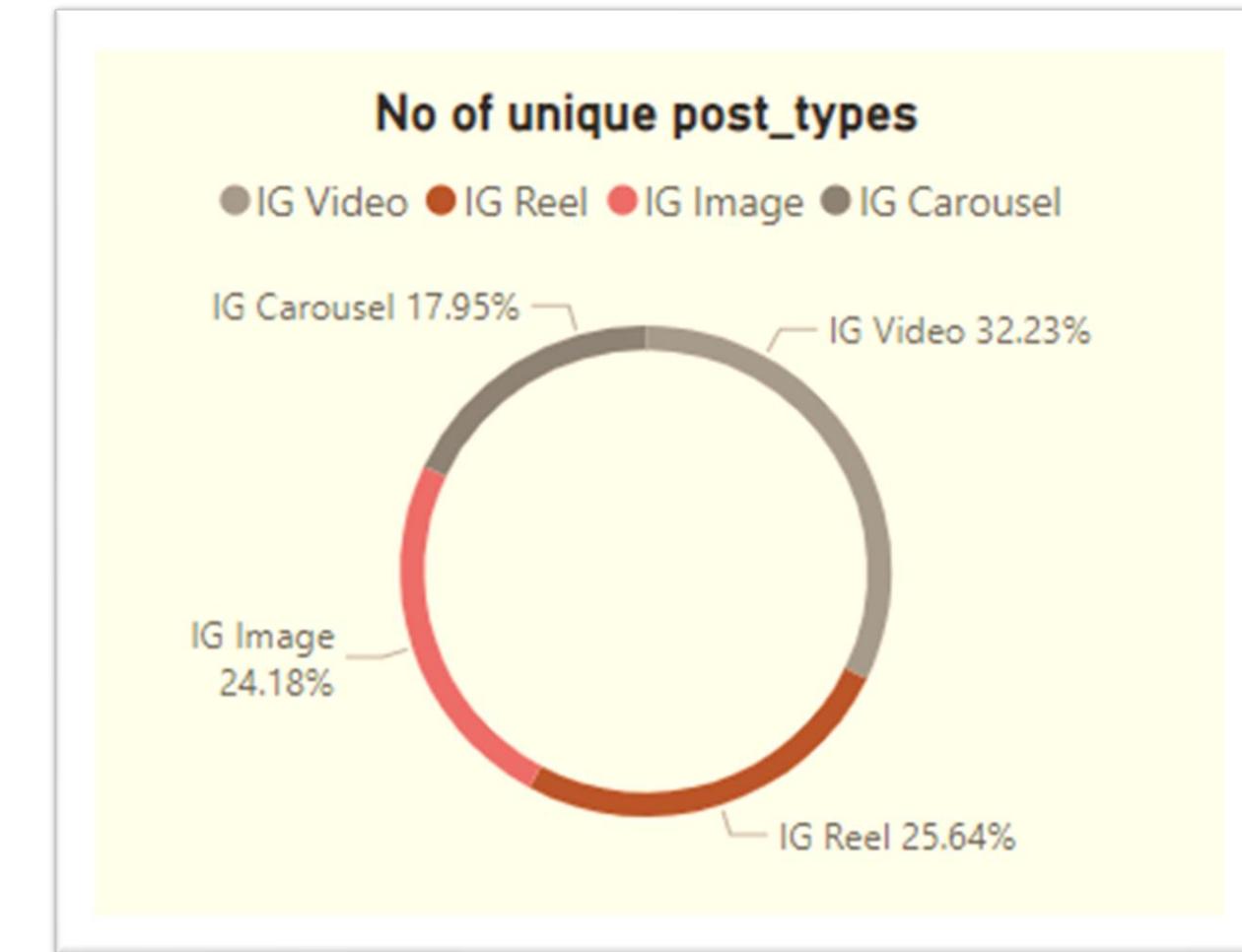
17K

QUICK INSIGHTS WITH VISUALS

Unique post types are found in the 'fact content' table

```
SELECT DISTINCT post_type from fact_content;
```

	post_type
▶	IG Image
	IG Reel
	IG Carousel
	IG Video



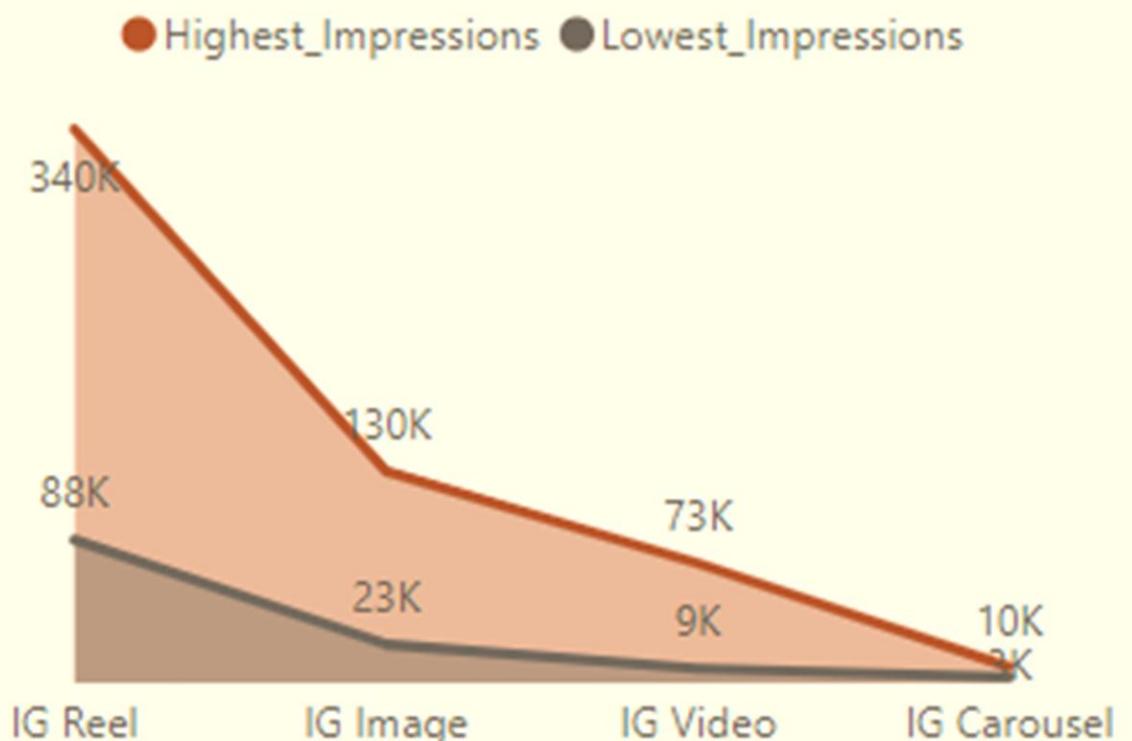


The highest and lowest recorded impressions for each post type

```
SELECT
    post_type,
    (SELECT MAX(impressions) FROM fact_content WHERE post_type = fc.post_type) AS highest_recorded_impressions,
    (SELECT MIN(impressions) FROM fact_content WHERE post_type = fc.post_type) AS lowest_recorded_impressions
FROM fact_content fc
GROUP BY post_type;
```

post_type	highest_recorded_impressions	lowest_recorded_impressions
IG Image	129694	23367
IG Reel	339708	87570
IG Carousel	9677	3264
IG Video	73321	8741

Highest and Lowest_ Impressions by post_type



Filter all the posts published on the weekend in March and April and export them to a separate CSV file.

```
SELECT fact.*
FROM fact_content AS fact
JOIN dim_dates AS dates
ON fact.date = dates.date
WHERE (dates.month_name = 'March' OR dates.month_name = 'April')
AND dates.weekday_or_weekend = 'weekend';
```

	date	post_category	post_type	video_duration	carousel_item_count	impressions	reach	shares	follows	likes	comments	saves
▶	2023-03-04	Earphone	IG Video	291	0	12265	3668	69	92	327	7	18
	2023-03-05	Smartwatch	IG Image	0	0	62770	18001	273	360	1194	28	76
	2023-03-11	Mobile	IG Carousel	0	3	5899	1093	45	12	53	0	6
	2023-03-12	Laptop	IG Image	0	0	79416	23474	327	259	1235	69	204
	2023-03-18	Mobile	IG Carousel	0	3	9157	2254	67	58	55	6	15
	2023-03-19	Smartwatch	IG Carousel	0	3	4146	1079	42	17	43	1	6
	2023-03-25	Earphone	IG Reel	22	0	132284	66721	1093	1482	3622	83	695
	2023-03-26	Mobile	IG Image	0	0	63425	26113	435	336	1994	68	179
	2023-04-01	Mobile	IG Carousel	0	3	4549	1052	27	18	35	1	6
	2023-04-02	Earphone	IG Video	163	0	54672	16126	172	182	938	22	81
	2023-04-08	Other Gadgets	IG Video	258	0	37955	12663	204	164	753	31	63
	2023-04-09	Mobile	IG Image	0	0	52278	14438	271	167	1393	36	44
	2023-04-15	Laptop	IG Reel	30	0	123270	39850	296	1486	3926	101	1139
	2023-04-16	Other Gadgets	IG Reel	29	0	115701	66829	937	929	5749	94	658
	2023-04-22	Laptop	IG Video	172	0	33604	14682	255	349	1038	22	73
	2023-04-23	Earphone	IG Video	229	0	36973	13629	224	244	929	30	68
	2023-04-29	Earphone	IG Video	206	0	43526	11799	134	138	646	12	59
	2023-04-30	Mobile	IG Reel	59	0	185017	63990	1010	2238	6039	94	330

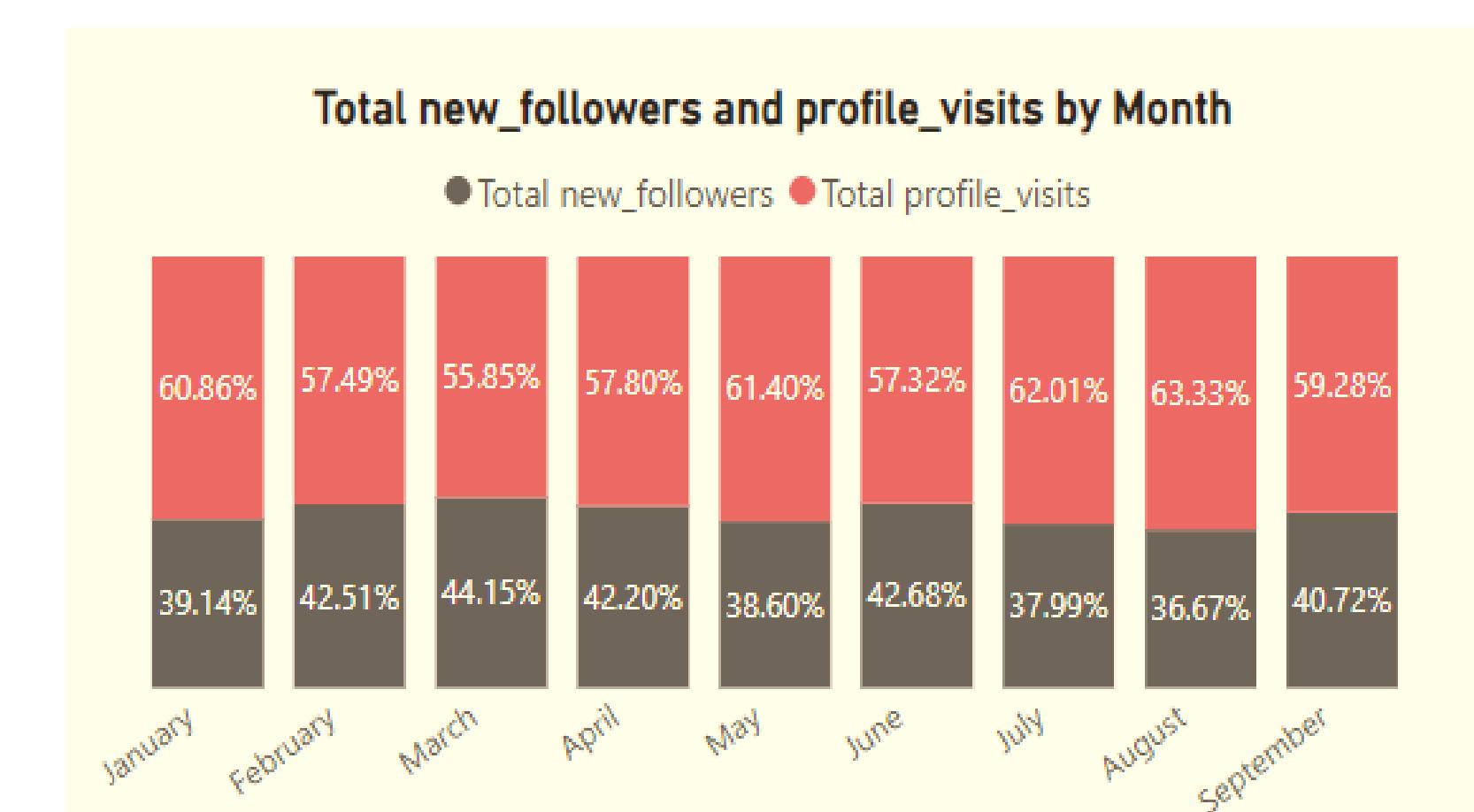


The final output includes the following fields:

- month name
- total_profile_visits
- total_new_followers

```
select monthname(date) as month_name,  
       sum(profile_visits) as total_profile_visits,  
       sum(new_followers) as total_new_followers  
  from fact_account  
group by month_name;
```

	month_name	total_profile_visits	total_new_followers
▶	January	26512	17053
	February	20628	15254
	March	23132	18285
	April	29852	21799
	May	106571	66984
	June	103350	76942
	July	54352	33302
	August	42094	24371
	September	41522	28523

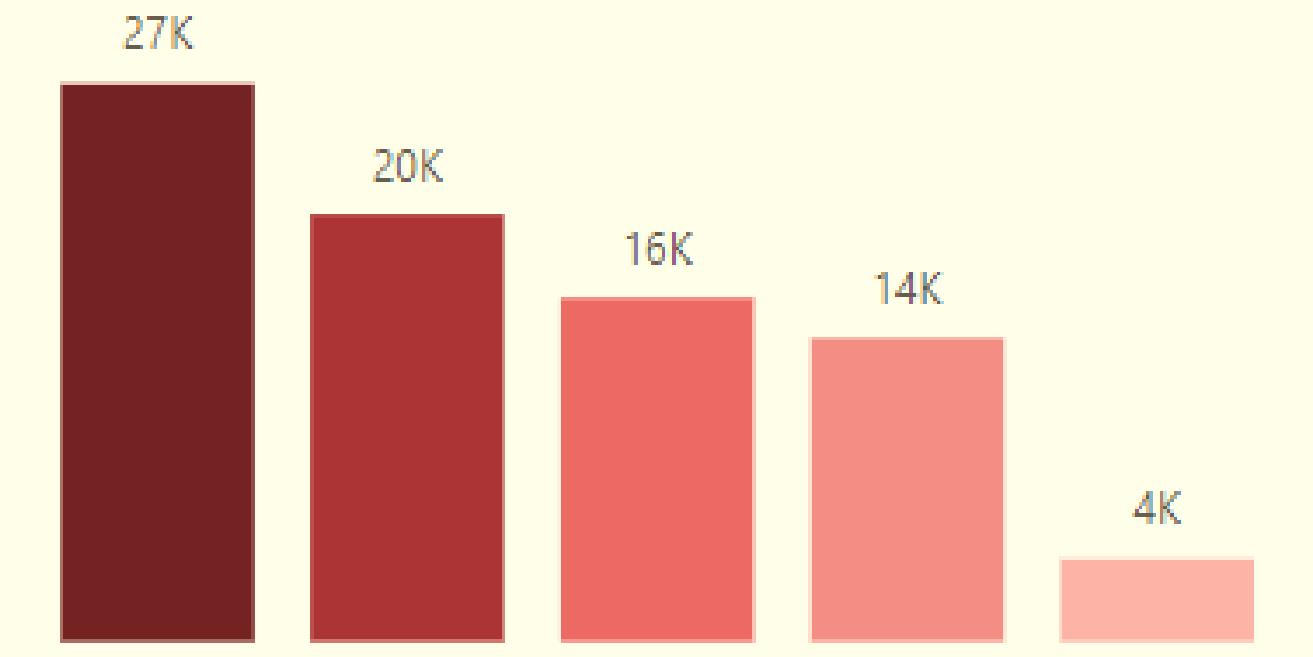


Write a CTE that calculates the total number of 'likes' for each 'post category' during the month of 'July' and subsequently, arrange the 'post category' values in descending order according to their total likes.

```
WITH LikesByCategory AS (
    SELECT post_category,
           SUM(likes) AS total_likes
    FROM fact_content
   WHERE MONTHNAME(date) = 'July'
  GROUP BY post_category
)
SELECT *
  FROM LikesByCategory
 ORDER BY total_likes DESC;
```

	post_category	total_likes
▶	Other Gadgets	26519
	Tech Tips	20296
	Mobile	16338
	Earphone	14435
	Smartwatch	3918

Total likes by post_category



Other Gadgets Tech Tips Mobile Earphone Smartwatch



The unique post_category names alongside their respective counts for each month.

The output should have three columns:

- month name
- post_category_names
- post_category_count

```
SELECT  
    MONTHNAME(date) AS month_name,  
    GROUP_CONCAT(DISTINCT post_category SEPARATOR ', ') AS post_category_names,  
    COUNT(DISTINCT post_category) AS post_category_count  
FROM fact_content  
GROUP BY MONTH(date), MONTHNAME(date)  
ORDER BY MONTH(date);
```

	month_name	post_category_names	post_category_count
▶	January	Earphone, Mobile, Smartwatch	3
	February	Earphone, Laptop, Mobile, Smartwatch	4
	March	Earphone, Laptop, Mobile, Smartwatch	4
	April	Earphone, Laptop, Mobile, Other Gadgets, Smartwatch	5
	May	Earphone, Laptop, Mobile, Other Gadgets, Smartwatch, Tech Tips	6
	June	Mobile, Other Gadgets, Smartwatch, Tech Tips	4
	July	Earphone, Mobile, Other Gadgets, Smartwatch, Tech Tips	5
	August	Earphone, Mobile, Other Gadgets, Smartwatch, Tech Tips	5
	September	Mobile, Other Gadgets, Smartwatch, Tech Tips	4



The percentage breakdown of total reach by post type

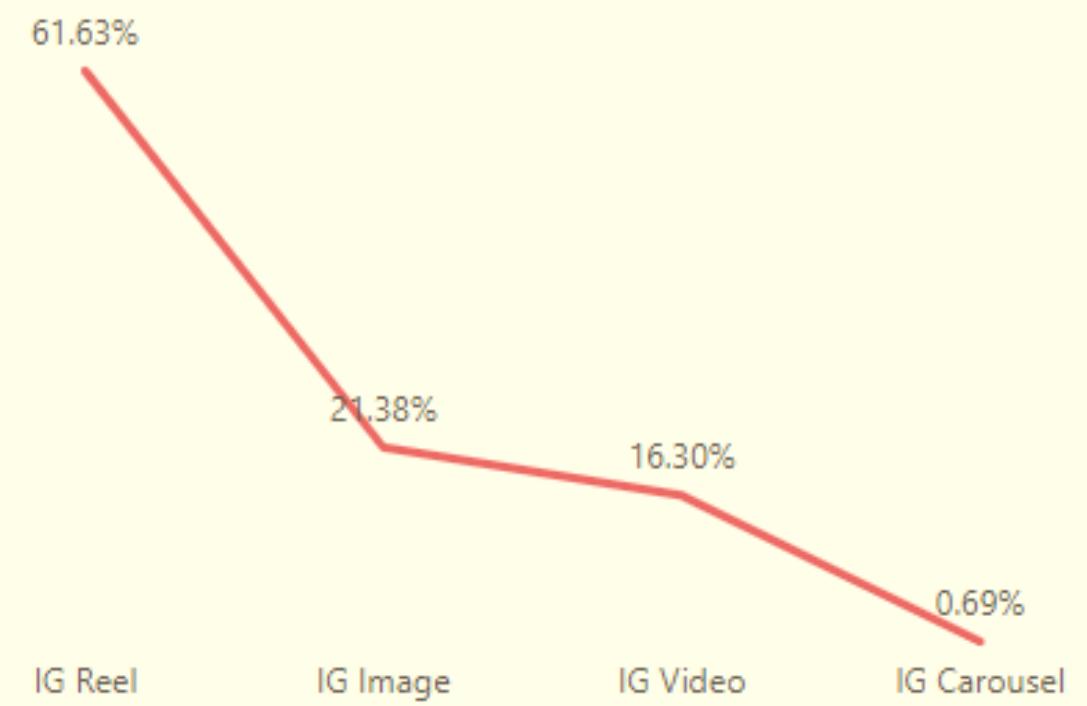
The final output includes the following fields:

- post type
- total reach
- reach percentage

```
SELECT
    post_type,
    SUM(reach) AS total_reach,
    ROUND((SUM(reach) * 100.0) / SUM(SUM(reach)) OVER (), 2) AS reach_percentage
FROM fact_content
GROUP BY post_type
ORDER BY reach_percentage DESC;
```

	post_type	total_reach	reach_percentage
▶	IG Reel	5379091	61.63
	IG Image	1866381	21.38
	IG Video	1422300	16.30
	IG Carousel	60465	0.69

ReachPercentage by post_type



The final output columns should consist of:

- post_category • quarter • total_comments • total_saves

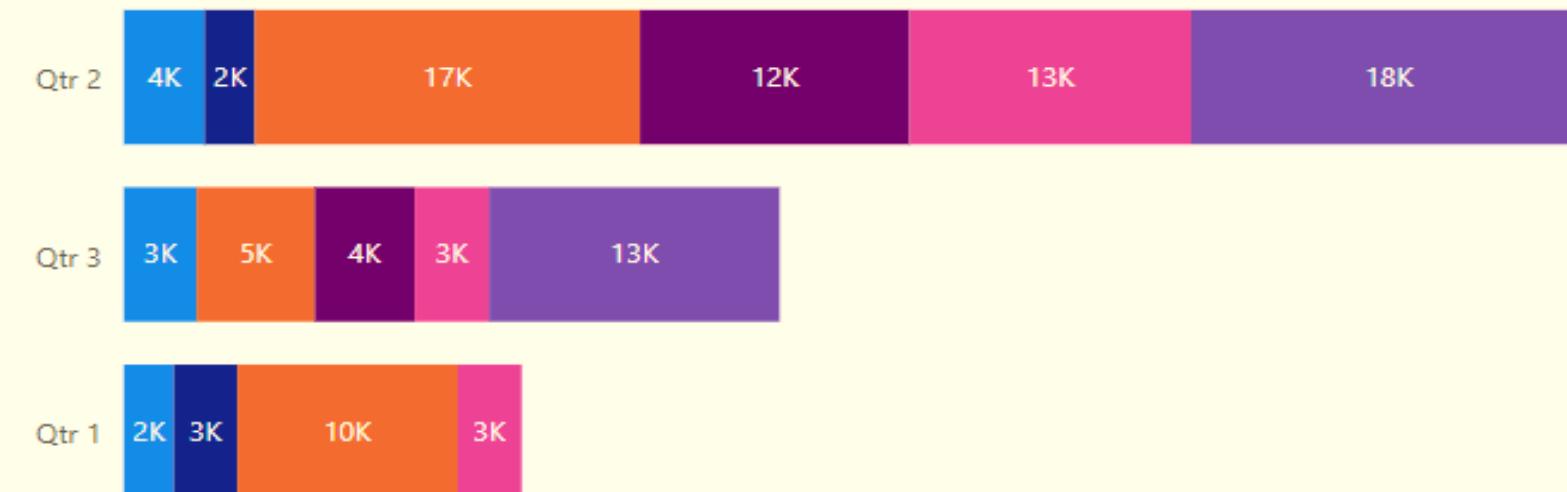
```

SELECT
    post_category,
    CASE
        WHEN MONTH(date) BETWEEN 1 AND 3 THEN 'Q1'
        WHEN MONTH(date) BETWEEN 4 AND 6 THEN 'Q2'
        WHEN MONTH(date) BETWEEN 7 AND 9 THEN 'Q3'
        WHEN MONTH(date) BETWEEN 10 AND 12 THEN 'Q4'
    END AS quarter,
    SUM(comments) AS total_comments,
    SUM(saves) AS total_saves
FROM fact_content
GROUP BY post_category,
CASE
    WHEN MONTH(date) BETWEEN 1 AND 3 THEN 'Q1'
    WHEN MONTH(date) BETWEEN 4 AND 6 THEN 'Q2'
    WHEN MONTH(date) BETWEEN 7 AND 9 THEN 'Q3'
    WHEN MONTH(date) BETWEEN 10 AND 12 THEN 'Q4'
END;
  
```

	post_category	quarter	total_comments	total_saves
▶	Mobile	Q1	1836	9843
	Smartwatch	Q1	600	2860
	Earphone	Q1	351	2230
	Laptop	Q1	418	2837
	Mobile	Q2	2313	17207
	Earphone	Q2	589	3602
	Smartwatch	Q2	1358	12581
	Other Gadgets	Q2	1622	12041
	Laptop	Q2	452	2248
	Tech Tips	Q2	2201	17649
	Other Gadgets	Q3	964	4457
	Smartwatch	Q3	971	3326
	Earphone	Q3	427	3247
	Tech Tips	Q3	1596	12976
	Mobile	Q3	1134	5285

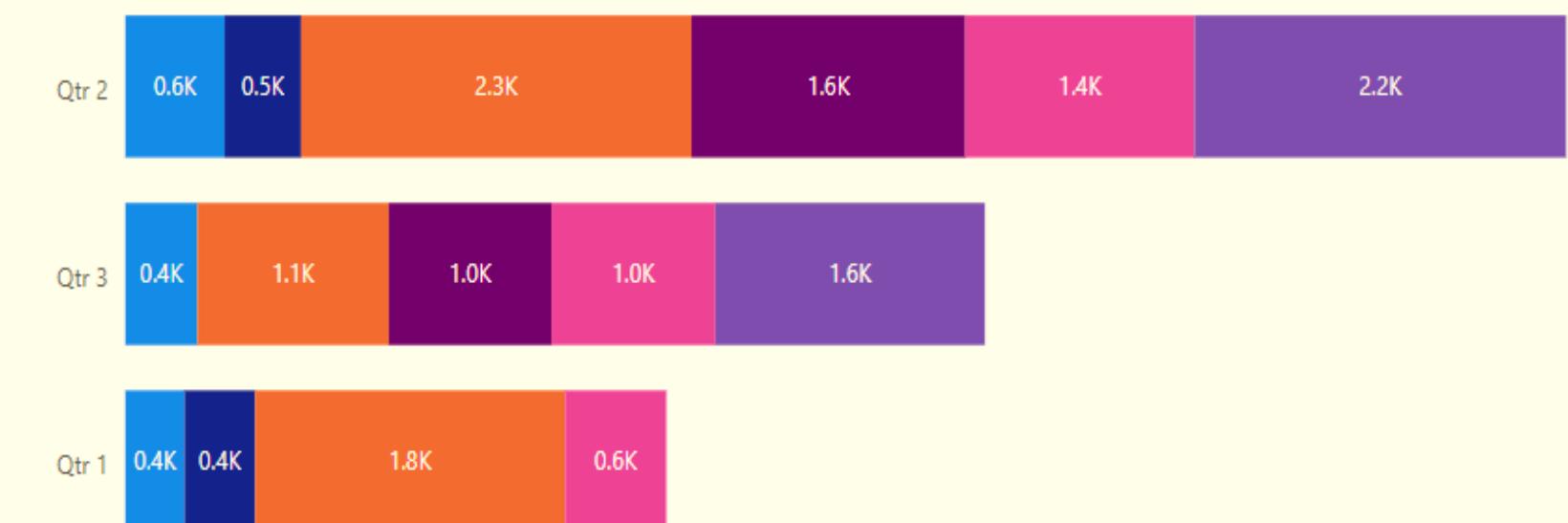
Total saves by Quarter and post_category

● Earphone ● Laptop ● Mobile ● Other Gadgets ● Smartwatch ● Tech Tips



Total comments by Quarter and post_category

● Earphone ● Laptop ● Mobile ● Other Gadgets ● Smartwatch ● Tech Tips





List the top three dates in each month with the highest number of new followers. The final output should include the following columns:

- month
- date
- new followers

```
WITH Top3 AS (
    SELECT
        MONTH(date) AS month,
        date,
        new_followers,
        ROW_NUMBER() OVER (PARTITION BY MONTH(date) ORDER BY new_followers DESC) AS row_num
    FROM fact_account
)
SELECT
    month,
    date,
    new_followers
FROM Top3
WHERE row_num <= 3
ORDER BY month, row_num;
```

	month	date	new_followers
▶	1	2023-01-30	3186
	1	2023-01-03	2959
	1	2023-01-23	1003
	2	2023-02-01	4106
	2	2023-02-24	2383
	2	2023-02-02	1989
	3	2023-03-21	5421
	3	2023-03-28	2513
	3	2023-03-25	2356
	4	2023-04-25	3736
	4	2023-04-30	2753
	4	2023-04-06	2500
	5	2023-05-08	8872
	5	2023-05-20	6169
	5	2023-05-12	6051
	6	2023-06-30	8804
	6	2023-06-03	8802
	6	2023-06-21	7033
	7	2023-07-08	3716
	7	2023-07-15	3364
	7	2023-07-28	2344



A stored procedure that takes the 'Week no' as input and generates a report displaying the total shares for each 'Post type'. The output of the procedure should consist of two columns:

- post type
- total shares

```
CREATE DEFINER='root'@'localhost' PROCEDURE `GetSharesByPostType`(IN week_no varchar(255))
BEGIN
    SELECT post_type,
           SUM(shares) AS total_shares
      FROM fact_content fact
     JOIN dim_dates date using(date)
     WHERE date.week_no = week_no
   GROUP BY post_type, week_no
  ORDER BY total_shares DESC;
END
```

```
call gdb0120.GetSharesByPostType('W15');
```

	post_type	total_shares
▶	IG Reel	955
	IG Video	569
	IG Image	449
	IG Carousel	11

ADDITIONAL INSIGHTS



- ❖ **Total Reach** - Content Total Reach is the number of unique users who have seen your content, regardless of how many times they viewed it.
- ❖ **Total Carousel** - It is the number of unique users who have interacted with a carousel post, regardless of how many times they swiped through it.
- ❖ **Content Performance** - A measure of how well your content engages your audience, based on interactions like likes, comments, and shares.

9M

167

4.79%

Total Reach

Total Carousel

Content Performance

- ✓ Here are some of the major findings and recommendations from the analysis:
- ✓ **Top-Performing Content:** Carousel posts with concise captions generated the highest engagement. I recommend increasing the frequency of carousel posts.
- ✓ **Audience Behavior:** The audience is most active between 6 PM and 9 PM, which aligns with peak engagement times. Scheduling posts during this window can maximize visibility.
- ✓ **Hashtag Effectiveness:** Posts with targeted hashtags had significantly higher reach. A mix of trending and niche hashtags is recommended.
- ✓ **Story Engagement:** Stories performed well, particularly when they included interactive elements like polls or Q&A. Leveraging more stories with engagement features can build stronger connections with the audience.
- ✓ **Content Gaps:** While video posts performed well, they were underutilized. Increasing video content can help attract more viewers

Recommendations

1. Track Engagement Metrics Regularly:

- **Likes, Comments, Shares, Saves:** Monitor these to understand how users are interacting with your posts. Higher engagement means your content resonates well with your audience.
- **Engagement Rate:** Keep track of this by dividing total interactions by impressions or reach. It gives you a better sense of content performance relative to audience size.

2. Measure Content Reach and Impressions:

- **Reach:** Track the number of unique users who see your posts to understand how far your content is spreading.
- **Impressions:** Monitor this to see how many times your content has been displayed, which is useful for gauging visibility.

3. Content Diversity:

- Post a variety of content (images, videos, carousels, reels) to keep your audience engaged. Track which format performs best.





THANK YOU