**ABSTRACT**

# Project Title: Instagram Reach Analysis

Instagram is one of the largest social media platforms with roughly one billion monthly active users. If you’re running a business account on Instagram, knowing how to increase engagement on your posts and gain real followers on your Instagram account is a must to boost and sustain growth. However, gaining real followers is a challenge and time-consuming process.

What Is Instagram Reach?

Instagram Reach essentially refers to increasing traffic to a given Instagram account. Several KPIs can be used to measure growth, but the most common are follows, likes, and comments. Ultimately, the goal is to generate additional traffic that will (among other things) increase engagement, establish your brand, get your content seen, enable you to reach new audiences, and help you stay a step ahead of the competition.

Why does it matter?

Getting your content seen on Instagram is the central focus of most IG hacks, courses, and services. Instagrammers are interested in what brands have to say. 50% of users follow at least one business, and more than 200 million visit at least one business profile every single day. Instagrammers are consumers, and brands like yours are making sales through Instagram. 60% of users say they discover new products on Instagram and 80% report that Instagram influences their decision to buy a product or service. Instagram’s user base is not only huge, but it’s also pretty diverse. This means that growth efforts are critical for brands wanting to market, sell, connect, perform market research, and otherwise make the most of a prime audience. The right growth strategy can give you a quality audience to connect with, and the authority to do it effectively. More followers mean greater trust and authority on Instagram. A bigger, more engaged follower base can also result in more user-generated content and organic word-of-mouth marketing. Additionally, it offers a greater pool from which to draw insights and perform market research.

This project bases your growth using the liking method and analytics. The method provides you with steady growth without putting your accounts at risk.

It applies the best practices for increasing content engagement on the platform using insights and machine learning models.