EDA of Instagram data

**Summary:**

Exploratory data analysis (EDA) in Data Science involves delving into a dataset to uncover patterns, trends, and relationships. This process enhances our comprehension of the dataset's information and assists in making informed decisions and devising strategies to address real-world business challenges.

**Analysis:**

**A screen shot of a computer

Description automatically generated**

**Output:**

**A screenshot of a computer screen

Description automatically generated**

**A black background with white text

Description automatically generated**

**A screenshot of a computer

Description automatically generated**

**A screenshot of a computer

Description automatically generated**

**I.** Distribution of the Impressions:

**A screen shot of a computer code

Description automatically generated**

**Output**

A blue and white graph

Description automatically generated

**II.** Impressions over time:

A screen shot of a computer code

Description automatically generated

**Output**

A graph showing a graph

Description automatically generated

**III.** Validating metrics:

A screen shot of a computer code

Description automatically generated

**Output**

A graph with different colored lines

Description automatically generated

**IV.** Distribution of reach from different sources

A screen shot of a computer program

Description automatically generated

**Output**

A colorful pie chart with a few different colored circles

Description automatically generated with medium confidence

**V.** Distribution of engagement sources

A screen shot of a computer program

Description automatically generated

**Output**

A colorful circle with a number of circles

Description automatically generated with medium confidence

VI. Relationship between the number of profile visits and follows

A screen shot of a computer

Description automatically generated

**Output**

A graph with a dotted line

Description automatically generated

VII. Type of hashtags used in the posts:

A screen shot of a computer code

Description automatically generated

**Output**

A computer screen with text

Description automatically generated

VIII. Distribution of hashtags

A computer screen shot of a program

Description automatically generated

**Output**

A screen shot of a computer screen

Description automatically generated

IX. Distribution of likes and impressions received w.r.t each hashtag.

A screen shot of a computer program

Description automatically generated

**Output**

A city skyline with many small dots

Description automatically generated

A graph of a number of hashtags

Description automatically generated

**Conclusion**

Exploratory data analysis (EDA) is a fundamental concept in Data Science, involving the examination of a dataset to unveil patterns, trends, and relationships. This process enhances our comprehension of the dataset's content and assists in making informed decisions and crafting strategies to address genuine business challenges.