EPA

DATA ANALYSIS

ON

INSTAGRAM REACH

REPORT

TABLE OF CONTENTS

INTRODUCTION

Exploratory data analysis (EDA) is a Data Science concept where we analyze a dataset to discover patterns, trends, and relationships within the data. It helps us better understand the information contained in the dataset and guides us in making informed decisions and formulating strategies to solve real business problems.

DATA COLLECTION

DATA SOURCES:

A dataset that includes Impressions, From Home, From Hashtags, From Explore, From Other, Saves, Comments, Shares, Likes, Profile Visits, Follows, Caption, Hashtags of an instagram account from Kaggle.

DATA CLEANING:

Data cleaning involved handling missing values, removing outliers, removing duplicates and standardizing data formats, catogarizing the hashtags.

METHODOLOGY

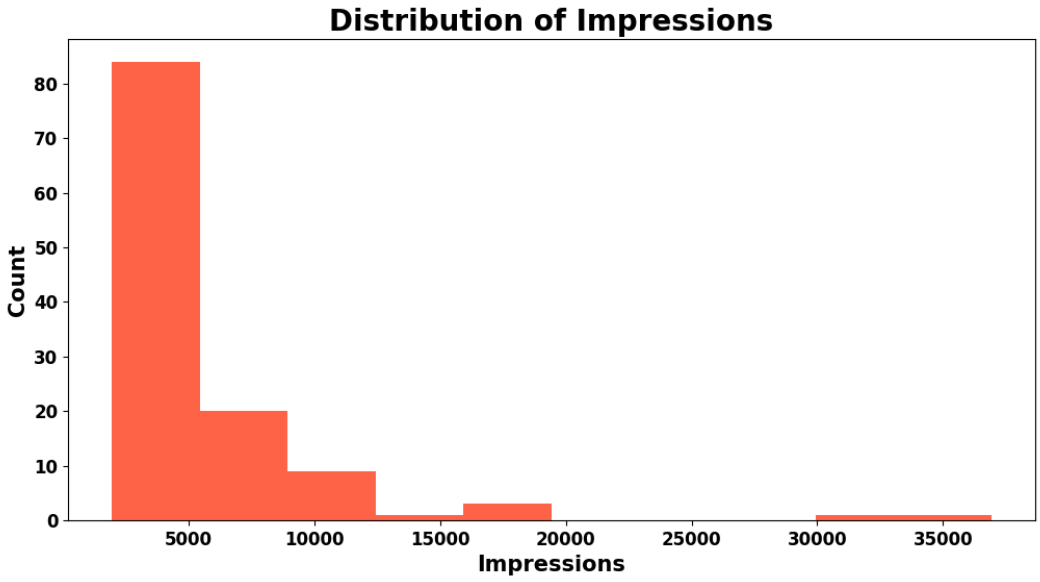
The analysis employed descriptive statistics, data visualization, and regression analysis to understand the relationships between variables.

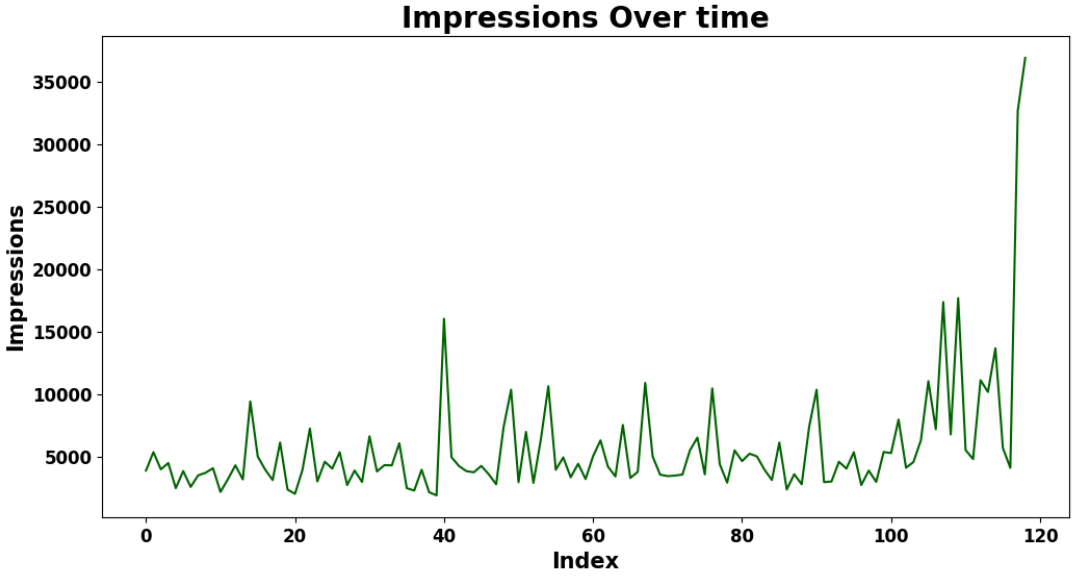
RESULTS

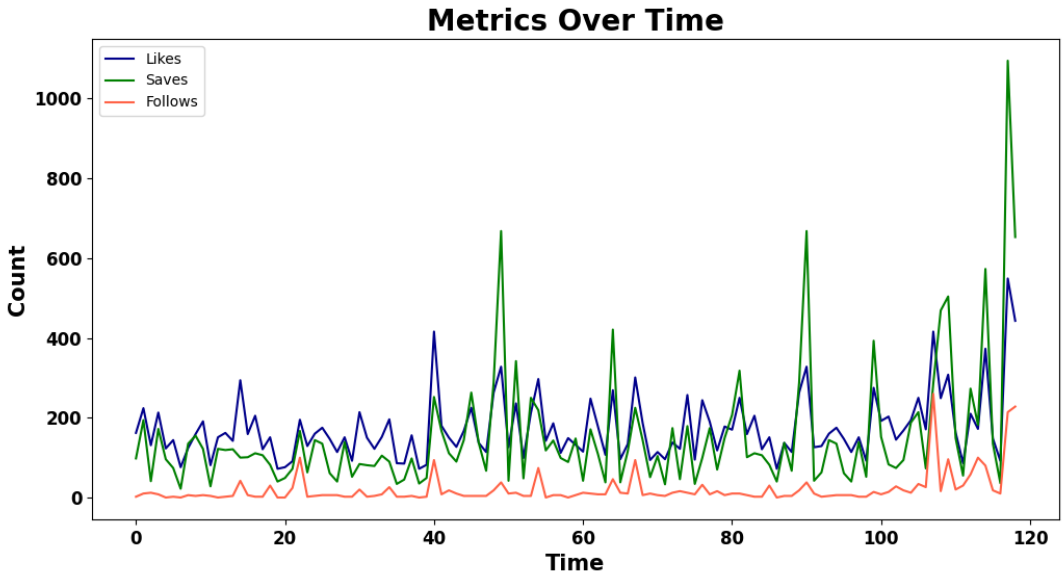
MAIN FINDINGS:

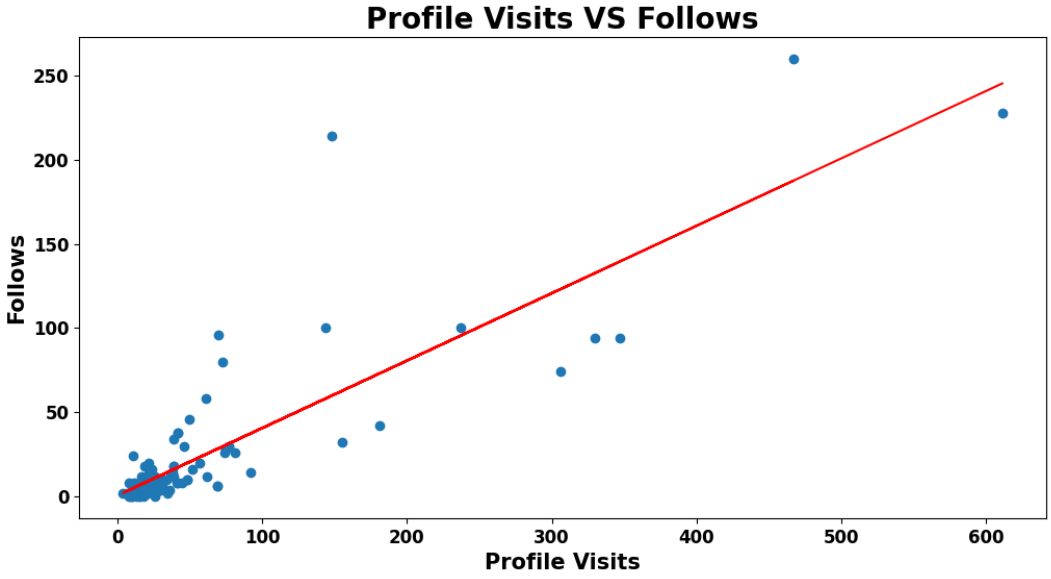
- **Number of followers increases as number profile visits increases**
- **The last few posts were reached highest impressions, likes, saves and follows.**
- **Highest reach is from the home source**
- **PythonProgramming and thecleverprogrammer are the mostly used hashtags**
- **Data science, machine learning , python code are the hashtags that received highest likes over other hashtags.**

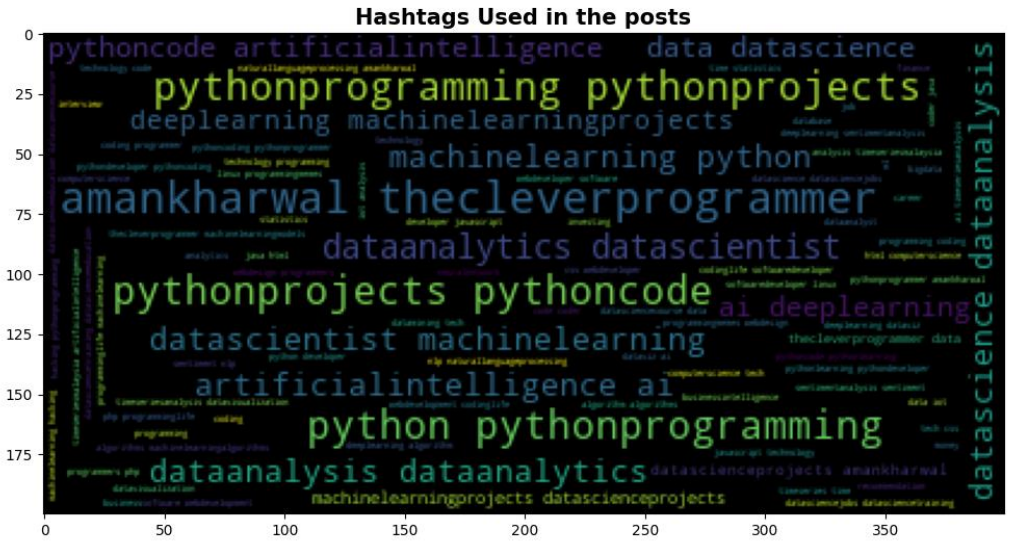
DATA VISUALIZATIONS:






Metrics Over Time
Likes
Saves
Follows
Count
Time
0
200
400
600
800
1000
0
20
40
60
80
100
120


Profile Visits VS Follows
Follows
Profile Visits
0
50
100
150
200
250
0
100
200
300
400
500
600



CONCLUSION

Exploratory data analysis (EDA) is a Data Science concept where we analyze a dataset to discover patterns, trends, and relationships within the data. It helps us better understand the information contained in the dataset and guides us in making informed decisions and formulating strategies to solve real business problems.