



Welcome to IG4U

Sign into your account

Username

Password

**Login**

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# IG4U USER GUIDE

Prepared by IG4U Team

## ABSTRACT

This guide documents various steps to installation and usage of IG4U application

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## TEAM

IG4U--INTELLIGENT INSTAGRAM PROFILE ANALYSIS SYSTEM

## Summary:

This guide provides steps for installation and usage of the app. Mac operating system is used for the preparation of the guide. Other operating system uses the same steps unless otherwise stated.

## Pre-requisites

### Operating System

1. Linux
2. Windows
3. Mac

### Required Programs

1. Anaconda (we have tested our application based on conda installation of python. Any standalone installation or other type of installation may require self troubleshooting if found any errors)
2. Python

### Install python libraries

1. Please use admin account for this application before installation and usage of the application.  
Example: For windows, run the terminal as administrator  
For linux and mac: use sudo su
2. Please run following steps in the terminal

```
pip install psycopg2
pip install nltk
python
import nltk
nltk.download('stopwords')
conda update --force conda
conda install -c conda-forge scikit-surprise
```

3. Please install following libraries

```
pip install beautifulsoup4==4.11.1
pip install ChatterBot==1.0.2
pip install chatterbot-corpus==1.2.0
pip install confection==0.0.4
pip install constantly==15.1.0
pip install contourpy==1.0.5
pip install cookiecutter==1.7.3
pip install cryptography==38.0.4
pip install cssselect==1.1.0
pip install cycler==0.11.0
pip install cymem==2.0.7
pip install Cython==0.29.32
```

```
pip install cytoolz==0.12.0
pip install daal4py==2021.6.0
pip install dask==2022.7.0
pip install datashader==0.14.3
pip install datashape==0.5.4
pip install debugpy==1.5.1
pip install decorator==5.1.1
pip install defusedxml==0.7.1
pip install demoji==1.1.0
pip install dictdiffer==0.9.0
pip install diff-match-patch==20200713
pip install distributed==2022.7.0
pip install Flask==1.1.2
pip install gensim==4.1.2
pip install glob2==0.7
pip install gmpy2==2.1.2
pip install instagrapi==1.17.6
pip install Jinja2==2.11.3
pip install jinja2-time==0.2.0
pip install langcodes==3.3.0
pip install langdetect==1.0.9
pip install lazy-object-proxy==1.6.0
pip install matplotlib==3.6.2
pip install matplotlib-inline==0.1.6
pip install neo4j==5.5.0
pip install numpy==1.21.5
pip install pandas==1.4.4
pip install pandocfilters==1.5.0
pip install panel==0.14.2
pip install param==1.12.3
pip install parsel==1.6.0
pip install parso==0.8.3
pip install partd==1.2.0
pip install pathlib==1.0.1
pip install pathspec==0.9.0
pip install pathy==0.10.1
pip install patsy==0.5.3
pip install pep8==1.7.1
pip install requests==2.28.1
pip install requests-file==1.5.1
pip install s3transfer==0.6.0
pip install scikit-image==0.19.3
pip install scikit-learn==1.0.2
pip install scikit-surprise==1.1.3
pip install scipy==1.10.0
pip install Scrapy==2.6.2
pip install seaborn==0.12.2
pip install spacy==3.5.0
pip install spacy-legacy==3.0.12
pip install spacy-loggers==1.0.4
pip install SQLAlchemy==1.2.19
```

```
pip install wheel==0.40.0
pip install widgetsnbextension==3.5.2
pip install translate
pip install demoji
```

## IG4U App

[Download App](#)

Note: Always the best thing comes with some patience. Login takes time of about 5-10 mins on the first time. Thank you for your understanding.

Source code Link: [https://nusu-my.sharepoint.com/:f/g/personal/e1112242\\_u\\_nus\\_edu/Et0EjC8BnsVLnW-2asmU43ABNiLQSkhdHt5KKUYm9PgqYQ](https://nusu-my.sharepoint.com/:f/g/personal/e1112242_u_nus_edu/Et0EjC8BnsVLnW-2asmU43ABNiLQSkhdHt5KKUYm9PgqYQ)

Download the source from the above mentioned source code link. Unzip the file “IG4U.zip”.

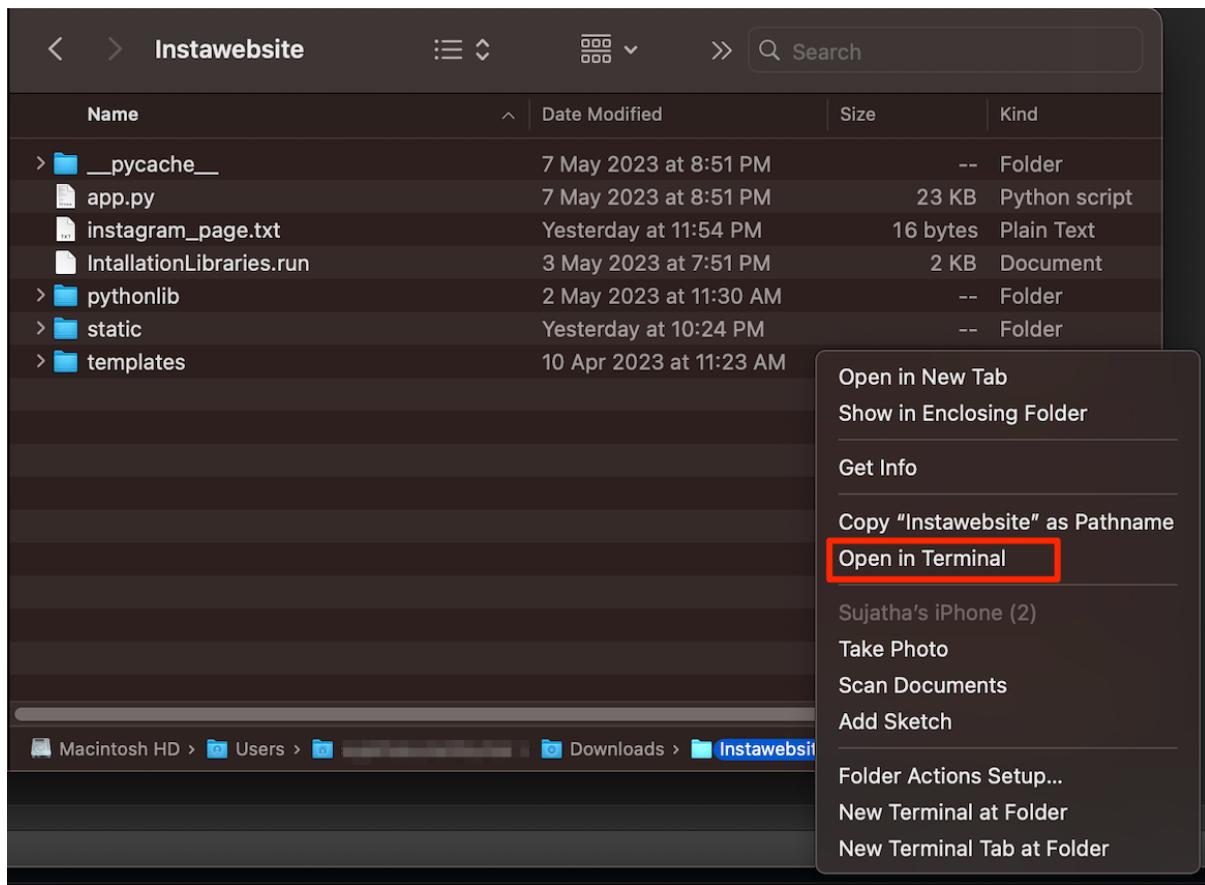
### Start App IG4U

1. From Finder(Mac), Files(Linux), File Explorer (Windows): Go into the unzipped folder.  
Folder contents looks below

Name	Date Modified	Size	Kind
> __pycache__	7 May 2023 at 8:51 PM	--	Folder
app.py	7 May 2023 at 8:51 PM	23 KB	Python script
instagram_page.txt	Yesterday at 11:54 PM	16 bytes	Plain Text
IntallationLibraries.run	3 May 2023 at 7:51 PM	2 KB	Document
> pythonlib	2 May 2023 at 11:30 AM	--	Folder
> static	Yesterday at 10:24 PM	--	Folder
> templates	10 Apr 2023 at 11:23 AM	--	Folder

Macintosh HD > Users > s [REDACTED] > Downloads > Instawebiste

2. Right click and choose “Open in Terminal”



3. Please use admin account for this application before installation and usage of the application.

Example: For windows, run the terminal as administrator

For linux and mac: use sudo su

4. For Mac/Linux systems run the following commands:

```
export FLASK_APP=app  
export FLASK_DEBUG=1  
flask run
```

5. For Windows run the following commands:

```
set FLASK_APP=app  
set FLASK_DEBUG=1  
flask run
```

6. Identify the URL that is set by flask:

By default: http://127.0.0.1:5000/

```

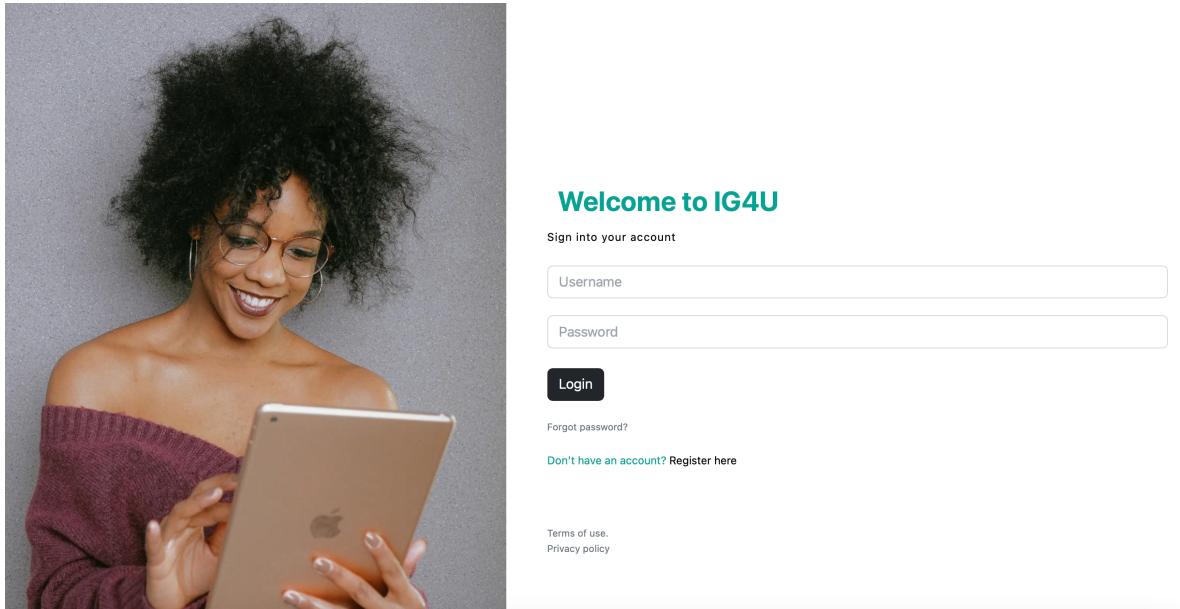
sh-3.2# flask run
/usr/sujathasureshkumar/Downloads/Instawebiste./pythonlib/Topic_Modeling.py:21: FutureWarning: The demoji.download_codes attribute is deprecated and will be removed from de
moji in a future version. It is an unused attribute as emoji codes are now distributed directly with the demoji package.
    demoji.download_codes()
[nltk_data] Downloading package vader_lexicon to
[nltk_data]     /var/root/nltk_data...
[nltk_data]   Package vader_lexicon is already up-to-date!
/Users/sujathasureshkumar/Downloads/Instawebiste./pythonlib/Topic_Modeling_P0.py:21: FutureWarning: The demoji.download_codes attribute is deprecated and will be removed from de
moji in a future version. It is an unused attribute as emoji codes are now distributed directly with the demoji package.
    demoji.download_codes()
[nltk_data] Downloading package vader_lexicon to
[nltk_data]     /var/root/nltk_data...
[nltk_data]   Package vader_lexicon is already up-to-date!
* Debug mode: off
WARNING: This is a development server. Do not use it in a production deployment. Use a production WSGI server instead.
* Running on http://127.0.0.1:5000
Press CTRL+C to quit
127.0.0.1 - - [16/May/2023 23:52:30] "GET / HTTP/1.1" 302 -
127.0.0.1 - - [16/May/2023 23:52:30] "GET /login HTTP/1.1" 200 -
127.0.0.1 - - [16/May/2023 23:52:30] "GET /assets/vendor/aos/aos.css HTTP/1.1" 404 -
127.0.0.1 - - [16/May/2023 23:52:30] "GET /assets/vendor/bootstrap/css/bootstrap.min.css HTTP/1.1" 404 -
127.0.0.1 - - [16/May/2023 23:52:30] "GET /static/css/bootstrap_min.css HTTP/1.1" 304 -
127.0.0.1 - - [16/May/2023 23:52:30] "GET /static/css/bootstrap_min.css HTTP/1.1" 304 -
127.0.0.1 - - [16/May/2023 23:52:30] "GET /assets/vendor/bootstrap-icons/bootstrap-icons.css HTTP/1.1" 404 -
127.0.0.1 - - [16/May/2023 23:52:30] "GET /assets/vendor/boxicons/css/boxicons_min.css HTTP/1.1" 404 -
127.0.0.1 - - [16/May/2023 23:52:30] "GET /assets/vendor/lightbox/css/lightbox_min.css HTTP/1.1" 404 -
127.0.0.1 - - [16/May/2023 23:52:30] "GET /assets/vendor/swiper/swiper-bundle_min.css HTTP/1.1" 404 -
127.0.0.1 - - [16/May/2023 23:52:30] "GET /assets/css/style.css HTTP/1.1" 404 -

```

7. Go to any web browser (Chrome/Safari/Firefox) and paste/type the URL given in flask. E.g. <http://127.0.0.1:5000/>  
Eureka!! Now you can access the IG4U app.

Here is the test account for IG4U login.

Field Name	Value
Username	test
Password	123456789



8. As a first time user, you will need to register. Click Register here. Update information and click Register. You will be directed to login page. Please use your credentials to login.

Field Name	Value
Username	Username that you will use to login to IG4U
Password	Password

Instagram Account Name	<p>Input Instagram account name that you would like to analyse.</p> <p>Incase, you do not have any Instagram account. You may use our test account: Archieplutowaggingtails</p>
------------------------	---



### Welcome to IG4U

Registration



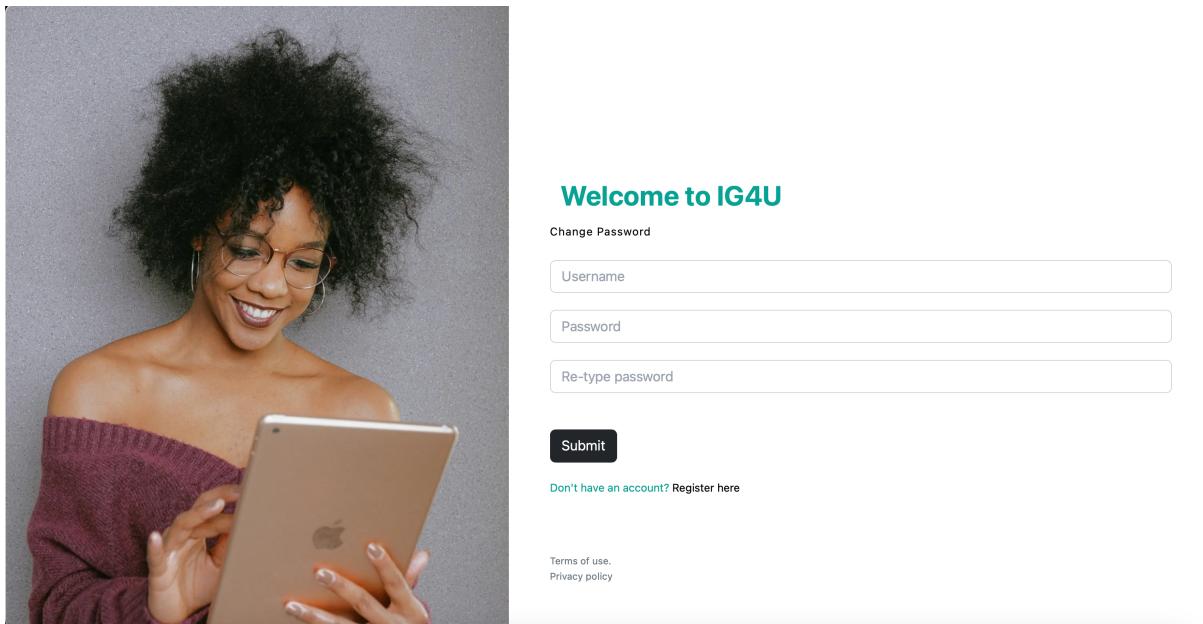

**Register**

[Don't have an account?](#) [Register here](#)

Terms of use.  
Privacy policy

- Forget Password – Forget password page helps to reset your password in case you forget. From login page -> Click Forget Password.

Field Name	Value
Username	Username that you will use to login to IG4U Password
Password	Password
Re-type Password	Password



10. Once successful login, you will be directed to the home page.

Image\_Makeover<sup>2</sup>

Home <sup>5</sup>

Refresh <sup>6</sup>

About <sup>7</sup>

Fact <sup>8</sup>

Performance <sup>9</sup>

Prediction <sup>10</sup>

Recommendation <sup>11</sup>

Portfolio <sup>12</sup>

logout <sup>13</sup>

© Copyright IG4U  
Designed by IG4U

# Image\_Makeover\_by\_Khushboo

I'm known for 'imageconsult'

Here are the details of the main page:

Field Name	Description
Background Image	Displays the photo that received the most impression among all posts from your profile.
1	Instagram Page Profile Photo
2	Instagram Page Full Name as registered
3	Instagram profile has went through data processing and topic modelling. "I am Known for" is what defines the Instagram page.
4	You can also directly visit your Instagram page by clicking Instagram icon.
5	Home Page -> will direct you to this screen when you click.

6	Refresh -> Allows you to refresh the datasets and generating new info from the Instagram. By default, system will fetch the previously generated information that is saved in your local machine.
7	About -> brings to about page
8	Fact -> bring to fact page.
9	Performance -> bring to performance page
10	Prediction -> bring to Prediction
11	Recommendation -> bring to Recommendation
12	Portfolio -> bring to Portfolio
13	Logout -> logout from IG4U account

## 11. About

### About

<sup>1</sup> bangalor, india, imageconsult, pose, styleinfluenc, stress, hautmondehrsindiaworldwid, friend  
<sup>2</sup>



### Image\_Makeover\_by\_Khushboo

Just like pretty much everything else on the internet, your Instagram bio is all about making that impactful first impression. This section covers highlights of your profile.

- <sup>3</sup> Instagram Category: Shop\_Business\_Advertisement
- <sup>4</sup> Profile Sentiment: 0.5859
- <sup>5</sup> Received Likes (Median): 78.0
- <sup>6</sup> Predicted Likes (Median): 217.0
- <sup>7</sup> Received Comments (Median): 3.0
- <sup>8</sup> Predicted Comments (Median): 1.0
- <sup>9</sup> Most Frequent Hashtag: #bangalore
- <sup>10</sup> Business Account: Ouch. You will need to turn on Instagram Business Account.

Field Name	Description
1	Instagram profile has gone through data processing and topic modelling. "I am Known for" is what defines the Instagram page.
2	Displays the photo that received the second most impression among all posts from your profile.
3	Instagram Category -> Instagram profile went through topic modelling with respect to the training dataset of 3 Million records and identifies which topic this page belongs to. For example: what is the category of the Instagram page.
4	Profile Sentiment -> Instagram profile gone through sentiment analysis and identifies the overall sentiment of the profile
5	Received Likes (Median) : Median Likes for the over all posts that the page received.
6	Predicted Likes (Median): Instagram profiles went through prediction modelling and captures what is the likes that this Instagram page is capable of getting for example: This profile has a potential to receive 217 likes in median.

7	Received Comments (Median) : Median Comments for the over all posts that the page received.
8	Predicted Comments (Median): Instagram profiles went through prediction modelling and captures what is the Comments that this Instagram page is capable of getting for example: This profile has a potential to receive 217 Comments in median.
9	Most Frequent Hashtag: the hashtags that the page had used.
10	Business Account : displays if this Instagram account is business account or not. Business Account is free. It provides lots of benefits for the reach and impression of the posts.

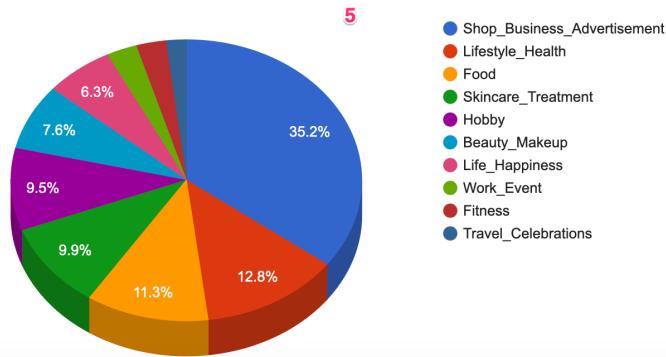
## 12. Fact

### Facts

*Study facts and do more than is expected of you.*



Topics and Performance



Field Name	Description
1	Media Count -> number of posts by the Instagram page
2	Follower Count -> Total number of followers for this Instagram page
3	Following Count -> How many accounts that the page is following
4	Impressions -> Impression of the page Impression = (total number of likes + comments on Instagram) * 100 / follower count
5	Topics and Performance: Instagram page posts went through topic modelling and identifies each post to 10 identified topics. Analysis its impressions for each topic and captures top performing topics.

	<p>Note:</p> <p>Topics are categorised into : PO_Food, PO_Work_Event, PO_Lifestyle_Health, PO_Fitness, PO_Travel_Celebrations, PO_Hobby, PO_Beauty_Makeup, PO_Skincare_Treatment, PO_Life_Happiness, PO_Shop_Business_Advertisement</p>
--	---

### 13. Performance

#### Performance

A total commitment is a paramount to reaching the ultimate in performance.

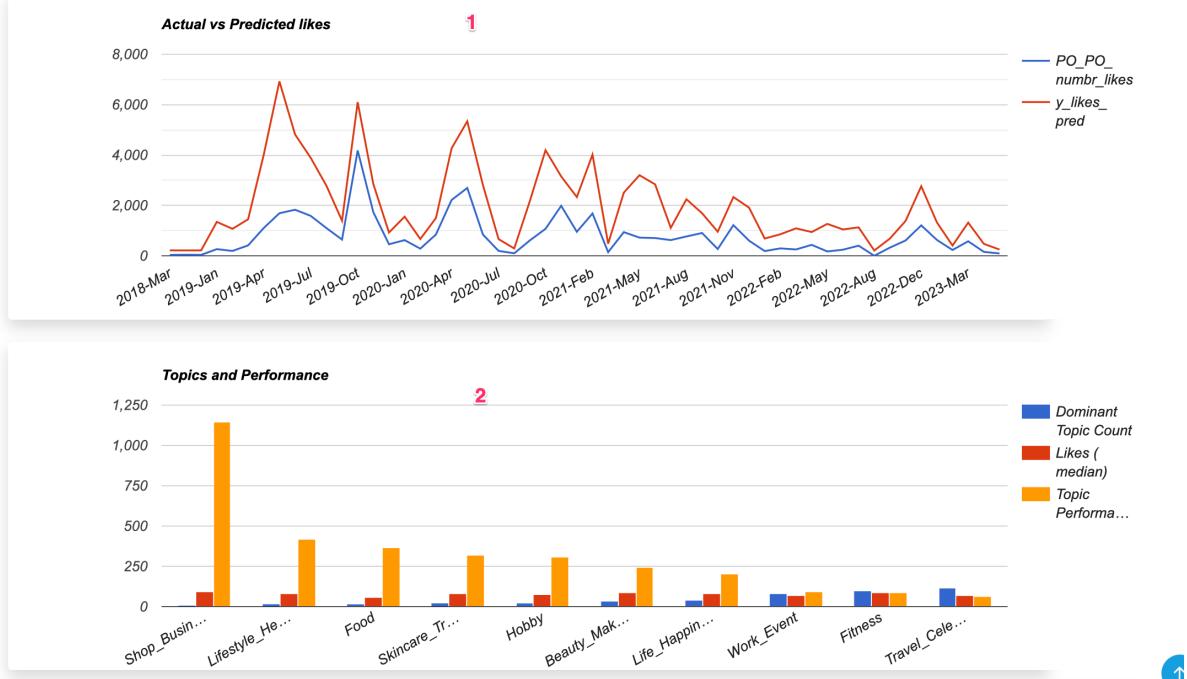


Field Name	Description
1	Percentage Received Likes -> Target is assumed to be predicted number of likes with respect to 3 Million training records (Prediction Modelling).
2	Percentage Received Comments -> Target is assumed to be predicted number of Comments with respect to 3 Million training records (Prediction Modelling).
3	Percentage Viewership Likes -> Target is assumed to be predicted number of likes based on viewership with respect to 3 Million training records (Prediction Modelling).
4	Percentage Likes Achieved Photos -> Target is assumed to be predicted number of likes by post type photos with respect to 3 Million training records (Prediction Modelling).
5	Percentage Likes Achieved Videos -> Target is assumed to be predicted number of likes by post type videos with respect to 3 Million training records (Prediction Modelling).
6	Percentage Likes Achieved Albums -> Target is assumed to be predicted number of likes by post type albums with respect to 3 Million training records (Prediction Modelling).

### 14. Prediction

## Prediction

*Unstructured data, artificial intelligence, and machine learning are fast becoming business requirements. Here is insight from data scientists and practitioners.*



Field Name	Description
1	Shows the line graph for the total number of likes vs predicted likes based on each posts with the time-frame.
2	Instagram page posts went through topic modelling and identifies each post to 10 identified topics. Analysis its impressions for each topic and captures top performing topics. Note: Topics are categorised into : PO_Food, PO_Work_Event, PO_Lifestyle_Health, PO_Fitness, PO_Travel_Celebrations, PO_Hobby, PO_Beauty_Makeup, PO_Skincare_Treatment, PO_Life_Happiness, PO_Shop_Business_Advertisement

## 15. Recommendation

## Recommendation

*On the path of actions, great heart is the chief recommendation; on that works, a great head.*

### Consistency 1

*Posting consistently is essential to keep your followers engaged.*

Actual posts per month (median) : 6.0

Target posts per month : 20

Target Achieved

Count : 1 Percentage : 5.0%

### Collaborate with Other Accounts

4

*To cross-promote each other's content and gain new followers.*

*Suggested Accounts to Tag*

Ratings: [6.19]

- @fitnessmarketmexico
- @slimcafe
- @somastudiowinterhude
- @augustlifex
- @augustlifex
- @augustlifex
- @khabib\_gold
- @atmosfera\_track
- @operskie13\_

### Hashtags 2

*Hashtags are an effective way to reach a broader audience on Instagram.*

### Use Instagram Ads

5

*Instagram Ads can help you reach a larger audience and increase impressions. You can target specific audiences based on location, interests, and demographics.*

**Options to create ads to reach wide audience**

*Ouch. You will need to turn on Instagram Business Account.*

- Your Target Topics: Shop\_Business\_Advertisement, Lifestyle\_Health, Food
- Create Engaging Ads: You have already set a great example : I love to be a Desi Girl Cheers to the final Chapter of @mrsindiaworldwide\_official 2019 finale... Bangalore->Delhi->Greece Cheers to the new beginnings ❤️❤️❤️  
Photographer: @aagam.photography MUH: @lisabhadag @ronnykaula @vanndanavaaderaofficial @bangalore\_times @bharatbhramar @sylvierodgers @anitakairabhandari @shubhraatelite #HautMondeMrsIndiaWorldwide #HautMondeMrsIndiaWorldwide2019, #Finalist2019, #TheFinalChapter, #LoveForPageant #pageantdiaries #CrownChaser #InternationalBeautyPageant #Fashion #Modelling #Acting #bangaloredesigners #bangalorefashionblogger #bangalorephotographers #portraitphotography #delhiphotographer #posing #photoshoot #Instagram #instalook #voguemagazine #Greece #CentralMacedonia #Halkidiki #VisitHalkidiki #PortoCarras #strikeapose #FashionCareer #FashionGoals #makeupoftheday
- Follow Button: Turn on "Follow us" button in your ads.

### Engagement With Followers 3

*Create a sense of community and loyalty around your brand.*

#### Suggested options: create polls

*What is your favourite topic that you would like me to post ??*

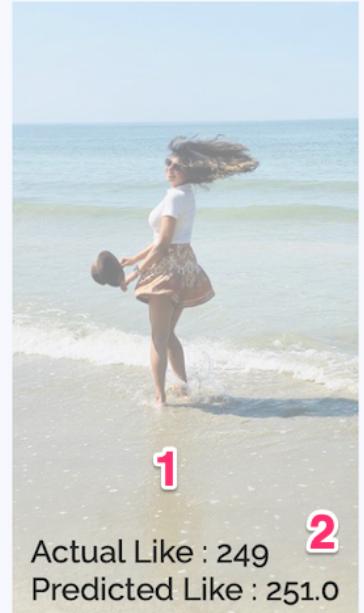
- Shop\_Business\_Advertisement
- Lifestyle\_Health
- Food

Field Name	Description
1	Consistency : How many posts that the profile user needs to post for traction.
2	Hashtags: Identify famous hashtags that belongs to top 3 topic performance for the page through content based association ruling. Rating for the hashtags retrieved through ranking modelling.
3	Identify top performing topics based on impressions and recommend those topics.
4	Account Tagging: Identify famous accounts to tag that belongs to top 3 topic performance for the page through content based association ruling. Rating for the hashtags retrieved through ranking modelling
5	Suggestion on creating an engaging advertisement through instragram.

## Portfolio

*Every great profile begins with an even better story.*

ALL APP CARD WEB



Field Name	Description
1	Displays top 9 photos that the Instagram profile received based on the impression
2	Shows Actual Likes and Predicted likes for the posts based on predicted number of likes with respect to 3 Million training records (Prediction Modelling).