



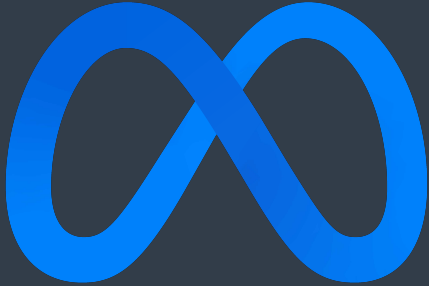
**ALY 6060 - Decision Support
and Business Intelligence**

Module 5 - Final Project Presentation Company - Instagram(Meta)

**Group 4 - Karan, Tanisha, Riddhish &
Suprit**

Introduction

- META
- Introduced in 2010 as Burbn



brock_lee

FOLLOW



Mission:
Instagram's
mission is to give
people the power
to share and
make the world
more open and
connected.



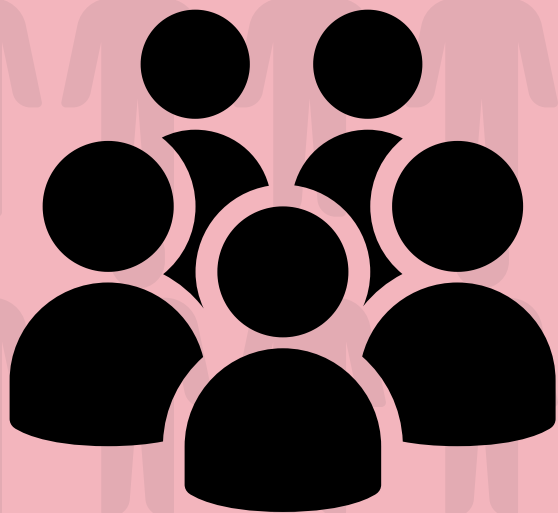
143 likes

Spending everyday with awesomeness! #fun

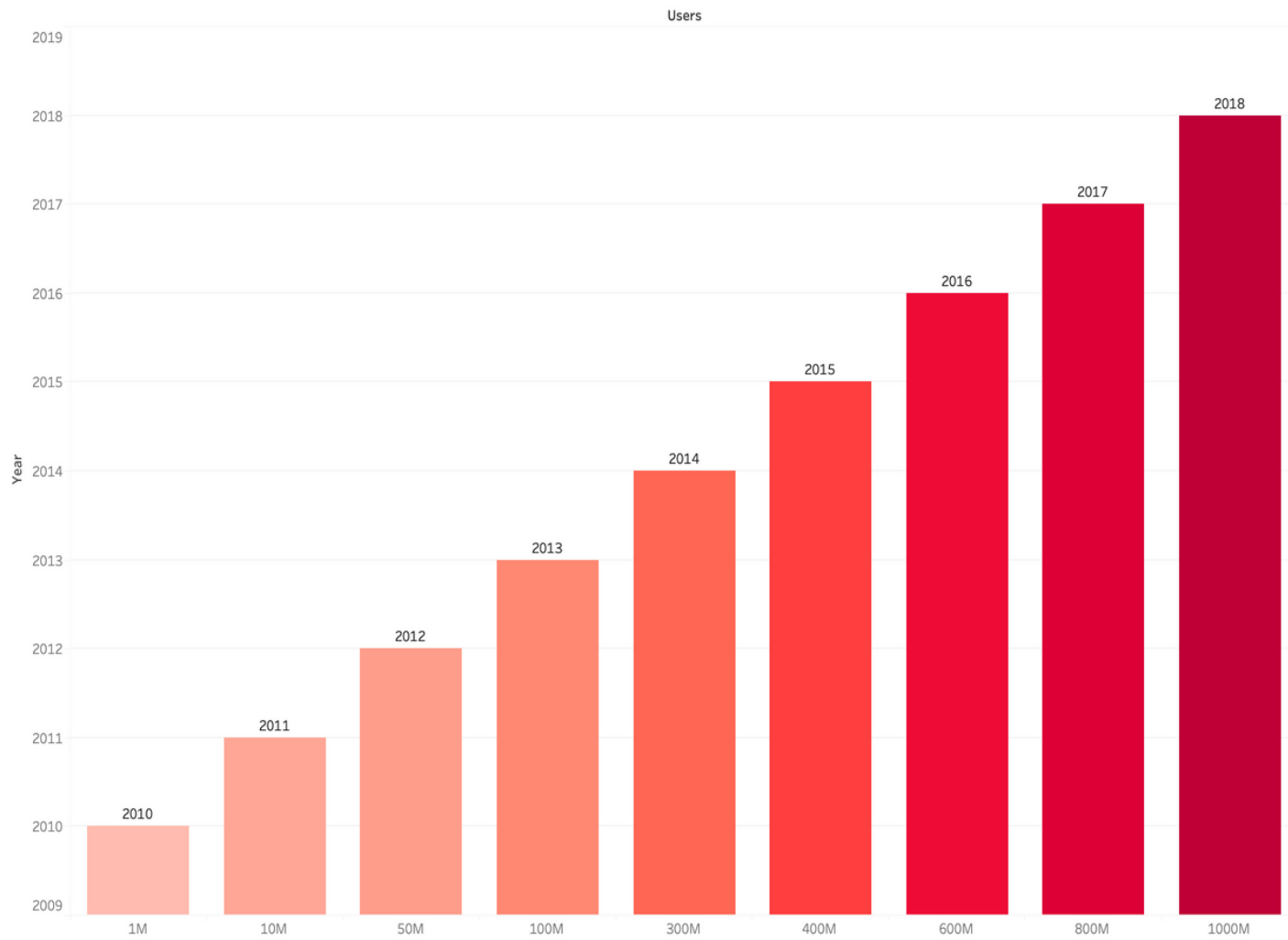
User Growth Since Inception

2010-2018

1 Billion Users



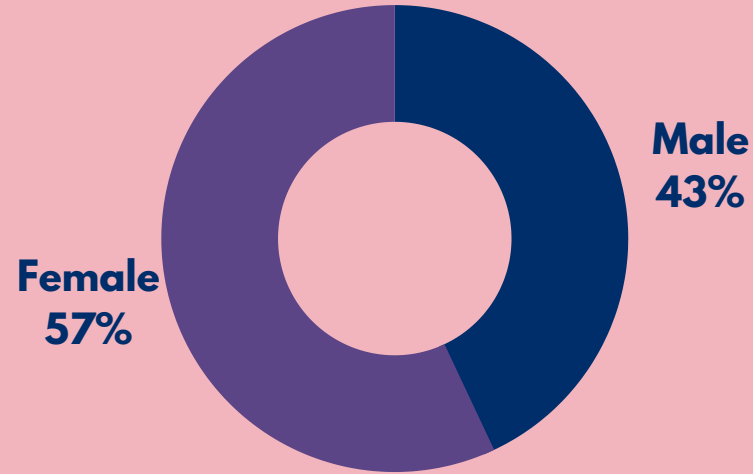
Users Gained Since Inception (2010-2018)



INSTAGRAM DATA

95 Million

PHOTOS AND VIDEOS ARE
SHARED ON INSTAGRAM PER DAY

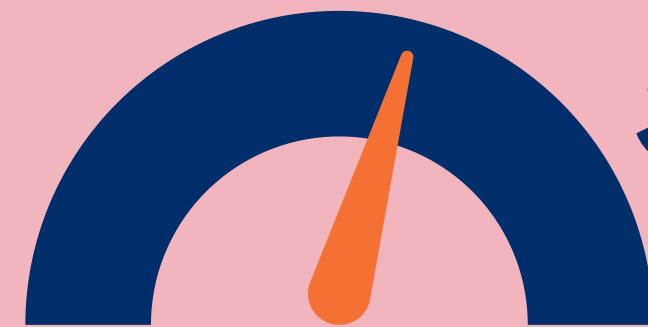


201 M

INDIA HAS THE MOST
NUMBER OF INSTAGRAM
USERS

14%

GROWTH
MORE
THAN
FACEBOOK



58%

OF USERS SAY THEY'RE MORE INTERESTED
IN A BRAND AFTER SEEING IT IN A STORY

18-34

AGE GROUP
MAKES 60% OF
THE TOTAL USERS

Target Advertising

- Time



- Content



- Likes



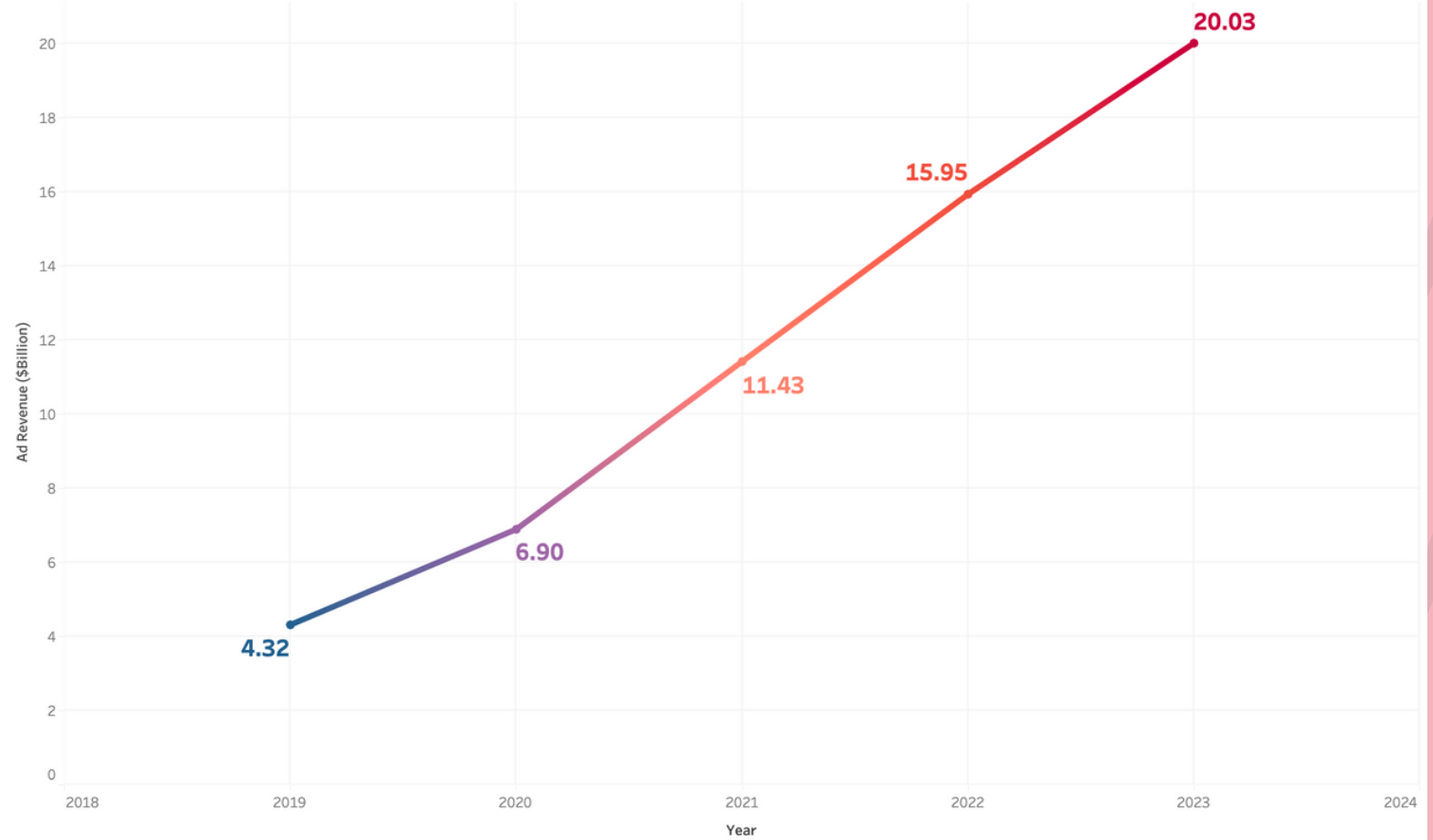
2017 Change



ADS



Net Instagram Story Revenue from 2019 to 2023 (\$Billion)



Industry 4.0

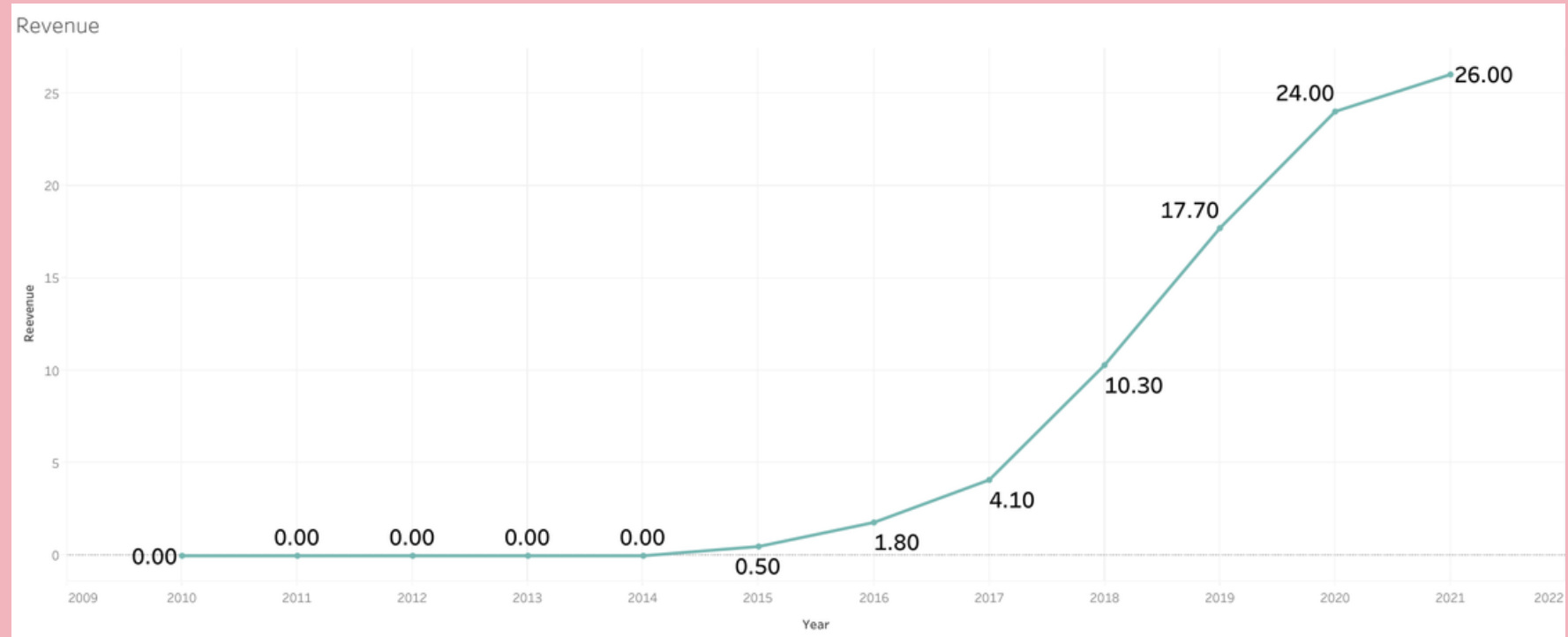
- Concept
- Component
- Contribution by Instagram



Revenue After Industry 4.0

**Revenue
2010-2021**

**Revenue spike
2019-2020**



Instagram Engagement Overview

A variety of factors influence Instagram engagement rates, including the period of each individual post, the rate of posting, the number of followers, the content and messaging, and the Instagram algorithm along with the pre-defined limitations such as loss of data leading to loss of engagement.

Key Engagement Metrics:

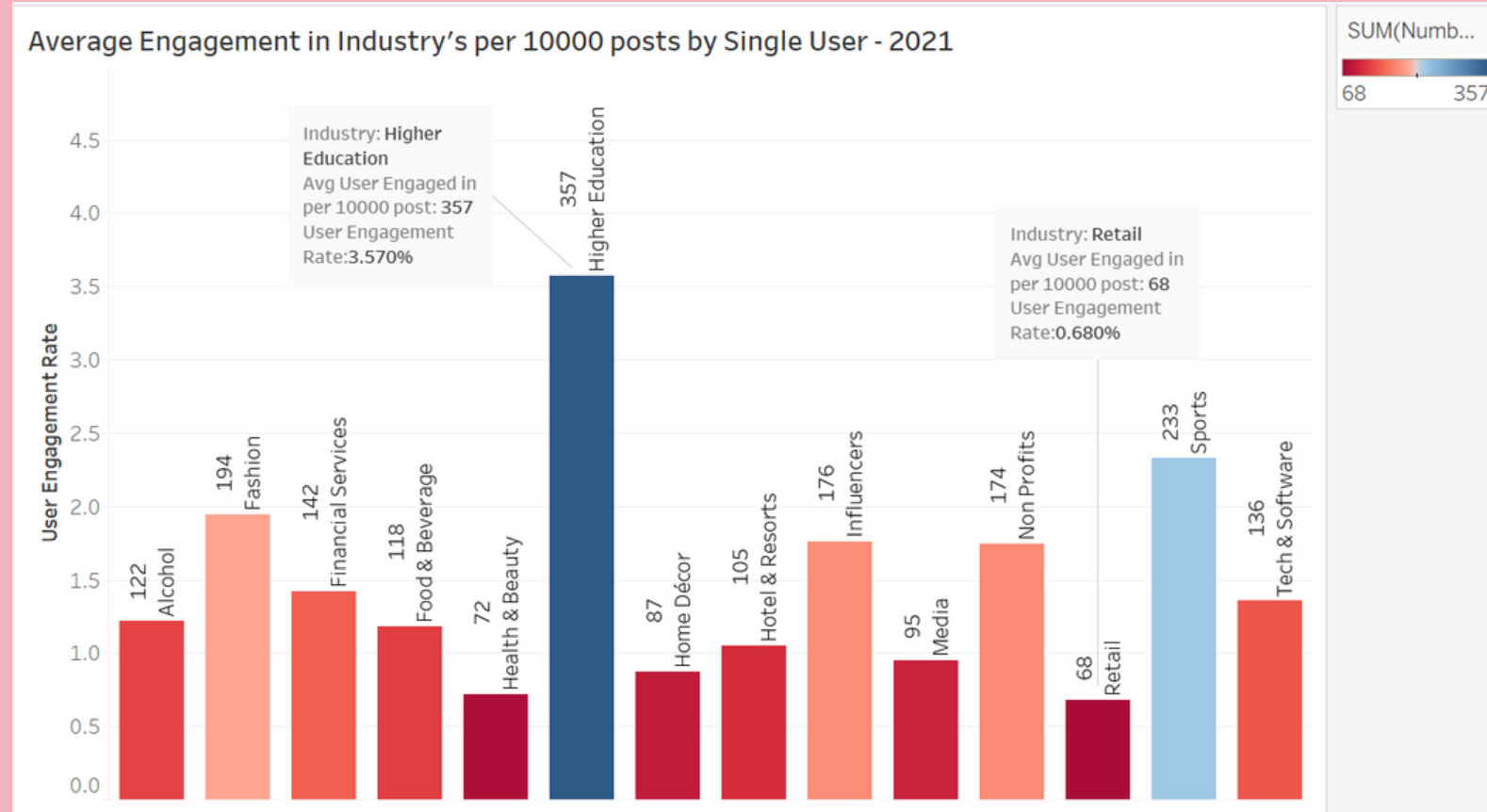
- Less than 1% = low engagement rate
- Between 1% and 3.5% = average/good engagement rate
- Between 3.5% and 6% = high engagement rate
- Above 6% = very high engagement rate

Instagram Engagement Rate per Industry

**THE MEDIAN
ENGAGEMENT
ACROSS ALL
INDUSTRIES IS
1.29%**

**HIGHER
EDUCATION
WITH 3.57%
HAVE HIGHEST
TOTAL
ENGAGEMENT**

**RETAIL WITH
0.68% HAVE
LEAST TOTAL
ENGAGEMENT**



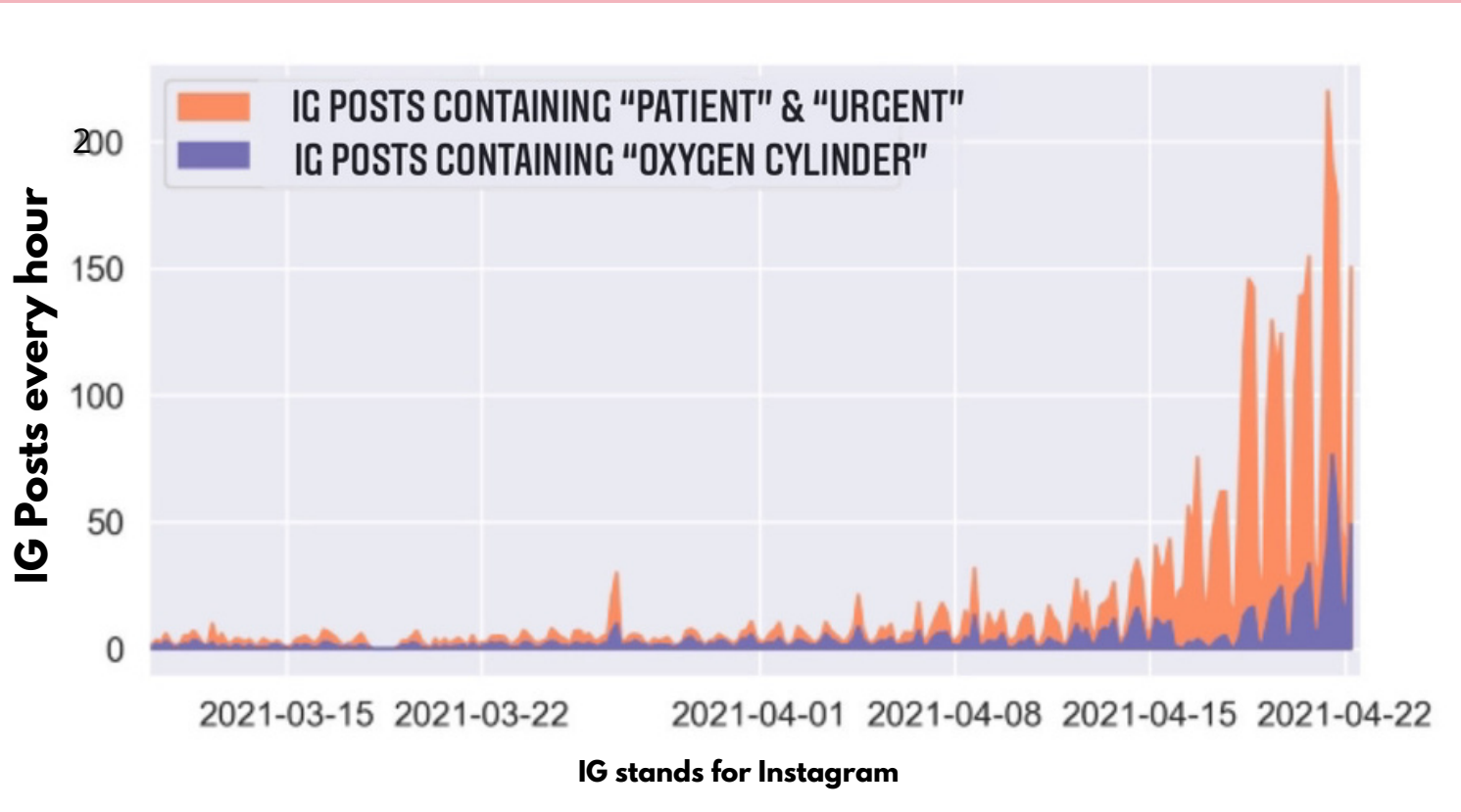
Impact of Instagram on global affairs

- Connects and influences people globally.
- Younger news consumers are known as “prosumers”. They read the news, & can actually produce it and join in what’s trending.
- Opportunity for groups to grow and support causes, e.g: BLM.
- Creates awareness about global issues, e.g: Covid-19.



Impact of Instagram posts

During the second wave of Covid-19 wave in India



A large, faint, dark blue watermark of the Instagram logo is centered in the background. It consists of a rounded square frame with a camera lens in the center and a flash in the top right corner.

Thank You!

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