



CINTHYA BLOIS

01

# TRAVEL INSTAGRAM ANALYSIS

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# Description

**My product is focused on beginners and medium influencers in the travel topic on Instagram.**

**The idea is measure what it takes to improve a travel influencer's network, that is, get more followers**



# Dataset

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1. I conducted a survey with several people to understand their preferences on the topic.
2. I searched for 10 instagram profiles with over 10k followers and analyzed the last 10 photos posted in their feeds



# Questions

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Understand the  
target public  
(market search)

People who follow  
travel profile, follow  
some specific hashtag  
related to travel?

The amount of  
followers is related  
with the amount of  
posts that a profile  
have?

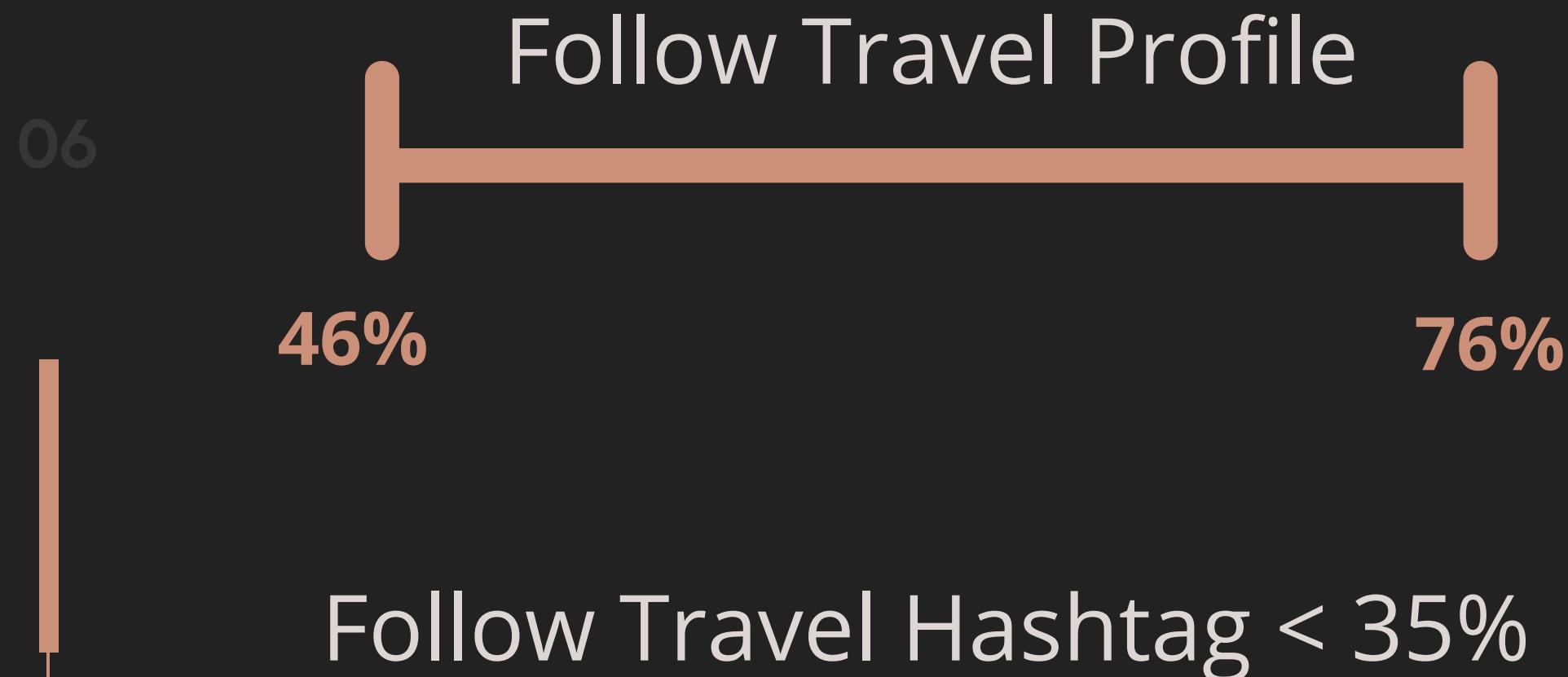
Photo with people has  
more likes than  
without people? (relate  
people with likes)

Hashtags is important  
to get likes? (relate  
likes with hashtags)

Wich type of  
places have  
more likes?



## Target Public



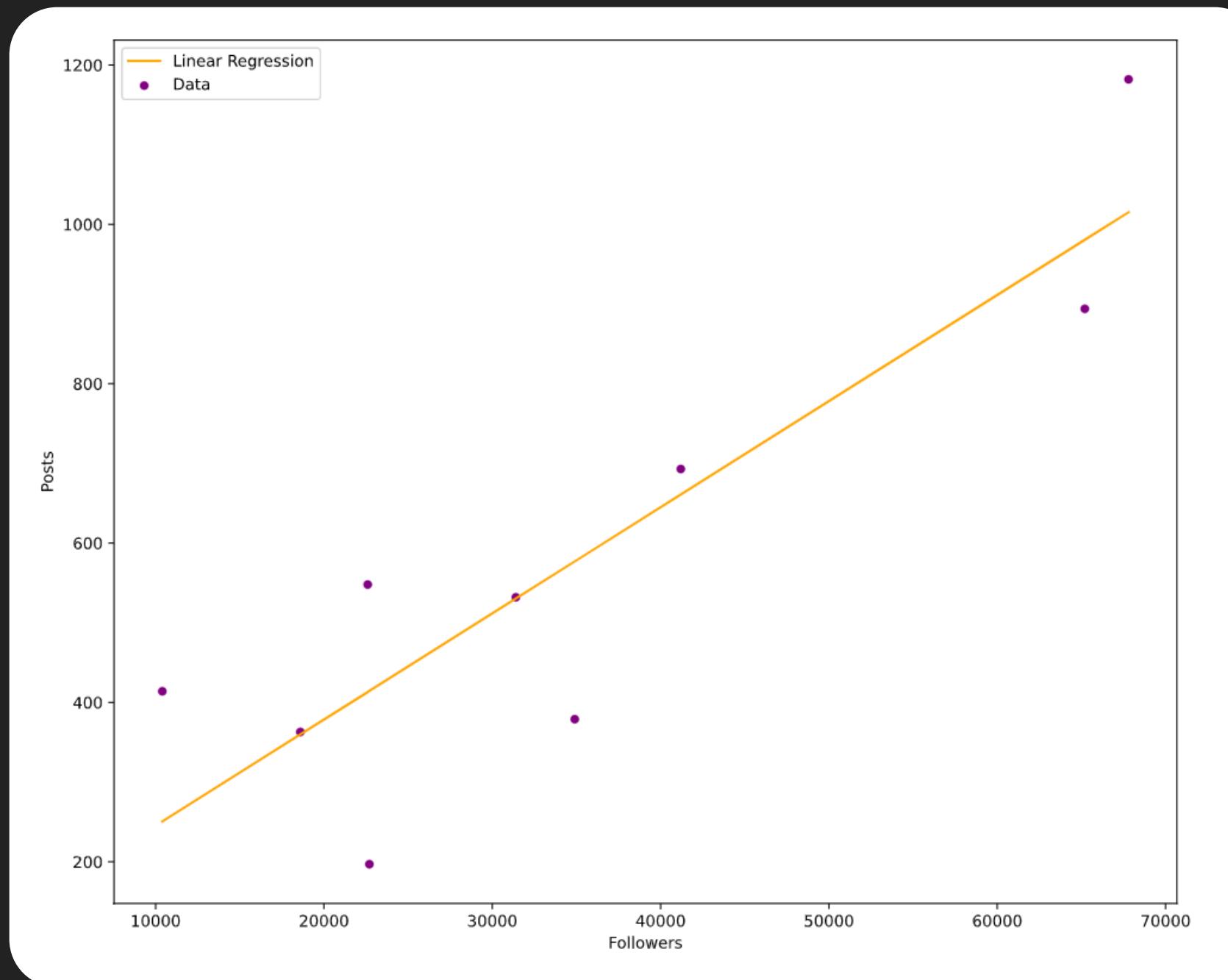
People are interested in travel  
instagrasms.

On the other hand, people don't care  
about hashtags.



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## Followers vs Posts



Followers and the amount of posts are related.

The number of photos posted influences the number of followers that an influencer has.

Rsquare = 0.7729  
p-value = 0.0017

- Linear Regression



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I categorized the amount of likes into:

- more than 1k likes (goal)
- less than 1k likes

Information was collected if there were people in the photos and hashtags in the caption

The number of likes depende if have people in the photo.

The number of likes doesn't depende if have hashtags in the caption.

People vs Likes

Hashtags vs Likes

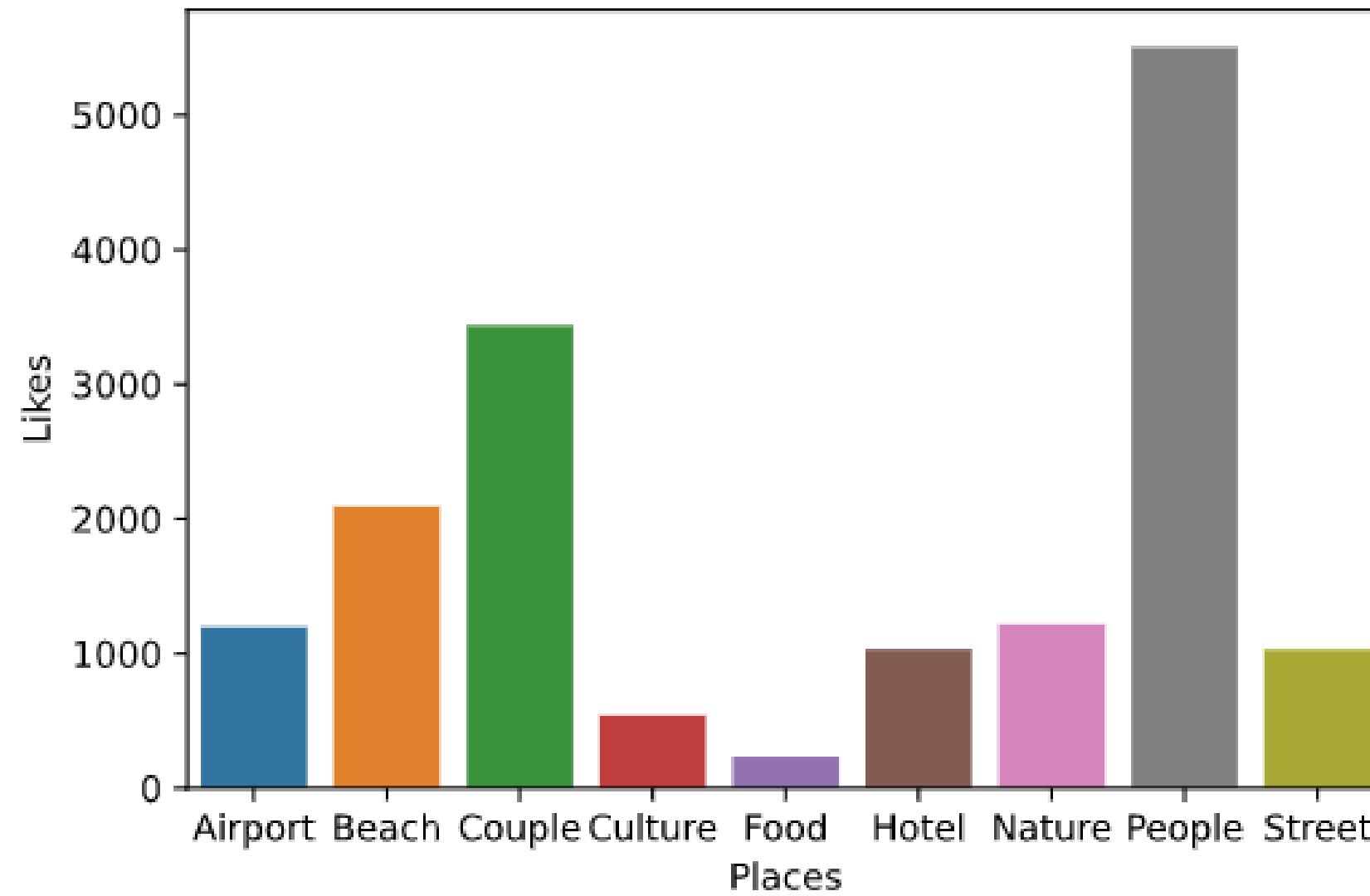
- chi-squared test



## Places vs Likes

09

●



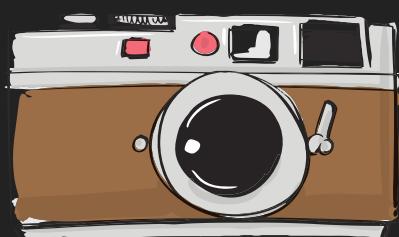
There is no preference for places.

p-value = 0.002606



# Conclusions

- Post more photos - increases chances of having more followers
- Post more selfies photos, with people you know / met, friends
- Don't worry about putting # in your caption
- Post photos of all kinds of places - all are accepted





# The Next Steps

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## Caption

Try to analyse the text and classify the image and the description to figure out some relation with amount of likes

## Comment

Try to establish some relation between comment, caption and likes

## API

Try to get an API that provide the number of followers and the total number of posts per profile to have a bigger sample and try to classify and divide by groups

## Survey

Collected more data and improve the question about what people like to see in the photos with more type options

Thank you for your attention!

Questions?