



Analytics Report For Kent's Cup From 22-12-2020 to 22-01-2021

Introduction

This report contains a summary of all the analytic data gathered on the Kent's Cup Instagram page for January.






Summary of the month's posts

Engagement

Engagement is how the public interacts with a published post. It is usually measured by checking the number of likes and comments that a particular post receives.

During January, the Kent's Cup page got an average of 25 likes per post.

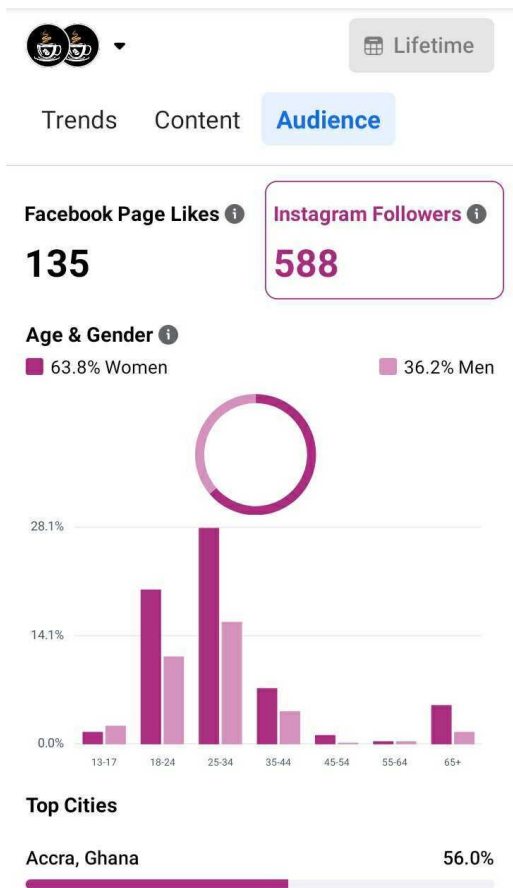
Here are a few more details.

		22 December 2020 - 2...	
Trends		Content	Audience
Posts by Reach		i	
 Straight from our newly opened branch at the Kumasi City Mall. ... 25 December 2020			
Reach	Likes	Comments	Shares
531	25	0	--
 We are ready to make this holiday season a memorable one. Come to Kent's for an ... 26 December 2020			
Reach	Likes	Comments	Shares
526	29	0	--
 Kent's Cup is ready to take over Kumerica..... 22 December 2020			
Reach	Likes	Comments	Shares
484	29	0	--
 A wise man once said... creative output is proportional to coffee input. Get better... 22 December 2020			
Reach	Likes	Comments	Shares
474	24	0	--

Following

Followers on the Kent's Cup account has seen a significant rise in its followers. The table and graph below show a summary of all the following:

Net Followers Gain/Loss Summary



Impressions

Impressions are the number of times content, be it a post or story, was shown to users on Instagram. Simply put it is the total number of times a piece of content has been seen. Below is a summary of impressions that various Kent's Cup content got during the reporting period:

Impressions Summaries



Conclusion

In our view, Kent's Cup Instagram has performed well. In the next month, we look to further increase following and engagement. Reaching our goals will bring the page a step closer to converting more prospective customers on Instagram into actual customers of Kent's Cup.