

Instagram Analytics Dashboard For Recipes & Travel Blog

Social Account: [@yourcupofti](#)

Data Collected: September 22, 2024 through October 21, 2024

The backstory:

Hi! I'm Tianna, and this is the full story of this dashboard. Now, I could sit and tell you the technical data behind this (and I intend to later on), but anyone in data analytics will tell you it's all about storytelling. Here is the story of Your Cup of Ti.

In 2020, I lost my job in the wedding industry due to layoffs from the COVID-19 pandemic. I was at a complete loss for what I wanted to do with the rest of my life, but somehow I knew this was a blessing in disguise. A chance for a fresh start. When I wasn't applying to jobs, I was busy in the kitchen making recipes with my family. Growing up, my grandma was my biggest inspiration in the kitchen. Everything she created turned into the best meal or dessert you have ever had in your life. (Everyone must say that about their grandma – but I swear, mine really was the best!). My favorite thing to do around the holidays with my grandma was bake Christmas cookies. As she got older and she wasn't as strong to help out, she just watched me take charge so peacefully sipping on her little cup of tea – her favorite drink.

My tea-loving grandma called me 'Ti' for short, and you might know where I'm going with this – Your Cup of Ti website was born! My website was a place to showcase all of my recipes I'd make every week with lists of ingredients and step-by-step instructions. From there, I created social accounts, but my main focus was Instagram and posting my photos. As my Instagram following started to grow, brands noticed and I started to take on paid brand deals and collaborations with restaurants.

In between all of the baking and cooking, I pursued my Masters degree in Healthcare Analytics & Intelligence at Rutgers Business School and was able to transfer my skills to a Data Analyst role half-way through my program. It wasn't till I became a data analyst and started to learn new visualization tools that I wanted to use it in more ways in not only my job, but in my personal life too. I thought - how fun and useful would it be to see how my Instagram posts are performing?

As I started to keep a closer eye on my engagement, my account reached over 9k followers (yes, these are all genuine people following me - no bots!). It took a couple of months to stay consistent with posting, engaging with other foodie accounts, and seeking out more brand partners to collaborate with for exposure. Now, if you asked me in 2020 when I left my job in wedding planning if I'd still be posting my silly little recipes on Instagram, I'd laugh in your face. I'd laugh even harder if you told me I'd start to track my own analytics and start to build dashboards using Power BI. Well, here we are!

Now that you know the full backstory well, I hope this dashboard sheds some light on who the passionate, foodie-obsessed girl is behind the data visualizations and nerdy data stuff we'll talk about next. In this section, I will discuss the uses of Power BI, my purpose and future goals for this

dashboard, and a brief analysis on each visual with a few optimization opportunities noted throughout.

The nerdy data stuff:

First things first: I mentioned this dashboard was created in Power BI. This is a business analytics tool that enables users to visualize and share insights from their data. Users can upload and transform a dataset so it's suitable for analysis and visualizations in this platform directly. This tool offers tons of visualizations from bar charts, line charts, donut charts, scatter plots, and more. The more dashboards I create, the more I am learning the best ways to communicate data to any audience.

My Instagram account is a business professional account, so this means that I get access to my performance analytics and audience insights for free. While I do love this feature and utilize it for this dashboard, there are some limitations I found. First, demographic insights are only available within the Instagram platform from a last-30-day or last-7-day timeframe. I chose the last-30-day timeframe for this dashboard to have a month overview. Second, there's no way for Instagram to copy all of this data for you into data spreadsheets for download. I created all of my own datasets/tables using Excel based on the data I found on my account. This took some time for data collection, inputting everything from scratch, but I might as well utilize the free platform that Instagram offers any way I can, right?

As I mentioned, my data was collected over a course of a 30-day timeframe (September 22, 2024 through October 21, 2024). On this dashboard, I measured account engagement, follower progress and growth, total interactions, and demographic reach. The purpose of this dashboard is outlined below:

1. **Track follower progress toward my 10K goal:** Measure growth to ensure steady progress toward my goal
2. **Understand follower acquisition trends over time:** Identify patterns in gaining or losing followers to refine content strategy
3. **Learn what media types drive the most engagement:** Determine whether posts, reels, or stories resonate most with my audience
4. **Access demographic reach:** Analyze age, gender, and location to ensure content aligns with my core audience
5. **Monitor overall performance growth/decline:** Regularly assess changes in key metrics to track success or areas needing improvement with each dashboard refresh.

Visualization Analysis:

1. *Impressions by Day of Week bar chart*

*Note: 1 = Sunday, 2 = Monday, etc. for Day of Week (x-axis)

- **Consistent Performance:** Impressions are steady between Sunday and Thursday, consistently around 10.6K impressions each day
- **Slight Dip Midweek:** There is a slight decline on Friday to 10.5K impressions, followed by a more noticeable drop on Saturday to 9.9K impressions, the lowest of the week
- **Recovery Toward Weekend:** Impressions slightly increase on Sunday to 10.1K, suggesting engagement picks up again as the weekend begins.

- **Possible Patterns:** The drop on Saturday and modest recovery on Sunday could indicate lower user activity or engagement on the platform over the weekend. This may suggest that weekday content, particularly early in the week, performs better.
- **Optimization Opportunity:** As weekdays appear to be my strongest engagement days, focus could be placed on enhancing my content on Saturdays, where engagement appears to dip

2. *Follower Progress gauge chart*

- **Current Progress:** 9,177 followers were calculated over the time of data collection nearing my goal of 10K
- **Goal Proximity:** I'm approximately 823 followers away from reaching the 10K goal (~92% of the way there!)

3. *Data cards*

Total Accounts Reached (10K):

- This metric indicates that my content reached 10K accounts in the last period
- The green text "+198% from last month" suggests a **significant increase** in reach, nearly tripling from the previous month

Total Profile Visits (403):

- This card tracks how many users visited my profile directly, likely after engaging with my content.
- **Optimization opportunity:** Approximately 4% of the accounts reached took the next step of exploring my profile. Converting more of these profile visitors into followers or engagements

Total Interactions (4,867):

- This reflects the total number of interactions (likes, comments, shares, etc.) over the period
- With close to 5,000 interactions, I feel this indicates a good level of engagement relative to the reach, as nearly half of the accounts interacted with my content

4. *Follower Engagement by Media Type donut chart*

Posts (56.26% of engagement):

- **Analysis:** Posts are the top-performing media type (over half of my total engagement)
- **Optimization Opportunity:** Since posts are performing well, I'd like to do a more in-depth analysis of different captions that worked well, types of posts (e.g., recipes, travel content, collaborations) drive the most engagement and create more of this content

Reels (29.13% of engagement):

- **Analysis:** Reels contribute nearly a third of the engagement, indicating that video content resonates well with my audience
- **Optimization Opportunity:** Increase my frequency of reels and experiment with trending audio, tutorials, and behind-the-scenes content to engage more users

Stories (14.61% of engagement):

- **Analysis:** Stories account for my lowest share of engagement, suggesting they may not be as impactful for driving deep engagement
- **Optimization Opportunity:** Post more! I don't post as many stories as I do posts or reels, so this can also lower my engagement overall here. I can also boost story engagement by utilizing interactive features like polls, quizzes, and links or promoting a new reel or blog post. Additionally, posting stories at times when my audience is most active could increase views

5. *Top Countries Driving Follower Growth bar chart*

- **USA (0.37):** This is the largest contributor to follower growth, with 37% of my new followers coming from this country. I anticipated this since a significant amount of followers I know personally or know they are located in this region
 - **Optimization Opportunity:** Since the USA is driving the most follower growth, I plan to continue to create content that resonates with most of my audience. Example: with the holiday season coming up, focus on holiday recipes and holiday traveling in the USA
 - **India (0.13):** India is the second-largest contributor, with 13% of new followers. This was interesting and something I didn't expect, suggesting a growing international presence, especially in a large, emerging market
- **UK (0.05), Brazil (0.04), and Canada (0.04):** These countries are smaller contributors, each providing 4-5% of new followers.
 - **Optimization Opportunity:** To increase followers in the UK, Brazil, and Canada, I can try out region-specific content or targeted ads. I can post more travel content as well targeted to these areas

6. *Follower Demographic Reach stacked bar chart*

- **25-34 Age Group:** This is the largest demographic group, with nearly equal representation of males and females, but males slightly dominate the reach
- **35-44 Age Group:** Similar to the 25-34 group, this group also shows a fairly balanced reach with males leading slightly in engagement
- **18-24 Age Group:** The reach here skews more heavily toward males
- **45-54, 55-64, and 65+ Age Groups:** In these older age groups, males significantly outnumber female followers, especially in the 65+ group where female representation is very low
- **13-17 Age Group:** This group has a nearly balanced reach, but slightly more male followers than female
- **Optimization Opportunities:**
 - Strengthen content for the 25-44 age group, my core audience
 - Expand female engagement in 18-24 group as well as older age groups
 - Experiment with senior-friendly content to grow this underrepresented demographic

7. *Follower Growth (Last 30 days) line chart*

- **New Followers:** There are clear peaks and valleys in follower acquisition, with a few strong days of growth. The biggest spike occurs toward the end of the period (around Day 28), where new followers sharply increase
- **Net Follower Growth:** This line shows the overall follower growth (accounting for gains and losses). There are periods of decline, particularly in the middle of the month, where the net growth dips below zero, indicating a net loss of followers on those days. The strongest recovery in net growth is seen toward the end of the period, similar to new followers.
- **Volatile Growth:** The chart suggests that follower growth is quite volatile, with frequent fluctuations between days of high follower gains and days of losses or stagnation.
- **Optimization Opportunities:**
 - Analyze highest-growth day: Around day 28, I posted for 3 days straight (a reel and two collaborations) that reached a wide audience and accounts that followed from those alone
 - Analyze and mitigate follower declines: The several drops in followers over this time period may have been due to going a few days without posting content and engaging
 - Stabilize growth: Since growth is volatile, my focus is on creating a more stable follower acquisition strategy - including balancing post types (e.g., reels, posts, stories) - and offering a mix of engaging and consistent content to help smooth out the growth curve

Conclusions:

My Instagram account is making great progress toward my 10K follower goal, with 9,177 followers so far! Posts have been driving the most engagement, reels are also performing well, and there's definitely room to improve interaction with my stories. My core audience is a fairly even mix of males and females in the 25-44 age range, but I can work on engaging more women in the older age groups. Most of my follower growth is coming from the USA, but India is also emerging as a key market, so it might be worth creating some content tailored to that audience. I've noticed some big spikes in follower growth, especially toward the end of the month, which shows my content strategy is paying off. By continuing to focus on what's working, addressing any dips in growth, and keeping my content consistent and engaging, I'm confident I'll hit my 10K goal soon. Thanks for reading along!