

Instagram Analytics for Tech Influencers

A comprehensive analysis of Instagram activity data to uncover engagement patterns, content performance, and audience growth strategies for tech influencers.

Brought to you by **Uttam Vardam**
Turning Data into Decisions



Project Overview & Objectives

Explore Activity Data

Thoroughly examine Instagram activity data across multiple dimensions to identify trends and anomalies in content performance.

Answer Key Questions

Utilise SQL queries to address critical analytical questions regarding content effectiveness and audience interaction patterns.

Generate Actionable Insights

Develop data-driven insights to optimise content strategy and improve influencer performance metrics.

Prepare for Presentation

Compile and structure findings for a clear, impactful live presentation delivery to stakeholders.



Key Deliverables

SQL Query Solutions

Precise and optimised SQL query solutions addressing all specified analytical requirements for comprehensive data extraction.

Data-Driven Insights

Comprehensive insights and practical recommendations based on thorough analysis of Instagram performance data.

Live Presentation

An engaging live presentation detailing the project approach, key findings, and strategic implications for future growth.

Analysis Report

In-depth coverage of post performance, engagement metrics, and growth patterns over time with actionable recommendations.

Database Structure & Content Types

The analysis is powered by the gdb0120.sql database file, containing three main tables with comprehensive Instagram metrics coverage.



IG Image

Static photo posts, typically single images that appear in the feed for visual storytelling and product showcases.



IG Reel

Short-form vertical videos, designed for quick consumption and high engagement with trending audio and effects.



IG Carousel

Swipeable posts containing a sequence of multiple images or videos for comprehensive product demonstrations.

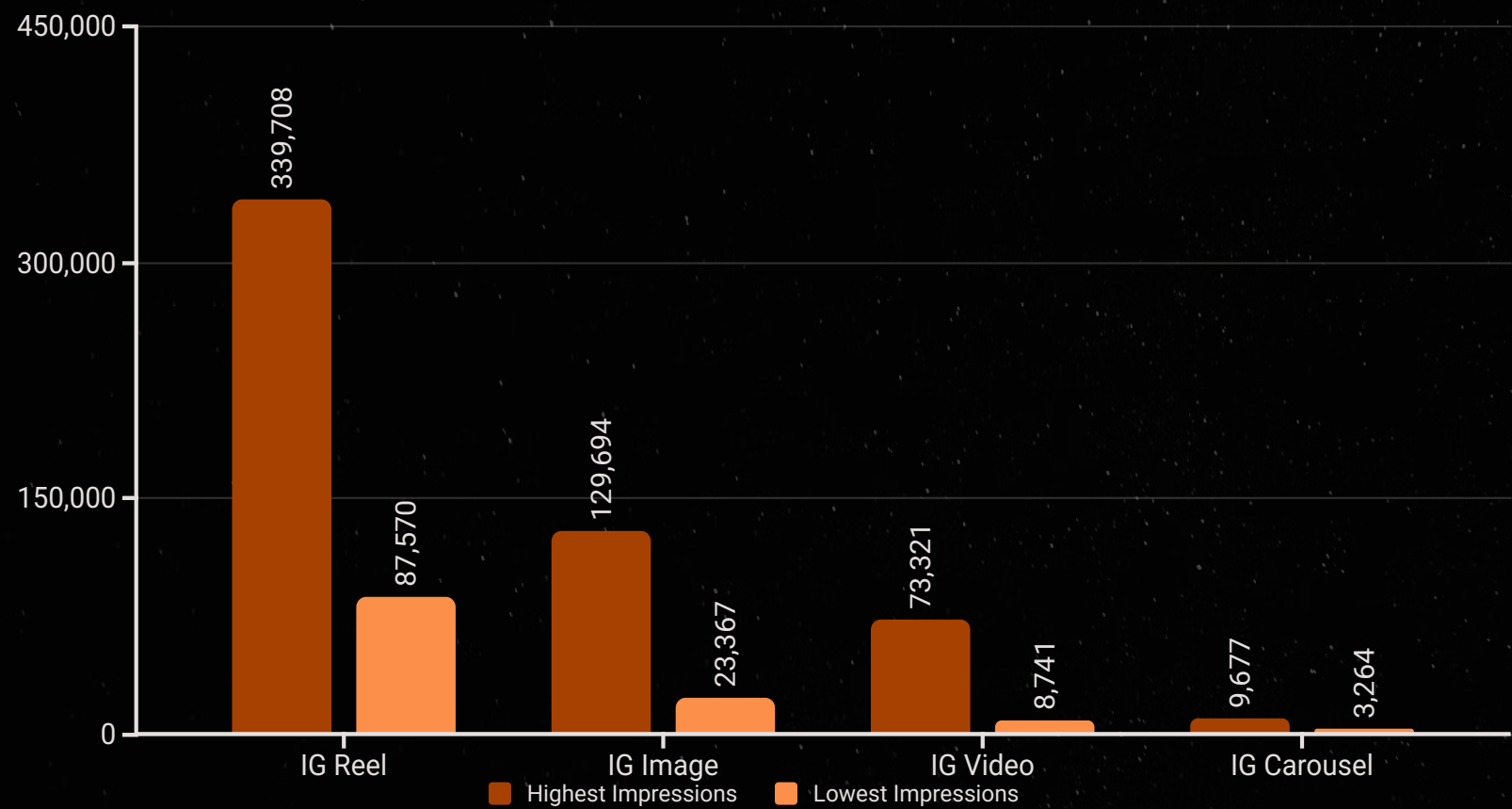


IG Video

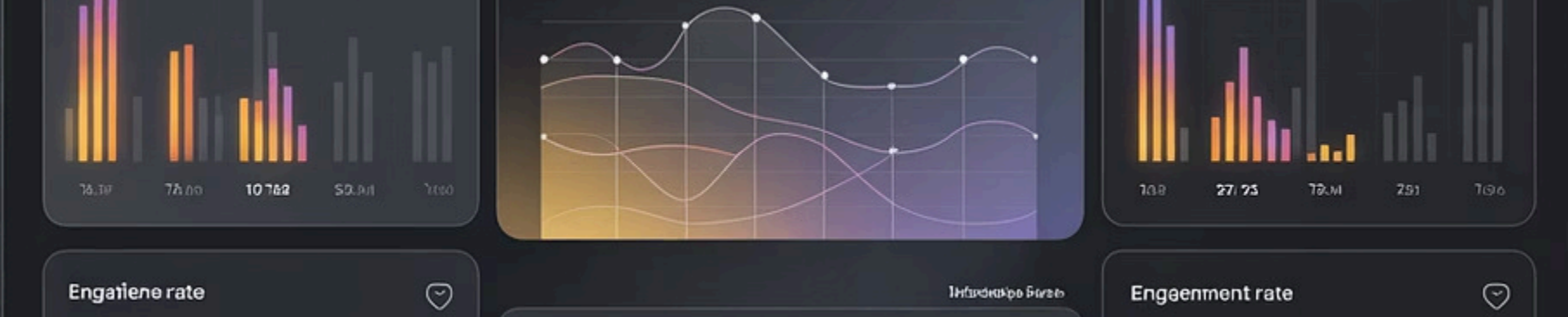
Standard feed videos that are longer or do not fit the short-form Reel format, ideal for detailed explanations.

Post Performance Showdown: Impressions by Content Type

Analysis based on highest and lowest recorded impressions reveals significant performance variations across content formats.



IG Reels dominate with consistently strong performance (339K max, 87K min), whilst Carousels underperform significantly across all metrics.



Weekend Performance Analysis

March & April Weekend Posts Overview

- Timeframe:** Weekends only in March & April
- Total Posts:** 18 posts
- Post Types:** IG Video, IG Image, IG Carousel, IG Reel
- Categories:** Earphone, Mobile, Laptop, Smartwatch, Other Gadgets

Top Weekend Performer

IG Reel achieved 185K impressions, 64K reach, 2.2K follows, 6K likes, and 330 saves, highlighting Reels' superior weekend engagement.

185K

Peak Impressions

Weekend IG Reel performance

79K

Laptop Image

Strong IG Image performance

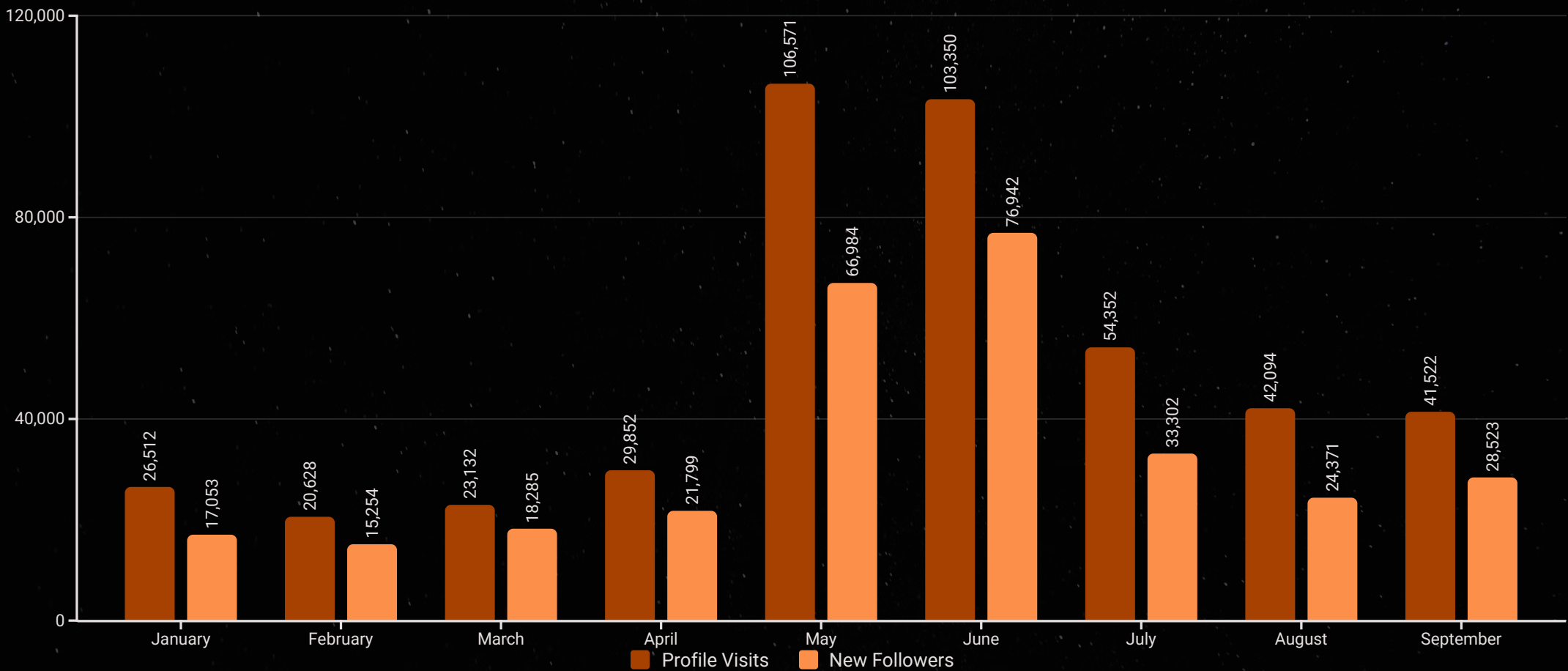
4.5K

Carousel Range

Lowest weekend format

Account Growth Analysis by Month

Monthly performance data reveals significant growth patterns with notable peaks in May and June.



Massive Growth in May & June

4x Growth Surge

May and June experienced approximately 4x more visits (106K+ each month) and 3-4x more followers compared to preceding months.

Post-Peak Decline

Following the peak, visits and follower acquisition declined from July to September, though still outperforming Q1 baseline.

Q1 Baseline

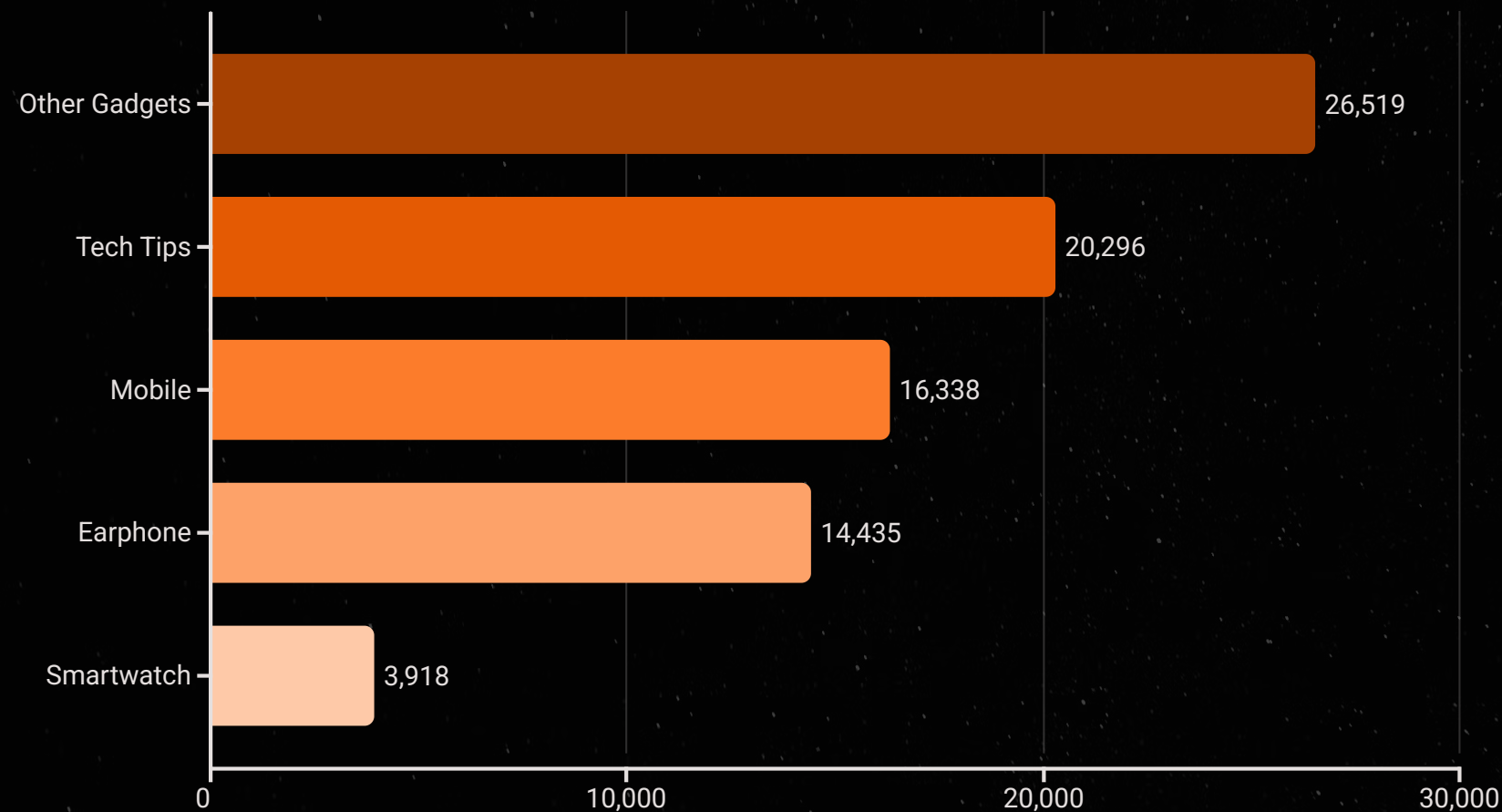
First quarter showed lower performance with visits ranging from 20K-30K and followers from 15K-22K, highlighting growth potential.



“Unlock your potential”

Post Category Engagement Analysis

Total Likes by Category (July Data)



"Other Gadgets" leads engagement with 26.5K likes, suggesting high interest in diverse tech products. Smartwatches significantly underperform with only 3.9K likes.

Monthly Content Distribution

Analysis of category diversity and posting consistency across nine months reveals strategic content evolution.

1 January-March

Core categories: Earphone, Mobile, Smartwatch. Consistent 28-31 posts monthly with limited diversity.

2 April

Introduction of "Other Gadgets" category alongside existing core content. 30 posts maintaining volume.

3 May

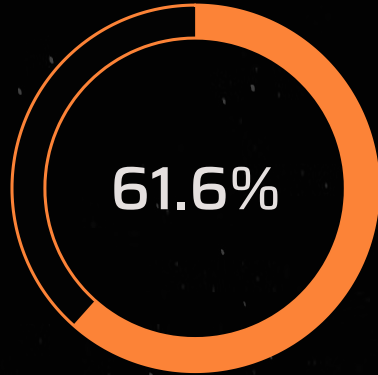
Peak diversity with 6 unique categories including new "Tech Tips" content. 31 posts with highest variety.

4 June-September

"Tech Tips" becomes consistent feature. Laptop content phases out whilst maintaining 30-31 posts monthly.

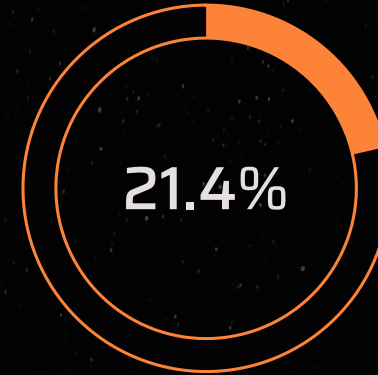


Reach Contribution by Post Type



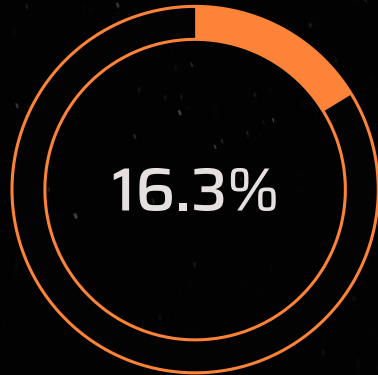
IG Reels

Dominate total reach



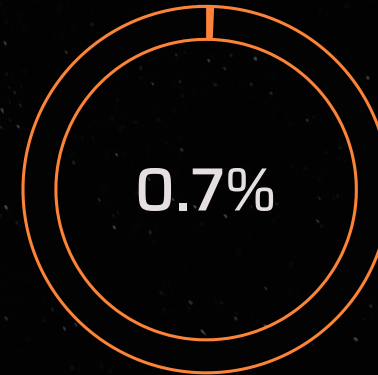
IG Images

Strong secondary format



IG Videos

Solid contribution



IG Carousels

Minimal impact

Quarterly Engagement Trends

Analysis of comments and saves across Q1-Q3 reveals peak engagement periods and category performance patterns.

Q1 (Jan-Mar) - Foundation

- Mobile: 1,836 comments, 9,843 saves
- Smartwatch: 600 comments, 2,860 saves
- Earphone: 351 comments, 2,230 saves
- Laptop: 418 comments, 2,837 saves

Lower overall engagement with more passive interaction (saves > comments).

Q2 (Apr-Jun) - Peak Performance

- Mobile: 2,313 comments, 17,207 saves
- Tech Tips: 2,201 comments, 17,649 saves
- Other Gadgets: 1,622 comments, 12,041 saves
- Smartwatch: 1,358 comments, 12,581 saves

Significant surge with Tech Tips emerging as top performer.

Q3 (Jul-Sep) - Sustained Interest

Tech Tips maintained strong performance (1,596 comments, 12,976 saves) despite overall engagement dip, indicating consistent audience interest in educational content.



Top Follower Gain Analysis

Daily follower acquisition patterns reveal optimal timing and peak growth opportunities throughout the year.

8.8K

Peak Single Day

May 8th & June 30th gains

5.4K

March Peak

March 21st performance

4.1K

February High

February 1st achievement

Q1 Building

Gradual growth with peaks around 3K-5K followers, establishing baseline audience engagement patterns.

Q3 Stabilisation

Moderate gains of 2K-4K, maintaining momentum whilst seeking next growth catalyst opportunity.

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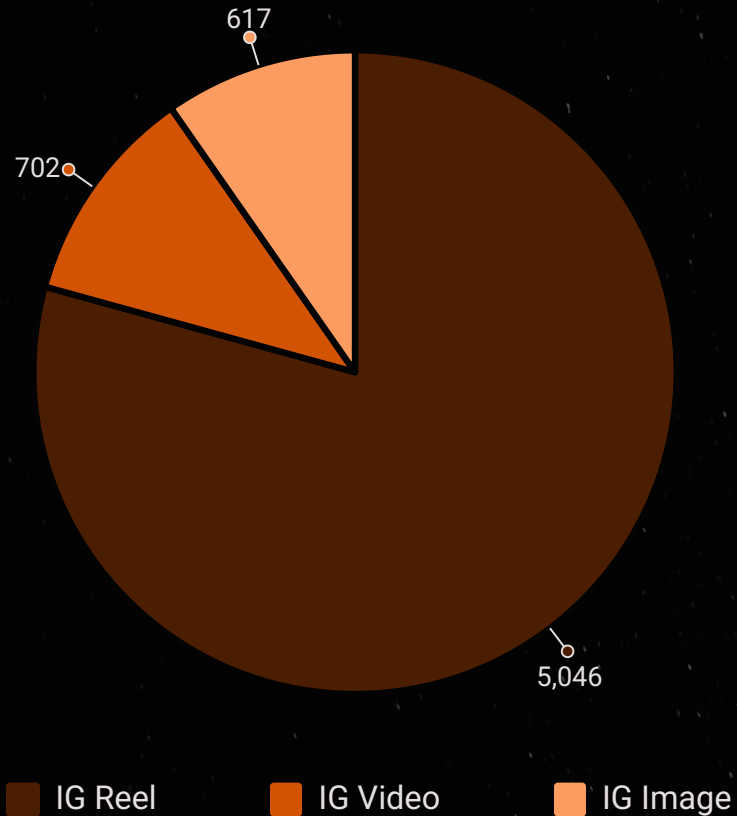
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Q2 Explosion

Exceptional growth with multiple 6K-8K days, indicating viral content success and optimal timing strategies.

Content Shareability Analysis

Total Shares by Post Type (Week 35)



Shareability Insights

Reels Dominate: 5,046 shares demonstrate superior viral potential and algorithmic favour for short-form content.

Video Advantage: Traditional videos (702 shares) significantly outperform static images, highlighting motion content's appeal.

Image Limitations: Static images (617 shares) show lowest shareability, lacking dynamic engagement factors.

Key Takeaways & Strategic Recommendations



Prioritise Reels & Video

IG Reels achieve 61.6% of total reach and 5,046 shares. Focus resources on high-quality short-form video production for maximum impact.



Leverage Tech Tips

Tech Tips content consistently performs well across engagement metrics. Develop more in-depth, practical tech advice for sustained audience interest.



Capitalise on Peak Months

May and June showed exceptional growth (66K-77K new followers). Plan major campaigns and viral content pushes during these optimal periods.



Re-evaluate Carousels

Carousels achieve only 0.69% reach. Consider phasing out or experimenting with highly interactive designs to justify continued use.



Balance Engagement Types

Whilst Q1 showed passive engagement, Q2 achieved better comment-to-save ratios. Create content that prompts active discussion alongside saves.