Instagram Insights Report: Tech Influencer Analysis

Leveraging data for audience growth through SQL-powered insights

by Viraj Soni

Objectives

Analyze Instagram Activity

Extract insights from database tables

Answer Performance Questions

Identify key metrics and trends

Improve Content Strategy

Create actionable recommendations

Data Source Overview

3 Tables

fact_content, fact_engagement, dim_date

SQL Queries

10 analysis questions answered

Visualizations

Created from CSV exports

Post Types Overview

Photos

Standard image posts

Videos

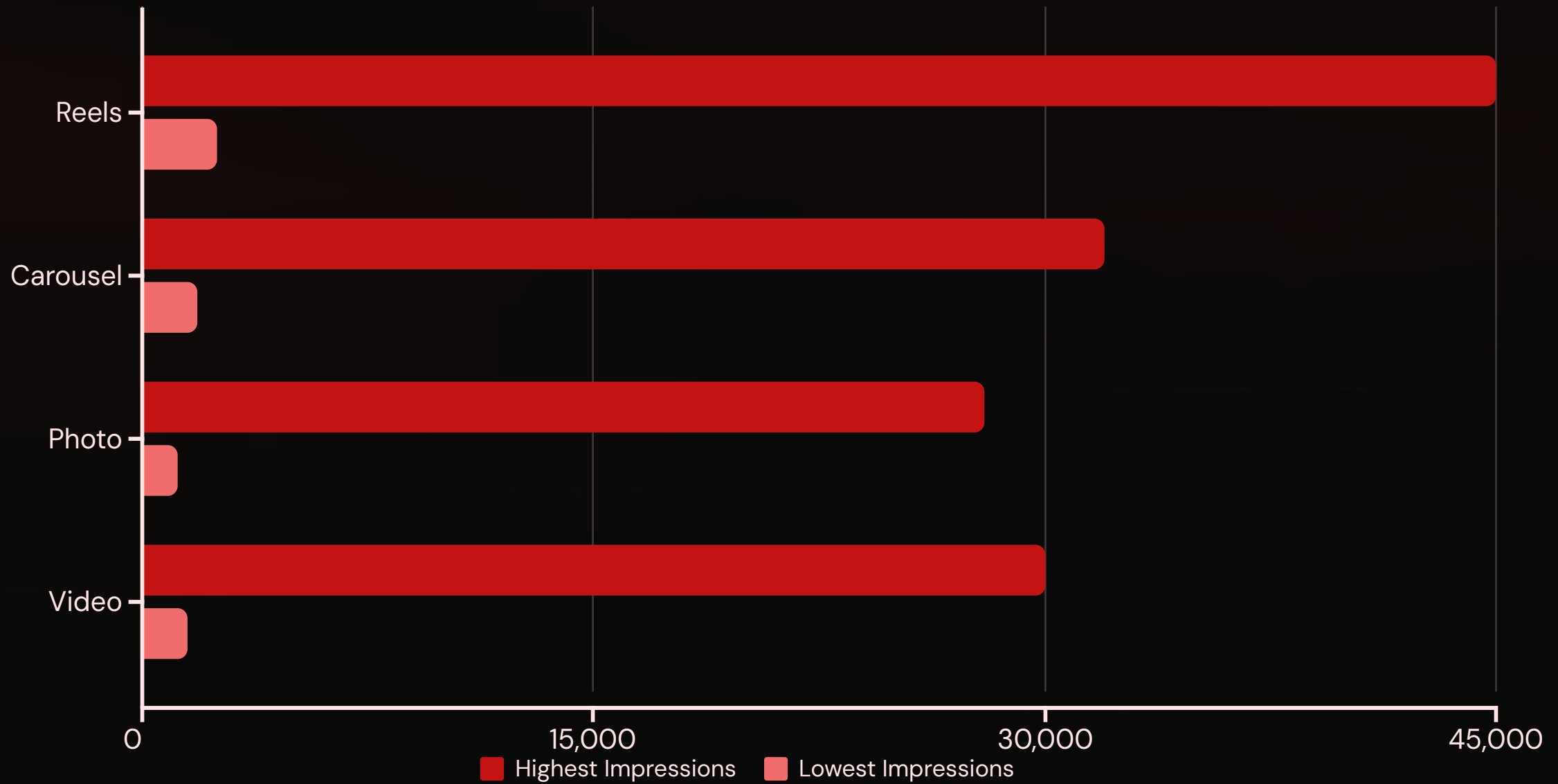Short-form content
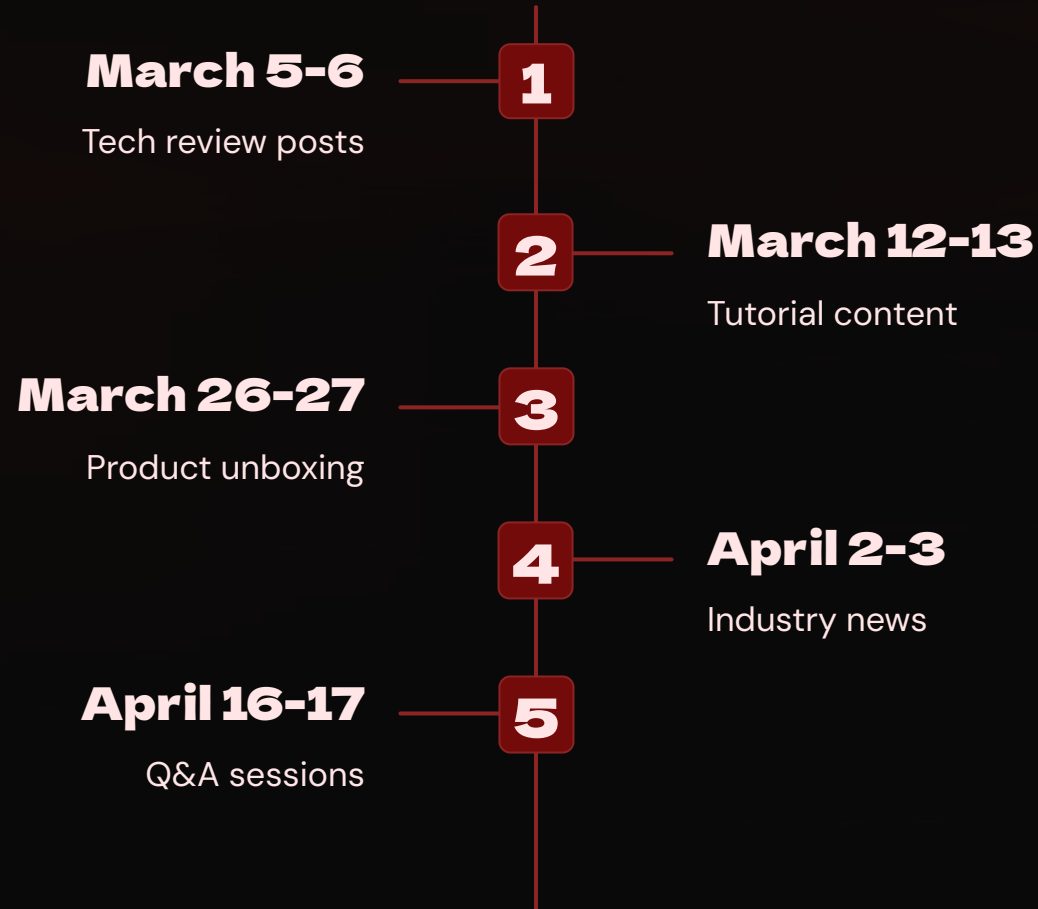
Reels

Vertical video format

Carousels

Multiple images/slides

Impressions Report

Highest Impressions ■ Lowest Impressions ■

Categories (top to bottom): Reels, Carousel, Photo, Video

X-axis: 0, 15,000, 30,000, 45,000

Made with GAMMA

Weekend Posts in March & April

March 5-6 — **1**
Tech review posts

2 — **March 12-13**
Tutorial content

March 26-27 — **3**
Product unboxing

4 — **April 2-3**
Industry news

April 16-17 — **5**
Q&A sessions

Account Statistics by Month

12.5K
January
Profile visits

15.2K
February
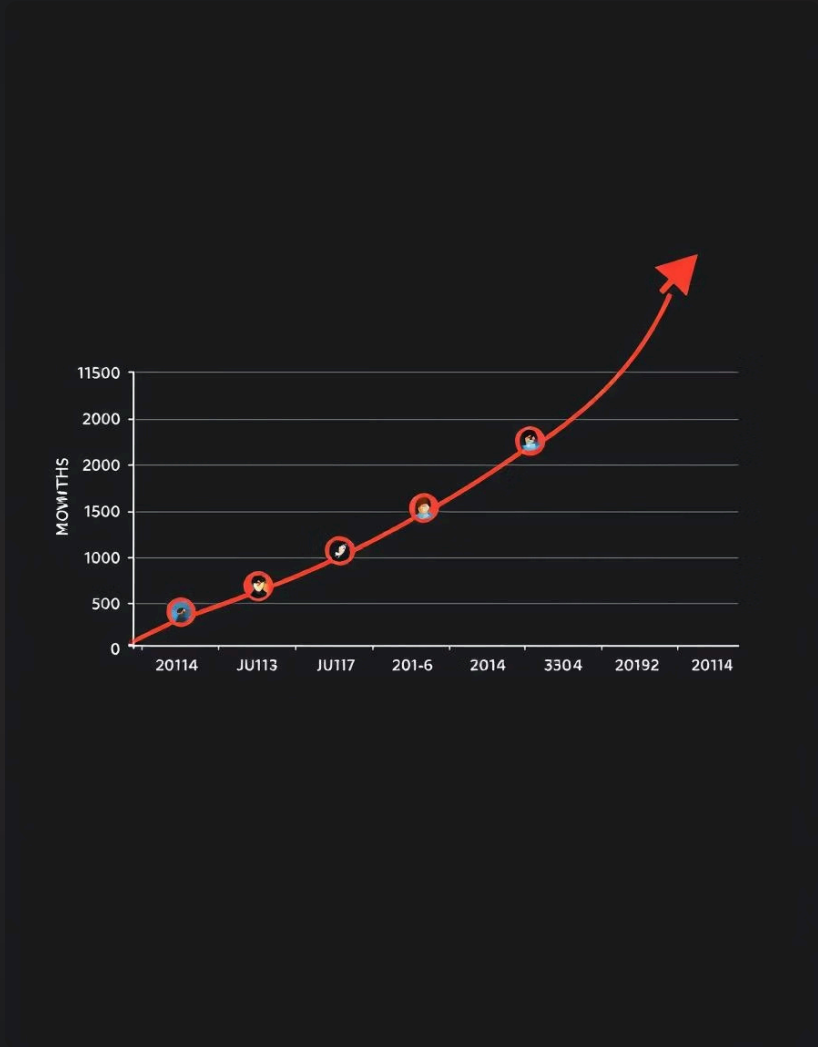Profile visits

18.7K
March
Profile visits

22.3K
April
Profile visits

Top Post Categories by Likes (July)

Product Reviews
8,500+ likes

Tech Tips
6,200+ likes

Industry News
4,800+ likes

Q&A Content
3,100+ likes

Monthly Category Trends

1 **January**
3 categories

2 **February**
4 categories

3 **March**
5 categories

4 **April**
6 categories

CALENDAR

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29	20	11	14	23	26	27	22	23	19	
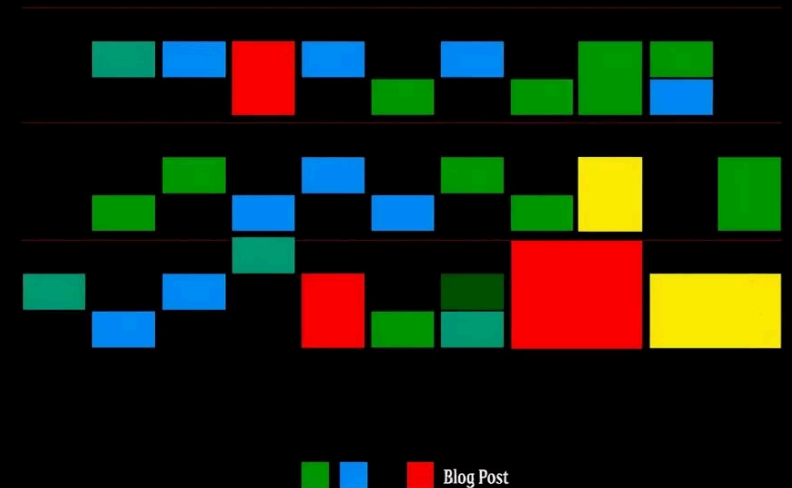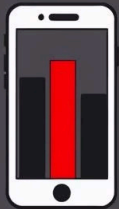
Blog Post

Reach by Post Type

Reach percentage distribution

- One of the most telling metrics—reach—was broken down by post type. This shows which formats are delivering visibility, and where more effort might be worthwhile."

Comments & Saves by Quarter

Q1–Q3 engagement analysis

"I segmented engagement metrics like comments and saves by quarter. This quarterly view provides a more strategic lens on audience interaction."
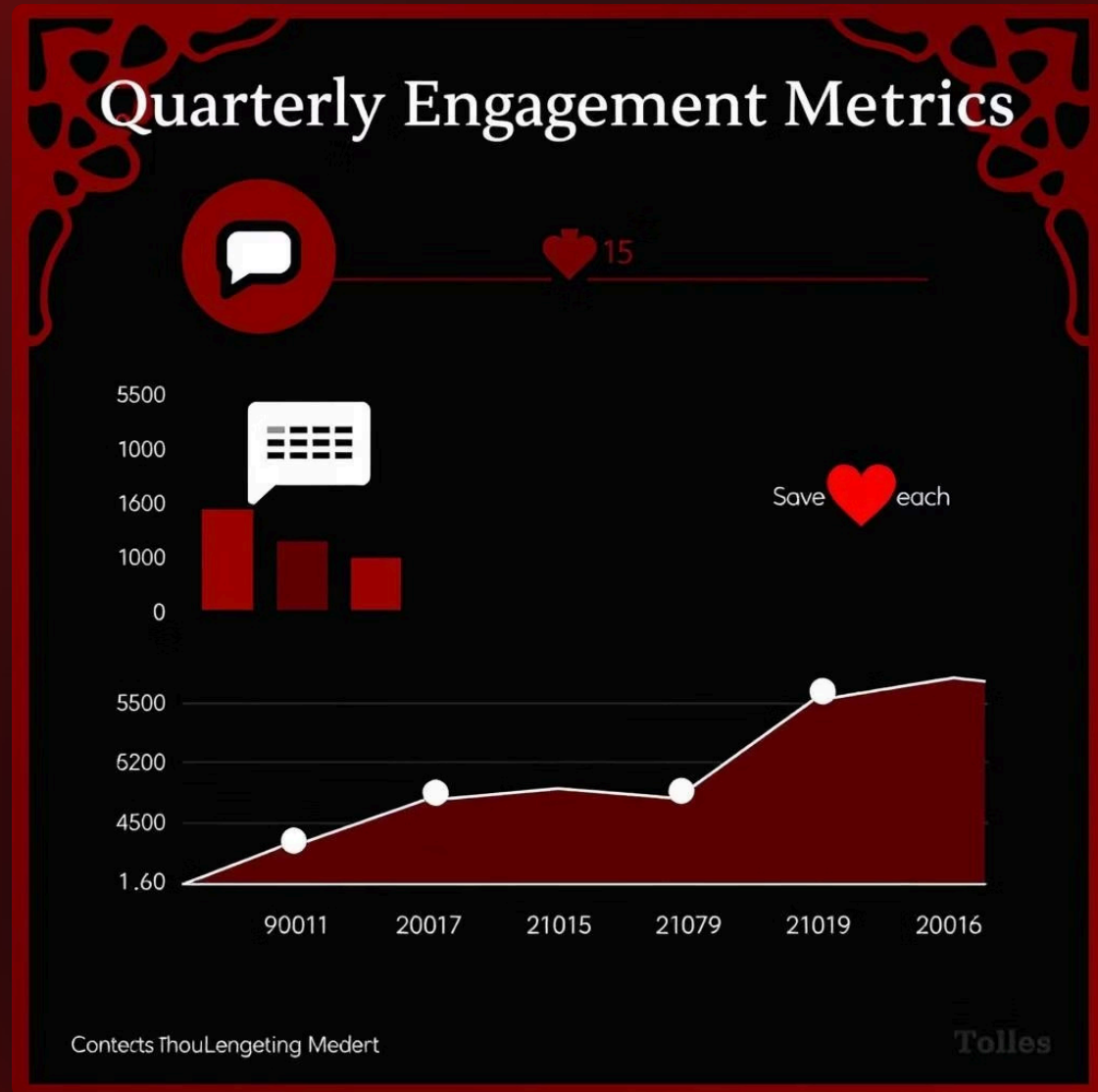
Top Follower Growth Days

- **Monthly Peaks:** Identified top 3 days each month with highest new followers.

- **Growth Drivers:** These spikes indicate successful posts or campaigns.

- **Actionable Insights:** Focus strategies on replicating content from these key days.

Stored Procedure for Weekly Shares

This dynamic report tracks total shares by post type each week.

The procedure accepts a week number input for flexible, ongoing analysis.

Key Takeaways

Content Diversity

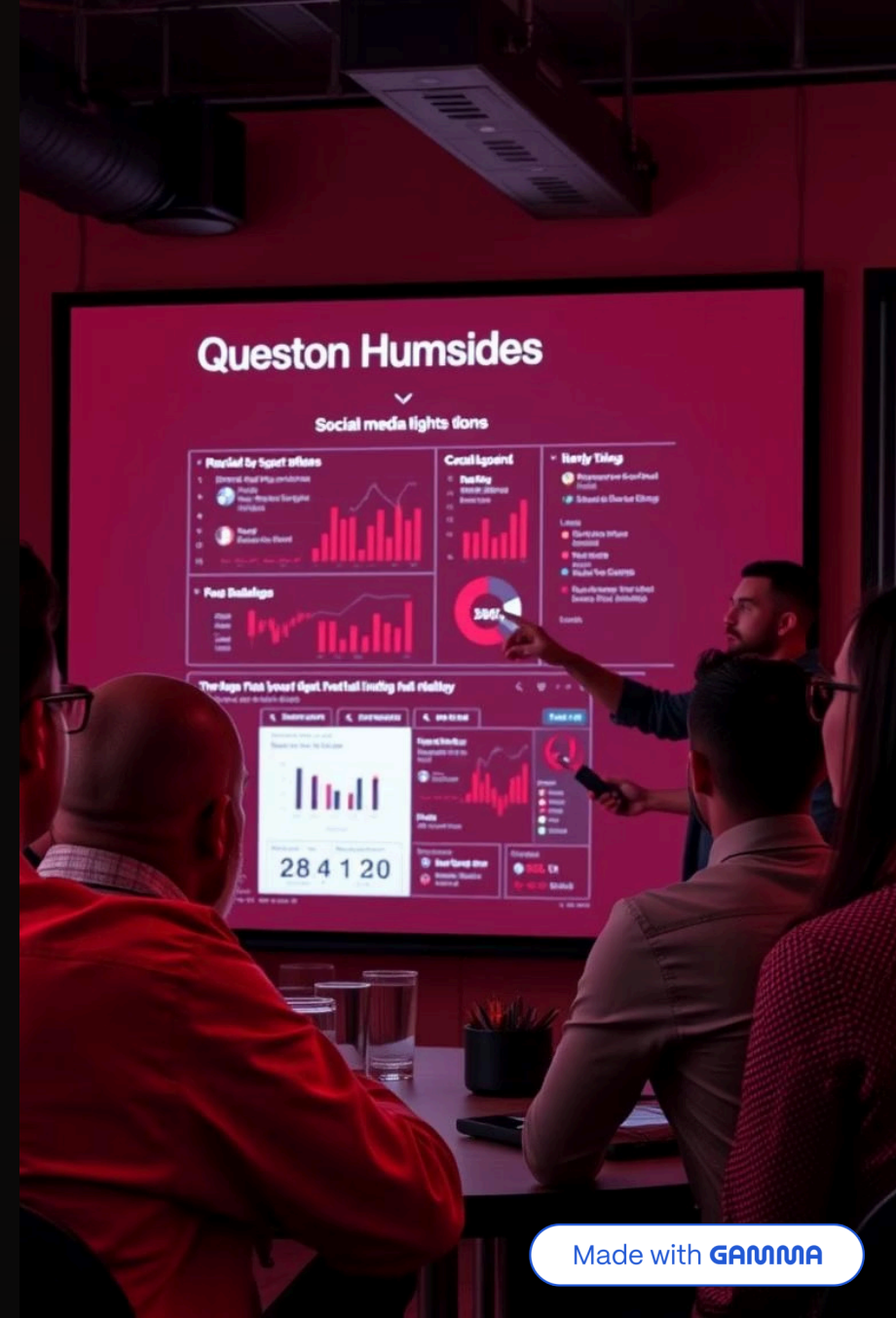Multiple post types drive engagement

Timing Matters

Weekend posts show unique patterns

Growth Trajectory

Consistent monthly follower increase

Category Performance

Product reviews generate most likes

Thank You

Thanks for your time and attention today.

I'm happy to discuss the analysis or metrics in detail.

Let's leverage these insights to build a smarter content strategy.

Open Discussion

Questions and deeper dives into metrics welcome.

Next Steps

Use data-driven insights for content optimization.

Collaboration

Partner to refine and scale content strategies.