

## **Data Science Assignment 2:**

### **1. How does user demographics influence advertising on Instagram?**

There are different kinds of users on Instagram and out of the over 1 billion monthly active users of the platform, the users find themselves in different demographics. It has become important for advertisers to understand which kind of people would react most to various advertisements in order to effectively create relevant and targeted advertising campaigns and materials. This has brought about the question of whether or not the demographic of a user has any impact on the success of an advertisement, or it is purely based on content.

- 2. Description of data:** The data consists of information on current Instagram user statistics, and demographics. Specifically, the number of active users on Instagram, the gender statistics and location are all included in this data.

Links: <https://backlinko.com/instagram-users> , <https://blog.hootsuite.com/instagram-statistics/> , <https://sproutsocial.com/insights/instagram-stats/>