

Instagram Reach Analysis

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Abstract: *Instagram's algorithmic changes and user engagement strategies significantly impact the reach of posts. This study analyzes different content types (Posts, Stories, Reels, IGTV) and their effectiveness in engaging users. By leveraging statistical methods and data visualization, we provide a detailed breakdown of reach distribution across various content formats. Our research aims to help marketers, content creators, and businesses optimize their Instagram strategies to maximize audience engagement and visibility. Through histograms, pie charts, and bar graphs, we examine the patterns in reach and the factors that contribute to fluctuations in user interactions*

Keywords: Instagram, Social Media, Engagement, Reach, Algorithm, Content Strategy, Active Users

