

Instagram User Analytics

Project Description

This project is based on Instagram user analytics. The goal of this project is to analyze the performance of an Instagram account by extracting relevant data and gain meaningful insights to improve the performance of an application. I am going to provide a detailed report answering the questions : 1) Find the 5 oldest users of the Instagram from the database provided. 2) Find the users who have never posted a single photo on Instagram. 3) Identify the winner of the contest and provide their details to the team. 4) Identify and suggest the top 5 most commonly used hashtags on the platform. 5) What day of the week do most users register on? Provide insights on when to schedule an ad campaign. 6) Provide how many times an average user posts on Instagram. Also, provide the total number of photos on Instagram/total number of users. 7) Provide data on users (bots) who have liked every single photo on the site (since any normal users would not be able to do this).

Approach

To achieve these goals, I will be using Instagram ig_clone database. I will then use a data analysis tool i.e SQL to execute the queries. The analysis will be broken down into several parts including the long time Instagram users, engagement rate and post frequency.

Tech-Stack Used

The tech-stack used for this project is SQL and development tool – MYSQL Workbench version 8.0.32. The purpose of using it is that it provides a flexible environment for managing and working with MYSQL databases.

Insights

The insights gained from this analysis is that we can recommend increasing the frequency of posting, targeting a specific group, or adjusting the content based on the top performing posts.

Result

From this project I learned how to perform data analysis and generate meaningful insights which will help in optimizing the performance of the application.

Drive Link

[Instagram User Analytics.sql](#)