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Project name – Instagram user Analytics

PROJECT Description

The marketing Team has given me a task to give the report about Instagram User Analytics

- ✓ The rewarding Most Loyal users of Instagram and top 5 oldest users.
- ✓ Remind Inactice Users to start Posting .Task To find the users who have never posted a single photo on Instagram.
- ✓ Declare Contest Winner. Task identify the winner of the contest and provide their details to the team.
- ✓ Hashtag Researching: Task identify and suggest the top 5 most commonly used hashtags on the platform.
- ✓ Launch AD Campaign.Task which day is the best day to run ads
- ✓ B) Investor Metrics: our investors want to know if Instagram
- ✓ 1 User Engagement: Task Provide how many times does average user posts on Instagram.Also ,provide the total number of photos on Instagram/total number of users
- ✓ 2 Bots & Fake Accounts: Task Provide data on users (bots) who have liked every single photo on the site(since any normal user would not be able to do this.

Approach

I have approached insights data of Instagram there I have tried to make it clear by using MYSQL from the data base (ig_clone) I have extracted from my Instagram users table

The top 5 oldest and loyal users of Instagram I have got 5 (id , username and created at (date))

I have found 25 users from username that is null and in active and never posted any thing.

Then I have extracted the contest winner username Kenton_klin id 1 who have posted image highest among all

.Hasthtag Researching , A partner brand wants to know that which hashtags are trending and more reachable to the people

So I have found top 5 hashtags I have found 5 hashtag name

 Smile, beach, party , fun concert.

Launch Ad campaigning the team wants to know out of 7 days which days adds are successful and viewd most so I have found three days thrusday ,Sunday is most and Friday from others days.

Our investors wanted information and data from us user engagement those users are active most post llikes and comment also so we have found users average 2.5700

And also bots and fake accounts we have found total 24 user name they have liked and commented on every post so I have suspected this are the fake accounts because a normal person cannot and like on every posts.

Tech stacks used

I Have used Mysql workbench , Version **MySQL Workbench** 8.0.32

I have use mysql work bench because it is clearly visible and easy to find out puts .

Other software like eg jupyter note it is not as transparent and easy like mysqlworkbench.

Insights

I have gained insight knowledge about this project that how to find the data about the Instagram users oldest users who are with us from the beginning and still today active , and also inactive users those once where active but now in active so we are trying to find why they are not active on our platforms is they are moving into another platforms and why losing interest in our platforms so from the data we can send it to the marketing team so they can send them mail or notification method to grow their interest more on our platform.

That's why our team contested a contest that will give reward to the 1 winner who is active and post regularly like and comments also , Due to this stratagey those are inactive and those who are actives also they will get more excitement and will start our platform regularly by this winner strategy.

And Hshtag Resarching trending hash tags I have found those will help our partner brands to reach to more people. And out of 7 days add campaign strategy I have found that in 3 days   more people active and visit our adds.

AND in user Engement and Bots & Fake Acounts

I have found that 2.5700 avg ratio users are active and posts regularly and likes and comments and in other hand I have found 24 fake accounts which are liking every posts on internet which is not possible for normal person.

Results

I have achived most 5 loyal users and and 21 inactive users

And contest winner one 5 popular hashtags

And add campaigning results that out of 7 3 days are viewd more.

And avg user active regularly 2.5700 and fake accounts 24.

This Instagram user Analytics project have helped me because now I have the days why when and how should we approach people so that they can come in our platform more .