

Instagram Clone Database Analysis

This project delves into the 'ig_clone' database to uncover valuable insights about user activity, content engagement, and overall platform performance.

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Database Schema Explained

Users Table

Stores user information with a unique username and creation timestamp.

Photos Table

Stores information about user-uploaded photos with image URL, linked to the Users table.

Comments Table

Stores user comments on photos, linked to both Users and Photos tables.

SQL Queries for Insight

- 1 Find the 5 Oldest Users**
Rewarding long-time users is key to retention.
- 2 Identify the Day Most Users Register**
Plan targeted ad campaigns to reach a larger audience.
- 3 Target Inactive Users**
Re-engage users who have never posted a photo by encouraging them to contribute content.
- 4 Determine the Winner of a Photo Likes Contest**
Fosters engagement and encourages healthy competition.

Analyzing User Activity

Average Posts Per User

Investors want to know how actively users are contributing content.

Top 5 Most Used Hashtags

Understanding popular trends is valuable for content strategy and marketing.

Users Who Liked Every Photo

Identifies highly engaged users and potential influencers.

Understanding User Engagement

- 1 Users Who Have Never Commented**
Finds opportunities to encourage interaction and community building.
- 2 Users Who Have Never Commented or Commented On Every Photo**
Identifies users who are either inactive or extremely engaged.
- 3 Top 30 Users with 3-5 Posts**
Highlights active users who are contributing moderate amounts of content.

User Data Insights

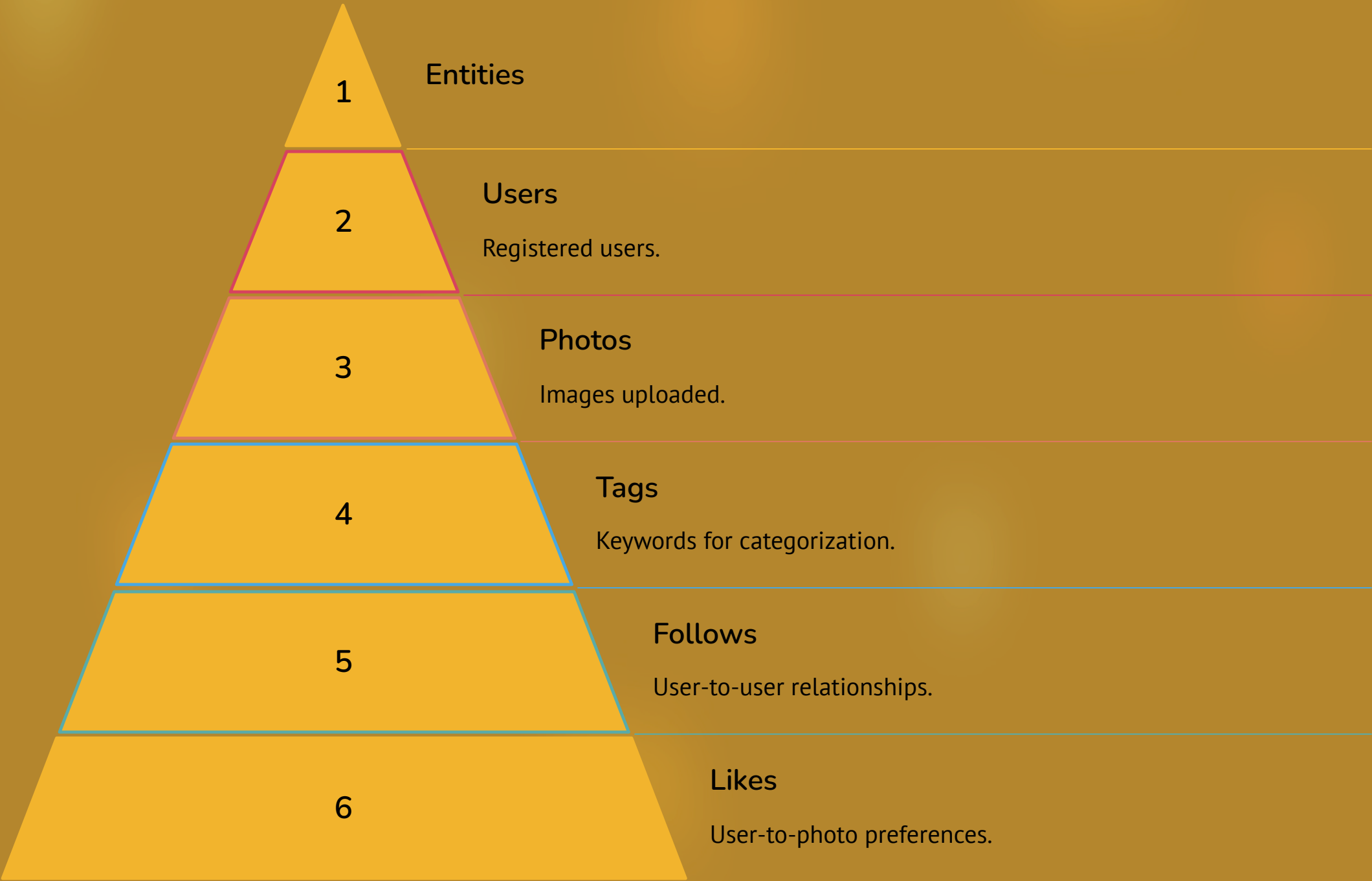
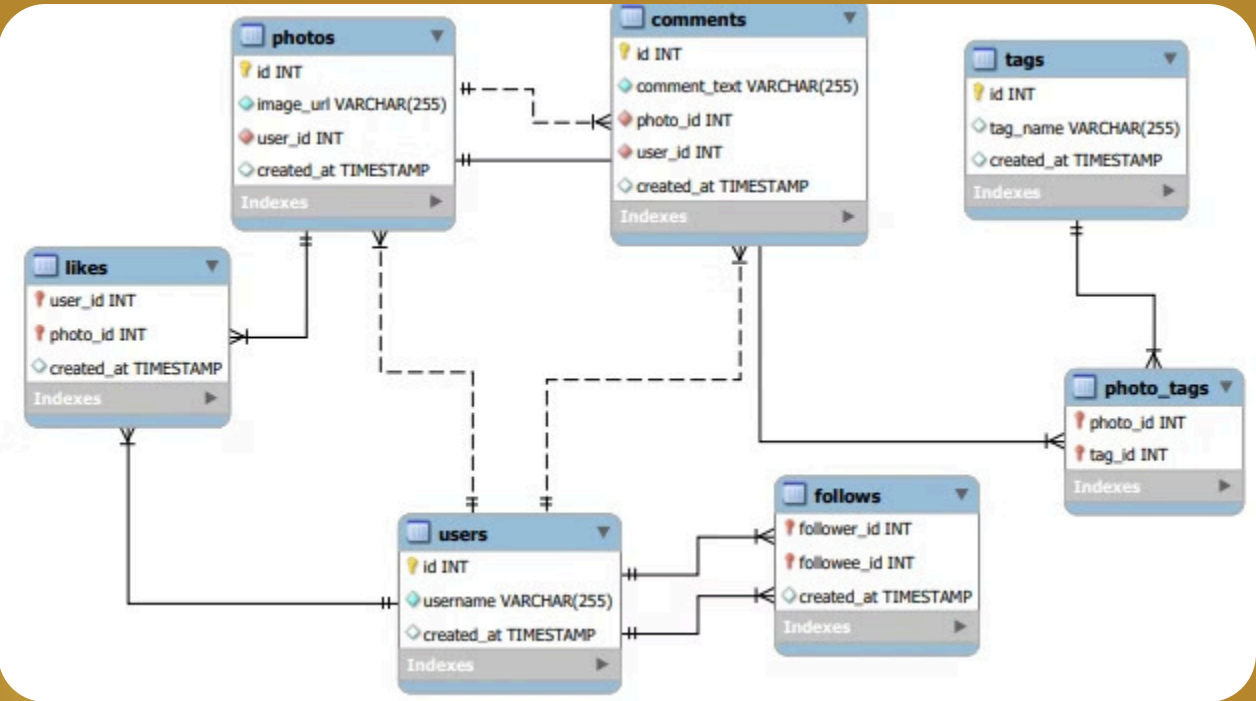
1 Users with Names Starting with 'c' and Ending with a Number

Finds users who fit a specific naming pattern, possibly for targeted outreach or analysis.

2 Users Who Joined in May and the Top 5 Newest Joiners

Identifies user behavior and growth trends for specific time periods.

ER Diagram for 'ig_clone' Database





Data-Driven Recommendations

By analyzing the 'ig_clone' database, we can gain valuable insights into user behavior and engagement patterns. This information can then be used to inform marketing strategies, enhance user experience, and optimize platform performance.