Project 2 – Instagram Data Analytics

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SQL Tasks

A) Marketing Analysis

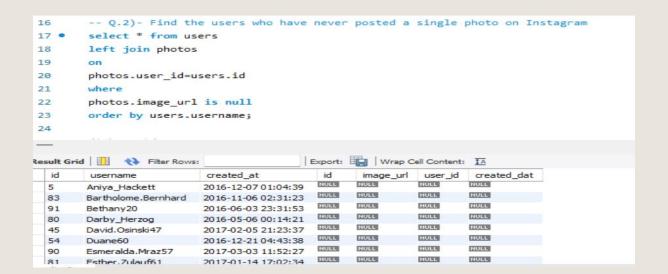
Q.1) Loyal User Award

Identified the 5 Oldest users on Instagram

```
-- Q.1) - find the 5 oldest users of the Instagram from the database provided
       select username , created_at from users
       order by created at
       limit 5;
15
Export: Wrap Cell Content: A Fetch rows:
                created_at
 Darby_Herzog
                2016-05-06 00:14:21
 Emilio_Bernier52 2016-05-06 13:04:30
 Elenor88
                2016-05-08 01:30:41
          2016-05-09 17:30:22
 Nicole 71
 Jordyn. Jacobson 2 2016-05-14 07:56:26
```

Q.2) Inactive User Engagement

Identifying users who have never posted a single photo on Instagram



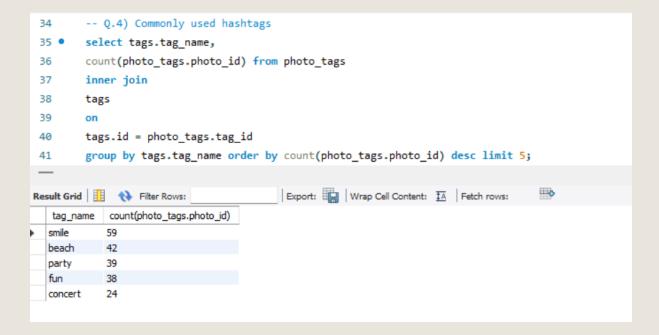
Q.3) Contest Winner Declaration

Determine the winner of the contest and provide their details to the team.

```
25
       -- Q.3)- Identify the winner of the contest and provide their details to the team
26 •
       select likes.photo_id,users.username,count(likes.user_id) as liked
27
       from likes
28
       inner join
29
       photos
30
31
       likes.photo_id=photos.id
32
       inner join users on photos.user_id=users.id
       group by likes.photo_id,users.username order by liked desc;
                                      Export: Wrap Cell Content: IA
photo_id username
                           liked
 145
          Zack Kemmer93
                          48
                         43
 127
         Malinda_Streich
 182
          Adelle96
                          43
 123
         Seth46
                         42
          Presley_McClure
         Annalise.McKenzie16 41
 52
 61
         Delpha.Kihn
                          41
 147
         Mennie Dovle
```

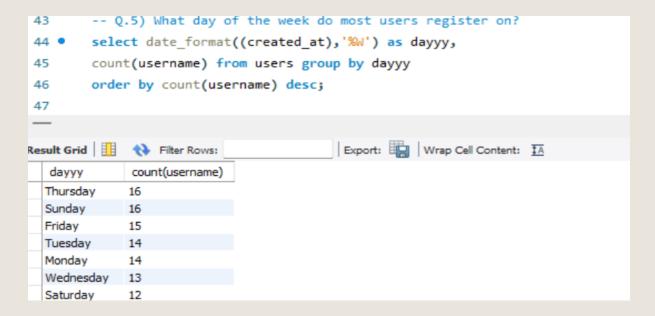
Q.4) Hashtag Research

Identify and suggest top 5 most commonly used hashtags on the platform



Q.5) Ad Campaign Launch

Determine the day of the week when most users register on Instagram.



B.) Investor Metrics

Q.1) User Engagement

Calculate the average number of posts per user on Instagram.

```
-- Q.6) User Engagement
 51 • ⊖ with base as (
        select u.id as userid,
 52
        count(photos.id) as photoid
 53
        from users u left join photos on
 54
      photos.user_id = u.id group by u.id)
 55
        select sum(photoid) as totalphotos, count(userid) as total_users,
 56
        sum(photoid)/count(userid) as photoperuser
 57
 58
        from base;
 59
Result Grid | Filter Rows:
                                     Export: Wrap Cell Content: IA
   totalphotos total_users photoperuser
 257
             100
                       2.5700
```

Q.2) Bots and Fake Accounts

Identify users(potential bots) who have liked every single photo on the site, as this is not typically possible for a normal user



This project is done on MySQL Workbench .

Thank you.