

INSTAGRAM PROJECT

PROJECT DESCRIPTION

Finding business insights that can be used by teams to launch a new marketing campaign, track the success of the app by measuring user engagement and improve the experience altogether while helping the business grow.

APPROACH

DATABASE CREATION-

Created and inserted the values in the database using DDL & DML SQL queries provided by the Product Manager in the MySQL database using MySQL Workbench.

EXTRACTION OF INSIGHTS-

After creating the database required insights are generated from the database table by running SQL queries in MySQL Workbench.

TECH-STACK USED

Used MySQL Community Server which is a free and open source relational database management system that uses SQL.

INSIGHTS

While working with the data I came to know that most of the people are using Instagram on Thursday and Sunday. By analysing the most used hashtag I came to know that most Instagram user prefer to see sunset view and prefer to have delicious item.

INSTAGRAM USER ANALYTICS

1. #FIVE OLDEST USER ON INSTAGRAM

SELECT

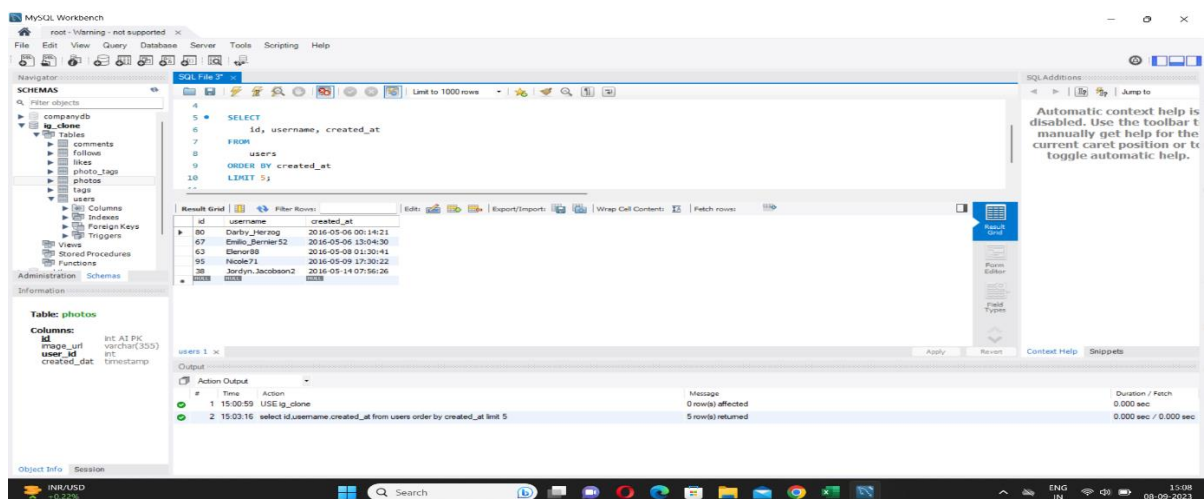
id, username, created_at

FROM

users

ORDER BY created_at

LIMIT 5;



2. #USER WHO HAS NEVER POSTED A PHOTO ON INSTAGRAM

SELECT

users.id,

username,

created_at,

COUNT(photos.user_id) AS 'number of posts'

FROM

users

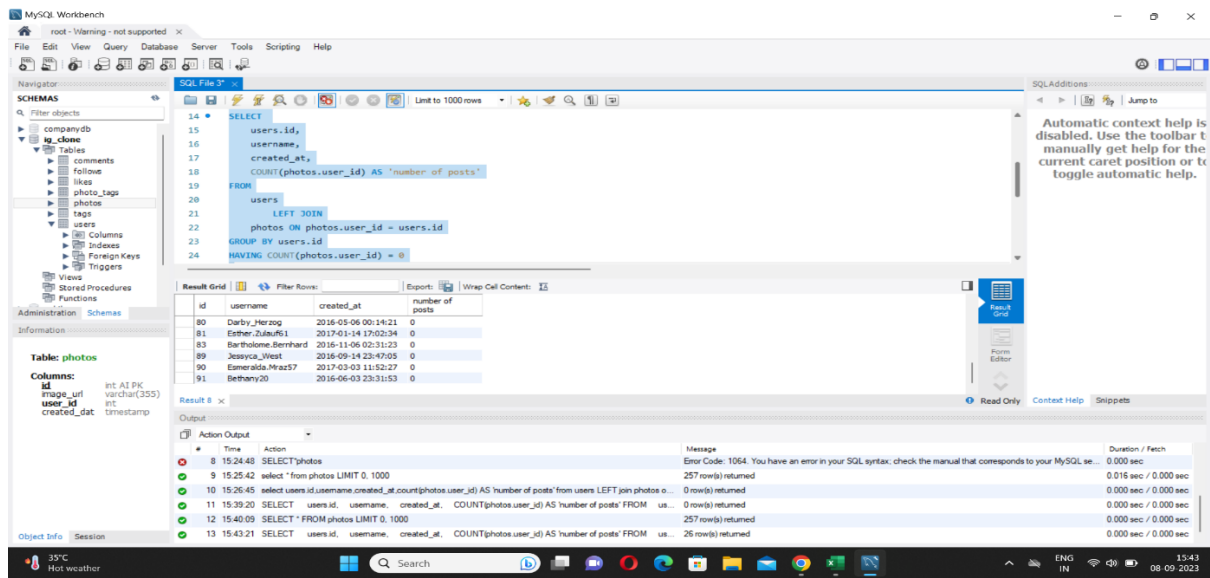
LEFT JOIN

photos ON photos.user_id = users.id

GROUP BY users.id

HAVING COUNT(photos.user_id) = 0

;



3. # WINNER OF MOST LIKED PHOTOS ON INSTAGRAM

SELECT

id, username

FROM

users

WHERE

id = (SELECT

user_id

FROM

photos

WHERE

id = (SELECT

```

        photo_id

FROM

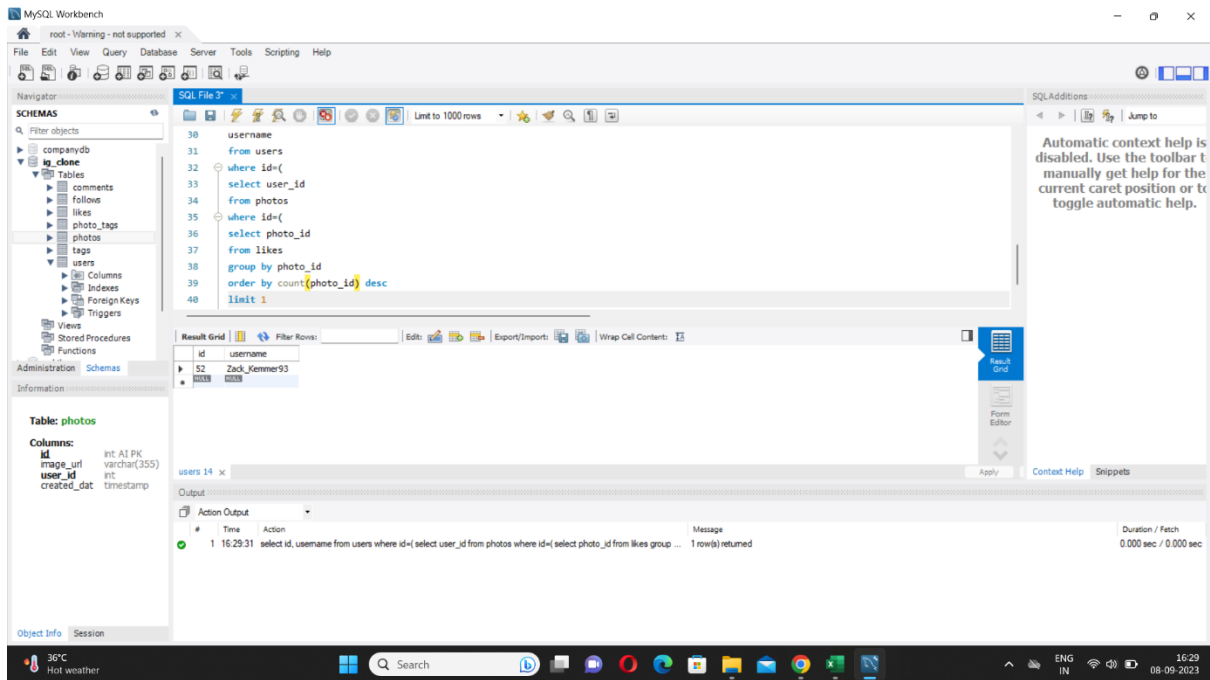
    likes

GROUP BY photo_id

ORDER BY COUNT(photo_id) DESC

LIMIT 1));

```



4. #FIVE MOST COMMONLY USED HASHTAGS

```

SELECT

    id, tag_name, COUNT(tag_name) AS 'tags_count'

FROM

    tags

    INNER JOIN

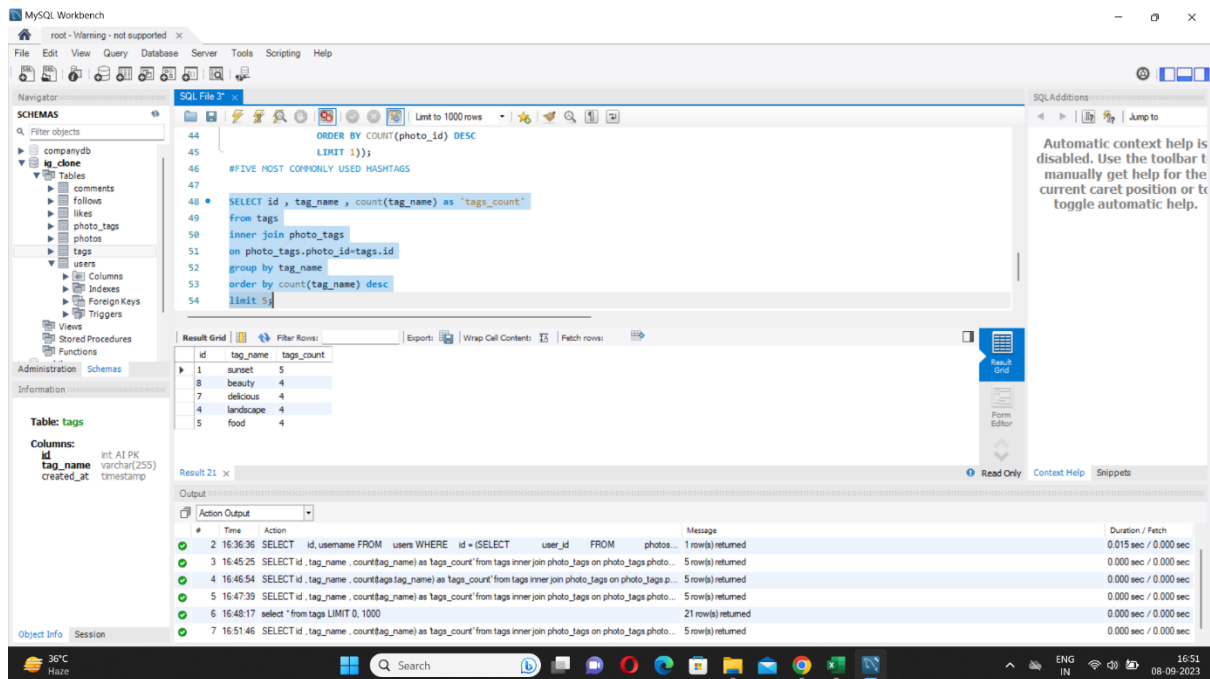
        photo_tags ON photo_tags.photo_id = tags.id

GROUP BY tag_name

ORDER BY COUNT(tag_name) DESC

```

LIMIT 5;



5. #DAYS ON WHICH MOST USERS REGISTER

SELECT

DAYNAME(created_at) AS 'Day_of_week',

COUNT(DAYNAME(created_at))

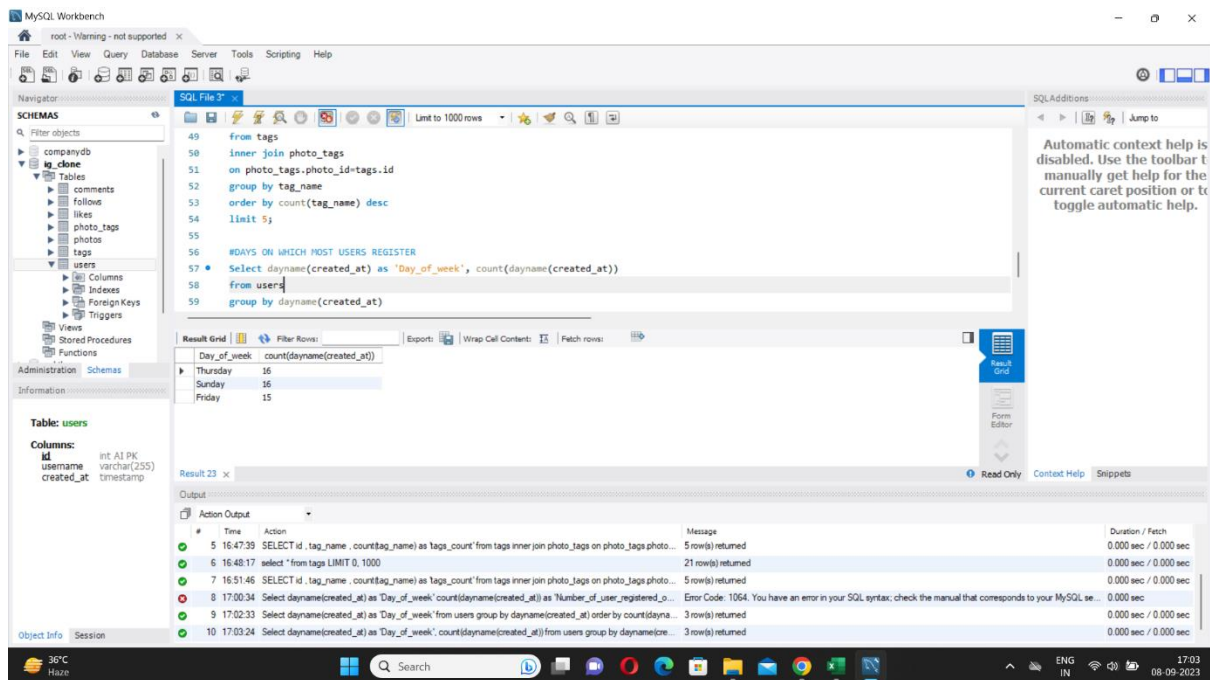
FROM

users

GROUP BY DAYNAME(created_at)

ORDER BY COUNT(DAYNAME(created_at)) DESC

LIMIT 3;



6. #AVERAGE NUMBER OF POST PER USER

SELECT

(SELECT

 COUNT(id)

FROM

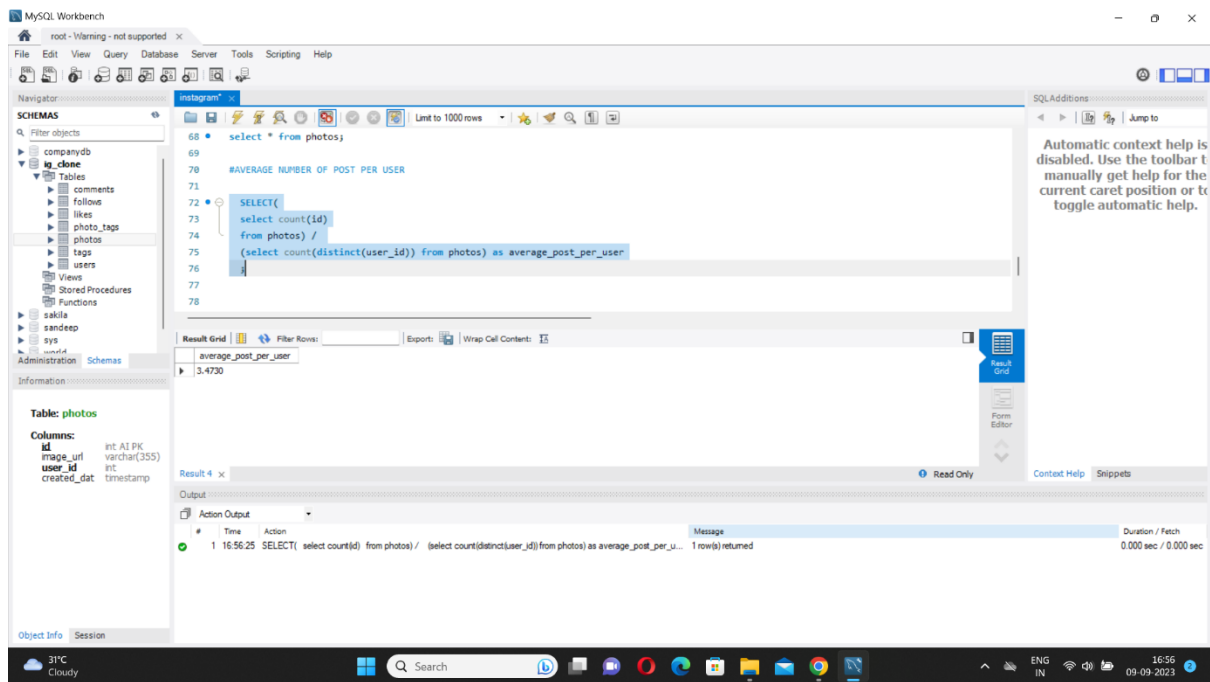
 photos) / (SELECT

 COUNT(DISTINCT (user_id))

FROM

 photos) AS average_post_per_user

;

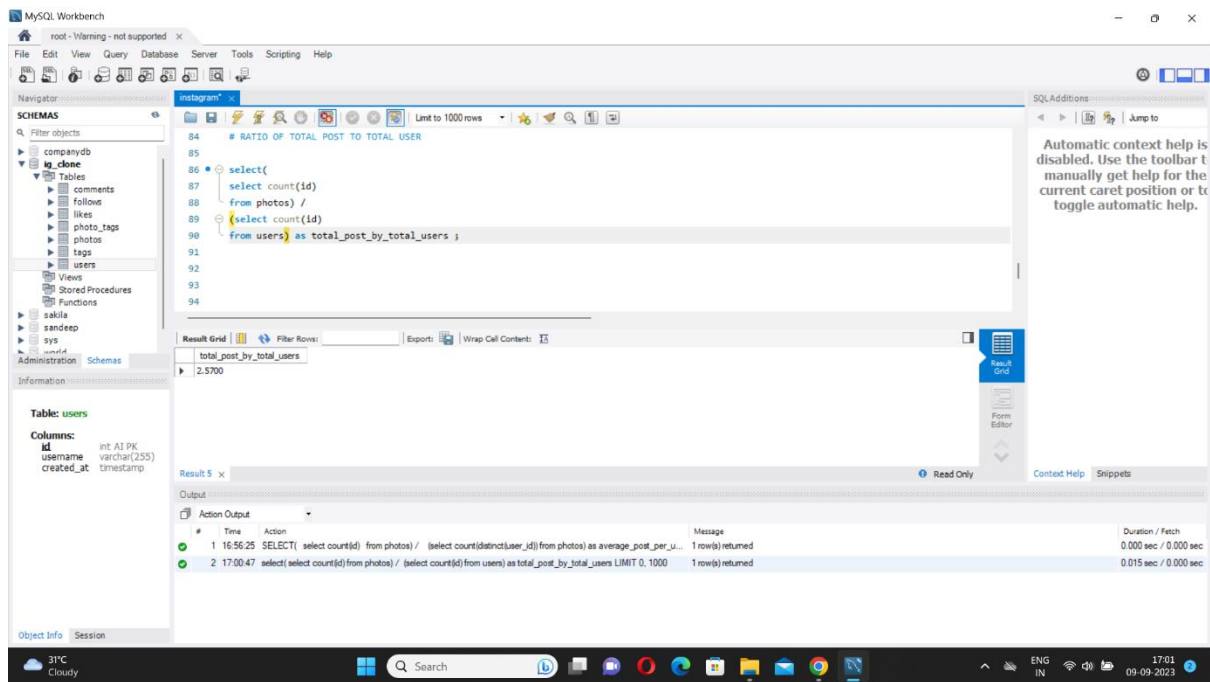


7. # RATIO OF TOTAL POST TO TOTAL USER

```

select(
select count(id)
from photos) /
(select count(id)
from users) as total_post_by_total_users ;

```



8. #USERS WHO LIKED EVERY SINGLE PHOTOS

SELECT

id, username

FROM

users

WHERE

id IN (SELECT

user_id

FROM

likes

GROUP BY user_id

HAVING COUNT(user_id) = (SELECT

COUNT(id)

FROM

photos));

MySQL Workbench

root - Warning - not supported

File Edit View Query Database Server Tools Scripting Help

Navigator

Filter objects

SCHEMAS

companydb

iq_clone

Tables

comments

follows

likes

photo_tags

photos

tags

users

Views

Stored Procedures

Functions

Administration

Information

Table: likes

Columns:

user_id int PK

photo_id int PK

created_at timestamp

SQL Editor

Instagram

Limit to 1000 rows

97

98

99

100

101

102

103

104

105

106

107

users

WHERE

id IN (SELECT

user_id

FROM

likes

GROUP BY user_id

HAVING COUNT(user_id) = (SELECT

COUNT(id)

FROM

photos))

Result Grid

id username

5 Anya_Hackett

14 Jacyndi

21 Rocio33

24 Maxwell.Halvorsen

36 Olie_Ledner37

41 McKenna17

54 Duane60

67 Ylven_Schmidt

users 12 x

Output

Action Output

Time Action Message Duration / Fetch

6 17:09:07 select user_id from likes group by user_id having count(user_id) = (select count(id) from photos) LIMIT 0, 1000 13 row(s) returned 0.000 sec / 0.000 sec

7 17:09:40 SELECT user_id FROM likes GROUP BY user_id HAVING COUNT(user_id) = (SELECT COUNT(id) FROM likes GROUP BY user_id HAVING COUNT(user_id) = (SELECT COUNT(id) FROM photos) LIMIT 0, 1000) 13 row(s) returned 0.000 sec / 0.000 sec

8 17:11:18 SELECT user_id FROM likes GROUP BY user_id HAVING COUNT(user_id) = (SELECT COUNT(id) FROM likes GROUP BY user_id HAVING COUNT(user_id) = (SELECT COUNT(id) FROM photos) LIMIT 0, 1000) 13 row(s) returned 0.000 sec / 0.000 sec

9 17:12:33 select id,username from users where id in (SELECT user_id FROM likes GROUP BY user_id HAVING COUNT(user_id) = (SELECT COUNT(id) FROM photos) LIMIT 0, 1000) Error Code: 1064. You have an error in your SQL syntax; check the manual that corresponds to your MySQL server version for the right syntax to use near 'COUNT(id) FROM photos) LIMIT 0, 1000)' at line 1 0.000 sec

10 17:12:56 select id,username from users where id in (SELECT user_id FROM likes GROUP BY user_id HAVING COUNT(user_id) = (SELECT COUNT(id) FROM photos) LIMIT 0, 1000) Error Code: 1064. You have an error in your SQL syntax; check the manual that corresponds to your MySQL server version for the right syntax to use near 'COUNT(id) FROM photos) LIMIT 0, 1000)' at line 1 0.000 sec

11 17:14:18 select id,username from users where id in (SELECT user_id FROM likes GROUP BY user_id HAVING COUNT(user_id) = (SELECT COUNT(id) FROM photos) LIMIT 0, 1000) 13 row(s) returned 0.016 sec / 0.000 sec

SQL Additions

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

Apply Revert Context Help Snippets

30°C Cloudy

Search

ENG IN

17:15 09-09-2023