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PROJECT-2

INSTAGRAM USER ANALYTICS

Project Description:

This project is about providing insights on user engagement and behavior on Instagram for the marketing and investor teams. The project will involve analyzing data from a provided database using SQL commands to answer specific questions related to user loyalty, inactive users, contest winners, hashtags, and ad campaign scheduling.

Approach:

I will begin by creating the database and running SQL commands to extract the necessary data. I will then analyze the data to answer the questions posed by the marketing and investor teams, and present my findings in a report.

Tech-Stack Used:

I will be using SQL and a relational database management system to perform the analysis and extract the data needed to answer the questions. The version of SQL and RDBMS used will depend on the specific database provided.

Insights:

Through this project, I will gain a deeper understanding of user behavior and engagement on Instagram, and be able to provide valuable insights to the marketing and investor teams. These insights can be used to improve the overall user experience and drive growth for the platform.

A) Marketing: The marketing team wants to launch some campaigns, and they need your help with the following

1. **Rewarding Most Loyal Users:** People who have been using the platform for the longest time.

id	username	created_at
80	Darby_Herzog	2016-05-06 00:14:21
67	Emilio_Bernier52	2016-05-06 13:04:30
63	Elenor88	2016-05-08 01:30:41
95	Nicole71	2016-05-09 17:30:22
38	Jordyn.Jacobson2	2016-05-14 07:56:26
NULL	NULL	NULL

Darby_Herzog is the oldest user of Instagram who has created the account at 06-05-2016 at 12:14 am.

2. **Remind Inactive Users to Start Posting:** By sending them promotional emails to post their 1st photo.

26 users have created their accounts but has not posted yet on Instagram.

id	username	created_at
5	Aniya_Hackett	2016-12-07 01:04:39
7	Kasandra_Homenick	2016-12-12 06:50:08
14	Jaclyn81	2017-02-06 23:29:16
21	Rocio33	2017-01-23 11:51:15
24	Maxwell.Halvorson	2017-04-18 02:32:44
25	Tierra.Trantow	2016-10-03 12:49:21
34	Pearl7	2016-07-08 21:42:01
36	Ollie_Ledner37	2016-08-04 15:42:20
41	Mckenna17	2016-07-17 17:25:45
45	David.Osinski47	2017-02-05 21:23:37
49	Morgan.Kassulke	2016-10-30 12:42:31
53	Linnea59	2017-02-07 07:49:34
54	Duane60	2016-12-21 04:43:38
57	Julien_Schmidt	2017-02-02 23:12:48
66	Mike.Auer39	2016-07-01 17:36:15
68	Franco_Keebler64	2016-11-13 20:09:27
71	Nia_Haag	2016-05-14 15:38:50
74	Hulda.Macejkovic	2017-01-25 17:17:28
75	Leslie67	2016-09-21 05:14:01
76	Janelle.Nikolaus81	2016-07-21 09:26:09

80	Darby_Herzog	2016-05-06 00:14:21
81	Esther.Zulauf61	2017-01-14 17:02:34
83	Bartholome.Bernhard	2016-11-06 02:31:23
89	Jessyca_West	2016-09-14 23:47:05
90	Esmeralda.Mraz57	2017-03-03 11:52:27
91	Bethany20	2016-06-03 23:31:53

3. **Declaring Contest Winner:** The team started a contest and the user who gets the most likes on a single photo will win the contest now they wish to declare the winner.

username	id	likes_count
Zack_Kemmer93	52	48

The username Zack_Kemmer93 with id 52 is the contest winner with 48 likes.

4. **Hashtag Researching:** A partner brand wants to know, which hashtags to use in the post to reach the most people on the platform.

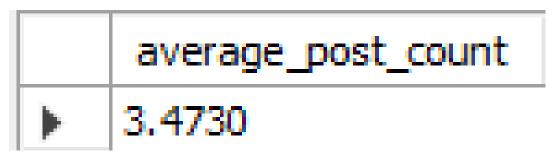| tag_name	tag_count
smile	59
beach	42
party	39
fun	38
concert	24

The tag_name with smile has the maximum tag counts with 59 tags.

5. **Launch AD Campaign:** The team wants to know, which day would be the best day to launch ADs.
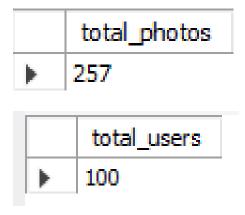
day	user_count
Thursday	16

Thursday is the best day to launch ADS as most users register on this day.

B) Investor Metrics: Our investors want to know if Instagram is performing well and is not becoming redundant like Facebook, they want to assess the app on the following grounds

1. **User Engagement:** Are users still as active and post on Instagram or they are making fewer posts

	average_post_count
▶	3.4730

A user on an average posts 3.473 posts on Instagram.

	total_photos
▶	257

	total_users
▶	100

	avg_photos_per_user
▶	2.5700

The average photos per user is 2.57

2. **Bots & Fake Accounts:** The investors want to know if the platform is crowded with fake and dummy accounts

id	username	created_at
5	Aniya_Hackett	2016-12-07 01:04:39
14	Jaclyn81	2017-02-06 23:29:16
21	Rocio33	2017-01-23 11:51:15
24	Maxwell.Halvorson	2017-04-18 02:32:44
36	Ollie_Ledner37	2016-08-04 15:42:20
41	Mckenna17	2016-07-17 17:25:45
54	Duane60	2016-12-21 04:43:38

57	Julien_Schmidt	2017-02-02 23:12:48
66	Mike.Auer39	2016-07-01 17:36:15
71	Nia_Haag	2016-05-14 15:38:50
75	Leslie67	2016-09-21 05:14:01
76	Janelle.Nikolaus81	2016-07-21 09:26:09
91	Bethany20	2016-06-03 23:31:53
NULL	NULL	NULL

There are a total of 13 fake and dummy accounts.

Result:

By completing this project, I will have provided detailed insights on user engagement and behavior on Instagram for the marketing and investor teams. These insights can be used to make informed decisions related to product development, marketing campaigns, and overall performance of the platform.