

**Have created the database and the tables and also inserted the values in to their respective tables.**

**The queries for the tasks are as below:**

##### MARKETING #####

# Task 1: Find the 5 oldest users of the Instagram from the database provided.

```
select distinct(username) as Username from users
order by created_at desc limit 5;
```

# Task 2: Find the users who have never posted a single photo on Instagram

```
select distinct(u.username) as Username from users u
left join photos p
on u.id = p.user_id and p.image_url is null;
```

# Task 3: Identify the winner of the contest and provide their details to the team (User with more likes)

```
select Distinct(username) as Username, count(*) as total_likes from users u
left join likes l
on u.id = l.user_id
group by l.photo_id
order by total_likes desc limit 1;
```

# Task 4: Identify and suggest the top 5 most commonly used hashtags on the platform

```
select t.tag_name as Hashtag, count(*) as Hashtag_count from tags t
left join photo_tags pt
on t.id = pt.tag_id
group by t.tag_name
order by Hashtag_count desc limit 5;
```

# Task 5: What day of the week do most users register on? Provide insights on when to schedule an ad campaign

```
select dayname(created_at) as `Day`, count(day(created_at)) as Total_count from users
group by `Day` order by Total_count desc limit 1;
```

# It would be ideal to schedule the campaign on Thursday.

##### INVESTOR METRICS #####

# Task 1: Provide how many times does average user posts on Instagram.

```
select distinct(u.username) as Username , count(p.image_url) as posts_count from users u
left join photos p
on u.id = p.user_id
group by u.username
order by posts_count desc;
```

# Also, provide the total number of photos on Instagram/total number of users

```
select count(username) as Total_users from users;
select count(image_url) as Total_photos from photos;
```

# Task 2: Provide data on users (bots) who have liked every single photo on the site

```
select distinct(u.username) as Username from users u
inner join likes l on u.id = l.user_id
inner join photos p on p.id = l.photo_id ;
```