

Instagram User Analytics Project

Project Description:

User analysis is the process by which we track how users engage and interact with our digital product (software or mobile application) in an attempt to derive business insights for marketing, product & development teams.

These insights are then used by teams across the business to launch a new marketing campaign, decide on features to build for an app, track the success of the app by measuring user engagement and improve the experience altogether while helping the business grow. You are working with the product team of Instagram and the product manager has asked you to provide insights on the questions asked by the management team.

Approach:

I went through the datasets provided by the Trainity Instagram analysis project and understood that there were 7 tables in the database. Further, I understood the columns and their respective constraints to do the analysis. I was given a set of questions to solve as part of the analysis. By using the MySQL Workbench, I did solve the SQL queries and provided the result as expected.

Tech-Stack Used:

MySQL Workbench – To answer the queries with the help of SQL language in the tool.

Insights:

With the help of the SQL queries, I found out many insights which include –

- Found the oldest 5 users of Instagram (People who knew more about Instagram).
- Found people who haven't posted any photo (People who just installed the app just for updating themselves.)
- Found the user with more likes (People who use Instagram as per the Algorithm).
- Found commonly used Hashtags (What people like to do in their free time / Hobby).
- Found the day on which the users registered more (Can use this information to schedule the ad campaign on this day hence it reached more users).
- Found out how people post their photos on an average basis (Can find out when they are free and how often they use Instagram)
- Found the total number of users and the total number of photos posted in Instagram.

Result:

Through this project I was able to understand my SQL skills and how to use SQL to find the answer for the queries being addressed by the business stake holders. Have made some analysis for the Instagram on the provided situations. Have made me think how the business might think from their point of view and how they can find this Analysis helpful in growing their product.

I have achieved the end result and I think I have contributed my full support into the Analysis. I hope this project helps the Analysis and it achieves what it was tend to achieve.