Instagram Analysis: SQL

1. How many unique post types are found in the 'fact_content' table?

2. What are the highest and lowest recorded impressions for each post type?

3. Filter all the posts that were published on a weekend in the month of March and April and export them to a separate csv file.

4. Create a report to get the statistics for the account. The final output includes the following fields:

• month_name

• total_profile_visits

• total_new_followers

5. Write a CTE that calculates the total number of 'likes' for each 'post_category' during the month of 'July' and subsequently, arrange the 'post_category' values in descending order according to their total likes.

6. Create a report that displays the unique post_category names alongside their respective counts for each month. The output should have three columns:

• month_name

• post_category_names

• post_category_count

Example:

• 'April', 'Earphone,Laptop,Mobile,Other Gadgets,Smartwatch', '5'

• 'February', 'Earphone,Laptop,Mobile,Smartwatch', '4'

7. What is the percentage breakdown of total reach by post type? The final output includes the following fields:

• post_type

• total_reach

• reach_percentage

8. Create a report that includes the quarter, total comments, and total saves recorded for each post category. Assign the following quarter groupings:

(January, February, March) → “Q1”

(April, May, June) → “Q2”

(July, August, September) → “Q3”

The final output columns should consist of:

• post_category

• quarter

• total_comments

• total_saves

9. List the top three dates in each month with the highest number of new followers. The final output should include the following columns:

• month

• date

• new_followers

10. Create a stored procedure that takes the 'Week_no' as input and generates a report displaying the total shares for each 'Post_type'. The output of the procedure should consist of two columns:

• post_type

• total_shares