INSTAGRAM USER ANALYTICS

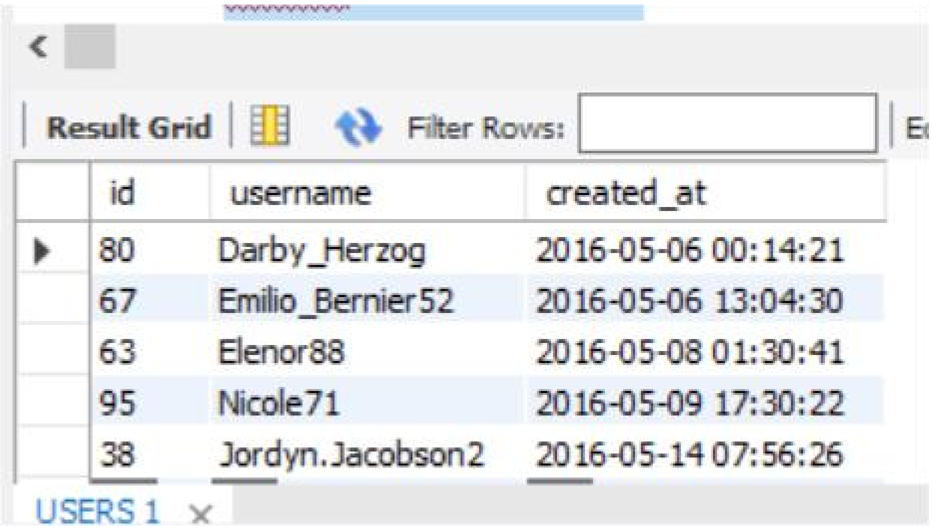
Marketing Analysis:

1. Loyal user reward:

INPUT:

```
select * from users
order by created_at asc
 limit 5
```

OUTPUT



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

2.Who Have never Photo on Instagram Inactive Engagement

INPUT:

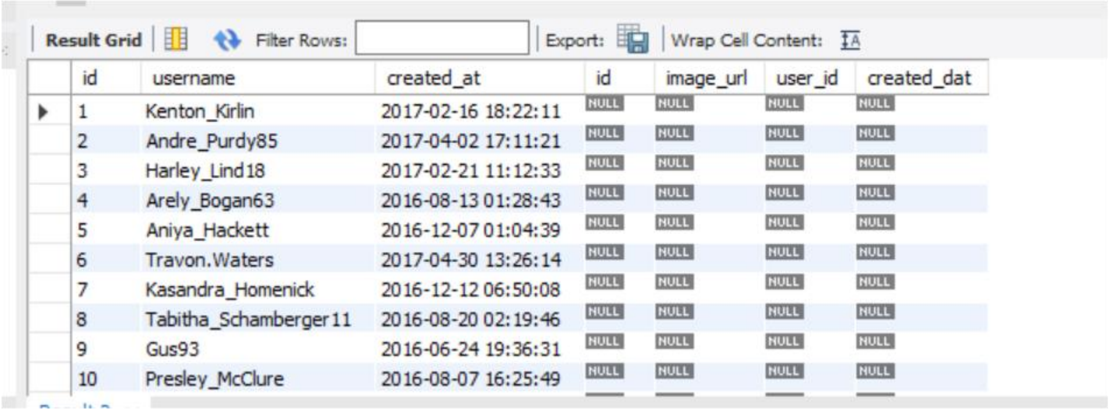
```
select * from users as a

    left join photos as b on

    a.id = b.user_id and

    b.user_id is null
```

OUTPUT



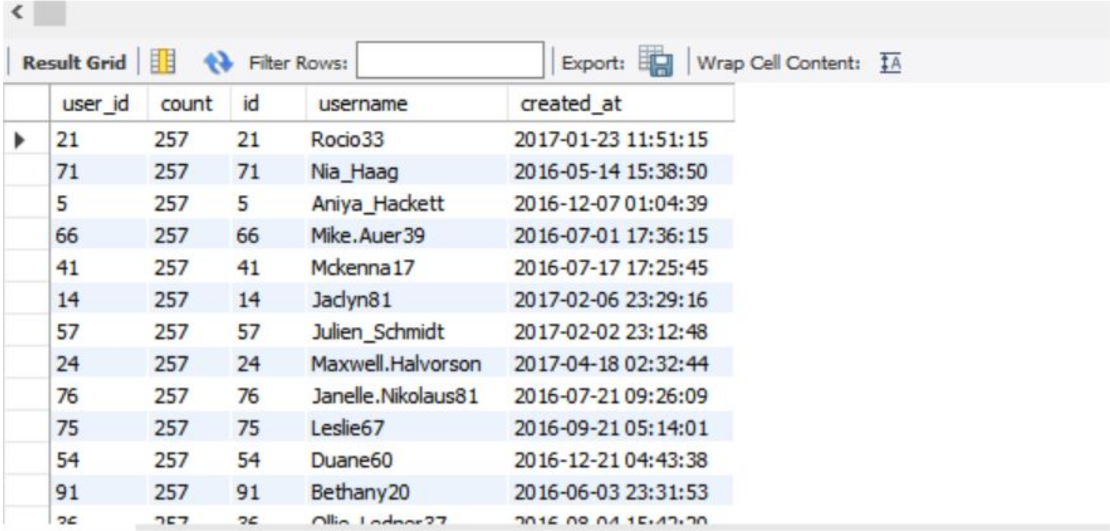
	id	username	created_at	id	image_url	user_id	created_dat
▶	1	Kenton_Kirlin	2017-02-16 18:22:11	NULL	NULL	NULL	NULL
	2	Andre_Purdy85	2017-04-02 17:11:21	NULL	NULL	NULL	NULL
	3	Harley_Lind18	2017-02-21 11:12:33	NULL	NULL	NULL	NULL
	4	Arely_Bogan63	2016-08-13 01:28:43	NULL	NULL	NULL	NULL
	5	Aniya_Hackett	2016-12-07 01:04:39	NULL	NULL	NULL	NULL
	6	Travon.Waters	2017-04-30 13:26:14	NULL	NULL	NULL	NULL
	7	Kasandra_Homenick	2016-12-12 06:50:08	NULL	NULL	NULL	NULL
	8	Tabitha_Schamberger11	2016-08-20 02:19:46	NULL	NULL	NULL	NULL
	9	Gus93	2016-06-24 19:36:31	NULL	NULL	NULL	NULL
	10	Presley_McClure	2016-08-07 16:25:49	NULL	NULL	NULL	NULL

3.Declaration winner of contest:

INPUT:

```
select * from
(select user_id , count(photo_id)as count from likes
group by user_id
order by count desc) as a
left join users as b on a.user_id = b.id
```

OUTPUT:



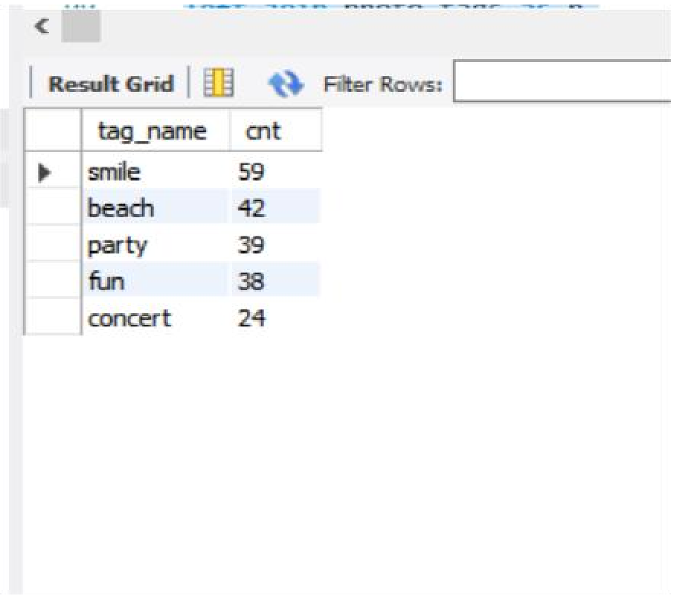
	user_id	count	id	username	created_at
▶	21	257	21	Rocio33	2017-01-23 11:51:15
	71	257	71	Nia_Haag	2016-05-14 15:38:50
	5	257	5	Aniya_Hackett	2016-12-07 01:04:39
	66	257	66	Mike.Auer39	2016-07-01 17:36:15
	41	257	41	Mckenna17	2016-07-17 17:25:45
	14	257	14	Jaclyn81	2017-02-06 23:29:16
	57	257	57	Julien_Schmidt	2017-02-02 23:12:48
	24	257	24	Maxwell.Halvorson	2017-04-18 02:32:44
	76	257	76	Janelle.Nikolaus81	2016-07-21 09:26:09
	75	257	75	Leslie67	2016-09-21 05:14:01
	54	257	54	Duane60	2016-12-21 04:43:38
	91	257	91	Bethany20	2016-06-03 23:31:53
	36	257	36	Ollie_Ledner37	2016-08-04 15:42:20

4. Hashtag Research

INPUT:

```
select a.tag_name , count(b.tag_id) as cnt from tags as a
left join photo_tags as b
on a.id = b.tag_id
group by a.tag_name
order by cnt desc limit 5
```

OUTPUT:



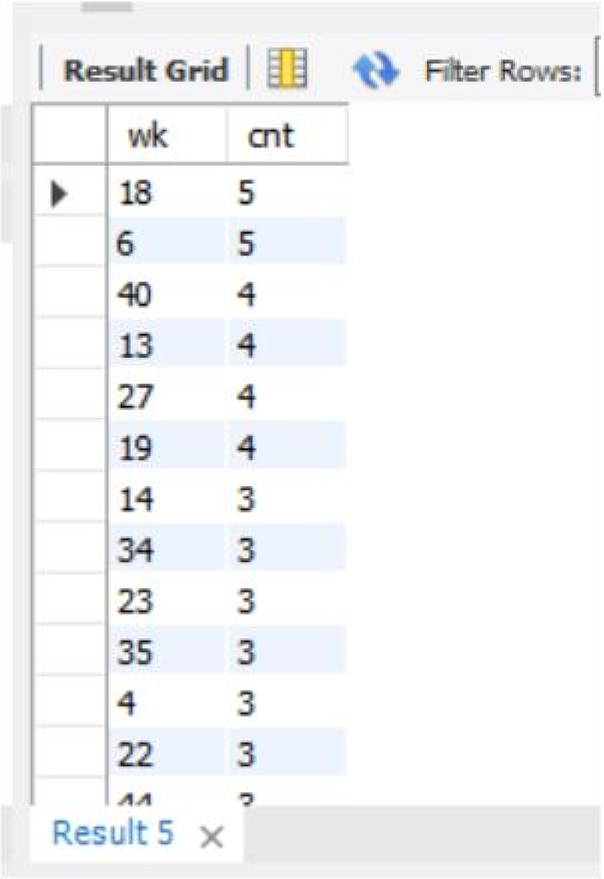
tag_name	cnt
smile	59
beach	42
party	39
fun	38
concert	24

5. Ad Campaign Launch

INPUT:

```
select week(created_at) as wk ,
count(week(created_at))as cnt from users
group by wk
order by cnt desc
```

OUTPUT:



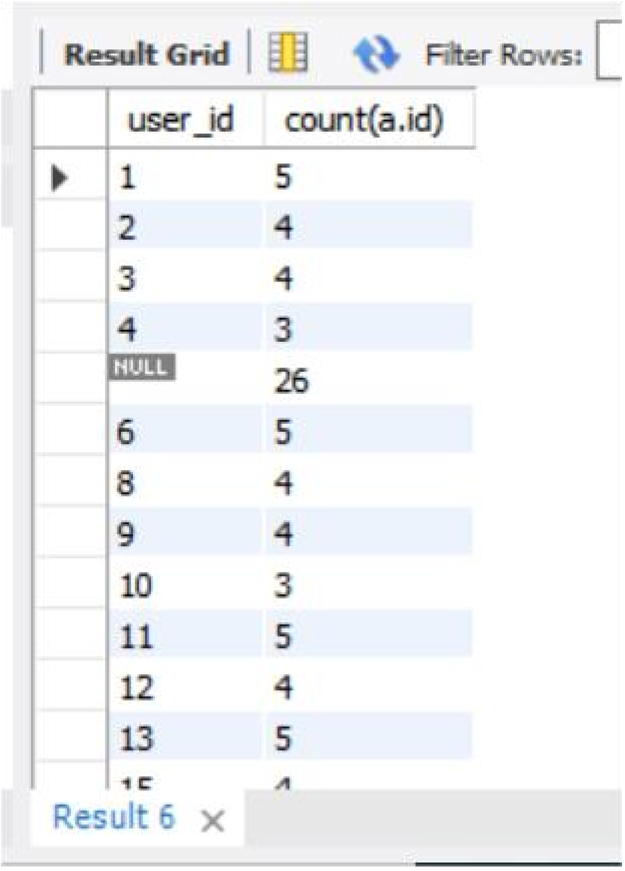
wk	cnt
18	5
6	5
40	4
13	4
27	4
19	4
14	3
34	3
23	3
35	3
4	3
22	3

6. Investor Metrics: Bots & Fake Accounts:

INPUT:

```
select b.user_id , count(a.id) from users as a
left join photos as b
on a.id = b.user_id
group by b.user_id
```

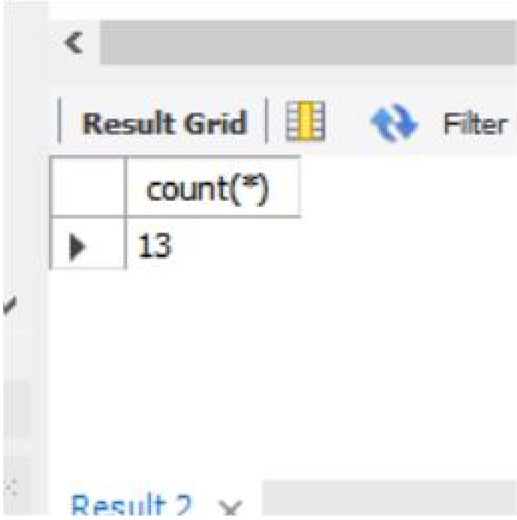
OUTPUT:



user_id	count(a.id)
1	5
2	4
3	4
4	3
NULL	26
6	5
8	4
9	4
10	3
11	5
12	4
13	5
15	4

```
select count(*) from bot_count

where cnt_likes = '257' ;
```

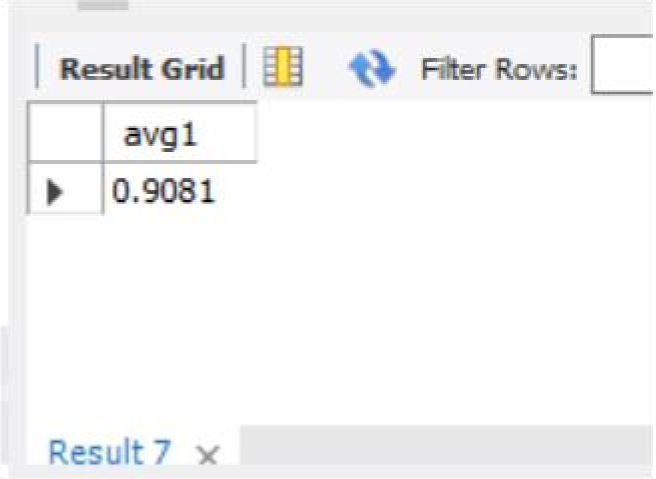


count(*)
13

7.

```
select count(b.image_url) / count(a.id) as avg1 from users as a
left join photos as b
on a.id = b.user_id
```

OUTPUT:



```
avg1
0.9081
```