MILESTONE 2 Report

Jay Pandya: 110023841

Dhairya Chahuhan: 110025738

Shivang Thaker: 110013338

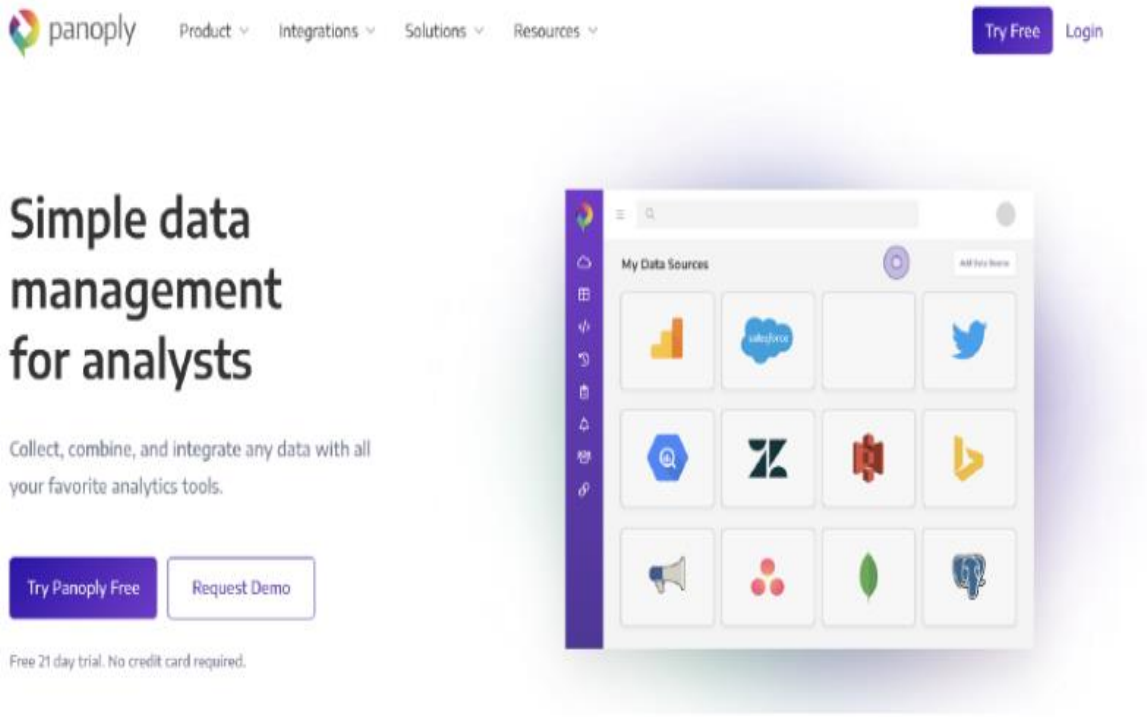
Agreta Gupta: 105182704

Submitted to: Prof. Kalyani Selvarajah

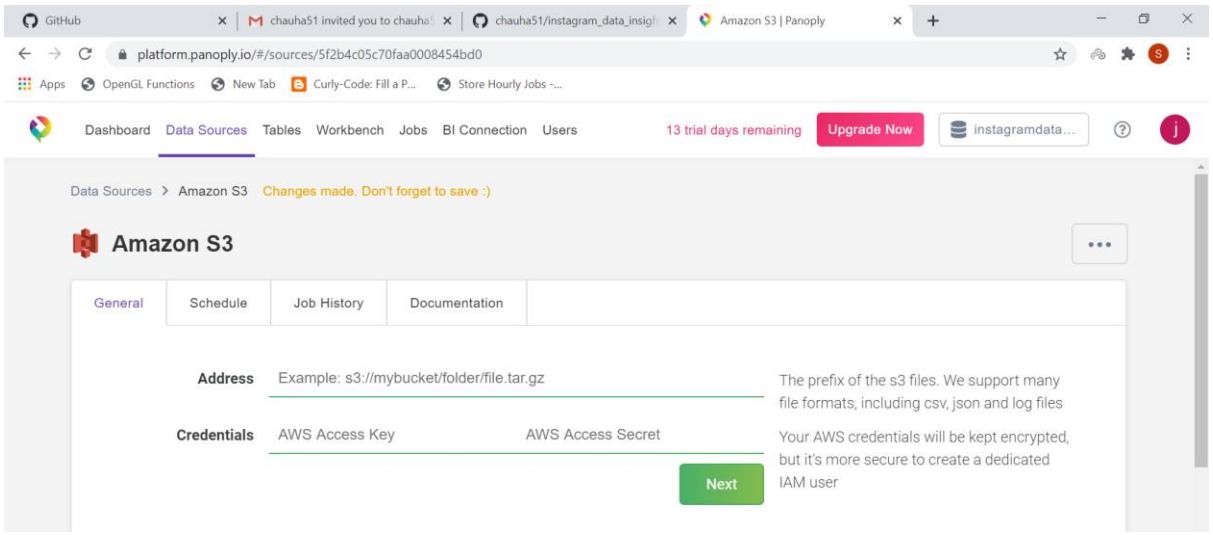
Instagram Insights using Business Intelligence

Steps which we have follow to continue after milestone 1:

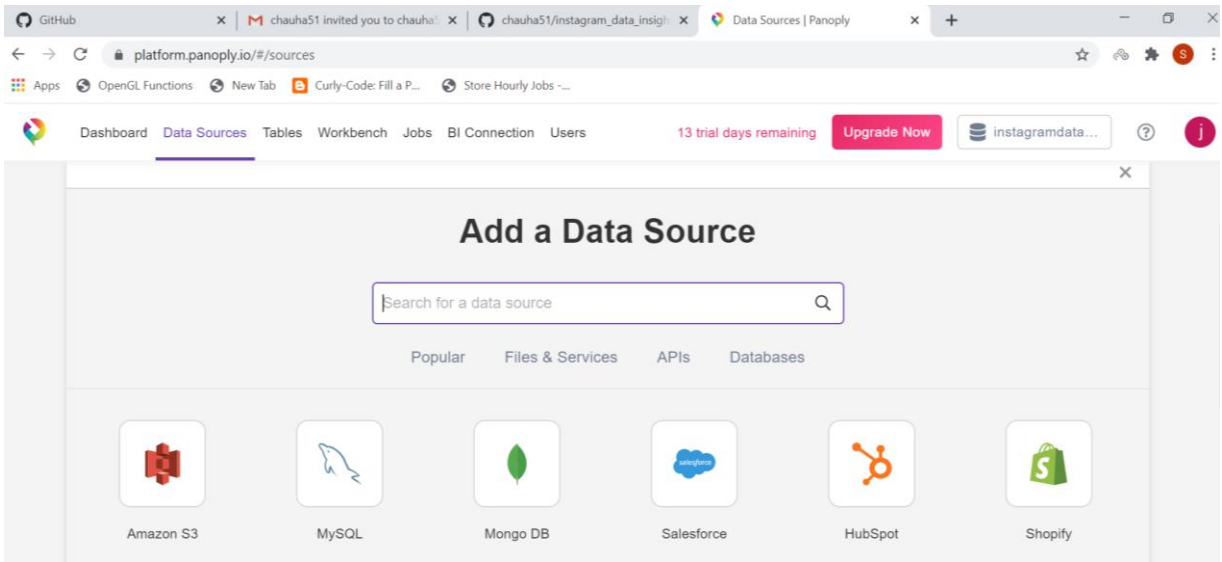
Step 1: We have connected to Instagram graph API and collected Instagram data using APIs. We have used the data from an Instagram business account. Note that in milestone II we used data for testing. Next step is to collect our actual instagram data and show insights through MODE visualization tool.



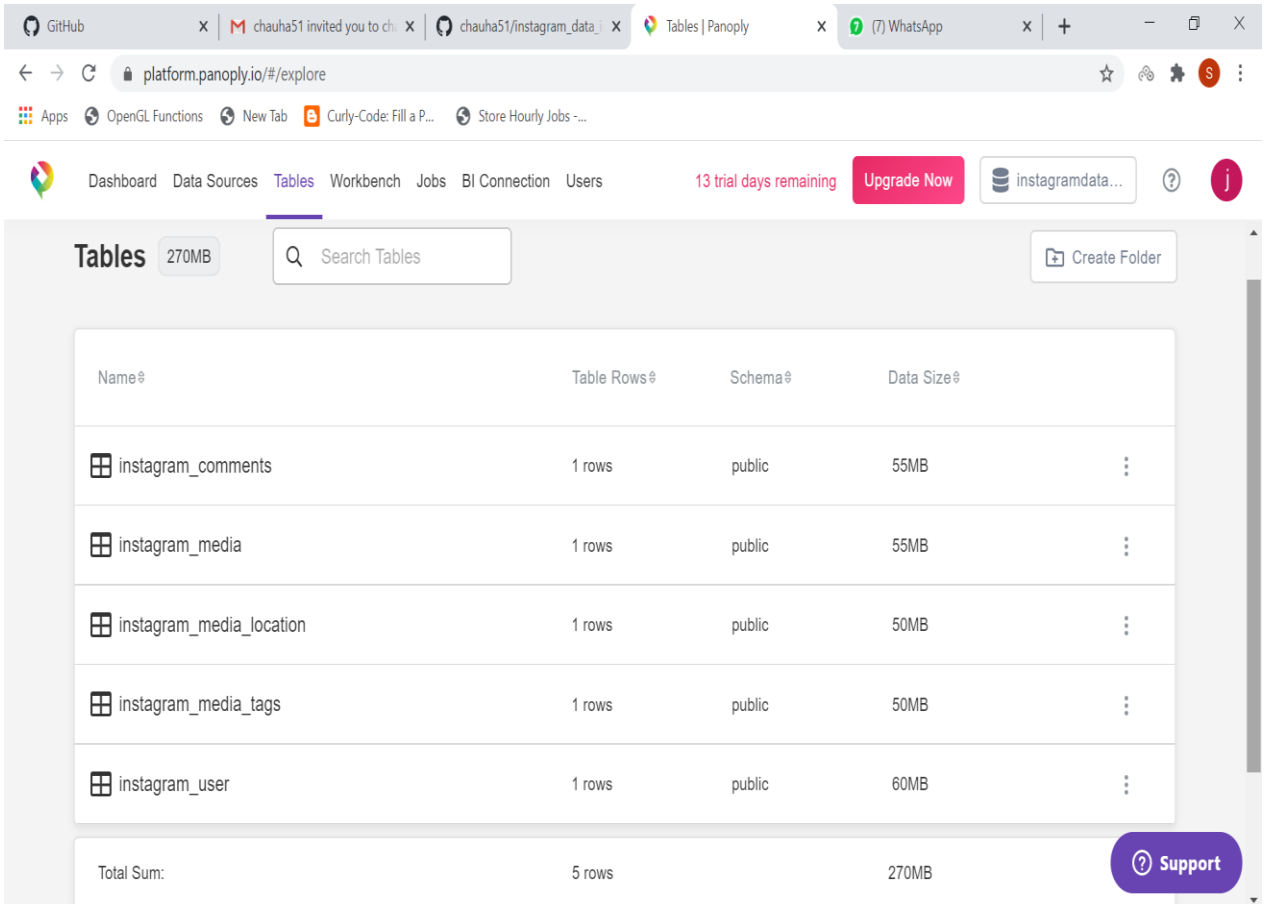
Step 2: In this step, we collected data from different data sources to panoply warehouse**,** after putting credentials, we start to collect the data from the sources to panoply data warehouse.



Note: In our project we used instagram graph API as a data source.

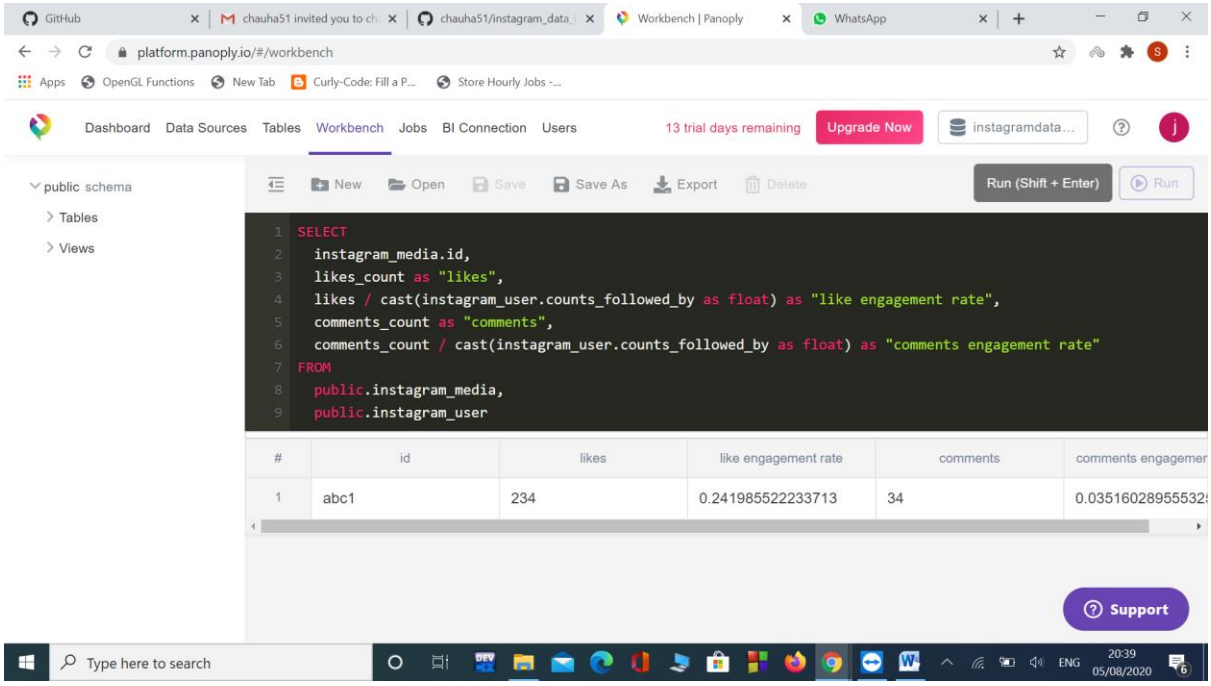


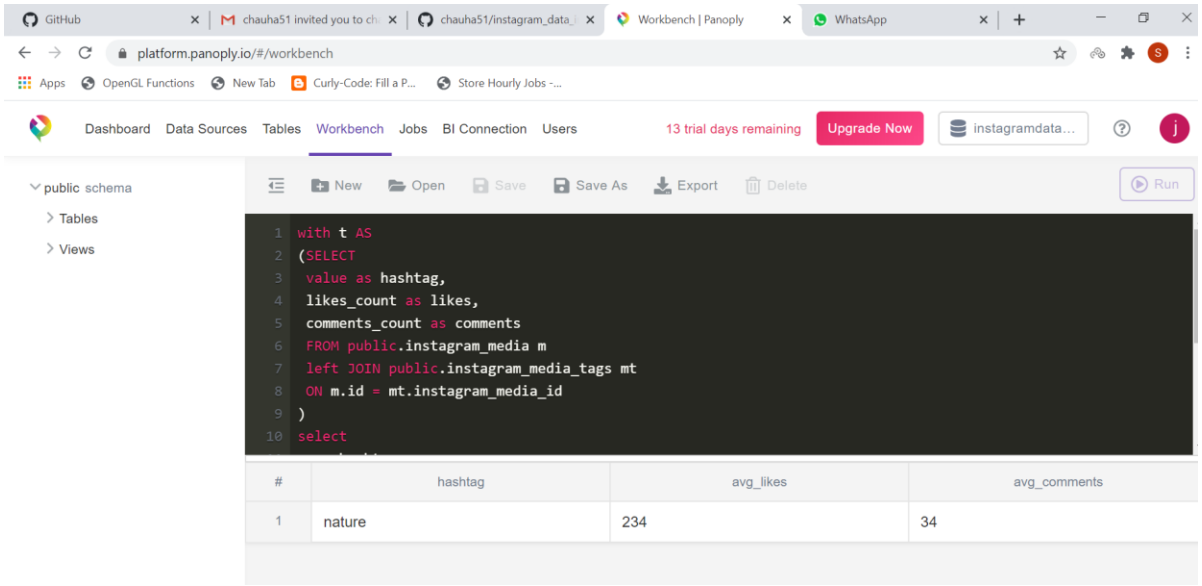
Step 3: Once we gathered data we can extract multiple tables from them, tables are shown below, note that here we make different tables of particular instagram user for testing. In final version we actually gives our team member business account dataset and throw query on it and analyse the results. Note : In actual data analysis there are multiple rows in one table.



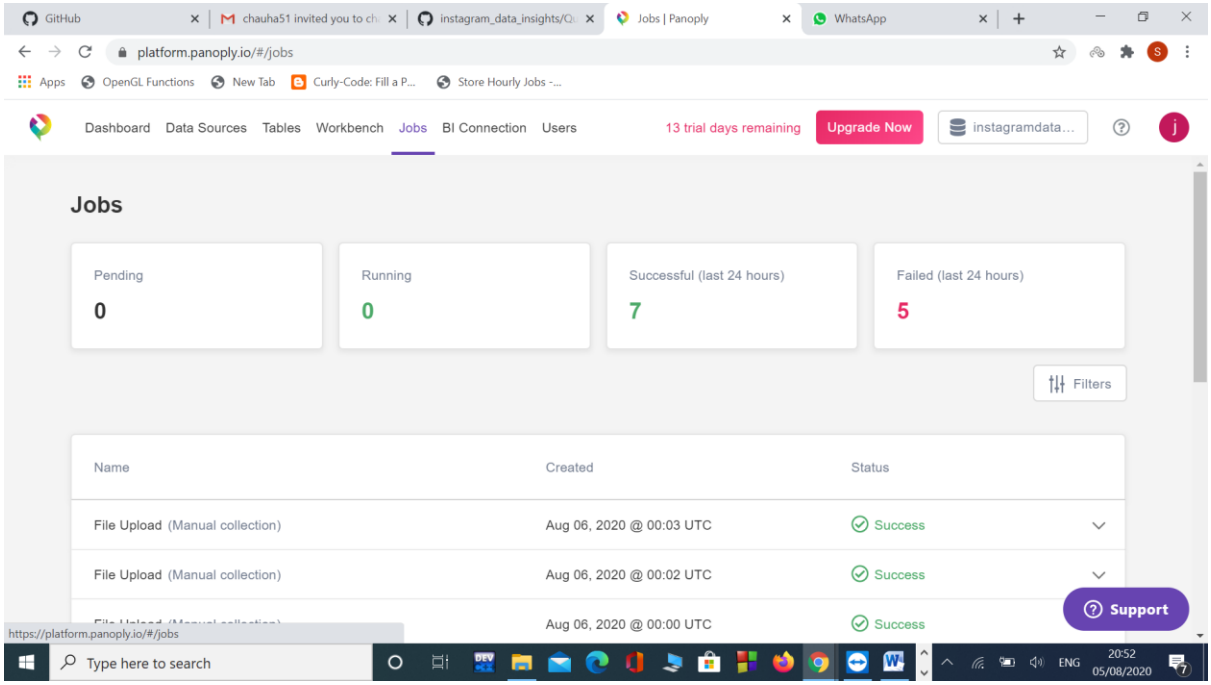
Step 4: Now we have table so now we throw SQL query and see result of tables.

Here we are going to put analysis of our table.

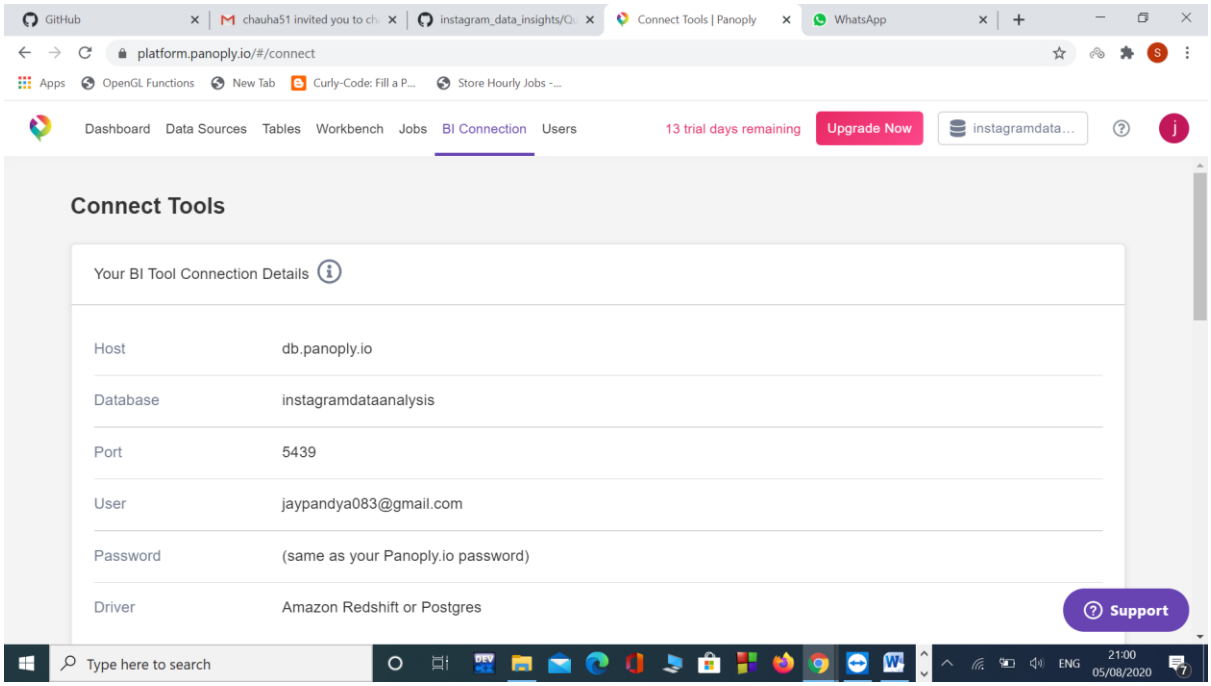




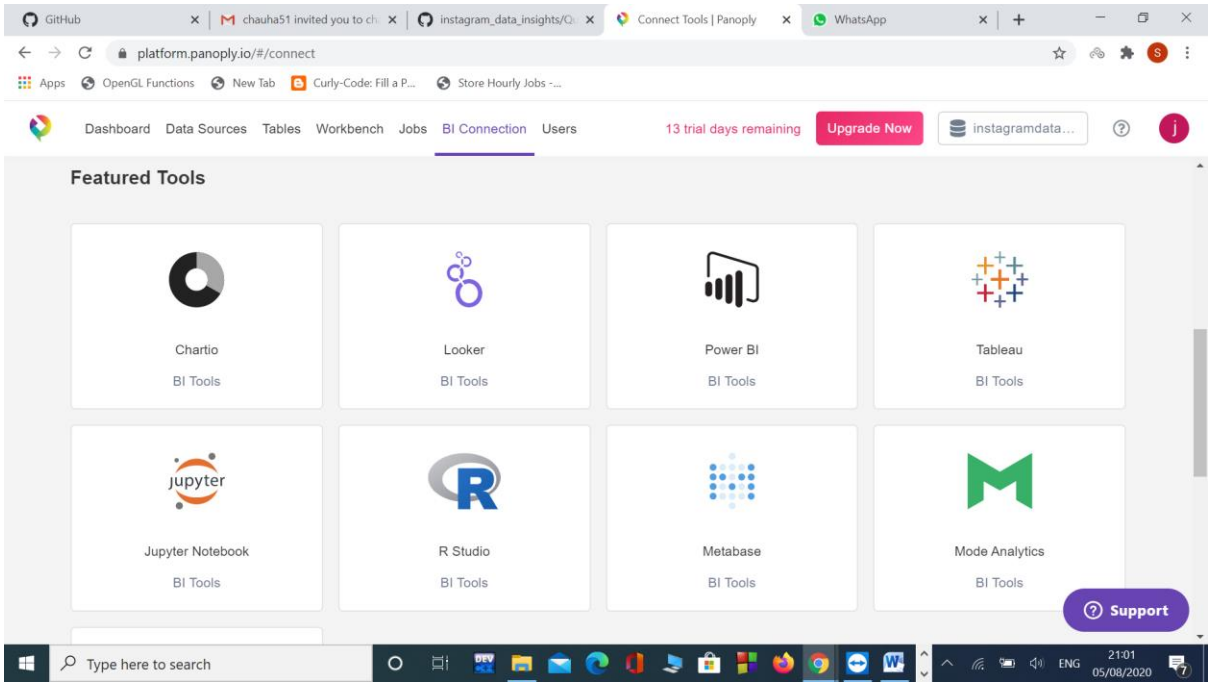
Step 5: Jobs are number of trials we did it records everything in panoply, how many time we succeed and filed



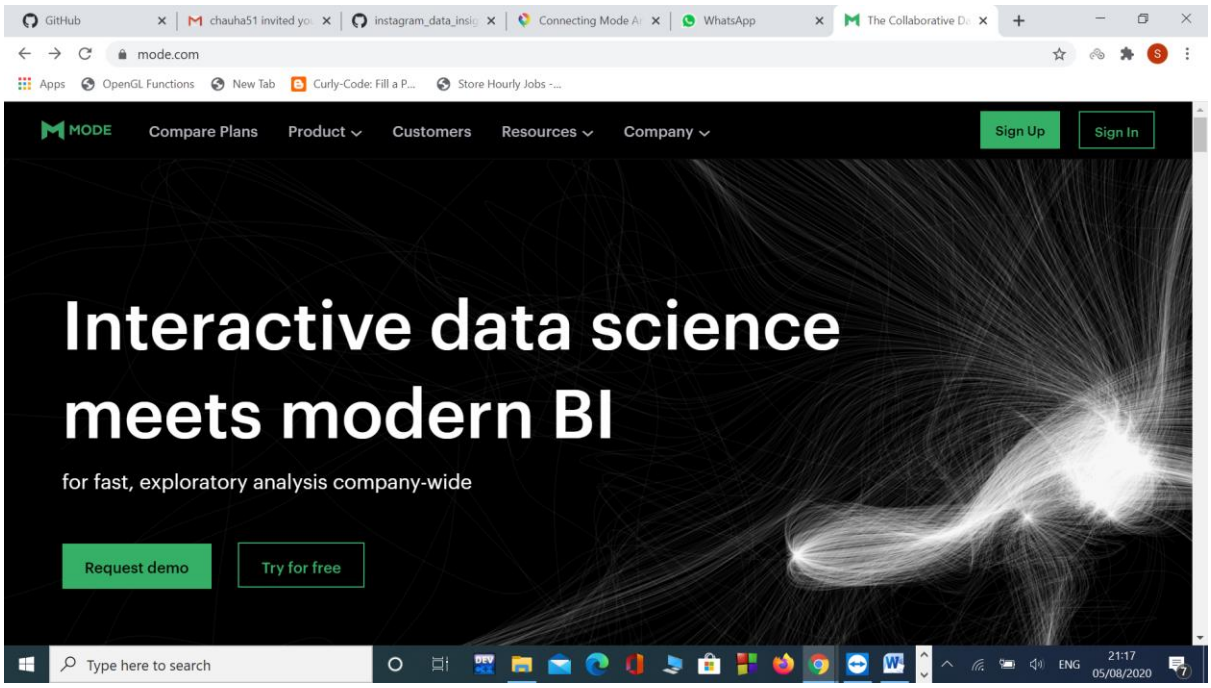
Step 6: Now in this step, we need to do BI connection (Business intelligence) . In this project we use Mode for Visualization. Here is credential for BI connection.



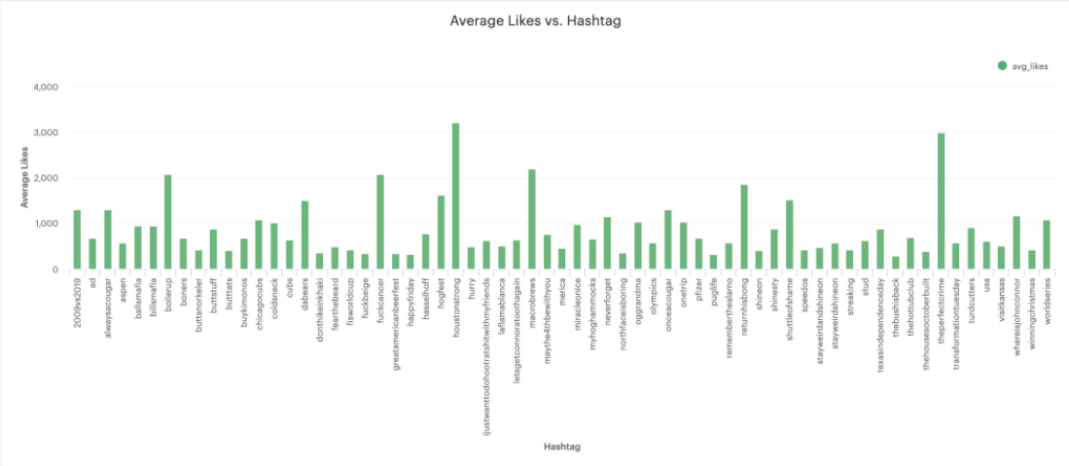
These are BI tools, in which we use Mode



Step 7: After getting all data in Panoply database, our next step will connect Panoply to mode and fetch all the tables to account database in Mode. Once it is done, We can throw SQL query to analyse our graphical data in Mode.



In this mode we create account, and connect with panoply and we are able to see data in graphical form, we can see below,



Average Likes vs. Hashtag

We can follow same steps for each query and can see data in graphical form.

So, this is step by step explanation of our project.