

INSTAGRAM USER ANALYTICS



FROM
 Meta

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.

TOOL USED :-



MARKETING INSIGHTS

1. 5 oldest users of the instagram.

```
4 • select username,created_at FROM ig_clone.users  
5 order by created_at asc  
6 limit 5;
```

OUTPUT →

	username	created_at
►	Darby_Herzog	2016-05-06 00:14:21
	Emilio_Bernier52	2016-05-06 13:04:30
	Elenor88	2016-05-08 01:30:41
	Nicole71	2016-05-09 17:30:22
	Jordyn.Jacobson2	2016-05-14 07:56:26

2. Users who have never posted a single photo on instagram.

```
SELECT username,id FROM ig_clone.users  
where id not in (SELECT user_id FROM ig_clone.photos);
```

OUTPUT →

username	id
Kasandra_Homenick	7
Jaclyn81	14
Rocio33	21
Maxwell.Halvorson	24
Tierra.Trantow	25
Pearl7	34
Ollie_Ledner37	36
Mckenna17	41
David.Osinski47	45
Morgan.Kassulke	49
Linnea59	53
Duane60	54
Julien_Schmidt	57
Mike.Auer39	66
Franco_Keebler64	68
Nia_Haag	71
Hulda.Macejkovic	74
Leslie67	75
Janelle.Nikolaus81	76
Darby_Herzog	80
Esther.Zulauf61	81
Bartholome.Bernhard	83
Jessyca_West	89
Esmeralda.Mraz57	90
Bethany20	91

3.The winner of the contest who gets most likes on a single photo and its details.

```
SELECT u.username,u.id as user_id,s2.photo_id,s2.likes
FROM ig_clone.users as u
join
(
SELECT * FROM ig_clone.photos as p
join
(SELECT photo_id,count(user_id) as likes FROM ig_clone.likes
group by 1
order by 2 desc) as s
on p.id = s.photo_id
) as s2
on u.id = s2.user_id
order by 4 desc
limit 1;
```

OUTPUT →

	username	user_id	photo_id	likes
▶	Zack_Kemmer93	52	145	48

4. The top 5 most commonly used hashtags on the platform.

```
SELECT t.tag_name,s.tag_use_count
FROM ig_clone.tags as t
join
(SELECT tag_id ,count(*) as tag_use_count
FROM ig_clone.photo_tags
group by 1
order by 2 desc) as s
on t.id = s.tag_id
order by 2 desc
limit 5;
```

OUTPUT →

	tag_name	tag_use_count
▶	smile	59
	beach	42
	party	39
	fun	38
	food	24

5. Day of the week do most users register on.

```
select s.day_of_week,s.day_name ,count(s.day_of_week) as register_count
from
(select dayofweek(created_at) as day_of_week ,dayname(created_at) as day_name
FROM ig_clone.users)as s
group by 1,2
order by 3 desc
```

OUTPUT →

	day_of_week	day_name	register_count
▶	5	Thursday	16
	1	Sunday	16
	6	Friday	15
	3	Tuesday	14
	2	Monday	14
	4	Wednesday	13
	7	Saturday	12

INVESTOR METRICS

1. Average user posts on instagram. Also, the total number of photos on instagram/total number of users

```
7 • select ceil(sum(s.count_of_photos)/count(s.user_id)) as avg_post_count
8   from
9   (SELECT user_id,count(id) as count_of_photos FROM ig_clone.photos
10    group by user_id)as s
11  ;
```

OUTPUT →

	avg_post_count
▶	4

```
SELECT count(id)/( SELECT count(id) FROM ig_clone.users)
as 'total_photos/total_users' FROM ig_clone.photos
```

OUTPUT →

	total_photos/total_users
▶	2.5700

2.Users (bots) who have liked every single photo on the site (since any normal user would not be able to do this).

```
select u.* , s.likes_count
FROM ig_clone.users as u
join
(
SELECT user_id, count(photo_id) as likes_count FROM ig_clone.likes
group by 1
having count(photo_id) = (select count(id) from ig_clone.photos)
) as s
on u.id = s.user_id
```

OUTPUT →

	id	username	created_at	likes_count
▶	5	Aniya_Hackett	2016-12-07 01:04:39	257
	14	Jadyn81	2017-02-06 23:29:16	257
	21	Rocio33	2017-01-23 11:51:15	257
	24	Maxwell.Halvorson	2017-04-18 02:32:44	257
	36	Ollie_Ledner37	2016-08-04 15:42:20	257
	41	Mckenna17	2016-07-17 17:25:45	257
	54	Duane60	2016-12-21 04:43:38	257
	57	Julien_Schmidt	2017-02-02 23:12:48	257
	66	Mike.Auer39	2016-07-01 17:36:15	257
	71	Nia_Haag	2016-05-14 15:38:50	257
	75	Leslie67	2016-09-21 05:14:01	257
	76	Janelle.Nikolaus81	2016-07-21 09:26:09	257
	91	Bethany20	2016-06-03 23:31:53	257

THANK YOU