Instagram user analytics project

PROJECT DESCRIPTION-

Instagram, as we all must be knowing that is one of the most used social sites in today's world. It's really addicting right? You can share your favorite photo or video. It allows users to upload media that can be edited with various inbuilt filters and hashtags and geographical tagging. You also get options to share with your preapproved followers or publicly. It is really, interesting to think that where does all the data gets stored when we like or comment on someone's picture. To understand all these . I created a small project that replicates some of the features of Instagram. As we proceed above, I created a database by the name Instagram the database consists of total 7 tables.

1.USER TABLE

2.PHOTOS TABLE

3.COMMENTS TABLE

4.LIKES TABLE

5.FOLLOWS TABLE.

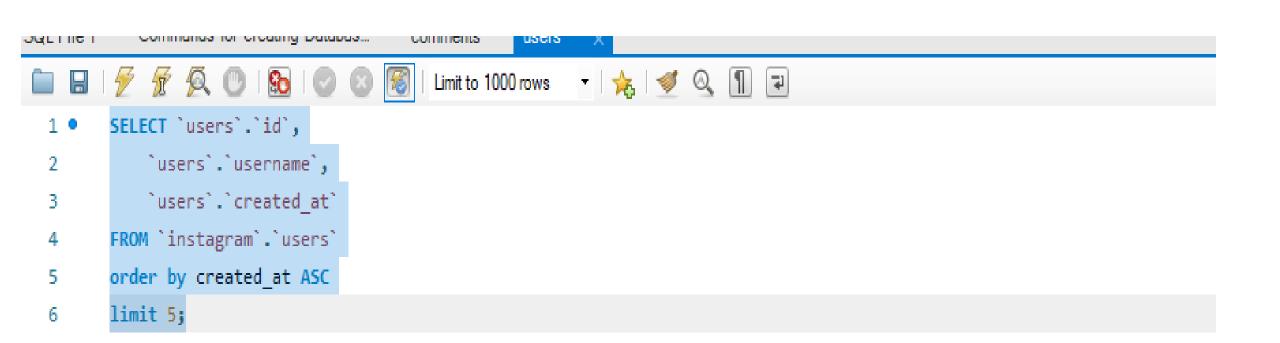
6.TAGS TABLE

7.PHOTO-TAGS TABLE

DETAILED REPORT

- A)
- MARKETING- The team wants to launch some campaigns, and they need some help with following
- questions-1.
- Rewarding the most loyal users: It shows the people who have been using the platform for the longest time.

- Task
- Find the 5 oldest users of the Instagram from the database provided by the team.
 Stack used .
- It tell your database that you want to select data. FROM users tells the database to select data from the user table.(*) tells the database that you want to see all columns in this table. ORDER BY- after this expression, simply specify a column on which the data will be sorted. LIMIT n returns the first n rows from the result. This is much more efficient than returning all the data from the database.

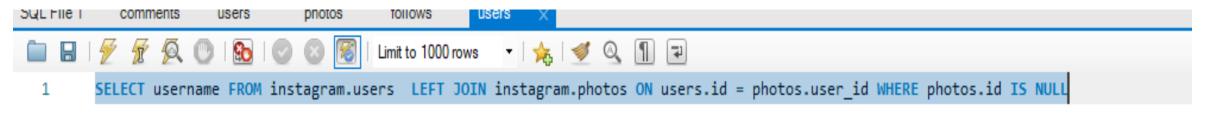


Re	sult Grid	I 🔢 🙌 Filter Ro	ws:	Edit: 🚰 🚉 Export/Import: 📳 🐻 Wrap Cell Content: 🏗 Fetch rows:
	id	username	created_at	

	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	2016-05-1407:56:26
	NULL	NULL	NULL

- •2.
- Inactive users on instagram Task Find the users who have never posted a single photo on Instagram.
- •works in the following way: it returns all rows from the left table (the first table in the query) plus all matching rows from the right table (the second table in the query).

NOTE: ALL OUT RESULT WERE NOT COMING IN SCREENSHOT BUT QUERY IS CORRECT



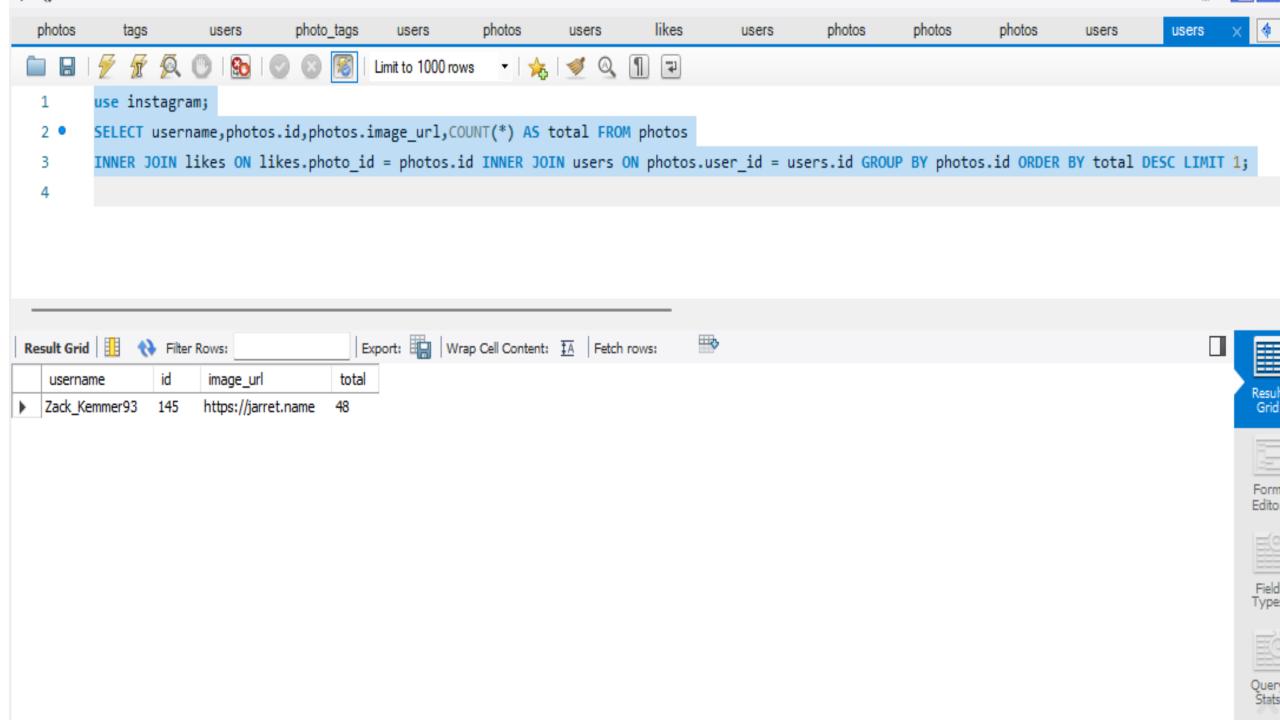


3. Declaring contest winner

 Task: Identify the winner of the contest and provide their details to the team. To do this task we need to find the most popular photo with most likes and users who created it. SQL QUERY

INNER JOIN (or JOIN)

only shows those rows from the two table somewhere there is a match between the columns. In other words, you can only see those pieces of equipment which have a room assigned and vice versa



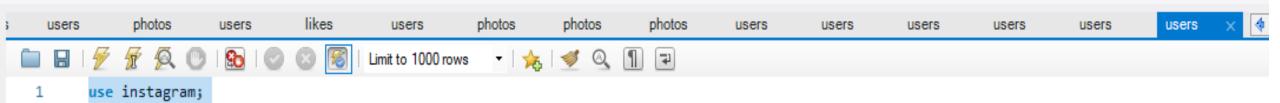
4. HASHTAG RESEARCHING

The Hashtag helps the user to reach a wide range of people. It is used to draw attention, organize, promote the connect.

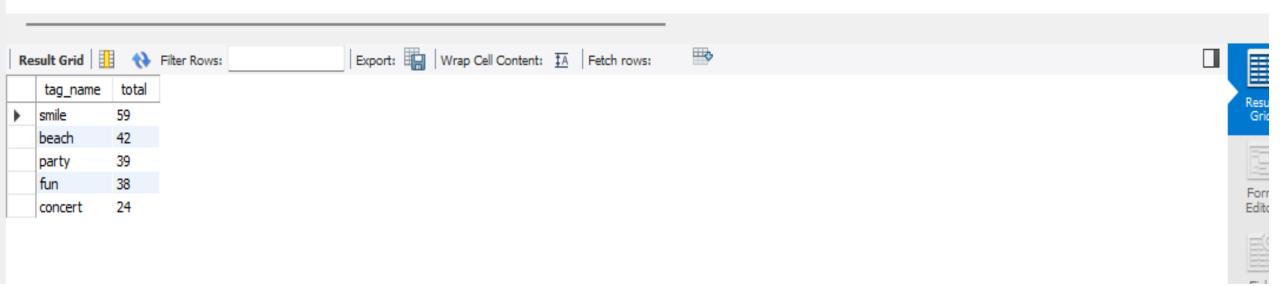
Task- to identify the top 5 most commonly used hashtags on instagram.

AS- The new name is just an alias, which means it's temporary and doesn't change the actual column name in the database. It only influences the way the column is shown in the result of the specific query. This technique is often used when there are a few columns with the same name coming from different tables.

Normally, when SQL displays columns in the result, there is no information about the table that a specific column is part of.



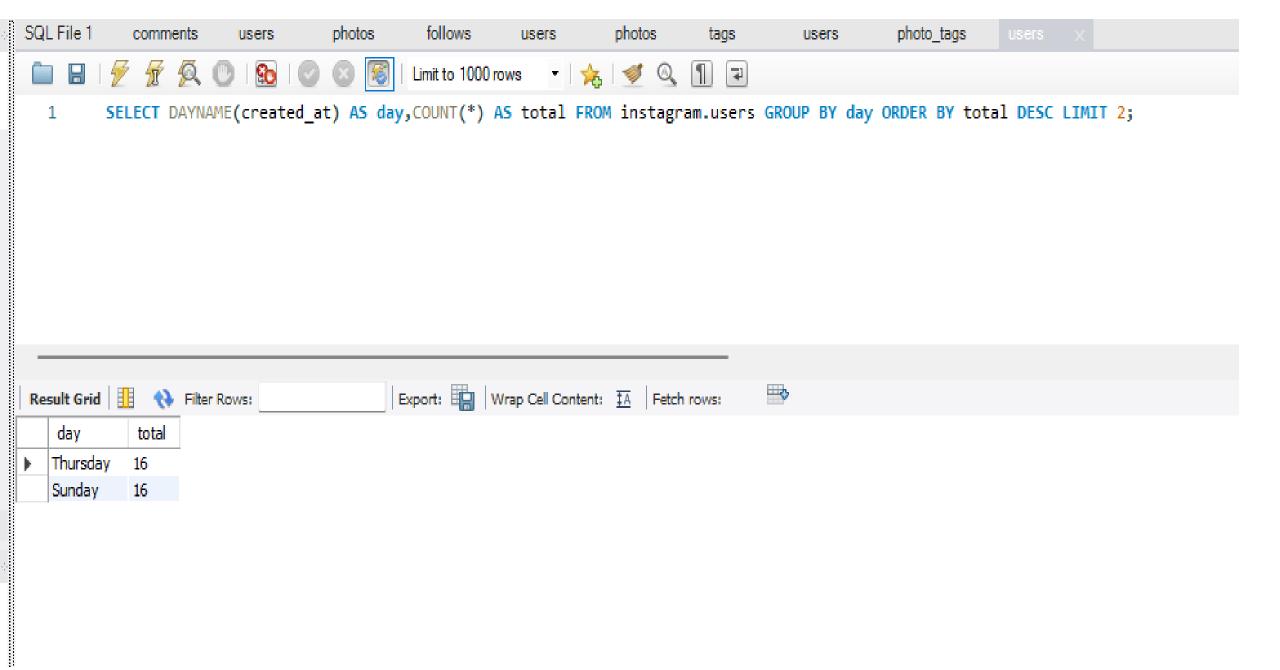
2 • SELECT tags.tag_name, COUNT(*) AS total FROM photo_tags JOIN tags ON photo_tags.tag_id = tags.id GROUP BY tags.id ORDER BY total DESC LIMIT 5;



5. LAUNCH AD CAMPAIGN

■ TASK-To find out the day of week when most users register's on Instagram.

■ The query result shows two days of the week when the users register mostly According to me the most suitable day to launch the ad campaign would be Sunday because users mostly have leisure time on Sunday and more interaction would happen on Sunday.



Thursday

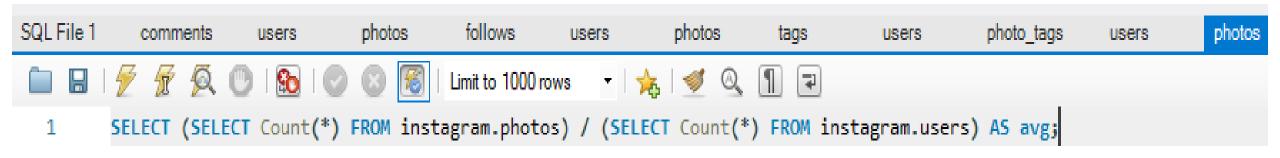
Sunday

16 16

B. <u>INVESTOR MATRICS</u>

6. USER ENGAGEMENT- Investors want to know that instagram is not becoming redundant like facebook, so they want to check the frequency of how much the users are engaging on the platform.

Task –To provide how many times an average user post on instagram.





avg

2.5700

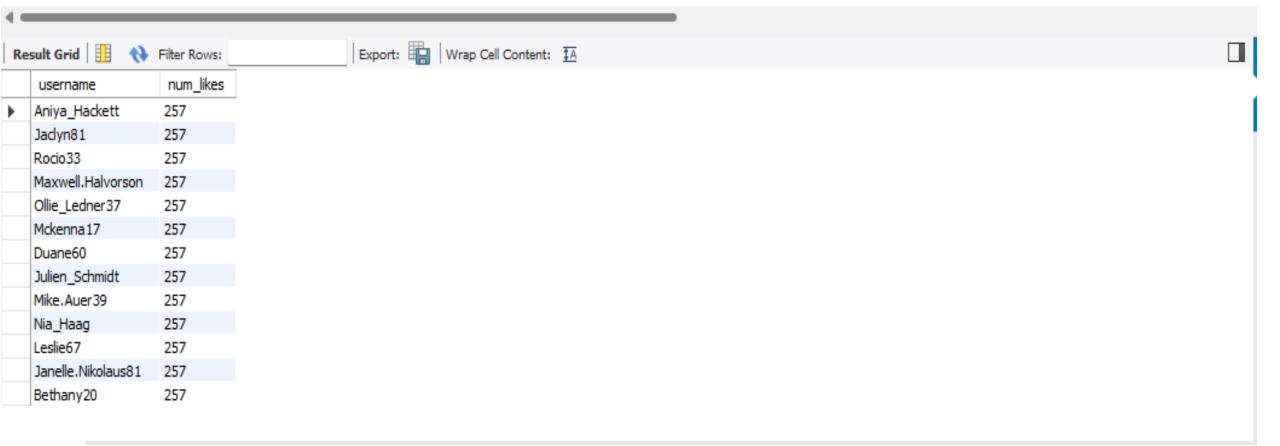
- •2. BOTS& FAKE ACCOUNTS- It is reported that there are lot of bots and fake accounts on the platform. The investors wants to know if there are fake and dummy accounts.
- •TASK-To Provide data on users(bots) who have liked every single photo on the site(normal user would not be able to do this).



1 • use instagram;

2

- 3 SELECT username, Count(*) AS num_likes FROM instagram.users
- 4 INNER JOIN likes ON users.id = likes.user_id GROUP BY likes.user_id HAVING num_likes = (SELECT Count(*)FROM instagram.photos);



OVERALL RESULT

While doing this project I found out so many important terms of MYSQL that helps in solving complex problems irrespective of how large the database is. I got to learn about using sql and where abouts of sql workbench and i believe it will help me in future a lot. I have provided the solutions to every questions asked and i believe they are correct to the best of my knowledge and it solves all the query.

THANKYOU.