Trainity Project 2 : Instagram User Analytics

➢ Project Description :

- According to the initial project report, I was tasked with gathering information and giving the Instagram product team insights based on the questions they had asked. In order to help Instagram implement the right marketing campaigns, we must work with the data from the database that has been provided and gather insightful information. The inquiries for which they need to gain understanding are:

A) Marketing Analysis: **The marketing team needs your assistance with the following in order to start various campaigns.**

Loyal User Reward : Those who have been using the platform for the longest are the ones that the marketing team wants to reward the most.
Your Task : From the given database, find the five oldest Instagram users.

Inactive User Engagement : Encourage inactive users to resume posting by reminding them in an email to upload their first image.
Your Task : is to locate Instagram users who have never uploaded a single picture.

Contest Winner Declaration : The team has organized a contest where the user with the most likes on a single photo wins.
Your Task : is to determine the contest winner and give the team their information.

Hashtag Research : A partner brand wants to know the most popular hashtags to use in their posts to reach the most people.
Your Task : Determine and recommend the top five hashtags that users on the platform most frequently use.

Ad Campaign Launch : The team wants to determine which day of the week works best for ad launches.
Your Task : Find out which day of the week the majority of Instagram users sign up. Give advice on when to plan an advertising campaign.

B) Investor Metrics: Our investors are interested in knowing whether Instagram is growing in popularity and staying relevant, unlike Facebook. They want to evaluate the app based on the following criteria.

User Engagement : Investors are curious in if consumers are still using Instagram and posting, or whether they are using it less frequently.

Your Task : Determine how many posts a person on Instagram typically makes. Additionally, give the ratio of the total number of Instagram photographs to the total number of users.

Bots & Fake Accounts : Investors want to know if the platform is overcrowded with false and phony accounts.
Your Task : is to identify users (possibly bots) that have liked every single photo on the site, which is not normally achievable for a normal user.

➢ APPROACH

In order to finish the project and fulfill the necessary tasks, I used MySQL Command line client to conduct SQL queries. I fed the data into MySQL and ran the relevant queries to obtain the necessary insights, following the directions to build the database and the associated tables.

➢ The following technologies were used on this project:

- MySQL Workbench 8.0 CE (Command Line Client): This application was used to effectively manage MySQL databases, run SQL queries, and perform database administration duties.

- The platform for recording project details, such as project reports, directions, conclusions, and any other pertinent information in an orderly and presentable fashion, was Microsoft Word (Office 365).

➢ INSIGHTS:

Since my bachelor's degree program only required me to work with basic ideas, I had some prior limited hands-on experience with SQL. Through this Instagram user analytics project, I was able to learn more about SQL, how to create sophisticated queries, and how to extract useful business insights from the data that is available to me. It made it possible for me to focus on the difficulties at hand and ask the pertinent questions.

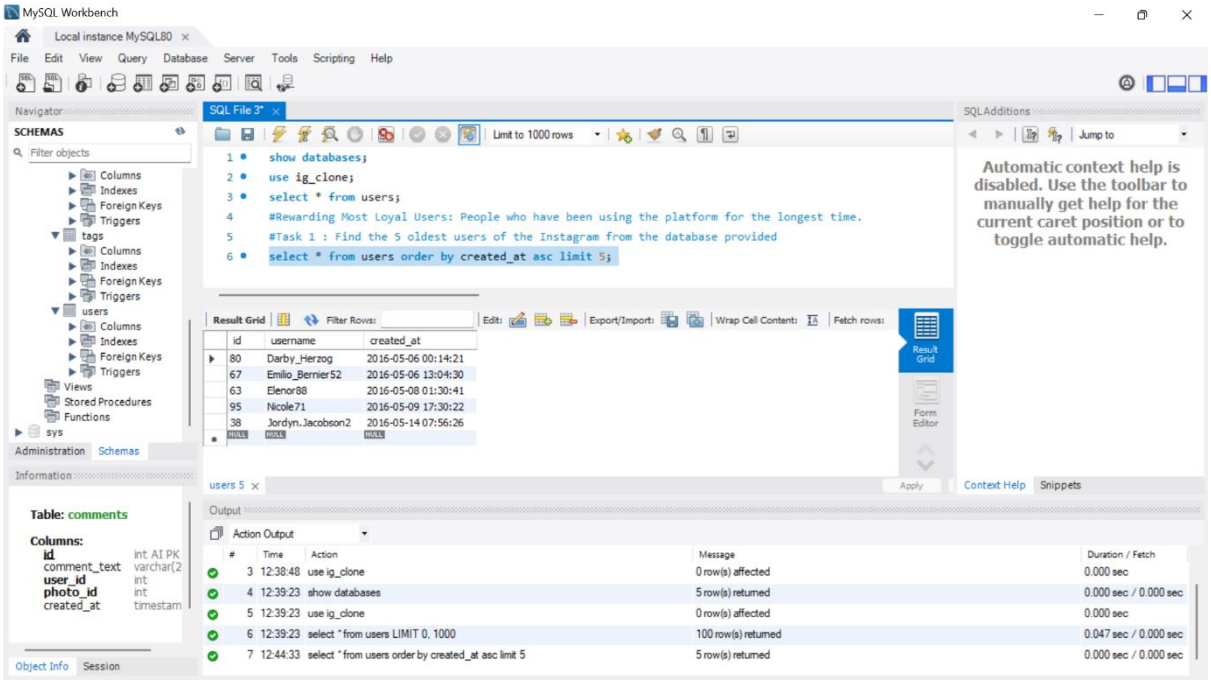
➢ RESULTS:

These are the query expressions that I ran and the accompanying outcomes.

A. Marketing Analysis

Loyal User Reward : Those who have been using the platform for the longest are the ones that the marketing team wants to reward the most.

Your Task : From the given database, find the five oldest Instagram users.



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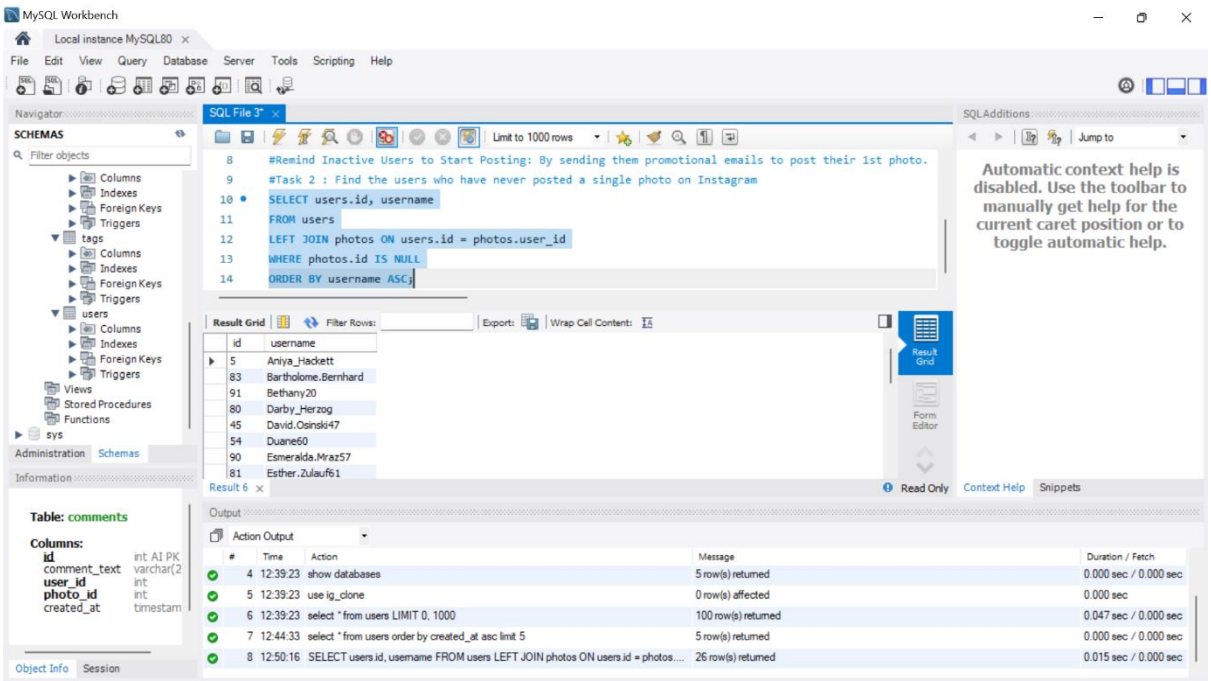

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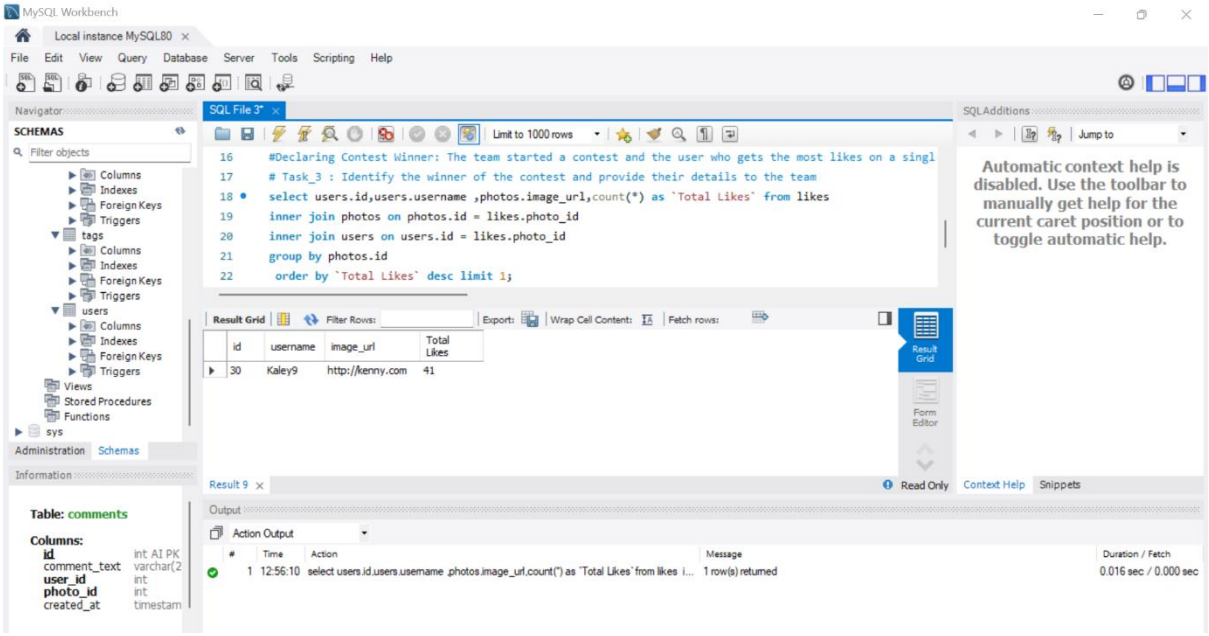

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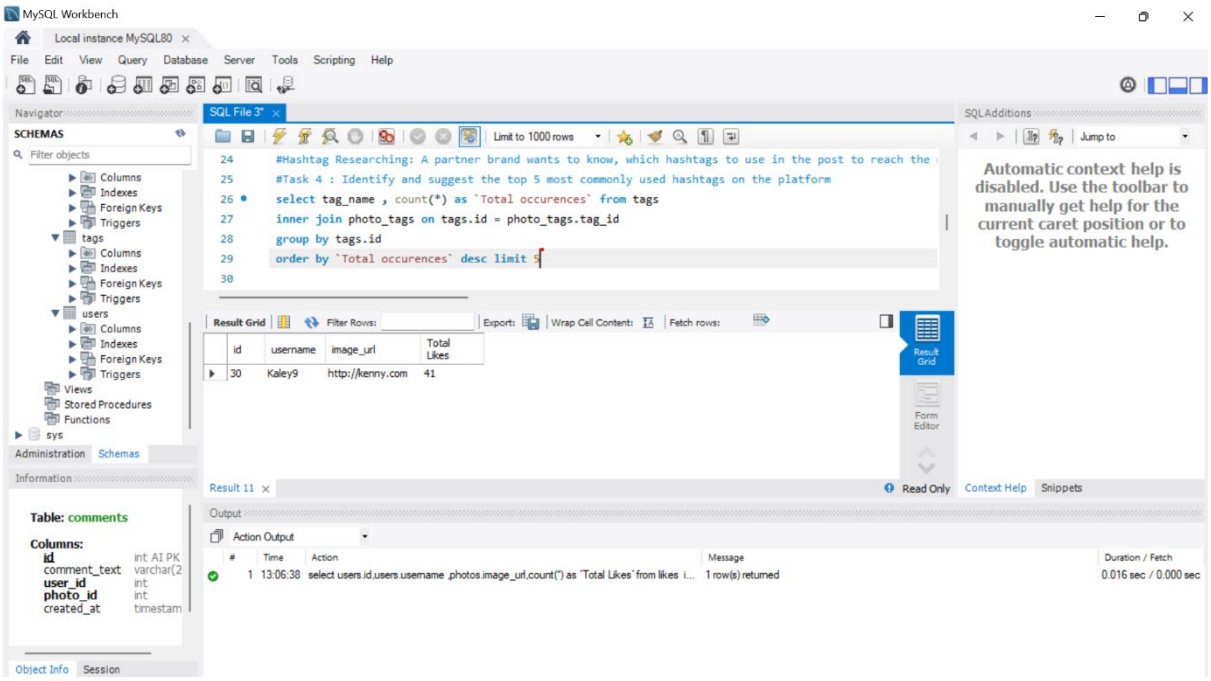

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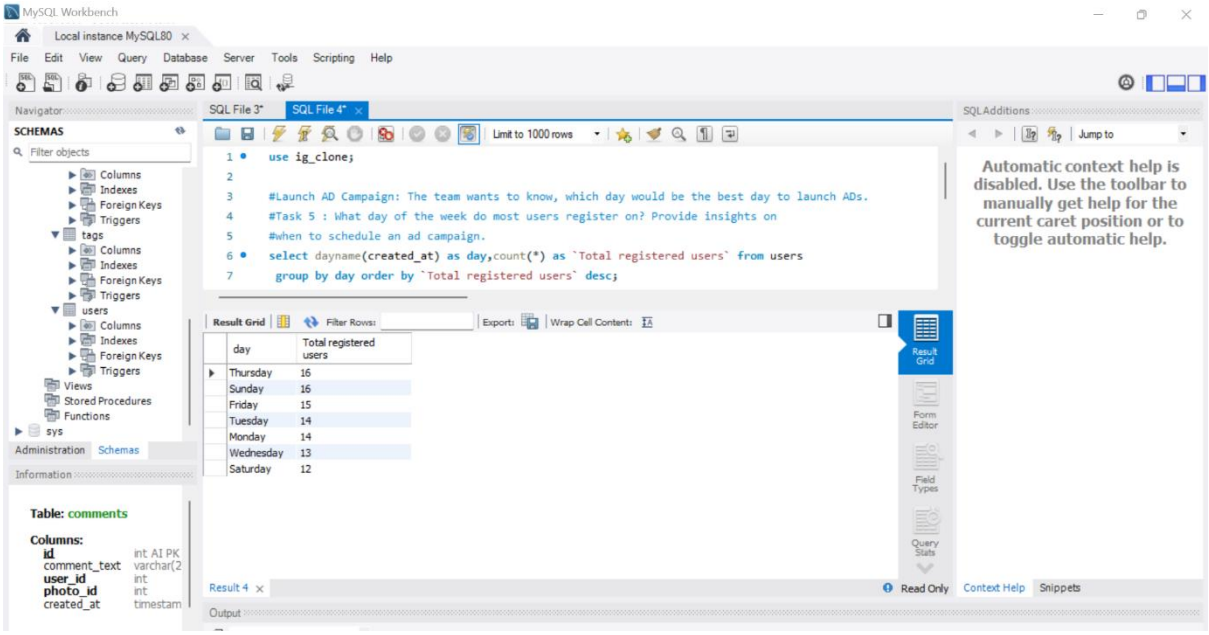

B. Investor Metrics:

User Engagement : Investors are curious in if consumers are still using Instagram and posting, or whether they are using it less frequently.

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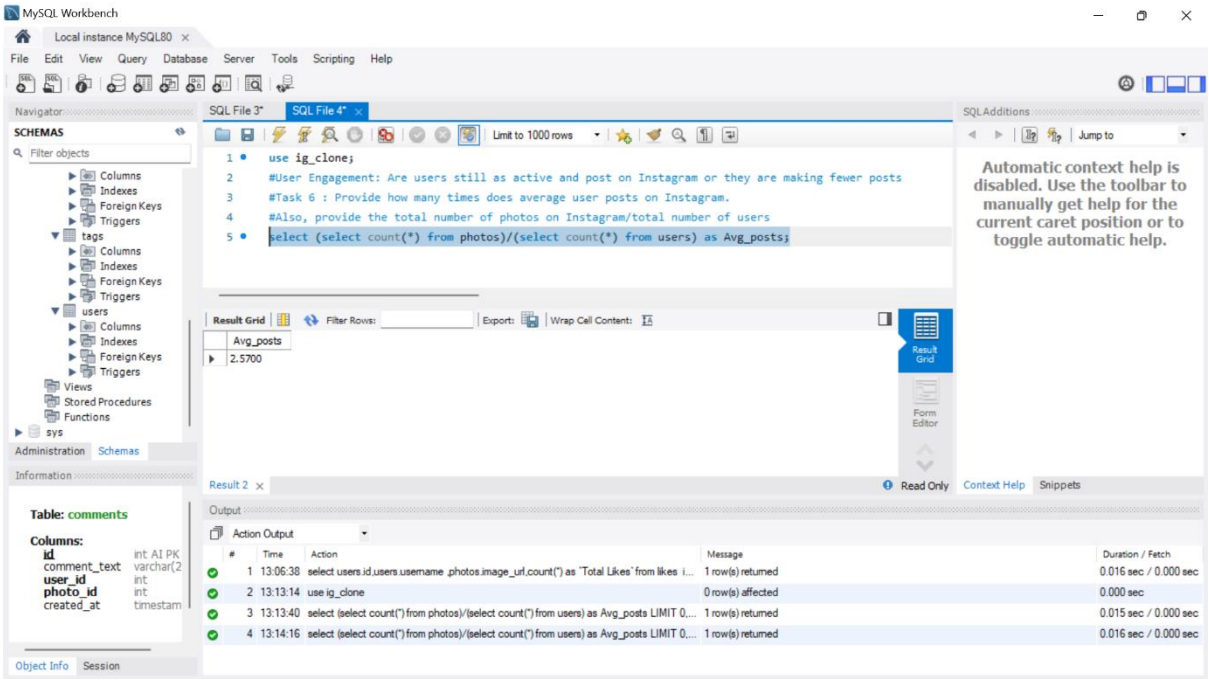

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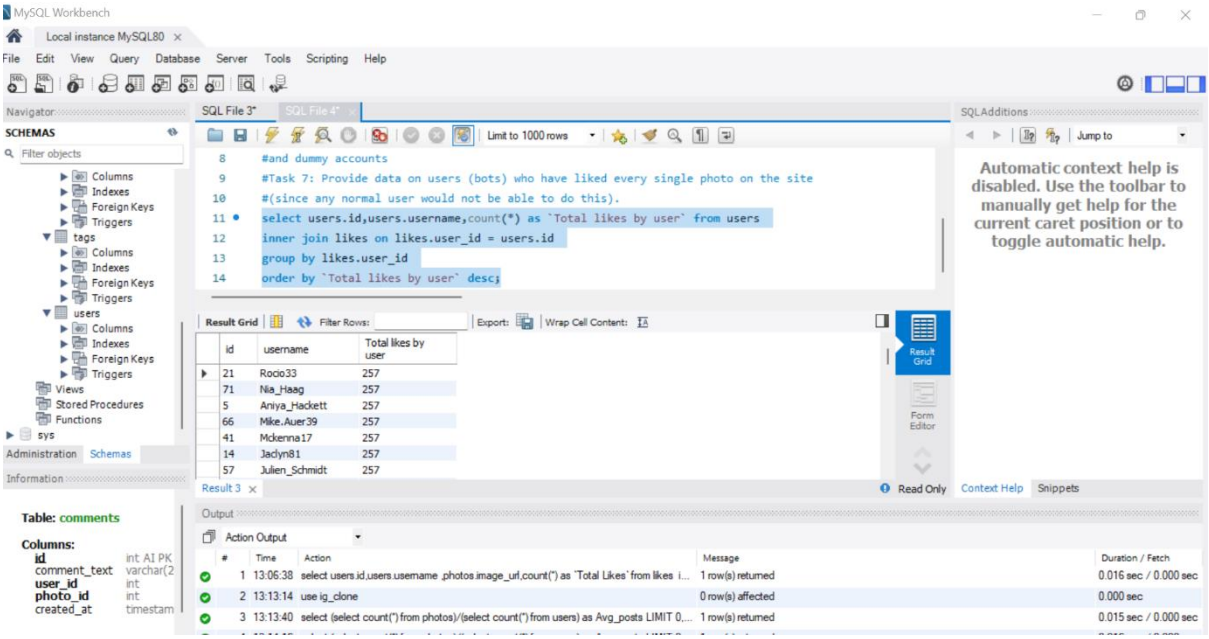

Here, I was able to effectively answer every issue that was posed to me and needed to be analyzed by running the relevant query statements.

Overall, this Instagram user analytics project has improved my understanding of SQL and how it functions, from the most fundamental to the most complex ideas. Through the project, I have also been able to extract valuable insights from the provided data, which could lead to an increase in business.