Instagram

USER ANALYTICS

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Contents

01. Introduction

02. Approach

03. Tech-Stack Used

04. Marketing Analysis

05. Insights & Results

Approach

For this project, I have used My SQL to extract the required data from the given database using the Join function, subqueries, Aggregation, where condition, Group by, Distinct and other functions required.

keeping the Primary key and foreign key in consideration provided all the reports asked by the marketing department.

I have used canva for making this presentationas it contains required Elements, Graphs,Images which made this project moreattractive.

Tech-Stack Used

01

MySQL Workbench

Used to rum SQL queries and perform database operations.

02

SQL(Sturctured Query Language)

Used to query and anlysze data efficiently from the instagram database

MARKETING

01	REWARDING MOST LOYAL USERS	Find the 5 oldest users of the Instagram from the database provided
02	REMIND INACTIVE USERS TO START POSTING	Find the users who have never posted a single photo on Instagram
03	DECLARING CONTEST WINNER	Identify the winner of the contest and provide their details to the team
04	HASHTAG RESEARCHING	Identify and suggest the top 5 most commonly used hashtags on the platform
05	LAUNCH AD CAMPAIGN	What day of the week do most users register on? Provide insights on when to schedule an ad campaign

Rewarding the most loyal users

TOP 5 OLDEST USERS

01	02	03	04	05
Darby_Herzog	Emilio_Bernier52	Elenor88	Nicole71	Jordyn.Jacobson2
2016-05-06	2016-05-06	2016-05-08	2016-05-09	2016-05-14

Instagram

Remind Inactive users to start posting

We have found a list of 26 people with their user id who have never posted a single photo on Instagram. they'll be receiving promotional emails to post their 1st photo.

5-Aniya_Hackett
7-Kasandra_Homenick
14-Jaclyn81
21-Rocio33
24-Maxwell.Halvorson
25-Tierra.Trantow
34-Pearl7
36-Ollie_Ledner37
41-Mckenna17
45-David.Osinski47

49-Morgan.Kassulke
53-Linnea59
54-Duane60
57-Julien_Schmidt
66-Mike.Auer39
68-Franco_Keebler64
71-Nia_Haag
74-Hulda.Macejkovic
75-Leslie67
76-Janelle.Nikolaus81

80-Darby_Herzog
81-Esther.Zulauf61
83-Bartholome.Bernhard
89-Jessyca_West
90-Esmeralda.Mraz57
91-Bethany20

REMINDER

Declaring contest winner

In the contest, the user with the most likes on a single picture won

Details-

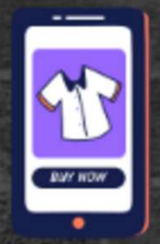
User Id	Username	Image_url	Likes
52	Zack_Kemmer93	https://jarret.name	48

Launch AD campaign

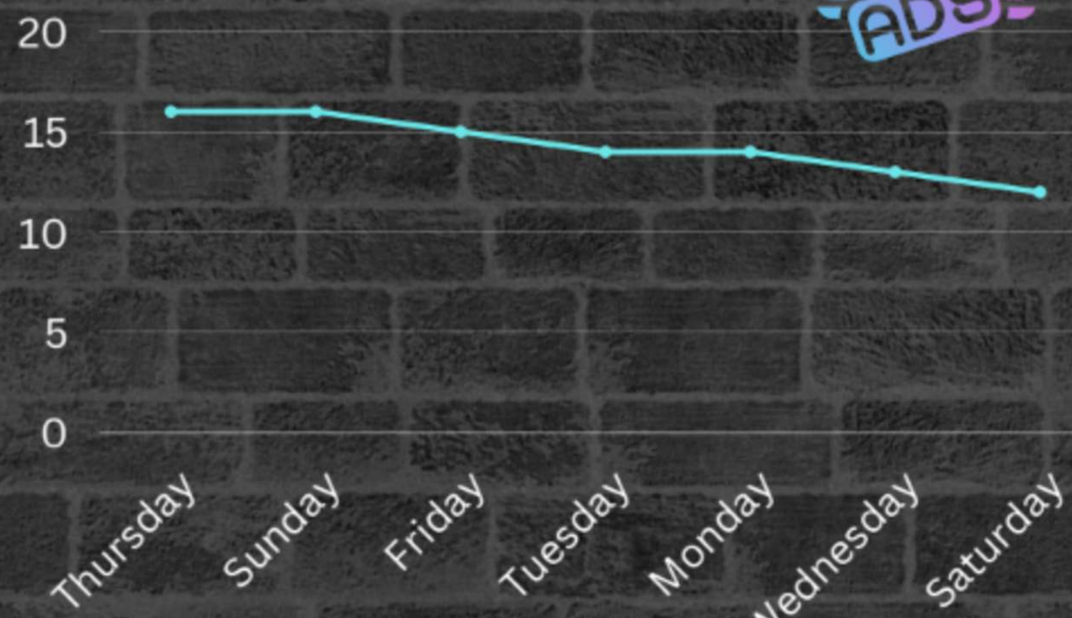
Registrants are most active on this day of the week

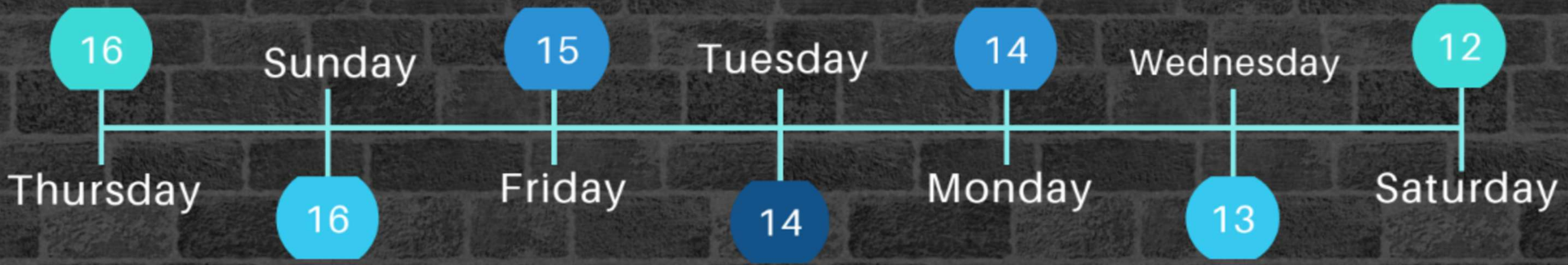
Thursday
16

Sunday
16



The best time to schedule an advertisement campaign is on Thursday and Sunday





Results & Insights

From this project, I got an idea about how as a business or data analyst we work on real-time data to make any data-driven decision.

One thing I infer about this project is the dataset provided was very limited and small in respect of Rows and columns, But still, it was a very good experience working on such kind of project.

It helped me a lot to understand the analysis process well, and to provide insights for the best decision
possible