PROJECT ON
INSTAGRAM USER ANALYTICS

Submitted By
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DESCRIPTION:

This project aims to provide user analytics for Instagram users by using MySQL. Database is created using the provided dataset. It includes users, photos, posts, likes, comments, followers, and other relevant information.

This project will enable us to gain valuable insights into user behaviour and engagement on Instagram. These insights are then use to start new marketing campaigns, choose which features to include in apps, evaluate the success of the apps by looking at user engagement, and generally improve the user experience while assisting in business expansion.

APPROACH

I approached the project of Instagram User Analytics by first understanding the purpose of the project. After gaining insight into the purpose of the project, I researched existing analytics tools and software that could be used to analyze user data. I also researched different methods for collecting user data and analyzed the data to determine which metrics were most relevant to the project. Finally, I used the metrics and data to create a report that provided an overview of user engagement and performance.

Software Used:

MySQL Workbench

INSIGHTS

From the project, I gained an understanding of the analytics behind Instagram users. I saw that the engagement rate of users is heavily influenced by the number of posts and the number of followers. I also learned that the most successful Instagram accounts are those that post consistently and engage with their followers. Additionally, I discovered that user activity on Instagram is concentrated in certain times of the day, so scheduling posts should be done during those peak times. This will help to maximize the reach of each post and ensure that the content is seen by the most people. Lastly, I learned that the number of followers is not the only metric to measure a successful Instagram account. Engagement rate is also a key indicator of success.

Finally, there are bots that can hinder an Instagram user and it should be handle wisely.

RESULT

While making this project, I was able to gain a better understanding of the different tools and techniques used to analyze user data on Instagram. I was able to use various data points such as followers, likes, comments, and engagement rates to identify trends and patterns in user engagement. This project has helped me to become more familiar with data analysis, which I believe will be an invaluable skill for my future career.

LINK TO THE SQL FILE