

INSTAGRAM USER ANALYTICS

By:- Vishal Singh Sangral



#### PROJECT DESCRIPTION

Purpose: Analyze Instagram user data to inform decision-making and future development.

#### Approach:

- Data Exploration: Understand the database schema, including users, posts, likes, and comments.
- · Exploratory Analysis: Calculate overall user engagement metrics.
- Engagement Metrics: Compute average likes and comments per post.
- Top Users: Identify top 5 users with the highest followers.
- Time Analysis: Determine peak user activity times.
- · Post Type Impact: Analyze the impact of different post types on engagement.
- Refinement: Iteratively refine queries based on findings and feedback
- Documentation: Document queries, assumptions, and create a presentation for the product team

Goal: Derive actionable insights to influence the future direction and growth of the Instagram app.



# SUMMARY FOR ALL THE KEY POINTS COVERED IN THIS PROJECT

Project Purpose: Analyze user interactions on Instagram to inform strategic decisions

Teams Involved: Marketing, Product, Development.

Tools: SQL, MySQL Workbench.

Goals: Identify loyal users, engage inactive users, declare contest winner, suggest popular hashtags, determine optimal ad launch day.

Approach: Leverage SQL queries to extract insights on user activity, post engagement, and platform dynamics.

#### Marketing Analysis:

- Identify oldest users for loyalty rewards.
- · Find inactive users for targeted promotional emails.
- · Determine contest winner with most likes.
- Suggest top five hashtags for partner brand.
- · Provide insights on optimal ad campaign launch day.

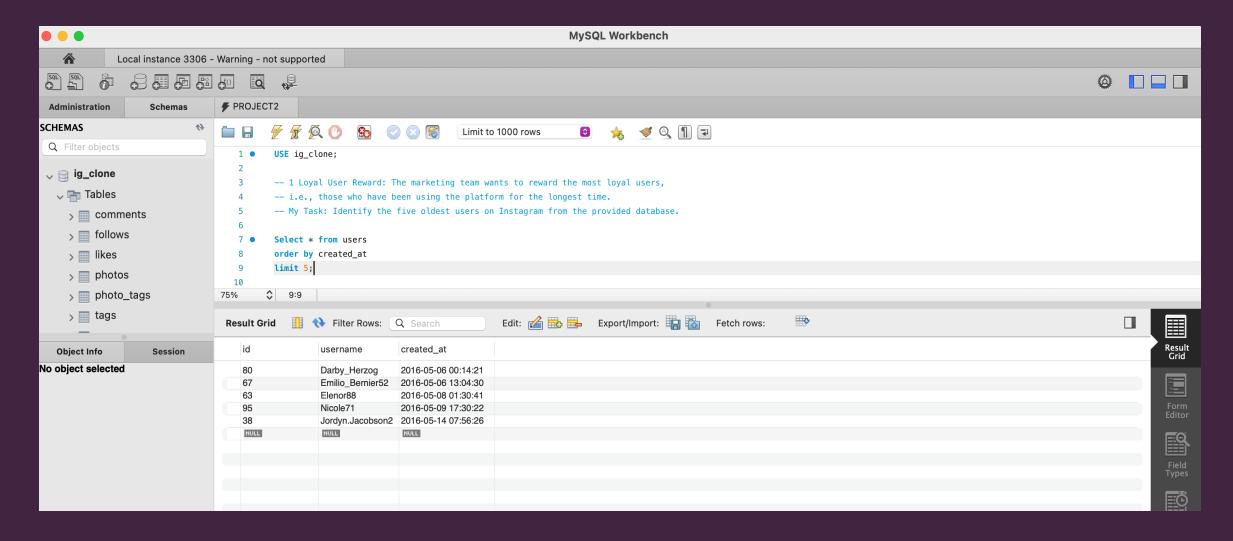
#### Investor Metrics:

- · Calculate average posts per user for engagement assessment.
- · Identify potential bots by detecting users liking every photo.

Insights: Drive informed decisions for growth, user experience, and content strategy.

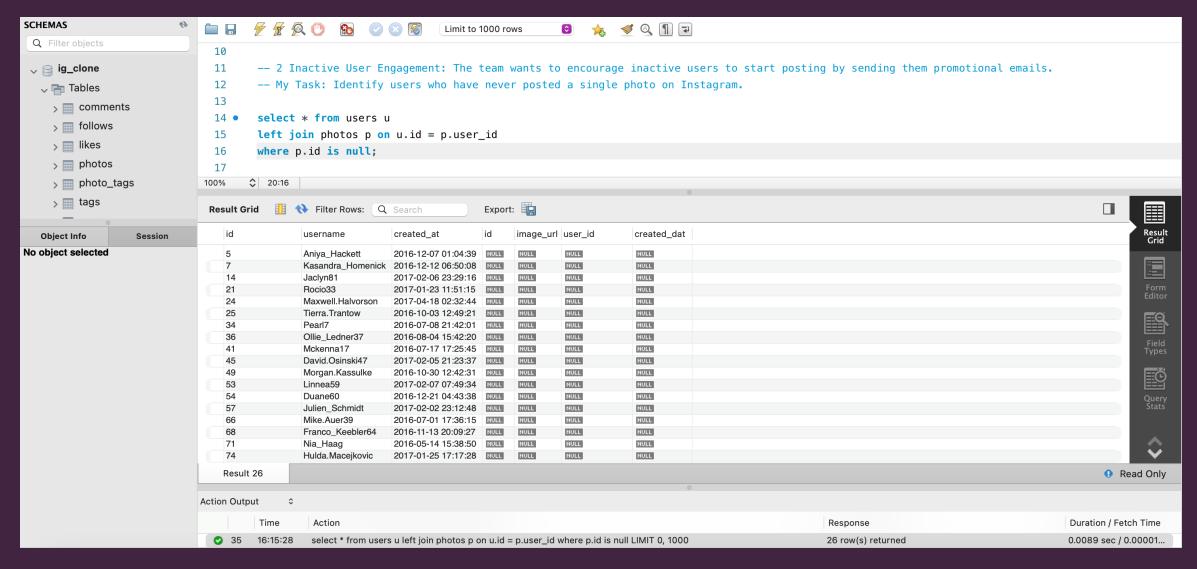
## <u>Market Analysis</u>

#### LOYAL REWARD CUSTOMER:



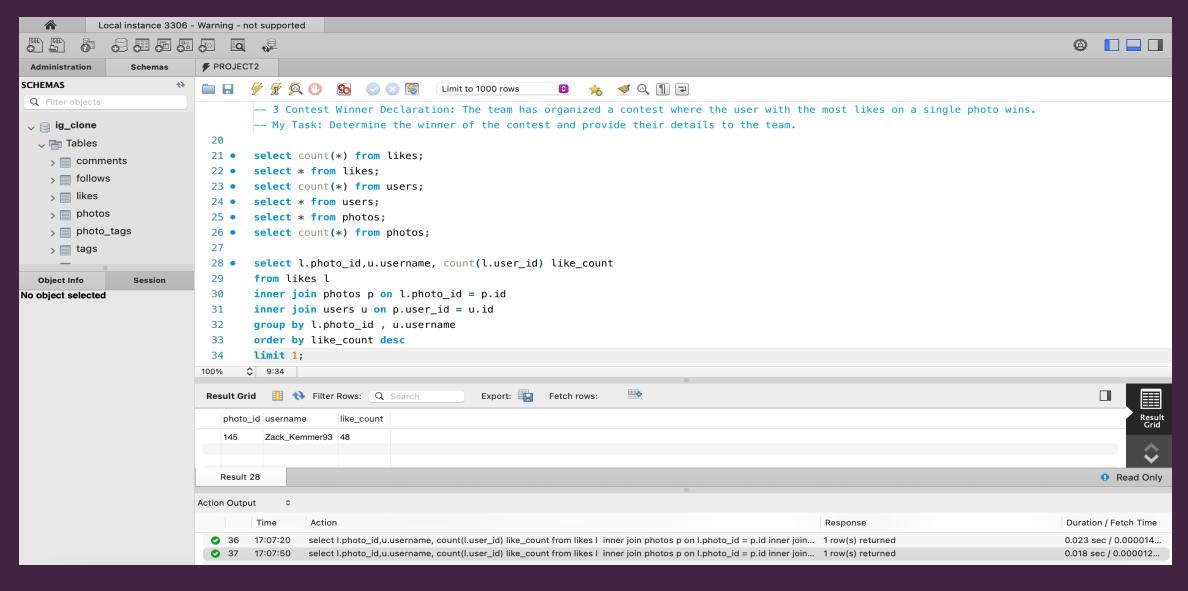
These 5 customers will get rewarded for being the oldest user of INSTAGRAM

#### INACTIVE USER ENGAGEMENTS:



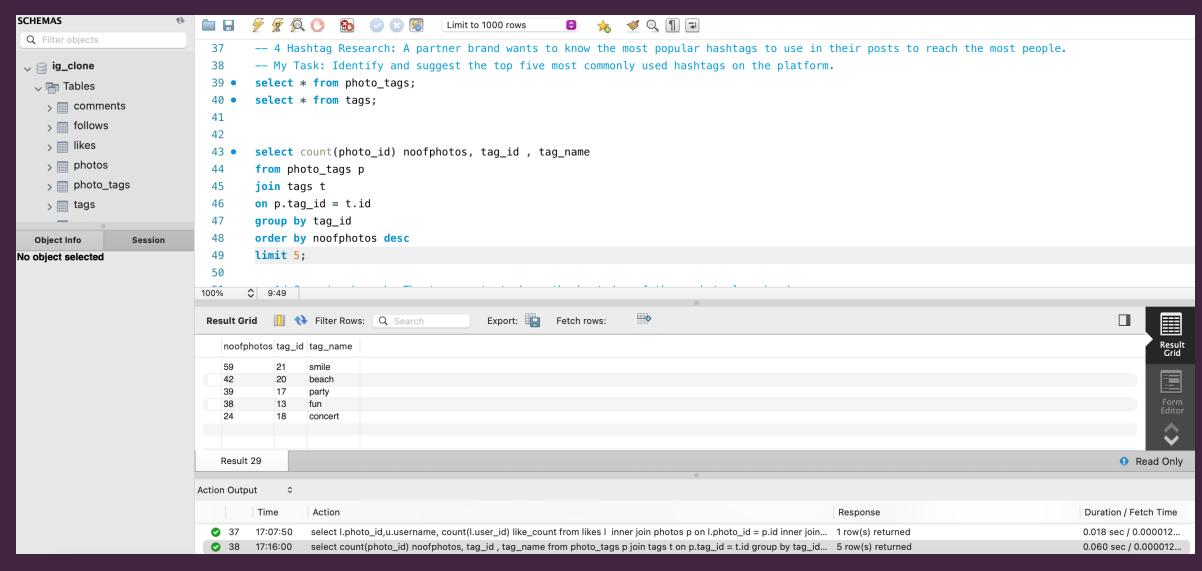
### 26 USERS ARE INACTIVE AND NOT POSTING OR NOT DOING ANY ACTIVITY ON INSTAGRAM

#### CONTEST WINNER DECLARATION:



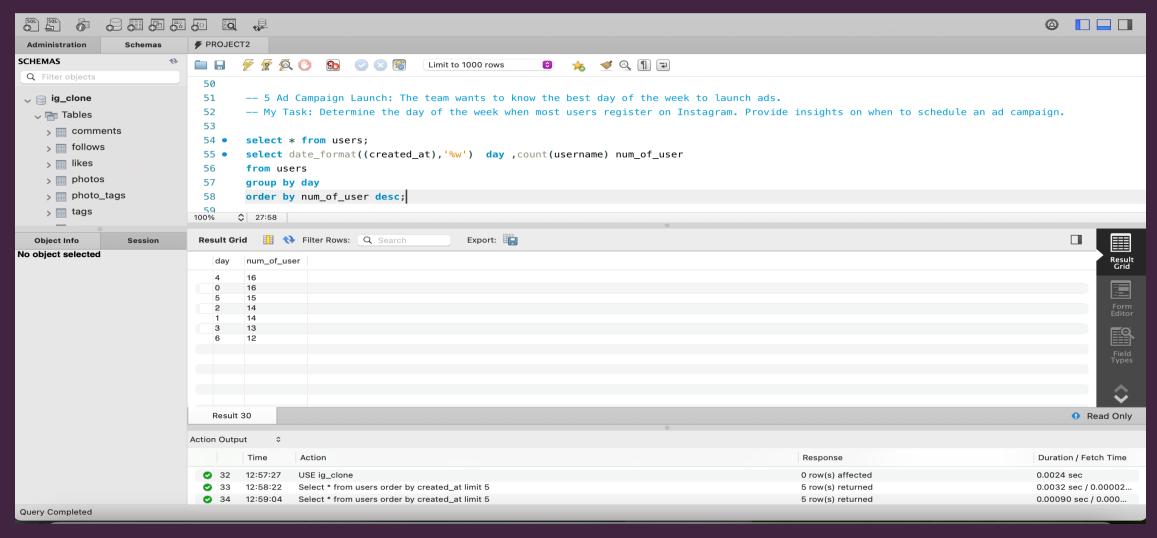
ZACK\_KEMMER93 IS THE CONTEST WINNER FOR PHOTO ID 145 WITH 48 LIKES.

#### HASHTAG RESEARCH:



TOP 5 HASHTAGS ARE: SMILE, BEACH, PARTY, FUN, CONCERT

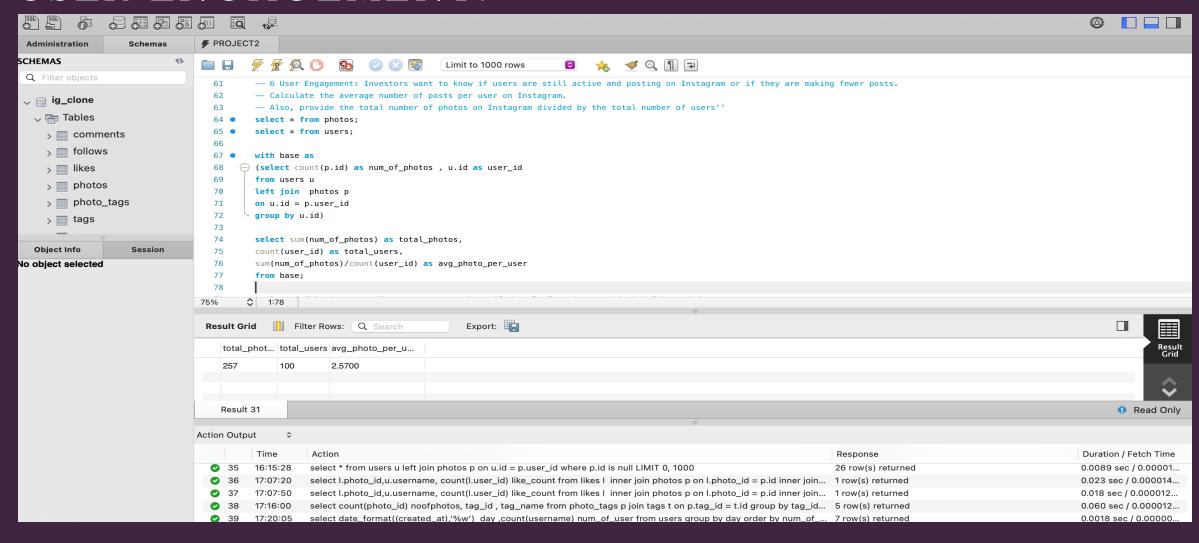
#### AD CAMPAIGN LAUNCH:



O AND 4 THAT IS SUNDAY AND WEDNESDAY ARE TWO DAYS WHEN USERS SIGN UP ON INSTAGRAM MOST, SO THESE TWO COULD BE TWO BEST DAYS TO LAUNCH THE AD CAMPAIGN

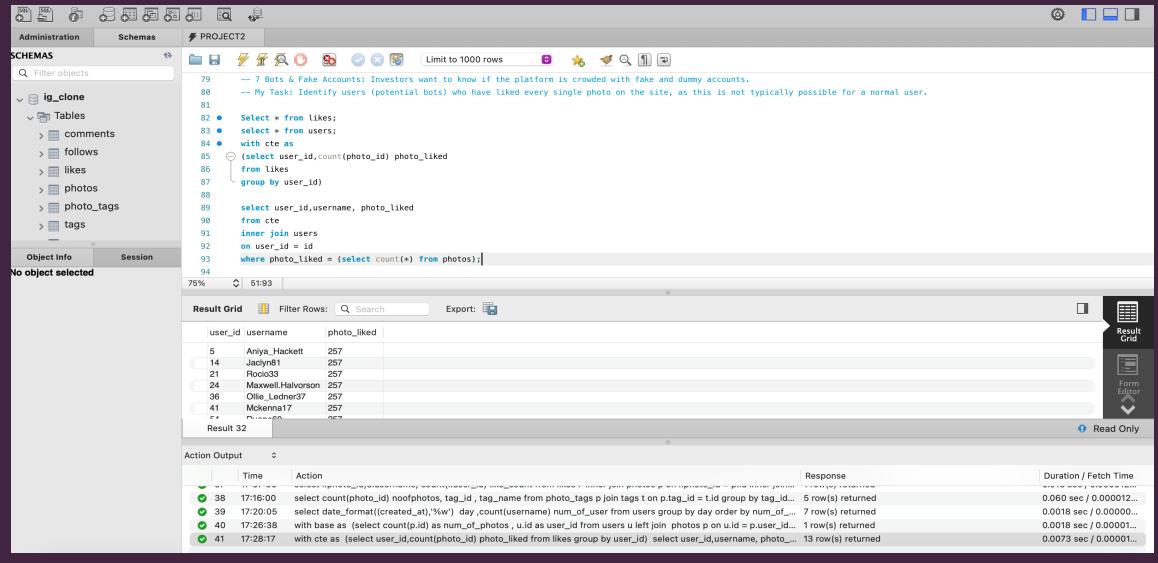
### INVESTOR METRICS

#### USER ENGAGEMENT:



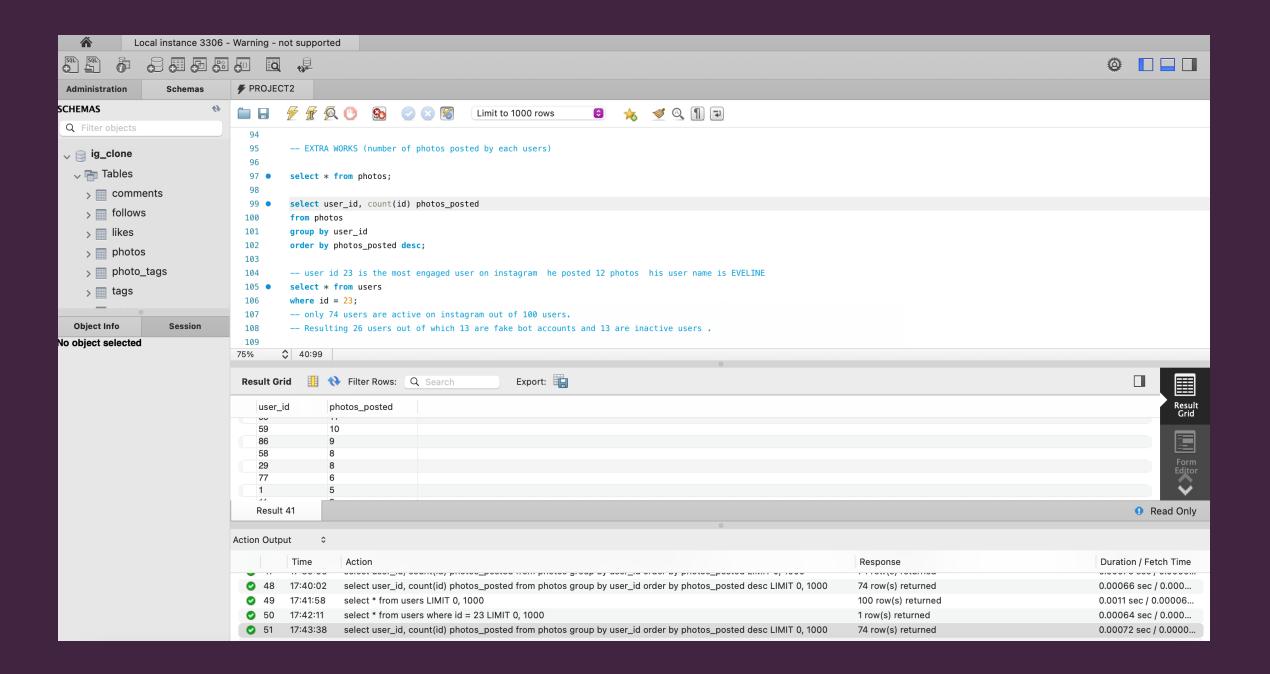
THERE ARE 100 USERS AND TOTAL 257 PHOTOS WHICH GIVING US 2.57 AVERAGE PHOTO PER USERS ON INSTAGRAM

#### BOT & FAKE ACCOUNTS



THERE ARE 13 ACCOUNTS WHO LIKED EVERY SINGLE PHOTO ON INSTAGRAM

## EXTRA WORK



## Thank You Trainity