

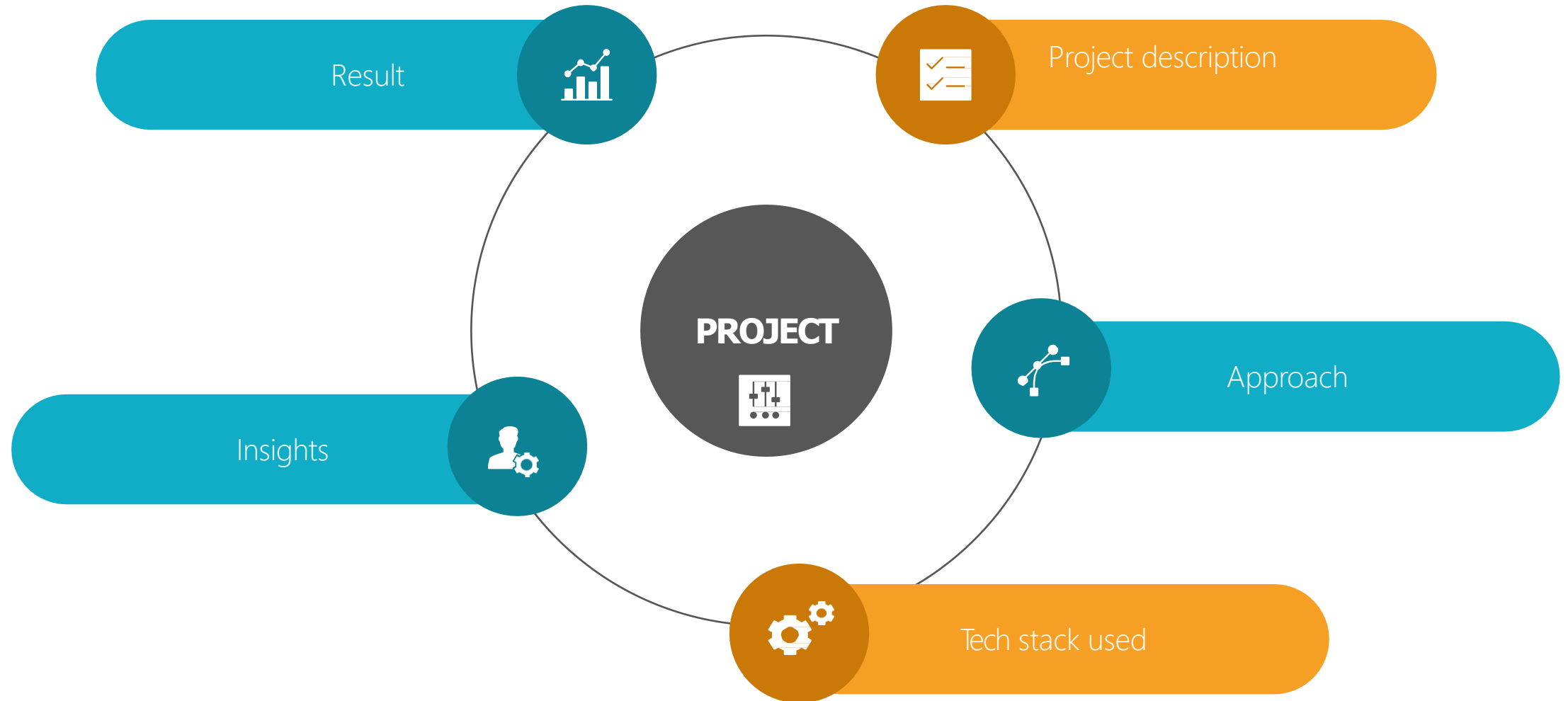


# Instagram-user-Analytics

## Trainity Project-2

NAME-J.SUSRITHA  
EMAIL- [SUSRITHAJ2102@GMAIL.COM](mailto:SUSRITHAJ2102@GMAIL.COM)

# Agenda



# Project description

In this project, we are going to analyze our users based on their, interactions with app and it's utilization.

This Instagram user analytics project is about finding out the various insights in Instagram User data.

We will analyze this data by performing following questions:

- 1)Find the 5 oldest users of the Instagram from the database provided
- 2)Find the users who have never posted a single photo on Instagram
- 3)Identify the winner of the contest and provide their details to the team
- 4)Identify and suggest the top 5 most commonly used hashtags on the platform
- 5)What day of the week do most users register on? Provide insights on when to schedule an ad campaign.
- 6)Provide how many times does average user posts on Instagram. Also, provide the total number of photos on Instagram/total number of users
- 7)Provide data on users (bots) who have liked every single photo on the site (since any normal user would not be able to do this.

# Project Approach

In order to execute the project, SQL was used. SQL queries were used to create a database using the raw data provided. Then we will work on queries related to marketing team such as rewarding the loyal users, finding out inactive users, declaring winners of contest etc. Then we will work on queries from Investors such as how engaged users are and finding out any fake account users.

# Tech-Stack Used

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**MySQL Workbench v8.0 CE used during query execution**



**Microsoft Windows 11 used as OS ,Processor Intel Core i5 8thGen is used.**



**Language : Structured Query Language**

# Insights

The Instagram user analytics project provided insights on marketing, User engagements, Bots and Fake accounts. These insights are essential for optimizing Instagram's performance and ensuring it remains relevant in the ever-evolving social media landscape. This Instagram user analytics project helped me in getting exposure to MySQL and helped me understand how complex queries work and how to cultivate business insights from given data .

# RESULTS

1. Identify the five oldest users on Instagram from the provided database.

```
68 • use ig_clone;
69 -- 1. Identify the five oldest users on Instagram from the provided database.
70 • select* from users;
71 • SELECT
72     username, created_at
73 FROM
74     users
75 ORDER BY created_at
76 LIMIT 5;
```

Result Grid			Filter Rows:
	bots	liked	
▶	Aniya_Hackett	257	
	Jadyn81	257	
	Rocio33	257	
	Maxwell.Halvorson	257	
	Ollie_Ledner37	257	
	Mckenna17	257	
	Duane60	257	
	Julien_Schmidt	257	
	Mike.Auer39	257	
	Nia_Haag	257	
	Leslie67	257	
	Janelle.Nikolaus81	257	
	Bethany20	257	

2. Identify users who have never posted a single photo on Instagram.

```
select * from photos, users;
SELECT
    users.username
FROM
    users
    LEFT JOIN
    photos ON users.id = photos.user_id
WHERE
    photos.id IS NULL;
```

Result Grid



Filter Rows:

	username
▶	Aniya_Hackett
	Kasandra_Homenick
	Jadyn81
	Rocio33
	Maxwell.Halvorson
	Tierra.Trantow
	Pearl7
	Ollie_Ledner37
	Mckenna17
	David.Osinski47
	Morgan.Kassulke
	Linnea59
	Duane60
	Julien_Schmidt
	Mike.Auer39
	Franco_Keebler64
	Mike.Auer39
	Franco_Keebler64
	Nia_Haag
	Hulda.Macejkovic
	Leslie67
	Janelle.Nikolaus81
	Darby_Herzog
	Esther.Zulauf61
	Bartholome.Bernhard
	Jessyca_West
	Esmeralda.Mraz57
	Bethany20



3. Determine the winner of the contest and provide their details to the team.

```
90 • SELECT
91     username, photos.id, photos.image_url, COUNT(*) AS total
92 FROM
93     photos
94     INNER JOIN
95     likes ON likes.photo_id = photos.id
96     INNER JOIN
97     users ON photos.user_id = users.id
98 GROUP BY photos.id
99 ORDER BY total DESC
00 LIMIT 1;
```

Result Grid    Filter Rows: <input type="text"/>   Export:    Wrap Cell Co				
	username	id	image_url	total
▶	Zack_Kemmer93	145	https://jarret.name	48

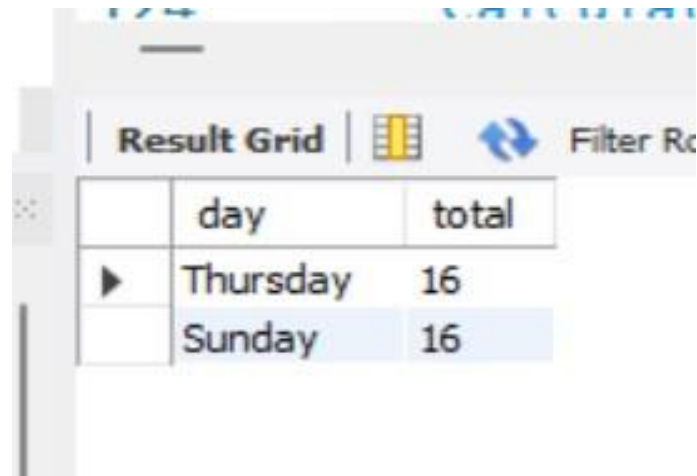
4. Identify and suggest the top five most commonly used hashtags on the platform.

```
03 • SELECT
04     tags.tag_name, COUNT(*) AS used_by
05 FROM
06     photo_tags
07     JOIN
08     tags ON photo_tags.tag_id = tags.id
09 GROUP BY tags.id
10 ORDER BY used_by DESC
11 LIMIT 5;
12
```

Result Grid			Filter Rows:
	tag_name	used_by	
▶	smile	59	
	beach	42	
	party	39	
	fun	38	
	concert	24	

5. Determine the day of the week when most users register on Instagram. Provide insights on when to schedule an ad campaign.

```
SELECT
    dayname(created_at) AS day, COUNT(*) AS total
FROM
    users
GROUP BY day
ORDER BY total DESC
LIMIT 2;
```



The screenshot shows a database interface with a 'Result Grid' tab. The grid displays the results of the SQL query, showing the day of the week and the total number of users registered on that day. The results are ordered by total in descending order, with Thursday and Sunday both having a total of 16 registrations.

	day	total
▶	Thursday	16
	Sunday	16

7. Calculate the average number of posts per user on Instagram. Also, provide the total number of photos on Instagram divided by the total number of users.

```
126 • SELECT
127     (SELECT COUNT(*) FROM photos) AS total_photos,
128     (SELECT COUNT(*) FROM users) AS total_users,
129     (SELECT COUNT(*) FROM photos) / (SELECT COUNT(*) FROM users) AS avg_photos;
```

Result Grid



Filter Rows:

Export:



Wrap Cell Content:



	total_photos	total_users	avg_photos
▶	257	100	2.5700

8. Identify users (this is nonpotential bots) who have liked every single photo on the site, as it typically possible for a normal user.

```
133 • SELECT
134     username as bots, COUNT(*) AS liked
135 FROM
136     users
137     INNER JOIN
138     likes ON users.id = likes.user_id
139 GROUP BY likes.user_id
140 HAVING liked = (SELECT
141     COUNT(*)
142 FROM
143     photos);
```

Result Grid			Filter Rows:
	bots	liked	
▶	Aniya_Hackett	257	
	Jadyn81	257	
	Rocio33	257	
	Maxwell.Halvorson	257	
	Ollie_Ledner37	257	
	Mckenna17	257	
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	Leslie67	257	
	Janelle.Nikolaus81	257	
	Bethany20	257	

# •Project Achievements •

Here are some of the achievements from the Instagram user analytics project:

- Understanding the importance of data analysis.
- Gaining insights about Instagram users.
- I was able to get insights about various questions such as which users have been using the platform for the longest, which users are inactive, which hashtags can be used for promotional contents for maximum reach, how many fake/bot accounts are present, and whether the platform is growing or stagnant in its growth.





# Thank You

NAME-J.SUSRITHA

EMAIL- [SUSRITHAJ2102@GMAIL.COM](mailto:SUSRITHAJ2102@GMAIL.COM)