Instagram User Analytics

Trainity project-2

Description

- This project aims to carry out the in-depth analysis of user engagement process with the Instagram platform which will help the product team to launch better features for the platform.

- This project focuses mainly on two key aspects Marketing and Investors Metrics. Based on the user engagement and the data collected the insights needs to be carried out and presented to the product team. The project will answer to the important questions like

- **Rewarding Most Loyal Users**

- **Remind Inactive Users to Start Posting**

- **Declaring Contest Winner**

- **Hashtag Researching**

- **Launch AD Campaign**

- **User Engagement**

- **Bots & Fake Accounts**

APPROACH

- At first I imported the database file that has been given into the MYSQL workbench.

- After making a Schema I started writing queries for the questions

- I imported the Tables into excel and made a pie chart for users and photos .

- Also exported all the result tables for the provided question to inclide in the ppt presentation.

Tech-Stack Used

MYSQL WORKBENCH

- This tool is used to create the data base and store records. It is also used to carry out the required analysis by writing SQL queries.

MICROSOFT EXCEL

- This tool is used to create graphical representation of the results and to understand the result set better.

Rewarding most loyal users

- **Rewarding Most Loyal Users:** People who have been using the platform for the longest time.

- Task: Find the 5 oldest users of the Instagram from the database provided

id	username	created_at
80	Darby_Herzog	2016-05-06 00:14:21
67	Emilio_Bernier52	2016-05-06 13:04:30
63	Elenor88	2016-05-08 01:30:41
95	Nicole71	2016-05-09 17:30:22
38	Jordyn.Jacobson2	2016-05-14 07:56:26

Remind inactive users

- **Remind Inactive Users to Start Posting:** By sending them promotional emails to post their 1st photo.

- Your Task: Find the users who have never posted a single photo on Instagram

id	username
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

id	username
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

Contest Winner

- **Declaring Contest Winner:** The team started a contest and the user who gets the most likes on a single photo will win the contest now they wish to declare the winner.

- Your Task: Identify the winner of the contest and provide their details to the team

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Hashtag Researching

- **Hashtag Researching:** A partner brand wants to know, which hashtags to use in the post to reach the most people on the platform.

- Your Task: Identify and suggest the top 5 most commonly used hashtags on the platform

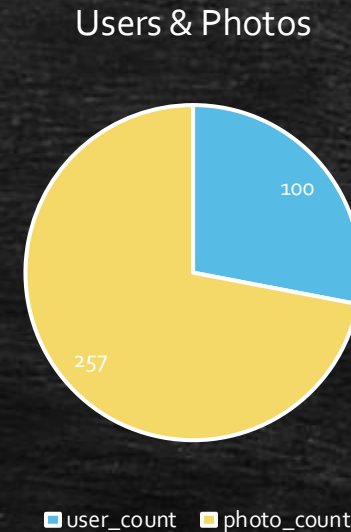| Tag_id	tag_name
21	smile
20	beach
17	party
13	fun
18	concert

Launch AD campign

- **Launch AD Campaign:** The team wants to know, which day would be the best day to launch ADs.

- Your Task: What day of the week do most users register on? Provide insights on when to schedule an ad campaign

count_id	day_registered
16	Thursday
16	Sunday
15	Friday
14	Tuesday
14	Monday
13	Wednesday
12	Saturday

Thursday & Sunday has more activity

User Engagement

- **User Engagement:** Are users still as active and post on Instagram or they are making fewer posts.

- Your Task: Provide how many times does average user posts on Instagram. Also, provide the total number of photos on Instagram/total number of users

Users & Photos

100

257

■ user_count ■ photo_count

- Total no of Users = 100

- Total no of photos posted=257

- Average post by each user is nearly 2-3 posts

Bots & Fake Accounts

- **Bots & Fake Accounts:** The investors want to know if the platform is crowded with fake and dummy accounts.

- Your Task: 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).

id	username
5	Aniya_Hackett
14	Jaclyn81
21	Rocio33
24	Maxwell.Halvorson
36	Ollie_Ledner37
41	Mckenna17
54	Duane60
57	Julien_Schmidt
66	Mike.Auer39
71	Nia_Haag
75	Leslie67
76	Janelle.Nikolaus81
91	Bethany20

Result

- I have no knowledge about Excel prior to this now I know little bit of excel.

- I used to study MYSQL but never implemented this is the first time I gained confidence that am able do tasks with MYSQL

- I am waiting for upcoming projects I hope they are going to me more complex so I can test my limits.

- THANK YOU.