Instagram User Analytics

(SQL Fundamentals)

> Project Description:

This project is about the Instagram user analytics. Analytics means the systematic computational analysis of data or statistics. In this project we do analysis of data of Instagram users. There is various data about users like post, likes, followers etc. Using Instagram user analytics can help to improve the strategies, so engagement on platform will increase.

I will do analysis using various SQL queries. With the help of SQL queries, I am going to find various information like top 5 earliest users, post with maximum likes, etc.

> Approach:

First, I will do schema queries. Schema queries are the queries which create database also insert data in database. After creating database, I will do one by one analysis of given question.

I will focus on to evaluating data and getting more accurate information from the raw data.

> Tech-Stack Used:

MySQL 8.0

Insights:

During this project I worked on different commands of SQL. Also, project helps me to gain more knowledge about SQL doing the hands-on. I used joins, sorting functions, aggregate function etc. to get results.

Result:

A) Marketing:

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

SQL Command:

```
WITH base as

(SELECT

username,

created_at

FROM

ig_clone.users

ORDER BY

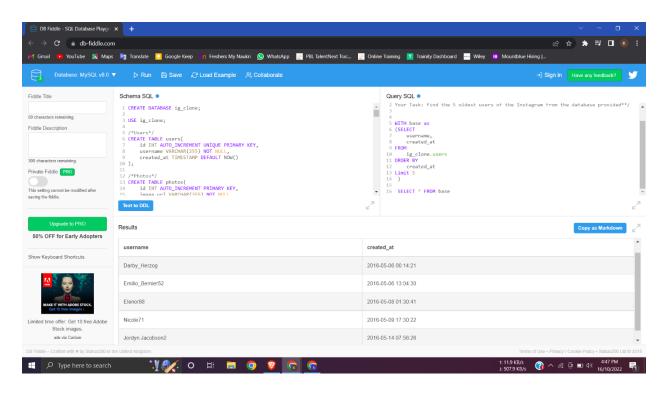
created_at

Limit 5

)

SELECT * FROM base
```

Output:

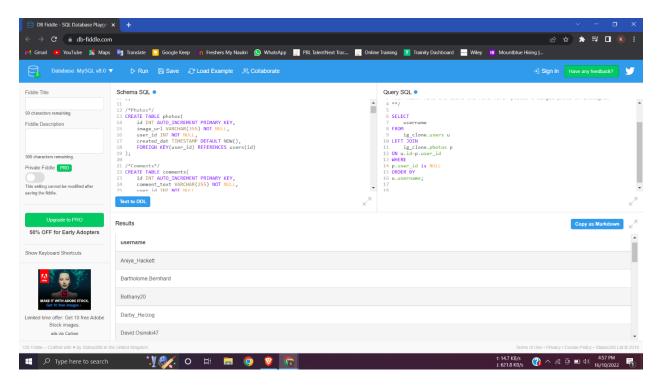


2. Remind Inactive Users to Start Posting: By sending them promotional emails to post their 1st photo.

SQL Command:

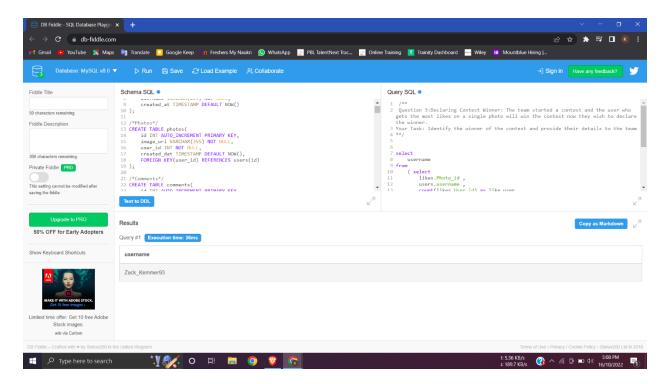
SELECT
username
FROM
ig_clone.users u
LEFT JOIN
ig_clone.photos p
ON u.id = p.user_id
WHERE
p.user_id is NULL
ORDER BY
u.username;

Output:



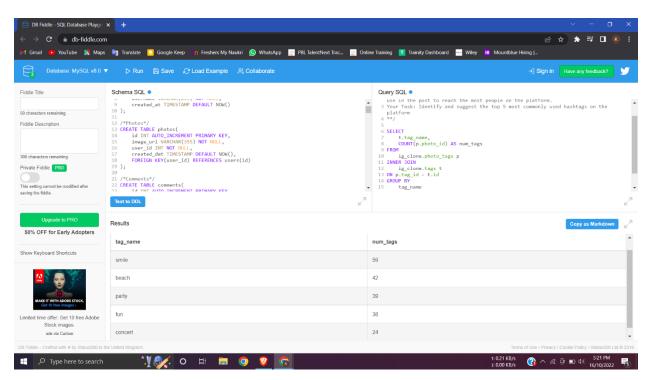
3. Declaring Contest Winner: The team started a contest and the user who gets the most likes on a single photo will win the contest now they wish to declare the winner.

Output:

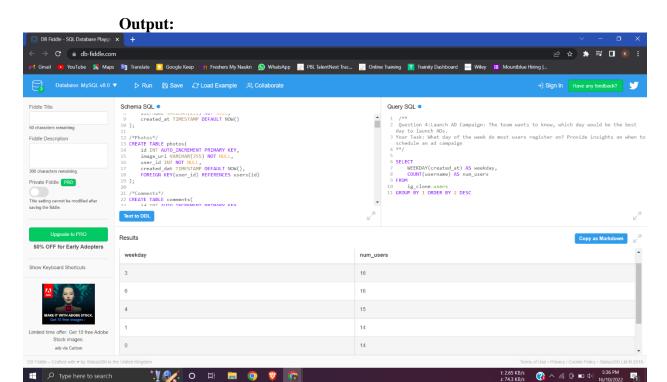


4. Hashtag Researching: A partner brand wants to know, which hashtags to use in the post to reach the most people on the platform.

Output:



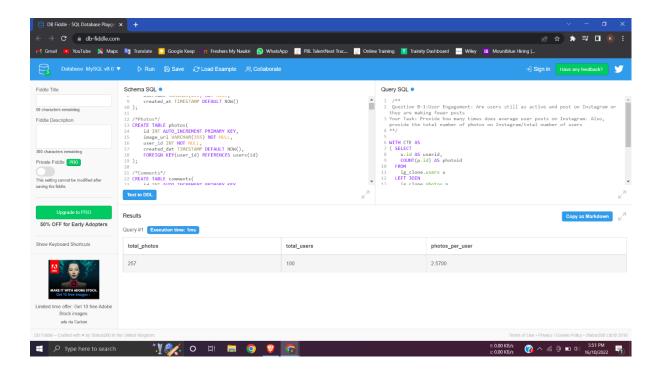
5. Launch AD Campaign: The team wants to know, which day would be the best day to launch ADs.



B) Investor Metrics:

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

Output:



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

