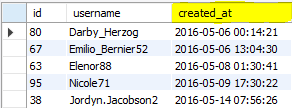


**INSTAGRAM USER ANALYTICS**

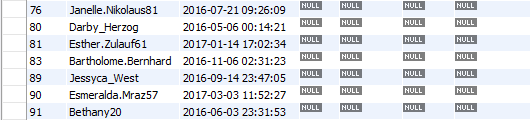
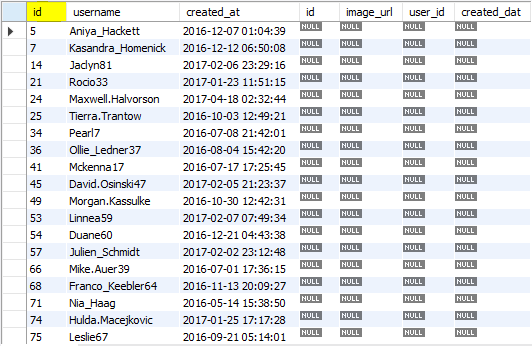
**A)MARKETING**

**1)Rewarding Most Loyal Users**

SELECT \* FROM users ORDER BY created\_at ASC LIMIT 5;



2)**Remind Inactive Users to Start Posting**

SELECT u.\* FROM users u LEFT OUTER JOIN photos p ON u.id=p.user\_id WHERE p.user\_id IS NULL; 

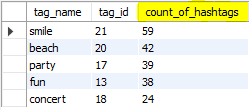
**3)Declaring Contest Winner**

SELECT users.username,users.created\_at,user\_id,photo\_id,count(\*) AS num\_of\_most\_liked FROM likes INNER JOIN users ON users.id=likes.user\_id GROUP BY photo\_id ORDER BY num\_of\_most\_liked DESC LIMIT 1;



**4)Hashtag Researching**

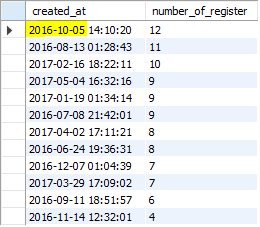
SELECT tags.tag\_name,tag\_id,count(\*) AS count\_of\_hashtags FROM photo\_tags INNER JOIN tags ON tags.id=photo\_tags.tag\_id GROUP BY tag\_id ORDER BY count\_of\_hashtags DESC LIMIT 5;



**5)Launch AD Campaign**

SELECT created\_at,count(id) AS number\_of\_register FROM users GROUP BY MONTH(created\_at) ORDER BY number\_of\_register DESC;

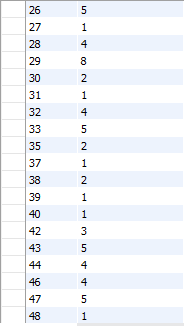
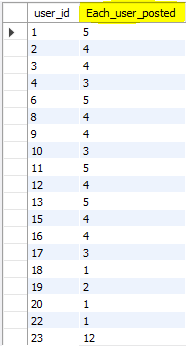
**NOTE:The highlighted day is the most registered day by the users, so the best day to schedule the ad campaign is 2016-10-05.**

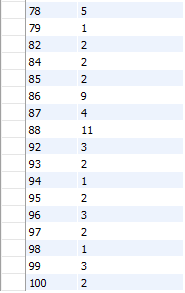
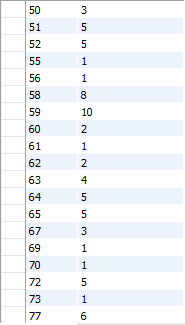


**B)INVESTOR METRICS**

**1)User Engagement**

SELECT DISTINCT user\_id,count(id) AS Each\_user\_posted FROM photos WHERE created\_dat<date\_sub(now(),INTERVAL -12 MONTH) GROUP BY user\_id;





SELECT count(id) / count(DISTINCT user\_id) AS Average\_photos\_posted\_by\_user FROM photos;



**2)Bots & Fake Accounts**

SELECT user\_id,photo\_id,count(user\_id) AS tot\_likes FROM likes GROUP BY user\_id ORDER BY tot\_likes desc;

