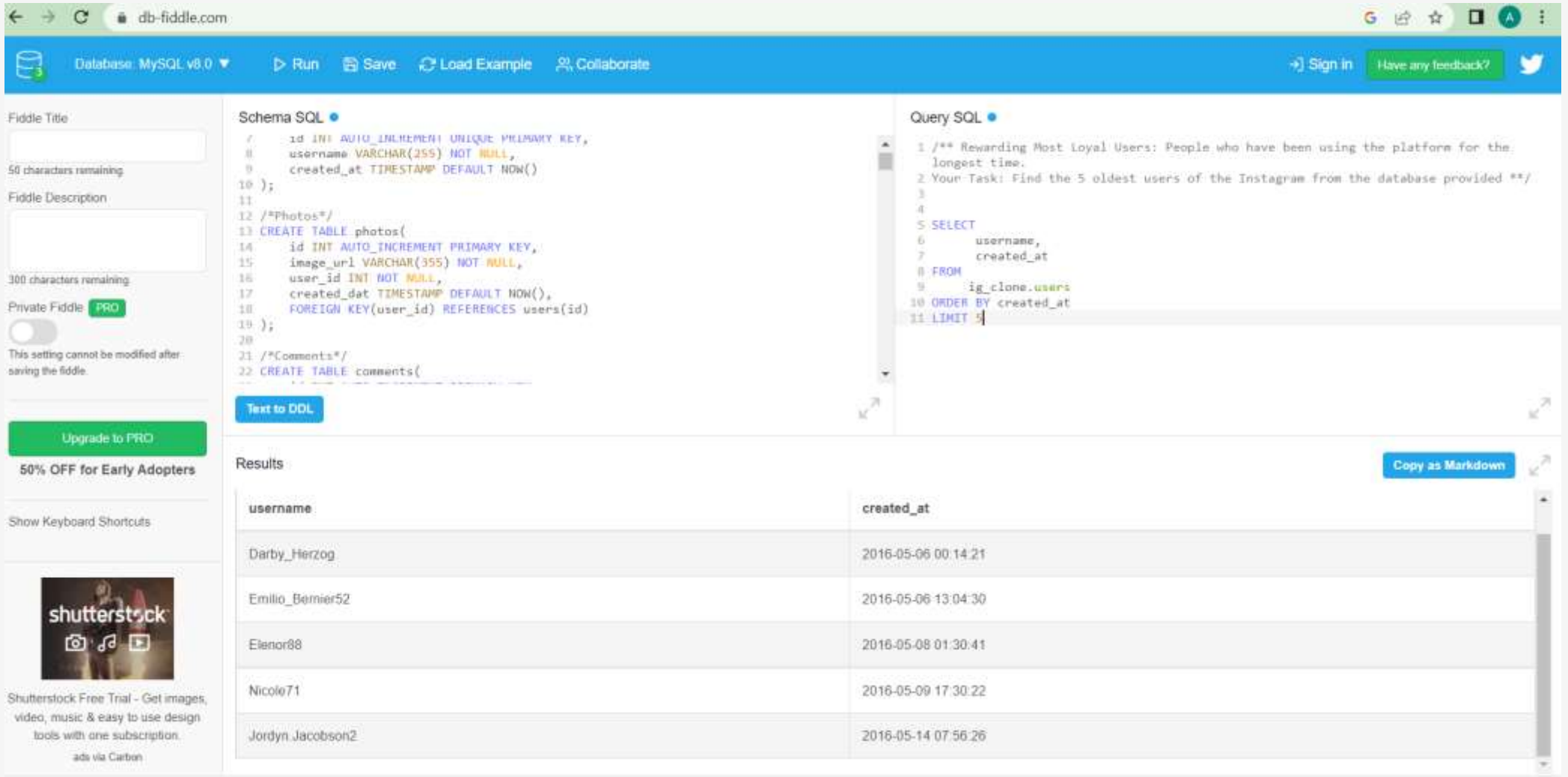
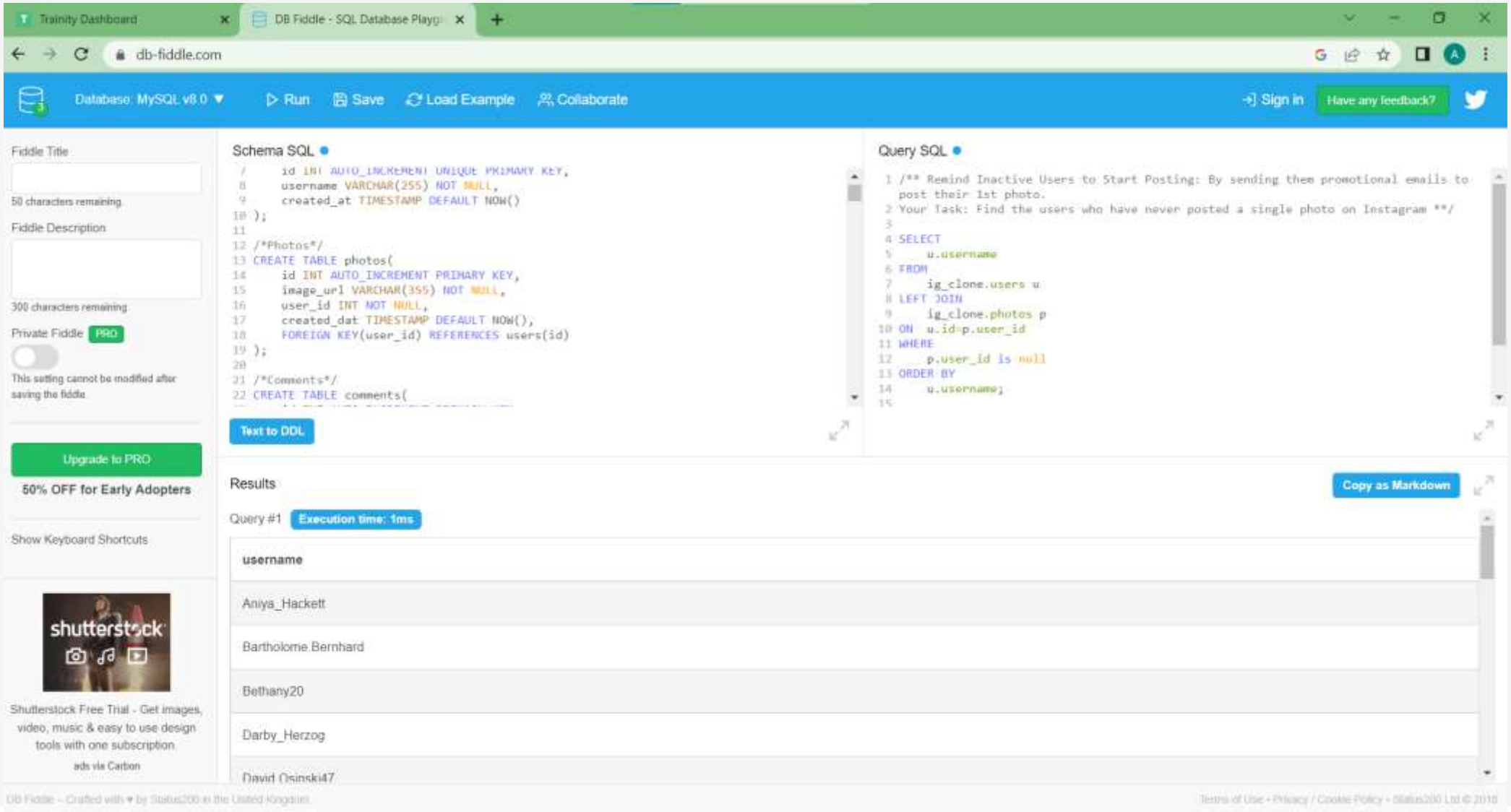
# INSTAGRAM USERS ANALYTICS.

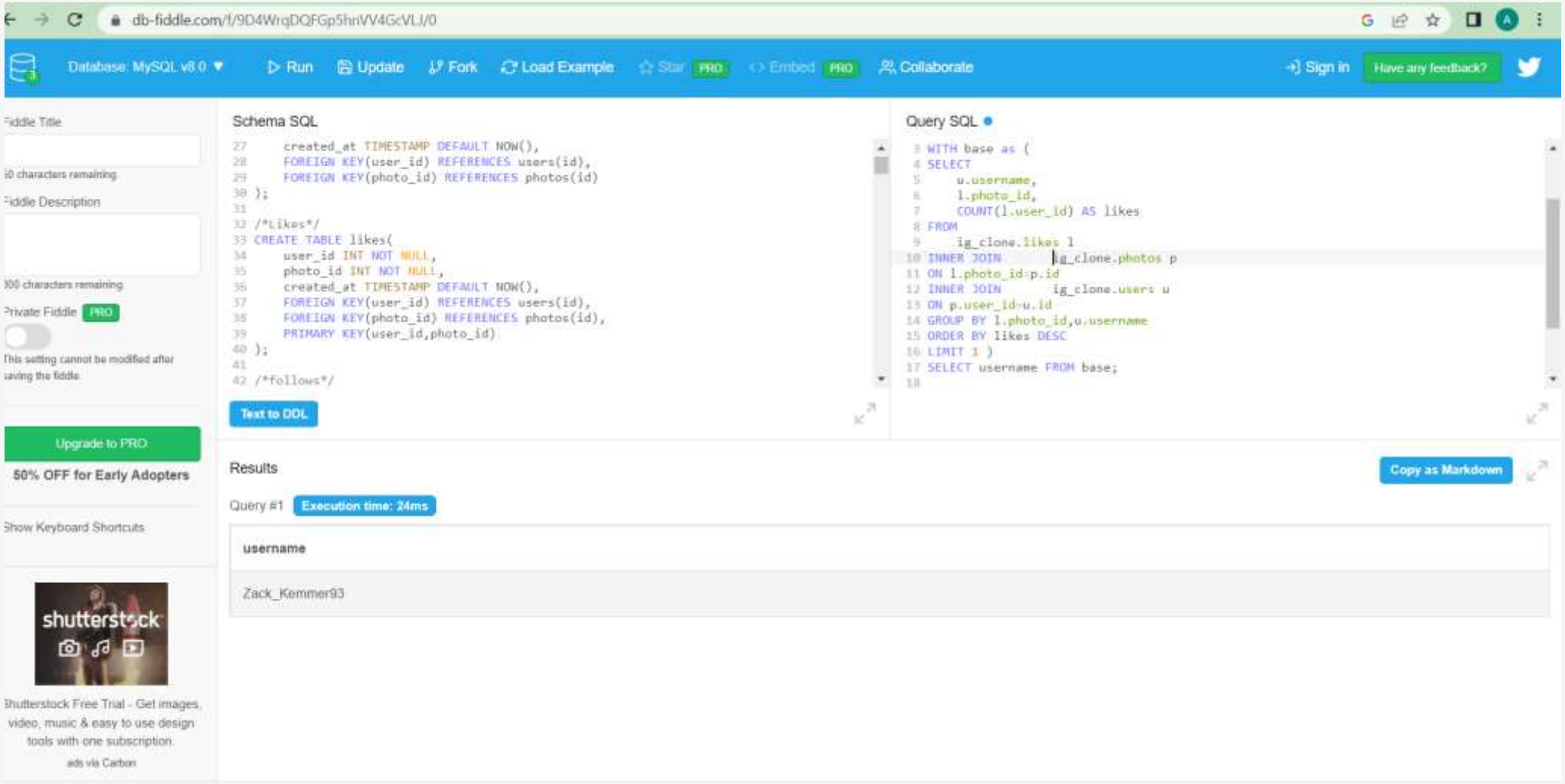
## 1.Rewarding Most Loyal Users: People who have been using the platform for the longest time.
## Your Task: Find the 5 oldest users of the Instagram from the database provided



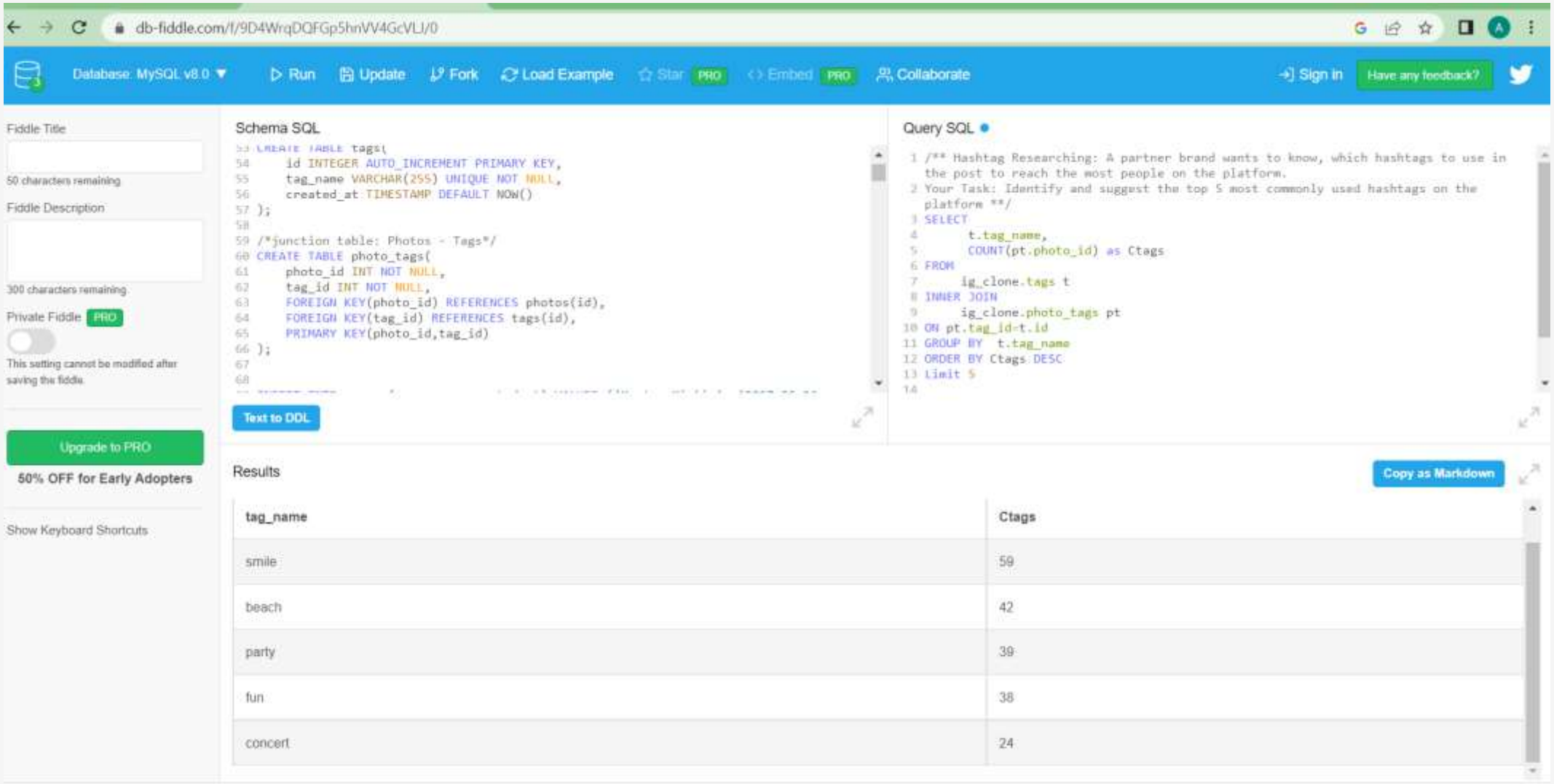
## 2.Remind Inactive Users to Start Posting: By sending them promotional emails to post their 1st photo.
Your Task: Find the users who have never posted a single photo on Instagram



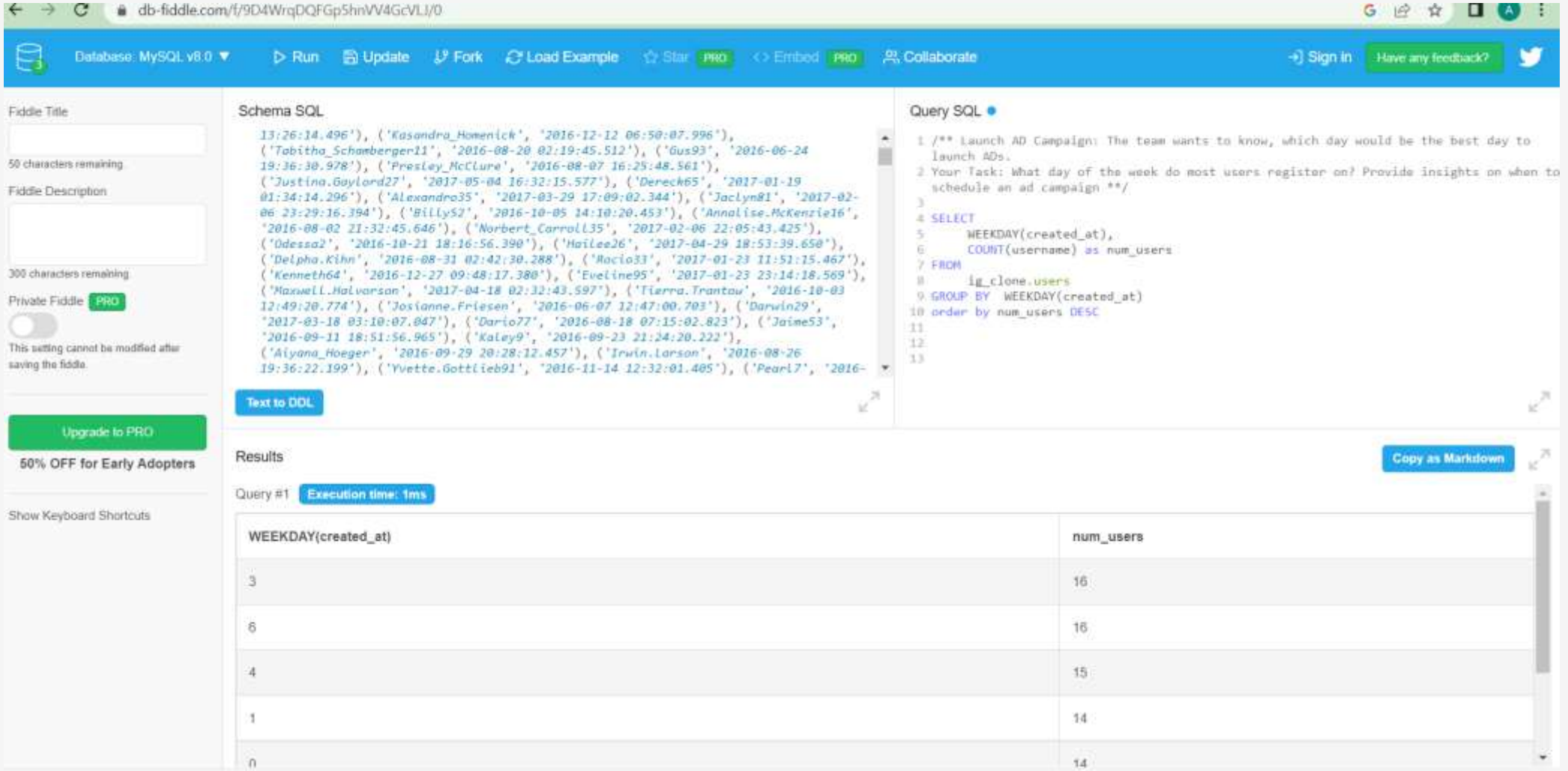
**3.Declaring Contest Winner:** The team started a contest and the user who gets the most likes on a single photo will win the contest now they wish to declare the winner.
Your Task: Identify the winner of the contest and provide their details to the team



**4.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



**5.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
Answer:- HERE, days count start from Monday-0, Tuesday-1,.....,Sunday-6 . Hence,Thursday and Sunday are good for ad campaign.



## **B1.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

Schema SQL

```
14), (111, 16), (112, 21), (112, 9), (112, 20), (116, 7), (117, 21), (118, 20),
(118, 4), (118, 1), (120, 21), (120, 19), (120, 17), (121, 21), (121, 13), (121,
11), (121, 12), (122, 15), (123, 17), (123, 14), (123, 15), (124, 15), (124, 16),
(124, 17), (125, 11), (125, 12), (126, 2), (126, 3), (126, 4), (127, 21), (131, 5),
(132, 19), (132, 17), (132, 13), (132, 18), (132, 21), (133, 15), (133, 17), (133,
16), (133, 14), (134, 21), (134, 11), (134, 12), (134, 13), (135, 17), (136, 8),
(136, 9), (136, 21), (136, 20), (136, 10), (137, 11), (137, 13), (137, 21), (137,
12), (138, 9), (138, 20), (138, 10), (139, 5), (140, 11), (140, 12), (141, 17),
(142, 21), (142, 20), (145, 18), (145, 13), (145, 19), (145, 17), (145, 21), (147,
5), (148, 11), (149, 20), (149, 4), (149, 1), (149, 2), (152, 16), (152, 17), (152,
15), (152, 14), (153, 15), (153, 16), (153, 17), (153, 14), (154, 21), (155, 10),
(155, 21), (155, 20), (155, 9), (155, 8), (156, 6), (156, 5), (157, 13), (157, 11),
(157, 12), (157, 21), (158, 15), (159, 5), (160, 5), (161, 11), (162, 15), (162,
14), (162, 17), (163, 21), (163, 13), (163, 19), (166, 13), (166, 17), (168, 6),
(168, 5), (169, 12), (171, 10), (171, 21), (171, 9), (171, 8), (171, 20), (172,
15), (172, 16), (172, 14), (173, 16), (173, 15), (173, 17), (174, 5), (175, 17),
```

Text to DDL

Query SQL

```
4      SUM(photosid)/COUNT(usersid) as photos_per_user
5  FROM
6  (
7   SELECT
8        u.id AS usersid,
9        COUNT(p.id) AS photosid
10  FROM
11  ig_clone.users u
12  LEFT JOIN
13      ig_clone.photos p
14 ON u.id=p.user_id
15  GROUP BY u.id
16  )
17   base
18  WHERE photosid > 0
19
```

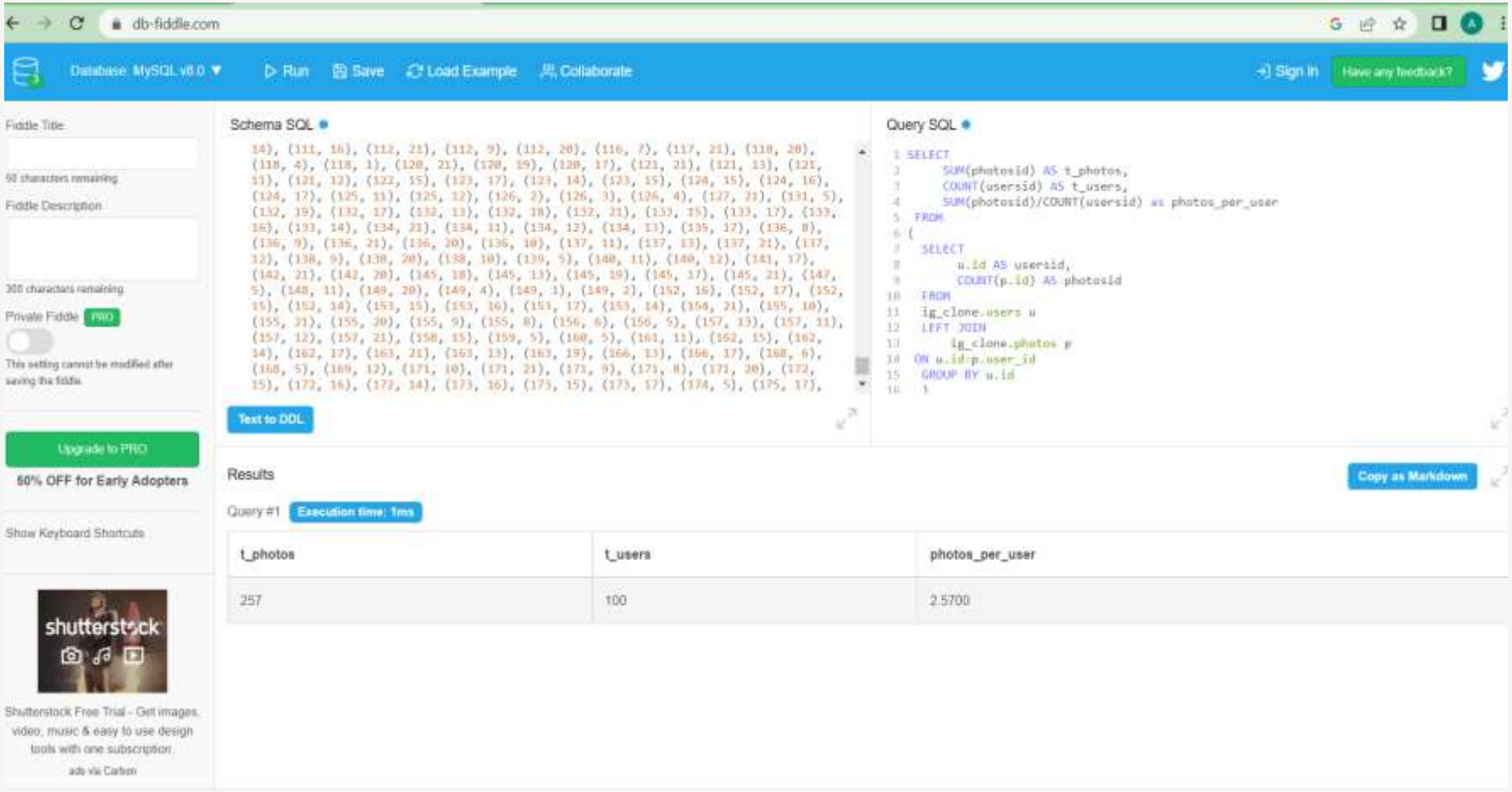
Results

Copy as Markdown

Query #1 Execution time: 1ms

| t_photos | t_users | photos_per_user |
|---|---|---|
| 257 | 74 | 3.4730 |

**B1.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



**B2.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)