Project -2

Instagram user analytics

# Project description:

This project involves analyzing user interaction and engagement with the instagram app to provide valuable insights that can help the business grow.

# Approach:

This project is done by using “MySQL Workbench” to analyse instagram user data .With the help of code it is easier to answer the questions posed by management team.

# Tech-stark used:

In this project I used MySQL workbench because we can easily import data from various source and it is all-in-one tool for both database management and data analysis, allowing working efficiently and intuitively with MySQL database.

# Insights:

I learned how to work on a real-time project and it enhanced my knowledge and insight into the code.

## DESCRIPITION ABOUT THE PROJECT:

### Marketing Analysis:

#### Loyal User Reward:

##### Task: Identify the five oldest users on instagram from the provide database.

###### Code:

**SELECT \* FROM users**

**ORDER BY created\_at**

**LIMIT 5;**

###### Table:

Id user name 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 |

#### Inactive User Engagement:

##### Task: Identify users who have never posted a single photo on instagram

###### Code:

###### **#2 inactive user engagement**

###### **SELECT username**

###### **FROM users**

###### **LEFT JOIN photos**

###### **ON users.id=photos.user\_id**

###### **WHERE photos.id IS NULL;**

###### Table:

User name

|  |
| --- |
| Aniya\_Hackett |
| Kasandra\_Homenick |
| Jaclyn81 |
| Rocio33 |
| Maxwell.Halvorson |
| Tierra.Trantow |
| Pearl7 |
| Ollie\_Ledner37 |
| Mckenna17 |
| David.Osinski47 |
| Morgan.Kassulke |
| Linnea59 |
| Duane60 |
| Julien\_Schmidt |
| Mike.Auer39 |
| Franco\_Keebler64 |
| Nia\_Haag |
| Hulda.Macejkovic |
| Leslie67 |
| Janelle.Nikolaus81 |
| Darby\_Herzog |
| Esther.Zulauf61 |
| Bartholome.Bernhard |
| Jessyca\_West |
| Esmeralda.Mraz57 |
| Bethany20 3. Contest Winner Declaration:Task: Determine the winner of the contest and provide their details to the team.Code: #3.contest winner  **SELECT**  **username, photos.id, photos.image\_url, count(likes.user\_id) AS total**  **FROM photos**  **INNER JOIN likes**  **ON likes.photo\_id = photos.id**  **INNER JOIN users**  **ON photos.user\_id = users.id**  **GROUP BY photos.id**  **ORDER BY total DESC**  **LIMIT 1;**   |  | | --- | |  |  Table:    |  |  |  |  | | --- | --- | --- | --- | | User name | id | image\_url | Total | | Zack\_Kemmer93 | 145 | https://jarret.name | 48 |  4. Hashtag Research:Task: Identify and suggest the top five most commonly used hashtags on the platform.Code: #4 hashtag research  **SELECT**  **tags.tag\_name,**  **COUNT(\*) AS total**  **FROM photo\_tags**  **JOIN tags**  **ON photo\_tags.tag\_id=tags.id**  **GROUP BY tags.id**  **ORDER BY total DESC**  **LIMIT 5;** Table:  |  |  | | --- | --- | | Tag\_name | total | | Smile | 59 | | Beach | 42 | | Party | 39 | | Fun | 38 | | concert | 24 |  5 .Ad Campaign Launch:Task: determine the day of the week when most users register on instagram.Code: #5 Ad Campaign Launch  **SELECT**  **DAYNAME(created\_at) AS day , COUNT(\*) as total**  **FROM users**  **GROUP BY day**  **ORDER BY total DES**C  LIMIT 2; Table:  |  |  | | --- | --- | | day | total | | Thursday | 16 | | Sunday | 16 |   According to the data it is best to schedule an ad campaign on Sunday because it is weekend day and most users are register on this day. B) Investor Metrics:1. User Engagement:Task: 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.Code:#1 USER ENGAGEMENT**SELECT****(SELECT COUNT (\*) FROM photos)/(SELECT COUNT(\*) FROM users) AS avg;**Table: Avg  2.5700 2. Bots and Fake Accounts:Task: Identify users who have liked every single photo on the site , as this is not typically possible for a normal user.Code:#2 FAKE ACCOUNT**SELECT user\_id, COUNT(\*) as num\_likes****FROM likes****GROUP BY user\_id****HAVING num\_likes = (SELECT COUNT (\*) FROM photos);****SELECT u.username, count (\*) as num\_likes****FROM users u** **JOIN likes l ON u.id = l.user\_id****GROUP BY u.id****HAVING num\_likes = (SELECT COUNT (\*) FROM photos);**Table: User name num\_likes   |  |  | | --- | --- | | Aniya\_Hackett | 257 | | Jaclyn81 | 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 | | Result: This project helped me gain more insight into the data and provided valuable information about the users. It helped me fetch all kinds of information in the easiest way. This project helped to rapidly gather data and utilize it for the growth of the product. |  | |

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