Instagram
User Analytics

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Brief about Instagram
User Analytics

Instagram user Analytics project making me understand the real meaning of the business where team work from company as well as Investors is helping company to grow and identify the insights.

I have performed various SQL operations to meet the company and investors requiremnets being as a data analyst i have tested various funtions.

While doing analysis for the various insights I have talked with the data and the requirements of the managers and Investors.

Data driven insights are possible when we have cleaned data with us , if not then we have to clean the data first and we have to use the various systems to achieve the same.

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My approach for the Instagram
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My way of approach is very simple towards this project, being as a data analyst I have understand the requirements of the various departments along with the requirements of the investors then I have understand the dataset to analyse the insights as per the requirements from the investors and managers.

I have performed various functionality in SQL to derive the insights as per the requirements using SQL workbench.

By doing this project I have understand the importance of SQL in data analysis.

My approach was to understand the data and the requirements first then thinking for the soluntions using various commands and functionality for more efficient insights.

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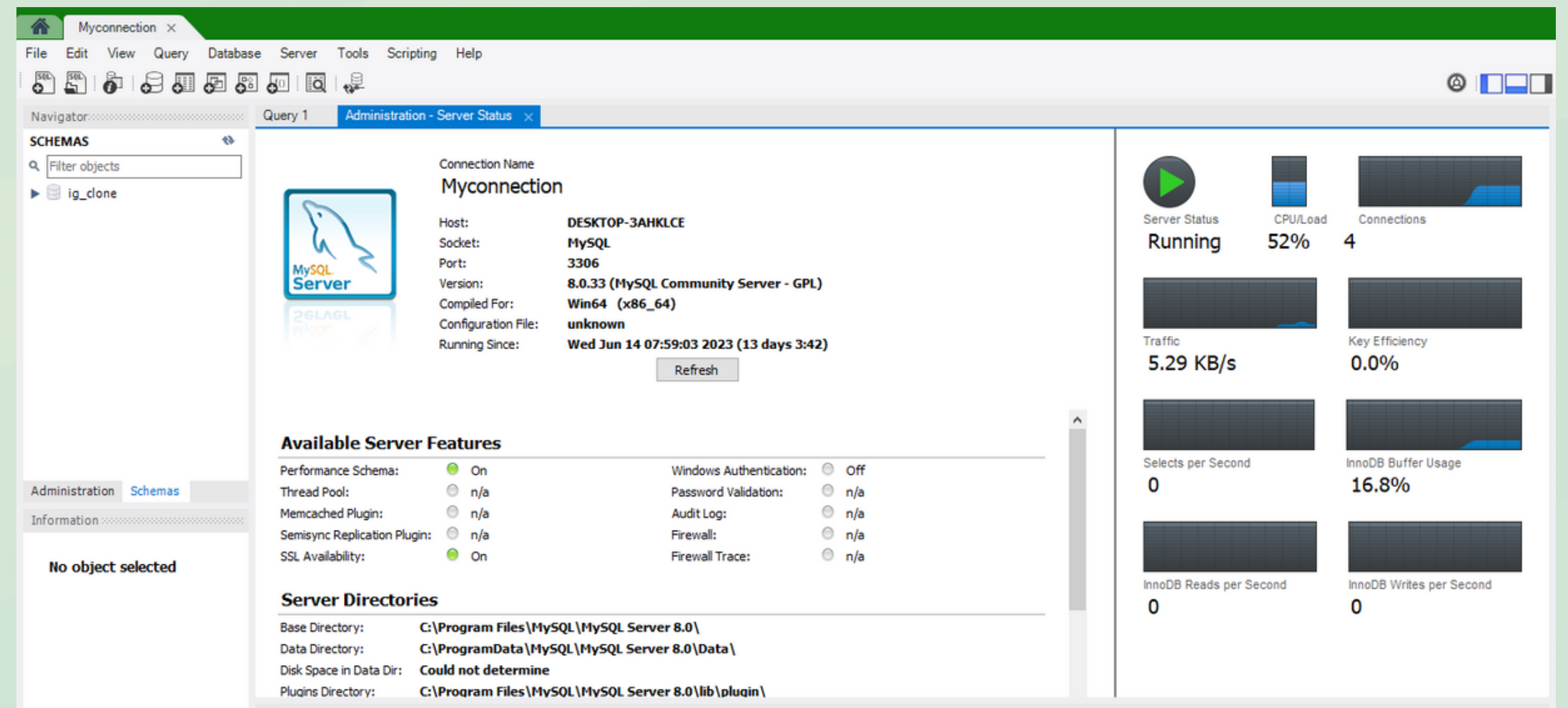DATA ANALYST TRAINEE AT TRAINITY
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Tech-stack used for the Instagram
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I have used SQL workbench to execute the commands and fucntions to understand the real time execution and side by side result of the project as per the requirement.
The version and specification is mentioned in the attached photograph.

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Insights for the Instagram
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- I have got the various insights while doing this project using the provided dataset.
- I have got to know how the platform is taking registrations of the users and targeting them to use the platform on regular basis and for the same the platform is conducting various rewarding activities to motivate the users.
- I got the inshight that how bots used to like all the posts from the users and how we can reduce the same.
- It's giving insights that how users are watching posts with various hashtags and how the companies use those hashtags techniques to run the particular campaign.
- We can personalise the post to the particular users for the better interest.

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Outcomes from the Instagram
User Analytics as learning

- The best way to get hands on practice with the commands is do this project where i have experienced the use of various commands, clauses and functions like joins.
- Critical thinking to get the insight from the data as per the clients requirements.
- Most of the time was invested in the making strategy and rest of the time was utilised to generating the insights and this was possible because of clear understanding of the data and the requirements.
- Data analysis is essential part for any organisation to move in the guided growth of the business.
- This project will be utilised as my portfolio from now onwards.

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Thank You

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