

## *PROJECT DESCRIPTION*

**This project helps to find various insights from dataset on Instagram and answering various questions using the database management tools which helps to grow the platform**

# *APPROACH*

The approach for this project was to collect and analyze data from various sources to gain insights into user behavior on Instagram.

I Have executed the project with the help of MYSQL Programming language which i apply it on given INSTAGRAM DATASETS to find answers to many questions such as

Find the 5 oldest users of the Instagram from the database provided

Find the users who have never posted a single photo on Instagram

Identify the winner of the contest and provide their details to the team

Identify and suggest the top 5 most commonly used hashtags on the platform

What day of the week do most users register on? Provide insights on when to schedule an ad campaign

Provide how many times does average user posts on Instagram. Also, provide the total number of photos on Instagram/total number of users

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)

## *TECH STACK USED*

1)MY SQL WORKBENCH 8.0 CE -

We use MySQL Workbench because of GUI of this tool which is easy to use,also this tool genrates query outputs very fast.

2)Instagram dataset

We use instagram dataset to create database which contains various table so we can do our analysis on them

# INSIGHTS

A) Marketing: The marketing team wants to launch some campaigns, and they need your help with the following

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

id	username	created_at
80	Darby_Hel	06-05-2016 00:14
67	Emilio_Ber	06-05-2016 13:04
63	Elenor88	08-05-2016 01:30
95	Nicole71	09-05-2016 17:30
38	Jordyn.Jac	14-05-2016 07:56

THIS ARE 5 OLDEST USERS OF INSTAGRAM FROM THE DATABASE PROVIDED

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

	A	B	C
1	username		
2	Aniya_Hackett		
3	Bartholome.Bernhard		
4	Bethany20		
5	Darby_Herzog		
6	David.Osinski47		
7	Duane60		
8	Esmeralda.Mraz57		
9	Esther.Zulauf61		
10	Franco_Keebler64		
11	Hulda.Macejkovic		
12	Jaclyn81		
13	Janelle.Nikolaus81		
14	Jessyca_West		
15	Julien_Schmidt		
16	Kasandra_Homenick		
17	Leslie67		
18	Linnea59		
19	Maxwell.Halvorson		
20	Mckenna17		
21	Mike.Auer39		
22	Morgan.Kassulke		
23	Nia_Haag		
24	Ollie_Ledner37		
25	Pearl7		
26	Rocio33		
27	Tierra.Trantow		

This are 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 contest now they wish to declare the winner.

	A	B	C	D
1	username	id	image_url	total
2	Zack_Kemmer93	145	https://jarret.name	48

THIS USERNAME IS THE WINNER OF THE CONTEST

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

	A	B
1	tag_name	total
2	smile	59
3	beach	42
4	party	39
5	fun	38
6	concert	24

THIS ARE THE 5 COMMONLY USED HASHTAGS ON INSTAGRAM

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

	A	B
1	day	total
2	Thursday	16
3	Sunday	16

THIS ARE DAYS OF WEEKS WHEN MOST USERS REGISTER ON INSTAGRAM



**B) Investor Metrics:** Our investors want to know if Instagram is performing well and is not becoming redundant like Facebook, they want to assess the app on the following grounds

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

	A
1	avg
2	2.57

THIS ARE AVERAGE OF USER POST ON INSTAGRAM

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

	A	B
1	username	num_likes
2	Aniya_Hac	257
3	Bethany20	257
4	Duane60	257
5	Jaclyn81	257
6	Janelle.Nik	257
7	Julien_Sch	257
8	Leslie67	257
9	Maxwell.H	257
10	Mckenna1	257
11	Mike.Auer	257
12	Nia_Haag	257
13	Ollie_Ledr	257
14	Rocio33	257

THIS ARE FAKE USERS OR BOTS ACCOUNTS WHICH LIKES EVERY SINGLE PHOTOS ON INSTAGRAM

# *RESULTS*

**While making this project we have help product manager to grow platform by giving them various insights about the product.**