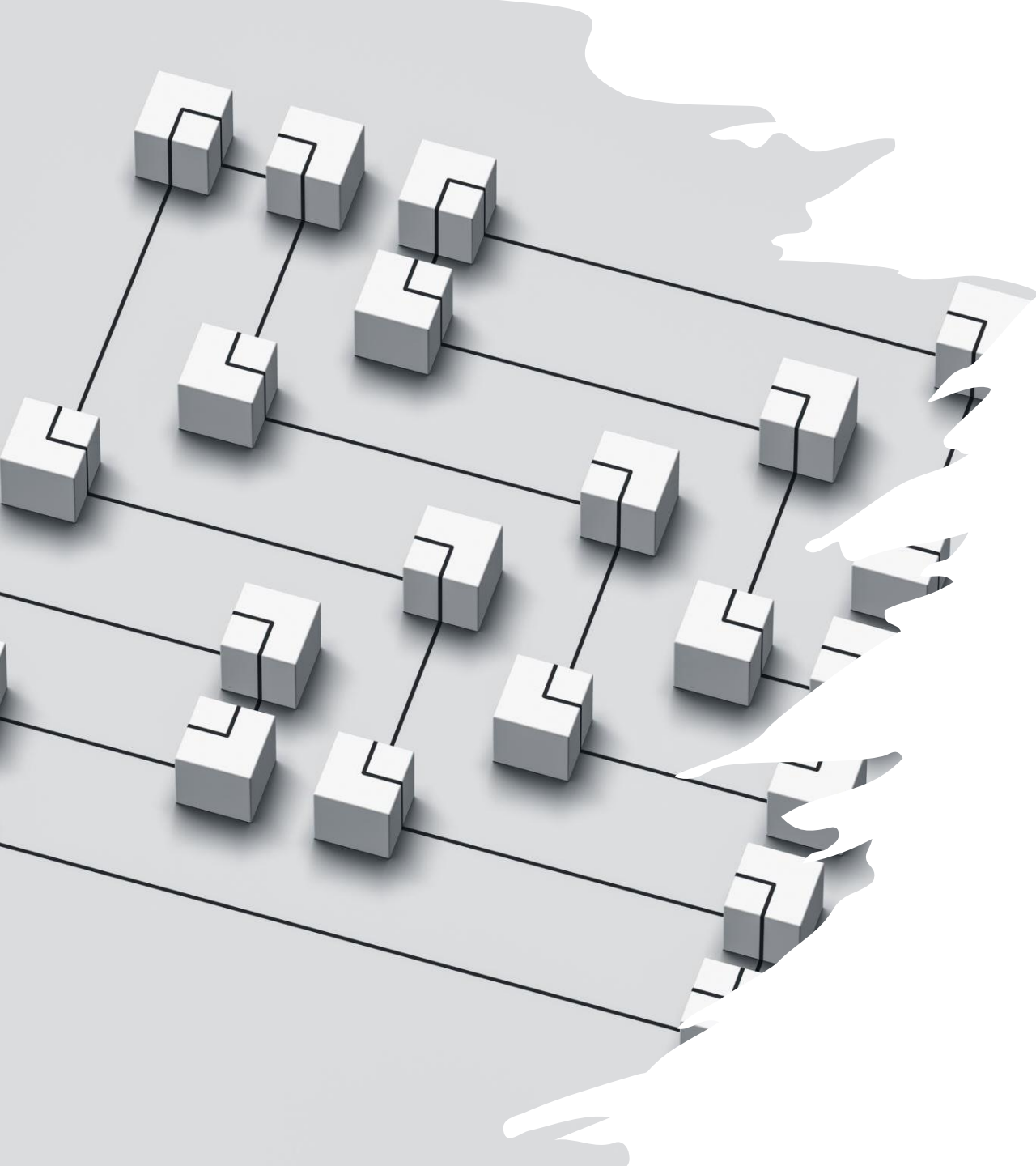


Instagram User Analytics

Overview

The goal of the project is to extract valuable insights by analyzing user interactions and engagement with the Instagram app to facilitate informed decision and business growth.

We will leverage MySQL Workbench to gain insights from the data that can be deemed valuable for marketing, product & development teams within the organization.



Our Approach

We leverage MySQL workbench to answer the queries and extract relevant information from the data. Firstly, we formulated the queries and executed them using MySQL Workbench by using multiple statements and retrieved the necessary information. Secondly, we analyzed the data to derive insights and summarized our findings to facilitate data comprehension.

- This helped our teams in making informed decisions.

Technology Stack Used

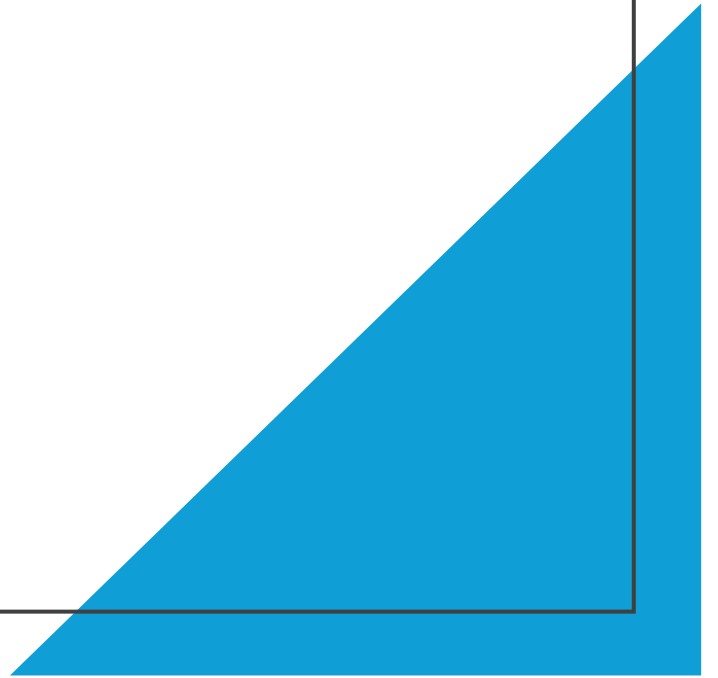
MySQL Workbench

MySQL Workbench is a powerful tool which offers a user-friendly interface to write queries, execute them and visualize the results. MySQL helped us organize and understand the data better.

Insights

We completed all the tasks for Marketing Analysis and Investor Metrics by running queries in MySQL Workbench.

The insights gained are shown in the following slides.



Marketing Analysis

1. Loyal User Reward: The marketing team wants to reward the most loyal users, i.e., those who have been using the platform for the longest time.

Your Task: Identify the five oldest users on Instagram from the provided database.



Instagram's Five Oldest Users

- Darby_Herzog
- Emilio_Bernier52
- Elenor88
- Nicole71
- Jordyn.Jacobson2





Marketing Analysis

2. Inactive User Engagement: The team wants to encourage inactive users to start posting by sending them promotional emails.
Your Task: Identify users who have never posted a single photo on Instagram.

Inactive Users

Aniya_Hackett

Kassandra_Homenick

Jadyn81

Rocio33

Maxwell.Halvorson

Tierra.Trantow

Pearl17

Ollie_Ledner37

Mckenna17

Bartholome.Bernhard

David.Osinski47

Esmeralda.Mraz57

Linnea59

Duane60

Mike.Auer39

Franco_Keebler64

Nia_Haag

Hulda_Macejkovic

Leslie67

Janelle.Nikolaus81

Darby_Herzog

Esther.Zulauf61

Jessyca_West

Bethany20

Mogan_Kassulke





Marketing Analysis

3. Contest Winner Declaration: The team has organized a contest where the user with the most likes on a single photo wins.
Your Task: Determine the winner of the contest and provide their details to the team.

Contest Winner Declaration

User_id	Photo_id	Username	Most_likes
52	145	Zack_kemmer93	48





Marketing Analysis

4. Hashtag Research: A partner brand wants to know the most popular hashtags to use in their posts to reach the most people.
Your Task: Identify and suggest the top five most commonly used hashtags on the platform.

Most Popular Hashtag

Tag_Name	Most_Popular
• #Smile	59
• #Beach	42
• #Party	39
• #Fun	38
• #Concert	24





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Marketing Analysis

5. Ad Campaign Launch: The team wants to know the best day of the week to launch ads. Your Task: Determine the day of the week when most users register on Instagram. Provide insights on when to schedule an ad campaign.



Best day of the week to Launch Ad

Day	Registration Count
Thursday	16
Sunday	16





Investor Metrics

1. User Engagement: Investors want to know if users are still active and posting on Instagram or if they are making fewer posts.

Your 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.

User Engagement

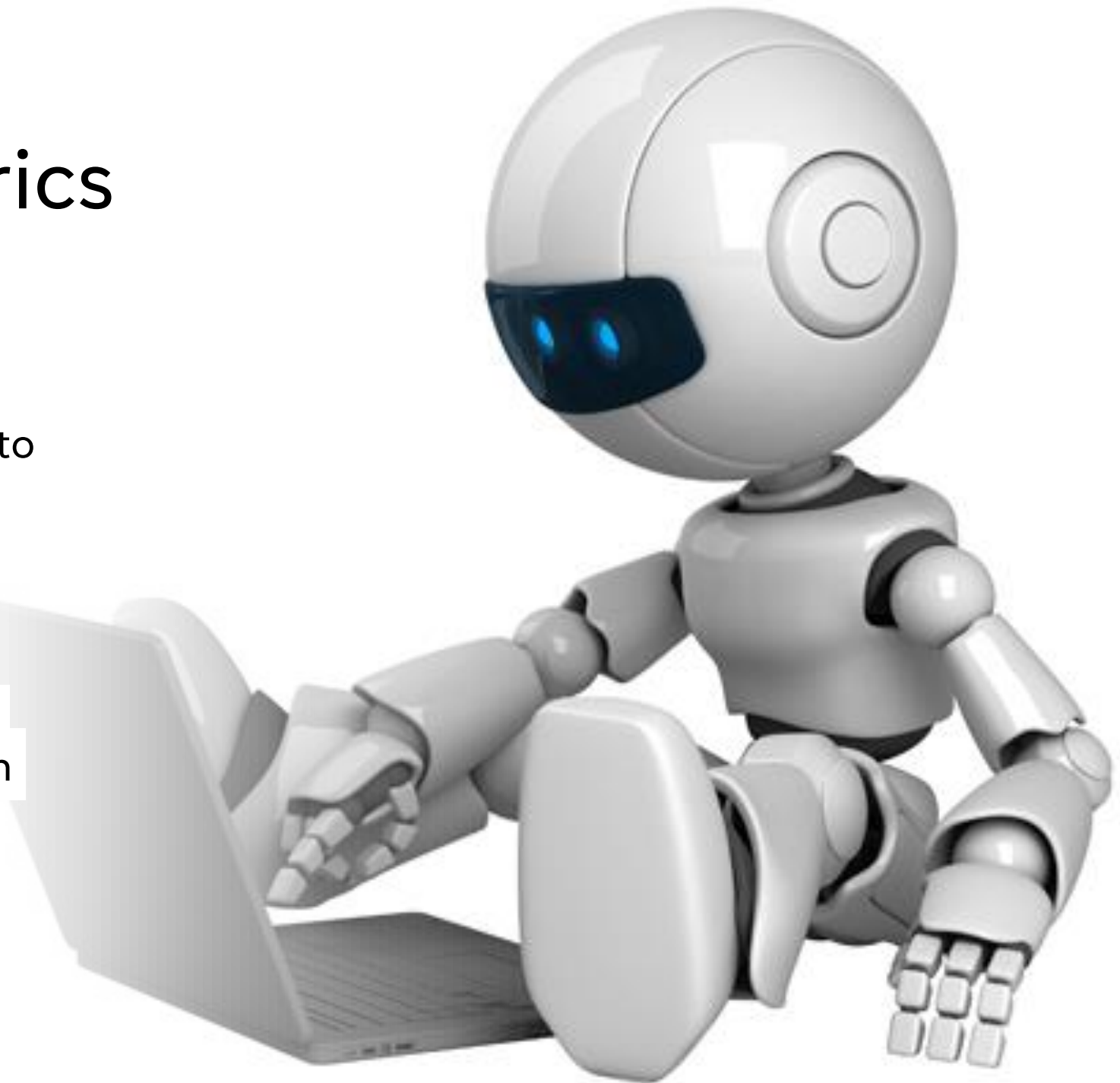
- Average Posts per User
3,4730
- Total number of Photos per User
2,5700

Investor Metrics

2. Bots & Fake

Accounts: Investors want to know if the platform is crowded with fake and dummy accounts.

Your Task: Identify users (potential bots) who have liked every single photo on the site, as this is not typically possible for a normal user.



Bots

Aniya_Hackett

Jadyn81

Rocio33

Maxwell.Halvorson

Ollie_Ledner37

Mckenna17

Duane60

Julien_Schmidt

Mike.Auer39

Nia_Haag

Leslie67

Janelle.Nikolaus81

Bethany20

Result

Achievements & Benefits

Milestone: Understanding data analysis and its application in real-world scenario.

Importance of Data: it helped me understand the importance of data-driven decision making by uncovering insights like identifying most loyal customers and so on which can shape organization strategies.

Aid promotional efforts: The analysis not only benefits the internal teams but also provides solid insights to tailor stakeholders' promotion efforts for future growth.

