

Project name:- Instagram User analytics

Description:- analysing the data to form which will be useful for performing further tasks.

Approach:- Using command to perform data filtering

Techstack used:- Mysql

Insights:-

- 1. Using commands such as where,join,count,dayname**
- 2. Filtering data**
- 3. Use of known commands**

Result:-

- 1. Most loyal users(top 5)**
 - 1. Darby_Herzog**
 - 2.Emilio_Bernier52**
 - 3.Elenor88**
 - 4.Nicole71**
 - 5.Jordyn.Jacobson2**
- 2. In-active Users:- *List in the screenshot of the query***
- 3. Contest winner:-id(65),Jayson65**

4. Top 5 commonly used tags:-

- 1. Smile**
- 2. Beach**
- 3. Party**
- 4. Fun**
- 5. food**

5. Busy day of the week:- Thursday and Sunday

6. Number of posts made by an average user:-

2.57 or rounding off 3 posts per user

Totalpics = 257

Totalusers = 100

7. List of bot accounts :- *List in the screenshot of the query*

Queries:-

1. Most loyal

The screenshot shows MySQL Workbench with a query executed on the 'ig_clone' database. The query is:

```
1 SELECT * FROM ig_clone.users
2 order by created_at asc
3 limit 5;
```

The result grid shows the following data:

id	username	created_at
80	Darby_Herzog	2016-05-06 00:14:21
67	Enilo_BernerS2	2016-05-06 13:04:30
63	Elenor88	2016-05-08 01:30:41
95	Nicole71	2016-05-09 17:30:22
58	Jordyn_Jacobson2	2016-05-14 07:36:26

The output pane shows the execution log with the following actions:

#	Time	Action	Message	Duration / Fetch
85	21:30:29	SELECT * FROM ig_clone.photos LIMIT 0, 1000	257 row(s) returned	0.000 sec / 0.000 sec
86	21:31:30	use ig_clone	0 row(s) affected	0.000 sec
87	21:31:30	SELECT users.username , photos.id , photos.image_url , photos.created_at , count(*) as mostlikes FROM likes j...	Error Code: 1054. Unknown column 'photos.created_at' in field list	0.000 sec
88	21:31:49	SELECT * FROM ig_clone.photos LIMIT 0, 1000	257 row(s) returned	0.000 sec / 0.000 sec
89	21:31:58	use ig_clone	0 row(s) affected	0.000 sec
90	21:31:58	SELECT users.username , photos.id , photos.image_url , photos.created_at , count(*) as mostlikes FROM likes...	10 row(s) returned	0.000 sec / 0.016 sec

2. Inactive users

The screenshot shows MySQL Workbench with a query executed on the 'ig_clone' database. The query is:

```
1 SELECT * FROM ig_clone.users left join photos
2 on users.id = photos.user_id
3 where user_id is NULL;
```

The result grid shows the following data:

id	username	created_at	id	image_url	user_id	created_at
5	Aniya_hadnett	2016-12-07 01:04:39				
7	Kassandra_Homenick	2016-12-12 06:50:08				
14	Jadyn81	2017-02-06 23:29:16				
21	Rocio33	2017-01-23 11:51:15				
24	Maxwell_Halvorson	2017-04-18 02:32:44				
25	Tierra_Tranzow	2016-10-03 12:49:21				
34	Pearl7	2016-07-08 21:42:01				
36	Olivia_Ledner37	2016-08-04 15:40:20				
41	Mckenna17	2016-07-17 17:25:45				
45	David_Osinski47	2017-02-05 21:23:37				
49	Morgan_Kassulie	2016-10-30 12:42:31				

The output pane shows the execution log with the following actions:

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3. Contest winner

The screenshot shows the MySQL Workbench interface with a query titled 'most likes'. The query is as follows:

```
1 use ig_clone;
2 SELECT users.username, photos.id, photos.image_url, photos.created_at, count(*) as mostlikes
3 FROM likes
4 join users on users.id = likes.photo_id
5 join photos on photos.id = likes.photo_id
6 group by photo_id
7 order by mostlikes desc
```

The 'Result Grid' shows the following data:

username	id	image_url	created_at	mostlikes
Kaley9	30	http://kenmy.com	2023-02-06 14:57:37	41
Jayson65	61	https://klegon.name	2023-02-06 14:57:37	41
Zach_Kemmer93	52	https://herahed.com	2023-02-06 14:57:37	41
Tomas.Beatty93	97	https://icarolanne.com	2023-02-06 14:57:37	40
Alexandro35	13	https://fred.com	2023-02-06 14:57:37	40
Javonte83	100	https://brook.com	2023-02-06 14:57:37	39
Reese_Stanton46	62	https://ingaberto.net	2023-02-06 14:57:37	39
Seth46	44	http://golden.org	2023-02-06 14:57:37	39
Mike_Auer39	66	http://korel.net	2023-02-06 14:57:37	39
Harley_Lind18	3	http://vicky.biz	2023-02-06 14:57:37	38

The 'Output' pane shows the execution log with the following actions:

- 85 21:30:29 SELECT * FROM ig_clone.photos LIMIT 0, 1000. Message: 257 row(s) returned. Duration / Fetch: 0.000 sec / 0.000 sec
- 86 21:31:30 use ig_clone. 0 row(s) affected. 0.000 sec
- 87 21:31:30 SELECT users.username, photos.id, photos.image_url, photos.created_at, count(*) as mostlikes FROM likes... Error Code: 1054. Unknown column 'photos.created_at' in field list. 0.000 sec
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4. Common tags

The screenshot shows the MySQL Workbench interface with a query titled 'mosttags'. The query is as follows:

```
1 use ig_clone;
2 SELECT tag_id, tag_name, tags.id, count(*) as mosttags
3 FROM photo_tags
4 join tags on tags.id = photo_tags.tag_id
5 group by tag_id
6 order by mosttags desc
7 limit 5;
```

The 'Result Grid' shows the following data:

tag_id	tag_name	id	mosttags
21	smile	21	59
20	beach	20	42
17	party	17	39
13	fun	13	38
18	concert	18	24

The 'Output' pane shows the execution log with the following actions:

- 87 21:31:30 SELECT users.username, photos.id, photos.image_url, photos.created_at, count(*) as mostlikes FROM likes... Error Code: 1054. Unknown column 'photos.created_at' in field list. 0.000 sec
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- 91 21:36:37 use ig_clone. 0 row(s) affected. 0.000 sec
- 92 21:36:37 SELECT tag_id, tag_name, tags.id, count(*) as mosttags FROM photo_tags join tags on tags.id = photo_tags... 5 row(s) returned. Duration / Fetch: 0.000 sec / 0.000 sec

5. Busy day

The screenshot shows the MySQL Workbench interface. The 'Query Editor' contains the following SQL query:

```
1 use ig_clone;
2 SELECT dayname(created_at) as day, count(*) as mostusers
3 FROM users
4 group by day
5 order by mostusers desc;
```

The 'Result Grid' shows the following data:

day	mostusers
Thursday	16
Sunday	16
Friday	15
Tuesday	14
Monday	14
Wednesday	13
Saturday	12

The 'Output' pane shows the execution log with the following entries:

#	Time	Action	Message	Duration / Fetch
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6. Average user posts

The screenshot shows the MySQL Workbench interface. The 'Query Editor' contains the following SQL query:

```
1 use ig_clone;
2 select count(users.id) as totusers from users ;
3 select count(photos.id) as totpics from photos;
4 SELECT ((select count(photos.id) as totpics from photos)/ (select count(users.id) as totusers from users) ) as avg;
```

The 'Result Grid' shows the following data:

avg
2.5700

The 'Output' pane shows the execution log with the following entries:

#	Time	Action	Message	Duration / Fetch
87	21:31:30	SELECT users.username, photos.id, photos.image_url, photos.created_at, count(*) as mostlikes FROM likes...	Error Code: 1054 Unknown column 'photos.created_at' in 'field list'	0.000 sec
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MySQL Workbench

Local instance MySQL80 (ig_clone): Local instance MySQL80 (ig_clone):

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Navigator

Filter objects

ig_clone

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 - likes
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- myinfo
- mythi
- sys

Administration Schemas

Information

Schema: ig_clone

Query 1

avg user total users total pics take accont 5 oldest users inactive users mosttags* mostusers most likes

1 * use ig_clone;

2 * select count(users.id) as totusers from users;

Result Grid

Filter Rows: Export: Wrap Cell Contents

Result 2 x

Output

Action Output

#	Time	Action	Message	Duration / Fetch
87	21:31:30	SELECT users.username , photos.id , photos.image_url , photos.created_at, count(*) as mostlikes FROM likes j...	Error Code: 1054. Unknown column 'photos.created_at' in 'field list'	0.000 sec
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Query Completed

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

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avg user total users total pics take accont 5 oldest users inactive users mosttags* mostusers most likes

1 * use ig_clone;

2 * select count(photos.id) as totpics from photos;

Result Grid

Filter Rows: Export: Wrap Cell Contents

Result 2 x

Output

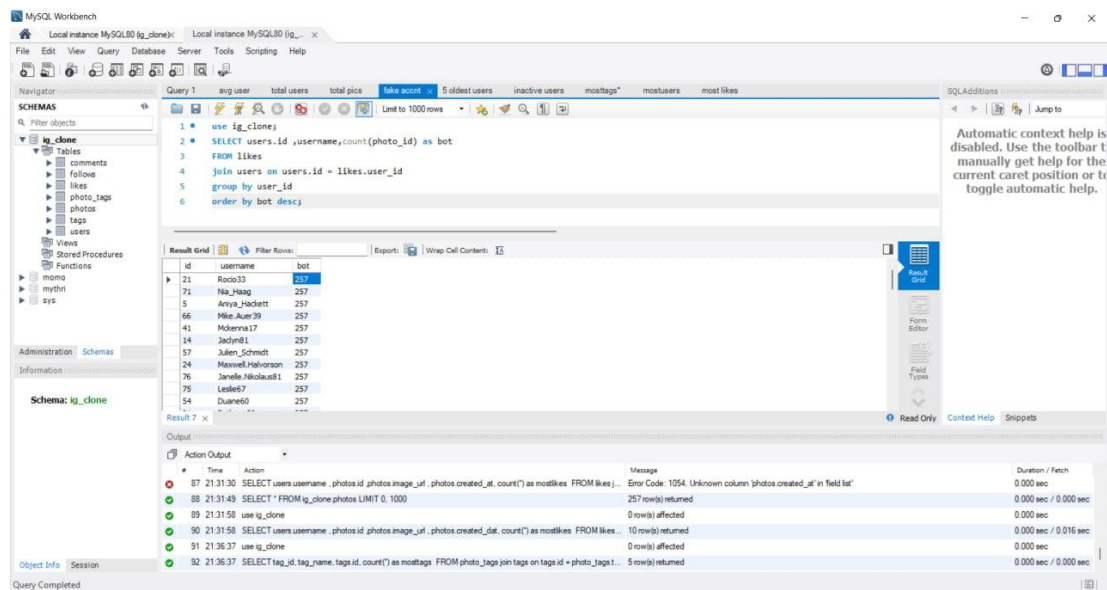
Action Output

#	Time	Action	Message	Duration / Fetch
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Query Completed

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7. Bot accounts



Kovuru venkata chandana mythri

Trainity data analyst

DEC-2022 batch