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
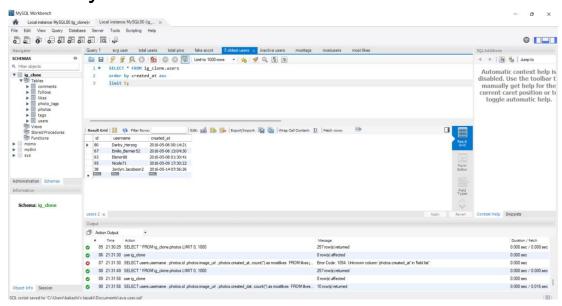
Result:-

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

2. Inactive users

3. Contest winner


```sql
1   use ig_clone;
2   SELECT users.username , photos.id ,photos.image_url , photos.created_dat, 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
```

username	id	image_url	created_dat	mostlikes
Kaley9	30	http://kenny.com	2023-02-06 14:57:37	41
Jayson65	61	https://dejon.name	2023-02-06 14:57:37	41
Zack_Kemmer93	52	https://hershel.com	2023-02-06 14:57:37	41
Tomas.Beatty93	97	https://carolanne.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
Ressie_Stanton46	62	https://rigoberto.net	2023-02-06 14:57:37	39
Seth46	44	http://golden.org	2023-02-06 14:57:37	39
Mike.Auer39	66	http://lionel.net	2023-02-06 14:57:37	39
Harley_Lind18	3	http://vicky.biz	2023-02-06 14:57:37	38

4. Common tags


```sql
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;
```

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

5. Busy day

6. Average user posts

Window 1:

File | Edit | View | Query | Database | Server | Tools | Scripting | Help

Local instance MySQL80 (ig_clone) | Local instance MySQL80 (ig_... ×

Navigator

SCHEMAS

Query 1 | avg user | total users × | total pics | fake accnt | 5 oldest users | inactive users | mosttags* | mostusers | most likes

Filter objects

Limit to 1000 rows

```
1 •  use ig_clone;
2 •  select count(users.id) as totusers from users ;
```

▼ ig_clone
  ▼ Tables
    ► comments
    ► follows
    ► likes
    ► photo_tags
    ► photos
    ► tags
    ► users
  Views
  Stored Procedures
  Functions
► momo
► mythri
► sys

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

totusers
100

Administration | Schemas

Information

Result 2 ×

Read Only | Context Help | Snippets

Schema: ig_clone

Object Info | Session

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
✓ 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	0.000 sec	
✓ 90	21:31:58	SELECT users.username , photos.id ,photos.image_url , photos.created_dat, count(*) as mostlikes FROM likes...	10 row(s) returned	0.000 sec / 0.016 sec
✓ 91	21:36:37	use ig_clone	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.t...	5 row(s) returned	0.000 sec / 0.000 sec

Query Completed

Window 2:

File | Edit | View | Query | Database | Server | Tools | Scripting | Help

Local instance MySQL80 (ig_clone) | Local instance MySQL80 (ig_... ×

Navigator

SCHEMAS

Query 1 | avg user | total users | total pics × | fake accnt | 5 oldest users | inactive users | mosttags* | mostusers | most likes

Filter objects

Limit to 1000 rows

```
1 •  use ig_clone;
2 •  select count(photos.id) as totpics from photos;
```

▼ ig_clone
  ▼ Tables
    ► comments
    ► follows
    ► likes
    ► photo_tags
    ► photos
    ► tags
    ► users
  Views
  Stored Procedures
  Functions
► momo
► mythri
► sys

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

totpics
257

Administration | Schemas

Information

Result 2 ×

Read Only | Context Help | Snippets

Schema: ig_clone

Object Info | Session

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
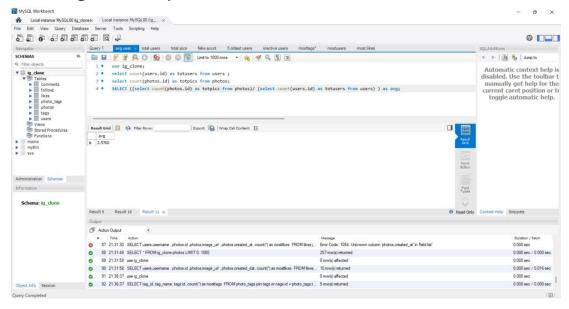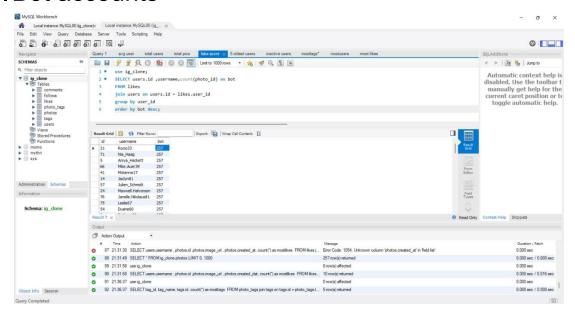
7. Bot accounts

Kovuru venkata chandana mythri

Trainity data analyst
DEC-2022 batch