

Instagram User Analytics

This project seeks to conduct a comprehensive study of the user engagement process with the Instagram platform, which will assist the product team in developing new features for the site.

This initiative is primarily concerned with two essential aspects: marketing and investor metrics. The insights must be carried out and delivered to the product team based on user involvement and data collection. The initiative will provide answers to critical questions such as:

- ❖ Rewarding Loyal Users
- ❖ Remind Inactive Users to Start Posting.
- ❖ Declaring Contest Winner.
- ❖ Hashtag Researching.
- ❖ Launch AD Campaign.
- ❖ User Engagement.
- ❖ Bots & Fake Accounts.

Tech-Stack Used

The purpose of this tool is to establish the data base and store the records. It is also utilised to perform necessary analysis by writing SQL queries.

SQL Server Management Studio



Top Five Instagram Users

User Name	ID	Start Date	End Date	Tenure
Aniya Hackett	5	2016-12-07	2022-12-17	6 Yrs.
Arel Bogan63	4	2016-08-13	2022-12-17	6 Yrs.
Kasandra Homenick	7	2016-12-12	2022-12-17	6 Yrs.
Tabitha_Schamberger11	8	2016-08-20	2022-12-17	6 Yrs.
Gus93	9	2016-06-24	2022-12-17	6 Yrs.

Inactive Users Never Posted a Photo

User ID	User Name
5	Aniya Hackett
7	Kasandra Homenick
14	Jaclyn81
21	Rocio33
24	Maxwell Halvorson
25	Tierra Trantow
34	Pearl7
36	Ollie Ledner37
41	Mckenna17
45	David Osinski47
49	Morgan Kassulke
53	Linnea59
54	Duane60
57	Julien Schmidt
66	Mike Auer39
68	Franco Keebler64
71	Nia Haag
74	Hulda Macejkovic
75	Leslie67
76	Janelle Nikolaus81
80	Darby Herzog
81	Esther Zulauf61
83	Bartholome Bernhard
89	Jessyca West
90	Esmeralda Mraz57
91	Bethany20

Winner of The Contest

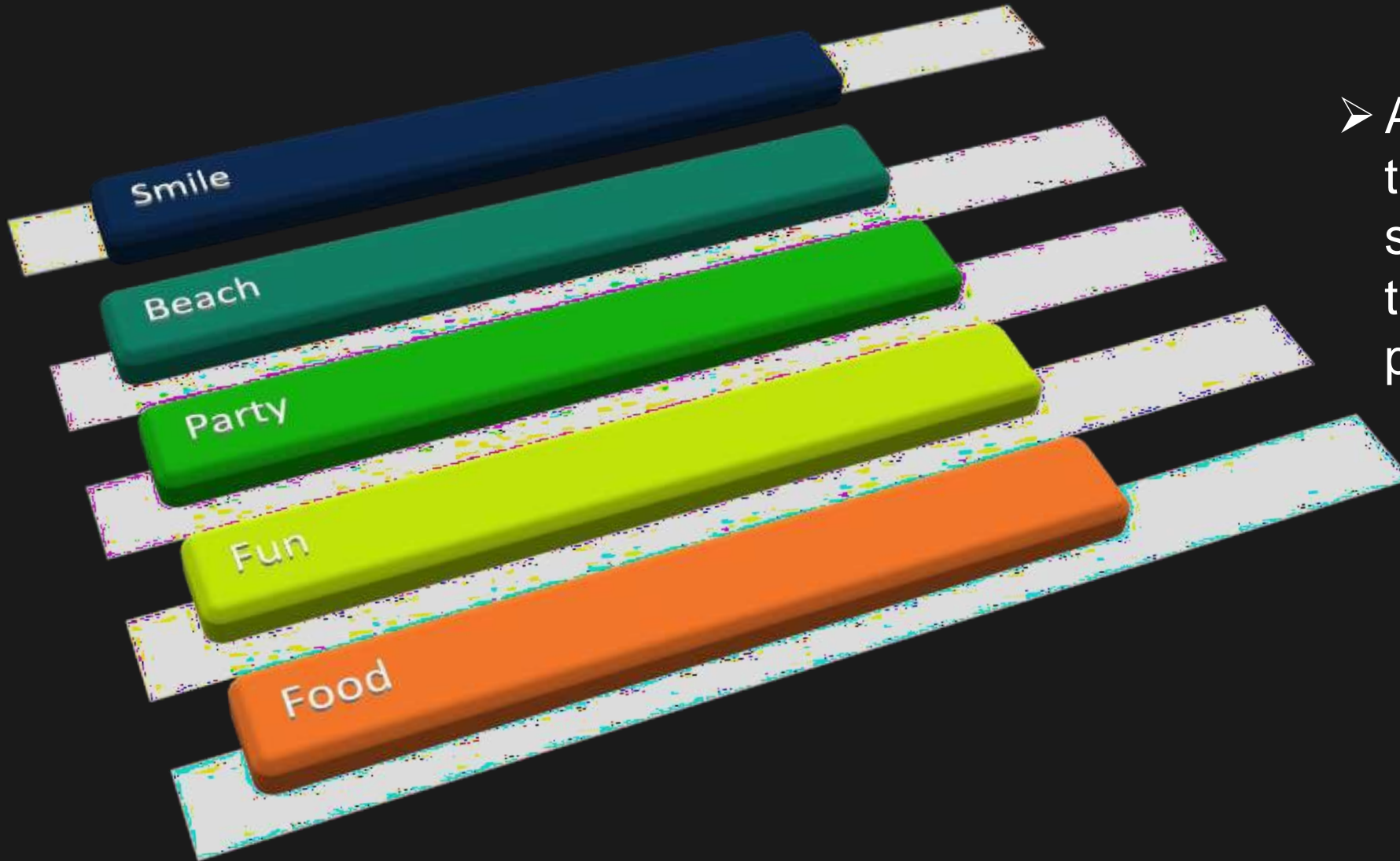


Zack Kemmer93

CONGRATULATIONS

- According to data, Zack has shared a photo with photo ID 145 that has received the most likes (48) among all users.

Hashtag Researching



- According to the data, the following hashtags should be used in posts to reach the most people on the platform.

Advertisement Campaign



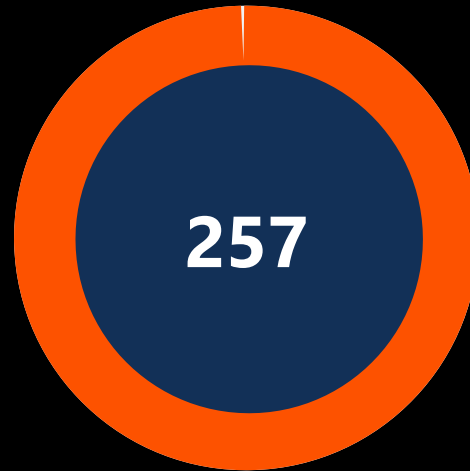
instagram
campaign

- According to the data, most users registered on Sundays and Thursdays.
- The Recommended days to launch ADs are Thursday and Sunday.

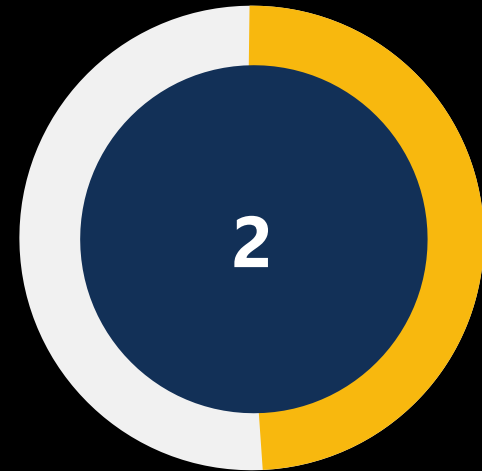
User Engagement



Total Users



Total Photos



Average Posts Per User

Bots & Fake Accounts

According to the data, there are no phoney accounts because no single post has received likes from all users. As a result, it is fair to assume that all registered users are real.

Conclusion

- The project responds to the queries and so gives the necessary insights for the product team.
- This project has helped me understand how data can be useful to a business and has allowed me to develop my SQL and Excel skills.

A red scroll graphic with a dark red outline and a lighter red fill. The scroll is unrolled in the center, with the ends rolled up at the top. The text "THANK YOU" is written in the center of the unrolled portion in a bold, blue, sans-serif font with a white outline and a slight drop shadow.

THANK YOU