Instagram

User analytics

Project by Nithin Vikram

Contents

Introduction

In this project, we are supposed to provide a detailed report for the **Marketing** and Investor metrics department. this analysis will help them make a decision based on different metrics and insights.

- **Marketing**
- **Investor metrics**

01	REWARDING MOST LOYAL USERS	Find the 5 oldest users of the Instagram from the database provided
02	REMIND INACTIVE USERS TO START POSTING	Find the users who have never posted a single photo on Instagram
03	DECLARING CONTEST WINNER	Identify the winner of the contest and provide their details to the team
04	HASHTAG RESEARCHING	Identify and suggest the top 5 most commonly used hashtags on the platform
05	LAUNCH AD CAMPAIGN	What day of the week do most users register on? Provide insights on when to schedule an ad campaign

Investor Metrics:

1.User Engagement:

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

2.Bots & Fake Accounts:

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).

Rewarding the most loyal users

TOP 5 OLDEST USERS

01	02	03	04	05
Darby_Herzog	**Emilio_Bernier52**	**Elenor88**	**Nicole71**	**Jordyn.Jacobson2**
2016-05-06	2016-05-06	2016-05-08	2016-05-09	2016-05-14

Instagram

Remind Inactive users to start posting

We have found a list of 26 people with their user id who have never posted a single photo on Instagram. they'll be receiving promotional emails to post their 1st photo.

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

REMINDER

Tabular representation

ID	Username	ID	Username	ID	Username
36	Ollie_Ledner37	71	Nia_Haag	91	Bethany20
41	Mckenna17	74	Hulda.Macejkovic		

Declaring contest winner

In the contest, the user with the most likes on a single picture won

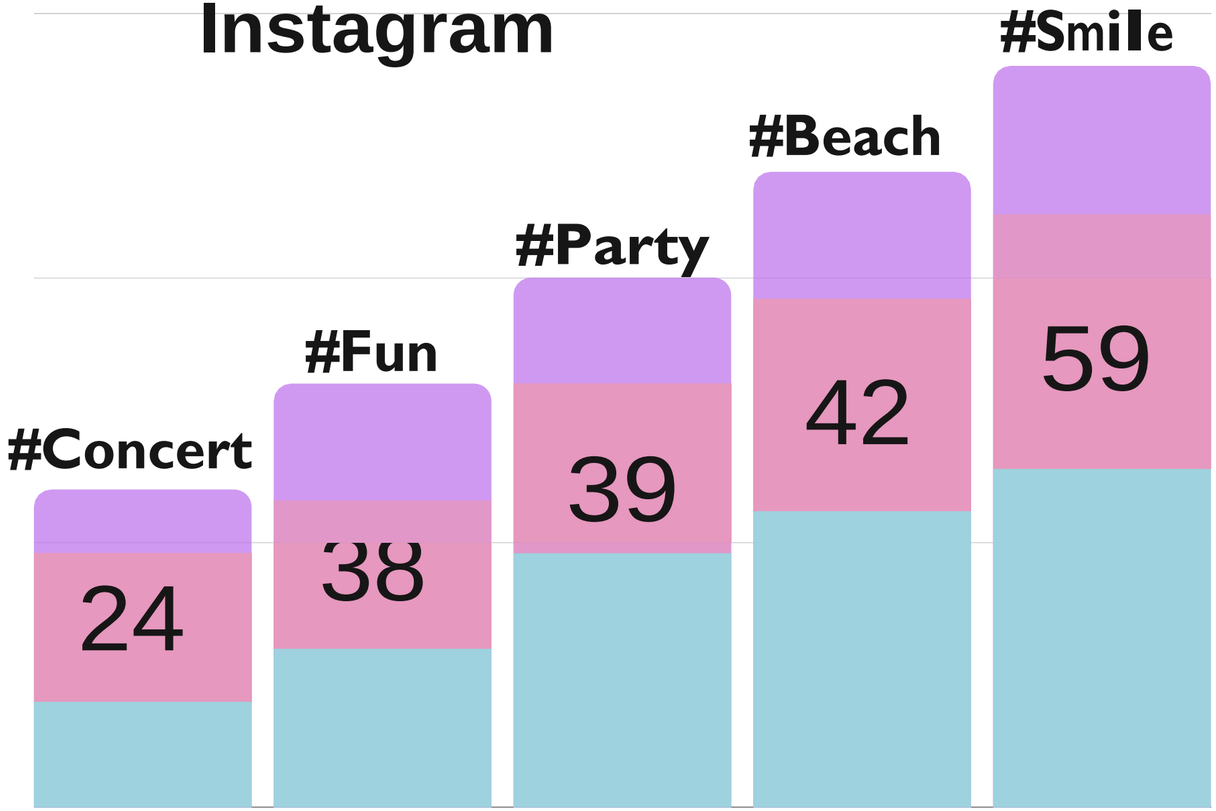
Details-

User Id	Username	Image_url	Likes
52	Zack_Kemmer93	https://jarret.name	48

Hashtag Researching

MARKETING DEPARTMENT

Top 5 hashtags that are most frequently used on Instagram

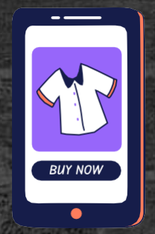


Launch AD campaign

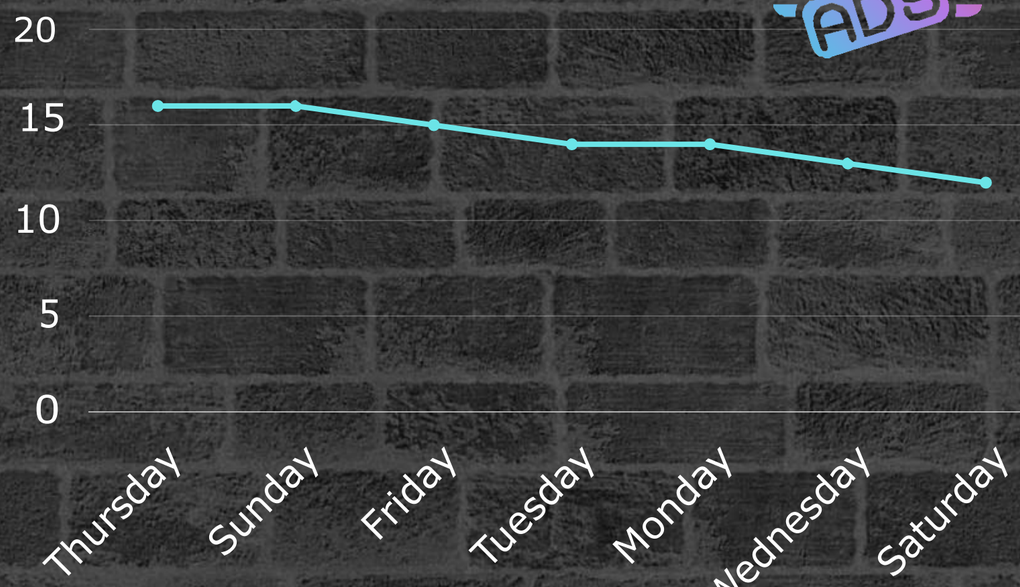
Registrants are most active on this day of the week

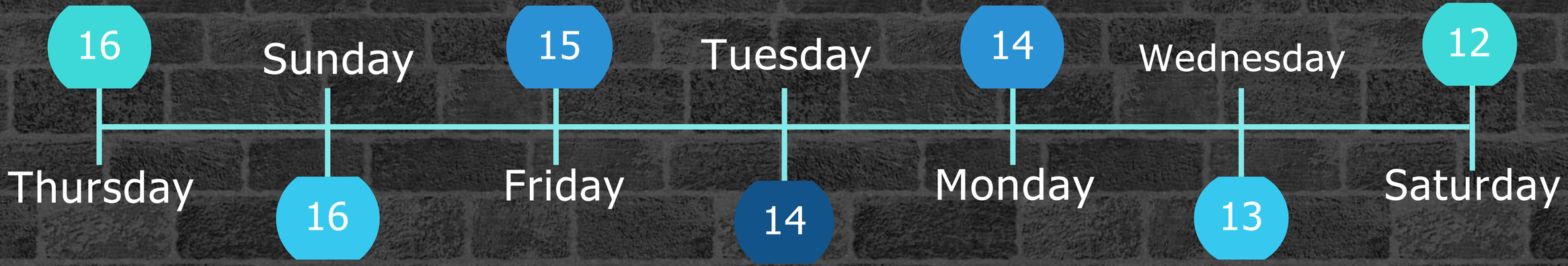
Thursday
16

Sunday
16



The best time to schedule an advertisement campaign is on Thursday and Sunday



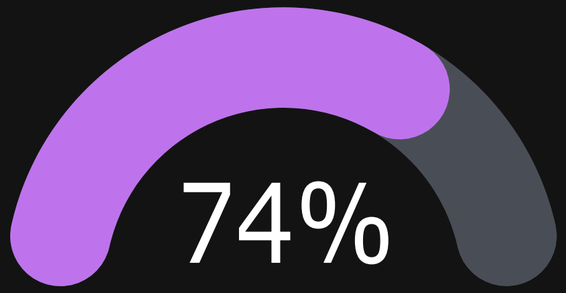


User Engagement

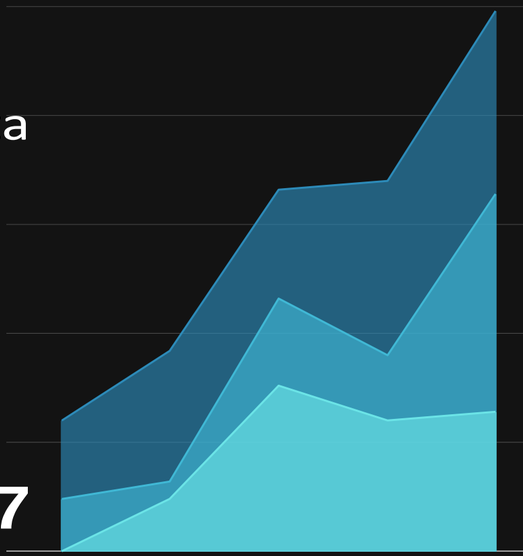
Based on the results, there are –

- 74 Active users who have posted at least once.
- 100 Total users (as per the data)
- 257 Total posts made.
- Total Photos/Total users = 257/100 = 2.57

so the average will be 257/74 = 3.47, Based on the data we can say that an average user posts 3-4 times.



257/74 = 3.47



Bots & Fake Accounts

The users who have liked every single photo on the site will be considered as bots

We have 13 such users based on the data who have liked all 257 posts, user-Id for the same are specified below.

- 5
- 14
- 21
- 24
- 36
- 41
- 54
- 57
- 66
- 71
- 75
- 76
- 91

Investor metrics

APPROACH

For this project, I have used My SQL to extract the required data from the given database using the Join function, subqueries, Aggregation, where condition, Group by, Distinct and other functions required.

keeping the Primary key and foreign key in consideration provided all the reports asked by the marketing department and Investor metrics department.

I have used canva for making this presentation as it contains required Elements, Graphs, Images which made this project more attractive.

FILES (CSV.)

Here is the folder of the files of the output I've got while querying on My SQL for every question asked

https://github.com/NithinVikram/Instagram-User-Analytics-

Insights and Results

From this project, I got an idea about how as a business or data analyst we work on real-time data to take any data-driven decision.

One thing I infer about this project is the dataset provided was very limited and small in respect of Rows and columns, But still, it was a very good experience working on such kind of project.

It helped me a lot to understand the analysis process well, and to provide insights for the best decision possible