**Instagram User Analysis Using SQL**

**Project Description:**

Finding business insights that can be used by teams across the business to launch a new marketing campaign, decide on features to build for an app, track the success of the app by measuring user engagement and improve he experience altogether while helping the business grow.

**Approach:**

**Database creating**

Create and inserted the values in the database using the DDL and DML SQL queries provided by the product manager (as per project) in the MySQL database using MySQL workbench.

**Extracting of insights**

After creating the database required insights are generated from the database tables by running SQL queries in MySQL workbench

**Insight: Marketing**

**Rewarding Most Loyal Users:** People who have been using platform for the longest time.

**The 5 Most oldest users of the Instagram from the database are:**

Result

**Declaring Contest Winner:** The team started a contest and the user who gets the most likes on a single photo will win the contest now they wish to declare the winner.

Result

**Remind Inactive Users to Start posting:** By sending them promotional email to post their 1st Post.

Result

**Hashtag Researching:** A partner brand wants to know, which hashtags to use in the post to reach the most people on the platform.

Result

**Launch AD Campaign:** The team wants to know, which day would be the best day to launch ADs.

Result

**INSIGHTS: Investor Metrics**

**Bots and Fack Accounts:** The investors want to know if the platform is crowded with feck and dummy accounts .

Result

**Result:**

**Conclusions from above analysis:**

marketing team can reward the most loyal customers, send promotional emails to inactive user, use popular hashtags and most active day for brand promotion

Use engagement can be very useful growth success matric for the company

Company can remove the bots and fake accounts from the platform to enhance the user experience.