

PROJECT-2 INSTAGRAM USER ANALYTICS

1. **Project Description:** In this project data has been provided 6 tables. Those are comments, follows, likes, photo_tags, photos, tags, and users tables. Here we have to find
 1. 5 oldest users of the Instagram
 2. The user who never posted a single photo on Instagram
 3. Finding the user who got more likes on a single photo
 4. Finding the 5 most commonly used hashtags
 5. Finding the day of the user registered more to launch Ads
 6. Finding Average user posts on Instagram
 7. Finding the users who have liked every single photo on the site.
2. **Approach:** used the concepts of Group By clause, Order By clause, Limit, Count(), Subquery, and joins (Left Join, Inner Join).
3. **Tech stack-used:** I have used MYSL RDBMS to execute the queries. The version that I have used is MYSQL WORKBENCH 8.0 version 8.0.30. The purpose of using this is
 - 1) Open source software
 - 2) Free, reliable, and popular
 - 3) Has powerful features
4. **Insights:**
 - Understood the usage of Joins in case of more table data provided
 - Understood the orders of Group By, Order By, and Having clauses
 - From the results project owner/ manager can take decisions on some stuff like creating a campaign about Ads and giving notification mail who is inactive on the platform, etc
5. **Result:** I think, I have got the answers to all questions but in between got so many errors while executing the scripts this helped me to understand the concepts.
6. **Drive Link:** https://drive.google.com/drive/folders/1ldzKqzq6Y-3LH6Wtv2xtzjFUNNi2JeM-?usp=share_link