trainity

# Instagram User Analytics

By : Ch Venkata Vikram

# Project Description:-

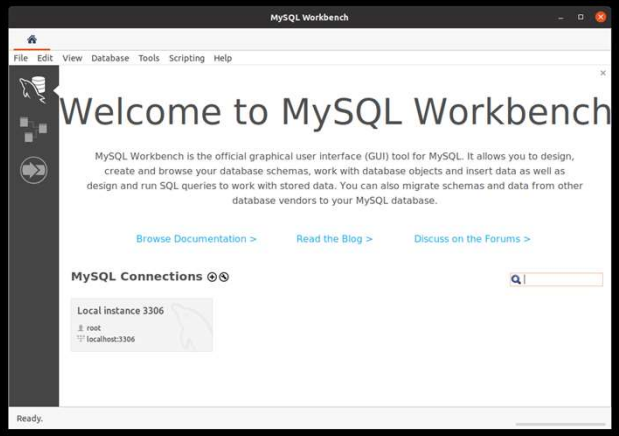
- The goal of this project is to provide comprehensive Instagram statistics that offer in-depth data analysis and insights for Instagram profiles. The project aims to help individuals, businesses, and social media marketers understand the performance, engagement, and audience demographics of Instagram accounts, enabling them to make informed decisions to optimize their Instagram strategies.

# Approach:-

- Firstly I have created a database from the dataset given in the project by DDL and DML SQL commands In the MYSQL database using the MYSQL workbench 8.0 CE.
- After creating the database by running SQL queries the req insights are generated from the database tables

# Tech-Stack Used:-

- I have used MySQL workbench 8.0 CE for creating the Database and executing queries, as I am more familiar with MySQL workbench
- MySQL is a free and open-source relational database management system that uses SQL



# #1 Insights of Marketing:-

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

Result: 5 oldest users of Instagram from the database provided.

```
#1
select  username,created_at
from Users
order by created_at
limit 5;
```

| username | created_at |
|---|---|
| Darby_Herzog | 2016-05-06 00:14:21 |
| Emilio_Bernier52 | 2016-05-06 13:04:30 |
| Elenor88 | 2016-05-08 01:30:41 |
| Nicole71 | 2016-05-09 17:30:22 |
| Jordyn.Jacobson2 | 2016-05-14 07:56:26 |

# #2 Insights of Marketing:-

**Remind Inactive Users to Start Posting:** By sending them promotional emails to post their 1st photo.

**Result**: users who have never posted a single photo on Instagram.

```
#2
  SELECT username
FROM users u
LEFT JOIN photos p
ON p.user_id = u.id
 where p.user_id is null;
```

| username |
|---|
| Aniya_Hackett |
| Kasandra_Homenick |
| Jaclyn81 |
| Rocio33 |
| Maxwell.Halvorson |
| Tierra.Trantow |
| Pearl7 |
| Ollie_Ledner37 |
| Mckenna17 |
| David.Osinski47 |
| Morgan.Kassulke |
| Linnea59 |

# #3 Insights:-

**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.

```
#3
select
likes.photo_id,
users.username,
count(likes.user_id) as total
from likes
inner join photos
on likes.photo_id=photos.id
inner join users on photos.user_id=users.id
group by likes.photo_id,users.username
order by total desc
limit 1;
```

**Result**: The winner of the contest is.

| | photo_id | username | total |
|---|---|---|---|
| ▶ | 145 | Zack_Kemmer93 | 48 |

# #4 Insights:-

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

**Result**: The top 5 most commonly used hashtags on the platform

```
#4
select tag_name,tag_id,count(photo_id)
from photo_tags
inner join tags
on  tag_id = id
group by tag_name
order by count(photo_id) desc limit 5;
```

| | tag_name | tag_id | count(photo_id) |
|---|---|---|---|
| ▶ | smile | 21 | 59 |
| | beach | 20 | 42 |
| | party | 17 | 39 |
| | fun | 13 | 38 |
| | concert | 18 | 24 |

# # 5 Insights:-

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

**Result**: what day of the week do most users register on

```
SELECT
      dayname(created_at),count(username)
FROM users
group by dayname(created_at)
order by count(username) desc;
```

| | dayname(created_at) | count(username) |
|---|---|---|
| ▶ | Thursday | 16 |
| | Sunday | 16 |
| | Friday | 15 |
| | Tuesday | 14 |
| | Monday | 14 |
| | Wednesday | 13 |
| | Saturday | 12 |

# #6 Investor Metrics:-

**User Engagement:** Are users still active and posting on Instagram or they are making fewer posts?

```
#6
select
(select count(id) from photos) as total_photos,
(select count(id) from users) as total_users,
AVG((select count(id) from photos)/(select count(id) from users )) as avg from users;
```

**Result**: Average user posts on Instagram.

| | total_photos | total_users | avg |
|---|---|---|---|
| ▶ | 257 | 100 | 2.57000000 |

# #7 investor metrics:-

**Bots & Fake Accounts:** The investors want to know if the platform is crowded with fake and dummy accounts.

**Result**: Number of Bots and fake accounts present On the platform.

```
select username,count(photo_id) as total_likes
from likes
inner join users
where likes.user_id=users.id
group by user_id
having total_likes=(select count(*) from photos)
order by username;
```

| username | total_likes |
|---|---|
| Aniya_Hackett | 257 |
| Bethany20 | 257 |
| Duane60 | 257 |
| Jadyn81 | 257 |
| Janelle.Nikolaus81 | 257 |
| Julien_Schmidt | 257 |
| Leslie67 | 257 |
| Maxwell.Halvorson | 257 |
| Mckenna17 | 257 |
| Mike.Auer39 | 257 |
| Nia_Haag | 257 |
| Ollie_Ledner37 | 257 |
| Rocio33 | 257 |

# Result:-

- I've gained knowledge of the principles of data analysis by analyzing how users engage and interact with our digital product (software or mobile application) and utilizing SQL queries to extract insights from databases to generate business insights for the marketing, product, and development teams.