A PROJECT REPORT ON

INSTAGRAM USER ANALYTICS



Submitted By: -

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PROJECT DESCRIPTION

<u>Purpose-</u> To extract meaningful data from the given data about Instagram which will make the business to grow. This will help the product manager and team in enhancing features of the app, better marketing decisions and overall user experience.

In today's digitally connected world, few platforms have left a profound impact on the way we engage, share, and discover visual content. One of them is Instagram which has transformed a simple photo sharing app into a global cultural phenomenon.

APPROACH

- Created the database
- Inserted the given values in the database using SQL queries as given by the product manager using MySQL workbench
- Insights were extracted using MySQL by running SQL queries

TECH STACK USED

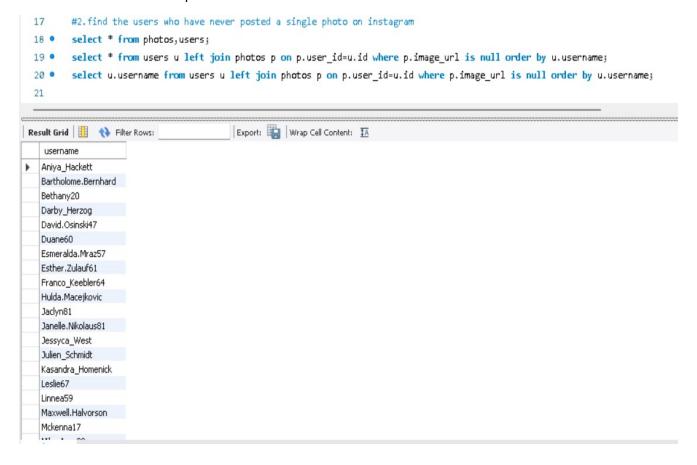
Used MySQL Workbench 8.0, Version 8.0.34 build 3263449 CE (64 bits) Community for my project as it is a free and open-source relational database management system that uses SQL.

INSIGHTS-MARKETING

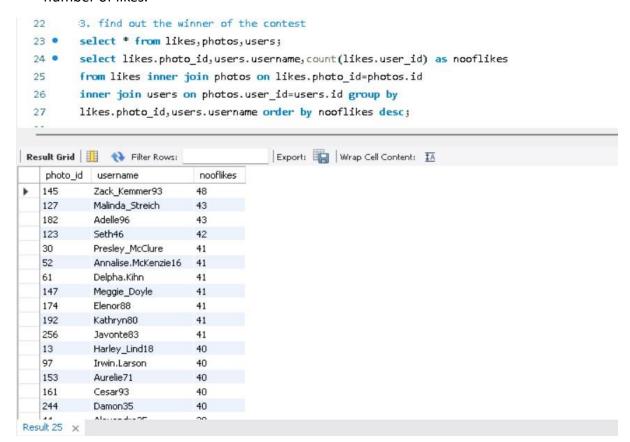
1. Rewarding the most Loyal Users- The people who are using the platform for the longest time. Given are the 5 oldest users of Instagram from the database.

```
#1. users using the platform from longest time
12
         #find the 5 oldest users
13
         select * from users;
 14 •
15 •
         select username, created_at from users order by created_at limit 5;
16
Result Grid 🔠 💎 Filter Rows:
                                             Export: Wrap Cell Content: A Fetch rows:
   username
                    created_at
  Darby_Herzog
                   2016-05-06 00:14:21
  Emilio_Bernier52 2016-05-06 13:04:30
                   2016-05-08 01:30:41
  Elenor88
  Nicole71
                   2016-05-09 17:30:22
  Jordyn. Jacobson 2 2016-05-14 07:56:26
```

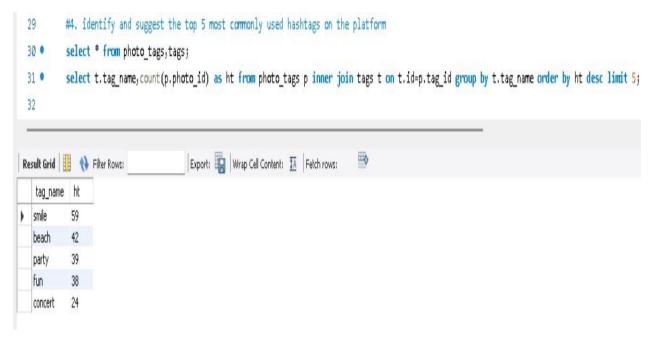
2. <u>Encouraging Inactive Users to Start Posting-</u> To identify who have not posted a single photo and send them promotional emails



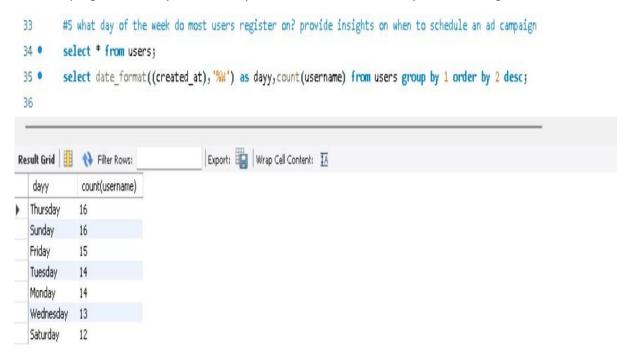
3. <u>Declaring the Contest Winner-</u> A contest was started by the team. The user who will get most likes on a single photo will win the contest. Zack_Kemmer93 won the contest with 48 number of likes.



4. <u>Hashtags Used in the Platform-</u>This will help the partner brand in reaching the most number of people

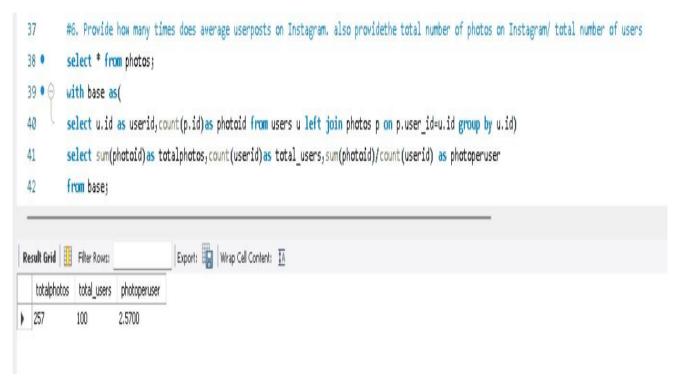


5. <u>Ad Campaign Launch-</u> The day on which most users registered will help in launching the ad campaign. Thursday and Sunday were found to be the days of most registration.

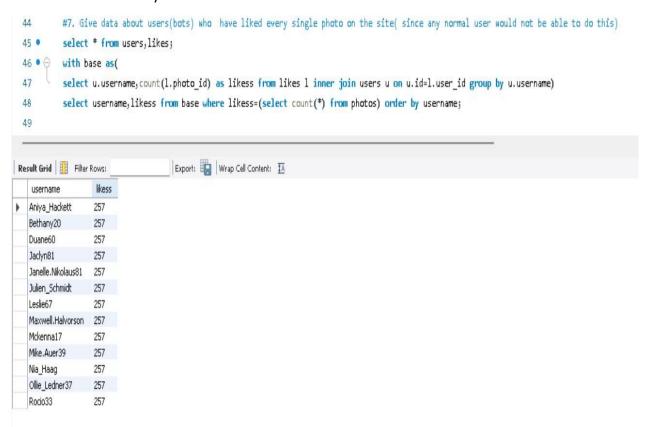


INSIGHTS-INVESTOR METRICS

6. <u>User Engagement-</u>Investors wants the information about the active users and the average number of posts



7. <u>Bots and Fake Accounts-</u> Investors wants to know about the platform if it is crowded with fake and dummy accounts. Given the data of fake likes



RESULTS

- Marketing team can create more such contests for the active involvement and engagement of users
- The bots and fake accounts should be removed and checked from time to time. This will create the trust of investors
- Thursday and Sunday can be good day to create contest for high participation of users
- Promotional emails should be sent to inactive users and associated rewards for reaching milestones should be mentioned