**Social Media Analysis**

**Objective**

The Social Media Analysis project aims to gain comprehensive insights into user behaviour, sentiment, and trending topics by analysing social media data. SQL queries will extract valuable data from the dataset, assisting in brand reputation management and marketing strategies.

**Key Insights and Findings**

Analyzing social media data through SQL queries yields valuable insights, including:

* Number of posts by each user
* Average number of posts per user
* Users with the highest number of followers
* Users with the most comments on their posts
* Top 10 most liked posts
* User with the highest engagement rate (likes + comments), etc.