```sql
use ig_clone
 select * from users
 select * from photos

 select * from tags
 select * from photo_tags

 select * from follows
 select * from comments

--A)Marketing Analysis

--Query1
 --Identify the five oldest users on Instagram from the provided database.


select top 5 * from users
order by created_at desc;
```

131 %

Results | Messages

	id	username	created_at
1	11	Justina.Gaylord27	2017-05-04 16:32:15.577
2	6	Travon.Waters	2017-04-30 13:26:14.497
3	85	Milford_Gleichner42	2017-04-30 07:50:51.280
4	19	Hailee26	2017-04-29 18:53:39.650
5	24	Maxwell.Halvorson	2017-04-18 02:32:43.597

```sql
--Query2
--Identify users who have never posted a single photo on Instagram.

 select u.id,u.username ,count(p.user_id) from users as u left join photos as p
 on u.id=p.user_id
 group by u.id, u.username
 having count(p.user_id)=0
 --or

 select u.id,u.username  from  users as u left join photos as  p
 on u.id=p.user_id
 group by u.id, u.username
 having count(p.user_id)=0
```

	id	username
1	5	Aniya_Hackett
2	7	Kasandra_Homenick
3	14	Jaclyn81
4	21	Rocio33
5	24	Maxwell.Halvorson
6	25	Tierra.Trantow
7	34	Pearl7
8	36	Ollie_Ledner37
9	41	Mckenna17
10	45	David.Osinski47
11	49	Morgan.Kassulke
12	53	Linnea59
13	54	Duane60
14	57	Julien_Schmidt
15	66	Mike.Auer39
16	68	Franco_Keebler64
17	71	Nia_Haag
18	74	Hulda.Macejkovic
19	75	Leslie67
20	76	Janelle.Nikolaus81
21	80	Darby_Herzog
22	81	Esther.Zulauf61
23	83	Bartholome.Bernha...
24	89	Jessyca_West
25	90	Esmeralda.Mraz57
26	91	Bethany20

```
 --Query3

---The team has Organized a contest where the user with the Most like on single photo
wins.

 select top 1 photo_id ,count(photo_id) from likes
 group by photo_id
 order by count(photo_id)desc
```

Results Messages

	photo_id	(No column name)
1	145	48

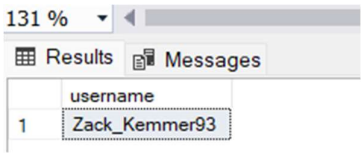
```
 --Find most like photo userid
select user_id  from photos where id=
 (select top 1 photo_id  from likes
 group by photo_id
 order by count(photo_id)desc)
```

Results Messa

	user_id
1	52

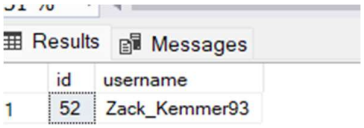
```
 ----Find most like photo username

 select username from users where id=
(select user_id  from photos where id=
 (select top 1 photo_id  from likes
```

```
 group by photo_id
 order by count(photo_id)desc))
```



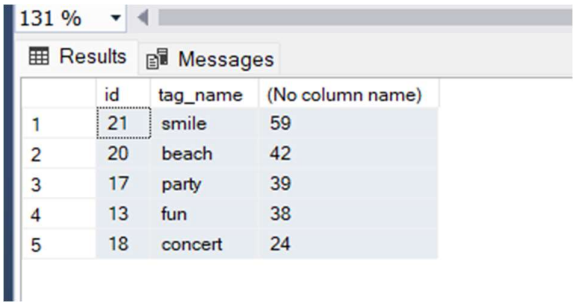
	username
1	Zack_Kemmer93

```
 --Second Way
 --Determine the winner of the contest and provide their details to the team.of most
like photo
select a.id,a.username from users as a inner join
(select user_id  from photos where id=
 (select top 1 photo_id  from likes
 group by photo_id
 order by count(photo_id)desc)) as b
 on a.id=b.user_id
```



	id	username
1	52	Zack_Kemmer93

```
--Query-4
--Identify and suggest the top five most commonly used hashtags on the platform
select top 5 t.id ,t.tag_name,count(p.tag_id)  from tags as t left join photo_tags as
p
on t.id=p.tag_id
group by p.tag_id,t.id ,t.tag_name
order by count(p.tag_id)desc,t.tag_name asc

--or
select top 5 t.id ,t.tag_name,count(p.photo_id) from tags as t left join photo_tags as
p
on t.id=p.tag_id
group by t.id,t.tag_name
order by count(p.photo_id) desc
```



	id	tag_name	(No column name)
1	21	smile	59
2	20	beach	42
3	17	party	39
4	13	fun	38
5	18	concert	24

```
--Query-5
--Determine the day of the week when most users register on Instagram. Provide
insights on when to schedule an ad campaign.
select top 2 count(id) as user_reg,datename(dw,created_at) as Day from users
group by datename(dw,created_at)
order by count(id) desc
select * from users;
```

Results | Messages

	user_reg	Day
1	16	Sunday
2	16	Thursday

```
--(B)-Investor Metrics:
--Query 1-
 --Calculate the average number of posts per user on Instagram. Also, provide the
total
 --number of photos on Instagram divided by the total number of users.

select USER_ID, count(id) as post_count from photos group by user_id having
count(id) < (
select (count(id)/count(distinct user_id)) as avrage  from photos)
```

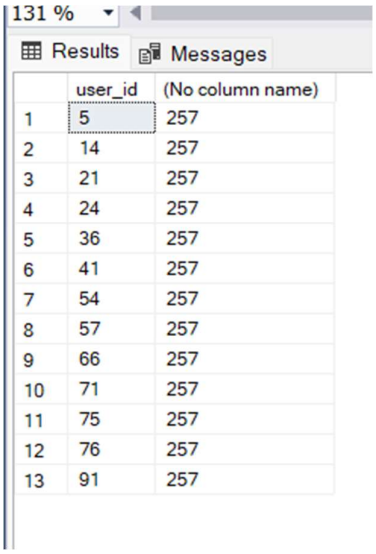
131 %

Results | Messages

	USER_ID	post_coun
1	18	1
2	19	2
3	20	1
4	22	1
5	27	1
6	30	2
7	31	1
8	35	2
9	37	1
10	38	2
11	39	1
12	40	1
13	48	1
14	55	1
15	56	1
16	60	2
17	61	1
18	62	2
19	69	1
20	70	1
21	73	1
22	79	1
23	82	2
24	84	2
25	85	2
26	93	2
27	94	1
28	95	2
29	97	2
30	98	1
31	100	2

```
--Query 2-
-- Your Task: Identify users (potential bots) who have liked every single photo on the
site, as this is not
--typically possible for a normal user

select user_id,count(photo_id) from  likes
group by user_id
```

```
having count(photo_id)=(select count(id) from
```



131 %

Results | Messages

	user_id	(No column name)
1	5	257
2	14	257
3	21	257
4	24	257
5	36	257
6	41	257
7	54	257
8	57	257
9	66	257
10	71	257
11	75	257
12	76	257
13	91	257