**Instagram User Analytics**

**Marketing Team requirement for below mentioned inputs**

**Rewarding Most Loyal Users: -** 5 oldest users of the Instagram from given database.

Total of 100 users are available in the dataset out of which 5 oldest user profiles are below

|  |  |  |
| --- | --- | --- |
| **id** | **Username** | **created\_at** |
| 80 | Darby\_Herzog | 2016-05-06 00:14:21 |
| 67 | Emilio\_Bernier52 | 2016-05-06 13:04:30 |
| 63 | Elenor88 | 2016-05-08 01:30:41 |
| 95 | Nicole71 | 2016-05-09 17:30:22 |
| 38 | Jordyn.Jacobson2 | 2016-05-14 07:56:26 |

**Remind Inactive Users to Start Posting: -** Users Who never posted a single photo on Instagram.

Total of 257 users are available in the dataset out of which 26 user never posted a single photo on Instagram.

|  |
| --- |
| **username** |
| Aniya\_Hackett |
| Kasandra\_Homenick |
| Jaclyn81 |
| Rocio33 |
| Maxwell.Halvorson |
| Tierra.Trantow |
| Pearl7 |
| Ollie\_Ledner37 |
| Mckenna17 |
| David.Osinski47 |
| Morgan.Kassulke |
| Linnea59 |
| Duane60 |
| Julien\_Schmidt |
| Mike.Auer39 |
| Franco\_Keebler64 |
| Nia\_Haag |
| Hulda.Macejkovic |
| Leslie67 |
| Janelle.Nikolaus81 |
| Darby\_Herzog |
| Esther.Zulauf61 |
| Bartholome.Bernhard |
| Jessyca\_West |
| Esmeralda.Mraz57 |
| Bethany20 |

**Declaring Contest Winner: -** Contest winner with details below of team.

|  |  |  |  |
| --- | --- | --- | --- |
| **username** | **id** | **image\_url** | **total** |
| Zack\_Kemmer93 | 145 | https://jarret.name | 48 |

**Hashtag Researching: -** Top 5 most commonly used hashtags on the platform details given below

|  |  |
| --- | --- |
| **tag\_name** | **total** |
| smile | 59 |
| party | 39 |
| fun | 38 |
| concert | 24 |
| beach | 42 |

**Launch AD Campaign: -** Below are the details for which day of week do users register

|  |  |
| --- | --- |
| **day** | **total** |
| Thursday | 16 |
| Sunday | 16 |

**Investor Metrics**

**User Engagement: -**  Below are the details of average user posts on Instagram and total number of users.

|  |
| --- |
| **ROUND ((SELECT COUNT (\*) FROM photos)/ (SELECT COUNT (\*) FROM users),2)** |
| 2.57 |

**Bots & Fake Accounts: -** Below are the details of user those who liked the pictures

|  |  |  |
| --- | --- | --- |
| **Id** | **Username** | **Total\_likes\_by\_user** |
| **5** | **Aniya\_Hackett** | **257** |
| **14** | **Jaclyn81** | **257** |
| **21** | **Rocio33** | **257** |
| **24** | **Maxwell.Halvorson** | **257** |
| **36** | **Ollie\_Ledner37** | **257** |
| **41** | **Mckenna17** | **257** |
| **54** | **Duane60** | **257** |
| **57** | **Julien\_Schmidt** | **257** |
| **66** | **Mike.Auer39** | **257** |
| **71** | **Nia\_Haag** | **257** |
| **75** | **Leslie67** | **257** |
| **76** | **Janelle.Nikolaus81** | **257** |
| **91** | **Bethany20** | **257** |