 **Report & Insights**

Task: Identify the five oldest users on Instagram from the provided database.

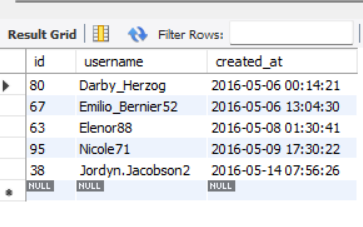
**SQL Query:**

select \* from users

order by created\_at asc

limit 5;

**Result:**



Task: Task: Identify users who have never posted a single photo on Instagram.

**SQL Query:**

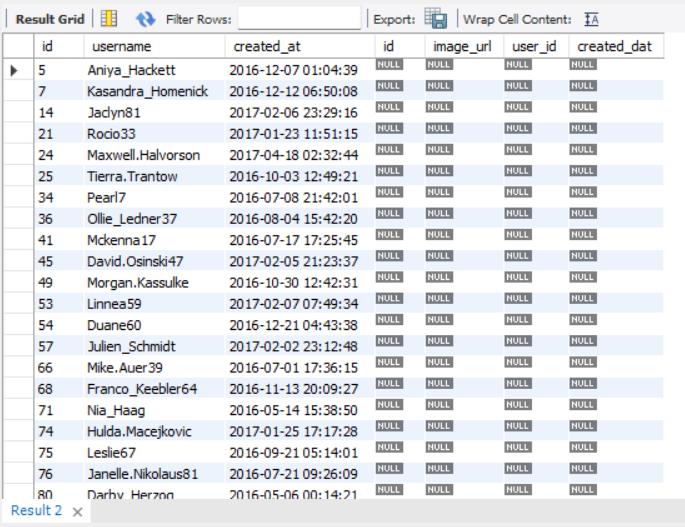
SELECT \* FROM users as u

LEFT JOIN photos as p

ON u.id = p.user\_id

WHERE p.user\_id is null;

**Result:**



Task: Determine the winner of the contest and provide their details to the team

**SQL Query:**

select username, count('id') as most\_likes from users

right join likes

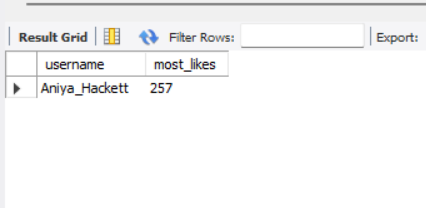
on users.id=likes.user\_id

group by users.username

order by most\_likes desc

limit 1;

**Result:**



Task: Identify and suggest the top five most commonly used hashtags on the platform.

**SQL Query:**

select tag\_name, count('id') as most\_popular from photo\_tags

right join tags

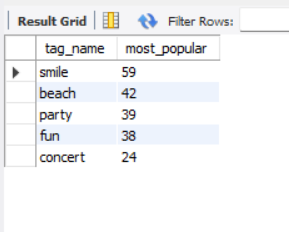
on tags.id = photo\_tags.tag\_id

group by tags.tag\_name

order by most\_popular desc

limit 5;

**Result:**



Task: Determine the day of the week when most users register on Instagram. Provide insights on when to schedule an ad campaign.

**SQL Query:**

select date\_format(created\_at,'%W') as 'Days',count(\*) as Registrations from users

group by Days

order by Registrations desc;

**Result:**

