PROJECT INSTAGRAM USER ANALYTICS

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PROJECT DESCRIPTION

Project Instagram user analytics is about gathering raw data of Instagram users and creating a database, With the created database we analyse the data and create queries and extract the needed information and pass it down to the respective department and help them in making decision required for the growth.In this project we will come across Instagram users engagement with the help MySQL

APPROACH

The approach towards completing the project was to create database using the given raw data.the raw data is then coverted to database and with the stored data coverted to different tables.with the given tasks to complete using SQL functions, aggregates,creating queries, connecting different tables using joins to come to a desired data table set and analysing it and passing the generated data to the required department

TECH-STACK USED

- MySQL -

1. Version used is MySQL workbench 8.0.32
2. Used SQL to create database, To run queries and extracted the desired data

- Canva -

1. Used canva for power point presentation

RESULT

- MARKETING

I.Rewarding most loyal users - The five oldest users of instagram are :-
1.Darby_Herzog
2.Emilio_Bernier52
3.Elenor88
4.Nicole71
5.Jordyn.Jacobson2

II.Remind Inactive Users to Start Posting - The users who have never posted on instagram are :-

Aniya_Hackett	Julien_Schmidt
Kasandra_Homenick	Mike.Auer39
Jaclyn81	Franco_Keebler64
Rocio33	Nia_Haag
Maxwell.Halvorson	Hulda.Macejkovic
Tierra.Trantow	Leslie67
Pearl7	Janelle.Nikolaus81
Ollie_Ledner37	Darby_Herzog
Mckenna17	Esther.Zulauf61
David.Osinski47	Bartholome.Bernhard
Morgan.Kassulke	Jessyca_West
Linnea59	Esmeralda.Mraz57
Duane60	Bethany20

III.Declaring contest winner - The users with most likes on single post is

User_id	Username	Photo_id	Likes
52	Zack_Kemmer93	145	48

IIV.Hastag researching - The top 5 commonly used hastag are-
1.Smile
2.beach
3.party
4.fun
5.concert

V.launch ad campaign – The best day of the week where user register are
1.Sunday
2.Thursday

- INVESTOR METRICS

  I.User Engagement –

  Total number of users (T.u) = 100
  Total number of posts (t.p)= 257
  Average number of posts = T.p/t.u
  $$= 257/100$$
  $$= 2.5$$

II.Bots and Fake Accounts - The user who have liked on every single photo are

Aniya_Hackett	Julien_Schmidt
Jaclyn81	Mike.Auer39
Rocio33	Nia_Haag
Maxwell.Halvorson	Leslie67
Ollie_Ledner37	Janelle.Nikolaus81
Mckenna17	Bethany20
Duane60	

Thank You

FROM
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