# Instagram User Analytics

**1.) Rewarding Most Loyal Users:**

Find the 5 oldest users of the Instagram from the database provided

select distinct username from users where created_at >=2016 order by created_at asc limit 5;

**2.) Remind Inactive Users to Start Posting**

Find the users who have never posted a single photo on Instagram

select us.* from users us

left join photos ph on us.id=ph.user_id

where ph.user_id is null;

- 3.) **Declaring Contest Winner**

- select username,photos.id,count(*) AS Most_Likes
- From likes
- Join users ON users.id = likes.user_id
- Join photos ON photos.id = likes.photo_id
- Group by photos.id
- Order by Most_Likes DESC
- Limit 1;

## 4.) Hashtag Researching

```
select tag_name, count(tag_name) AS Most_tags
from tags
join photo_tags on tags.id = photo_tags.tag_id
group by tag_id
Order by Most_tags DESC
limit 5;
```

## 5.)Launch AD Campaign

```
select dayname(created_at) as day_of_the_week, count(*) as
Most_register
from users
group by day_of_the_week
order by Most_register desc;
```

# User Engagement(1)

SELECT ROUND((SELECT COUNT(*)FROM photos)/
(SELECT COUNT(*) FROM users),3);

# User Engagement(2)

select users.id,username, COUNT(users.id) As total_likes_by_user
from users
join likes ON users.id = likes.user_id
join photos on users.id = photos.user_id
group by  users.id
having total_likes_by_user = (select COUNT(*) FROM photos);