

# INSTAGRAM USER ANALYTICS

*Trainity Project by Sandeep Yadav*



# CONTENT



INTRODUCTION



Analysis :  
Marketing  
Dept.

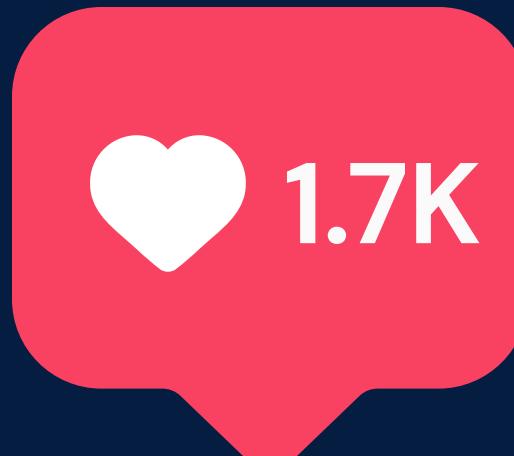


Summary



# INTRODUCTION

**In this project, we are supposed to provide a detailed report for the Marketing department. This analysis will help them make a decision based on different metrics and insights.**



## REWARDING MOST LOYAL USERS

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

## REMIND INACTIVE USERS TO START POSTING

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

## DECLARING CONTEST WINNER

Identify the winner of the contest and provide their details to the team

## HASHTAG RESEARCHING

Identify and suggest the top 5 most commonly used hashtags on the platform

## LAUNCHING AD CAMPAIGN

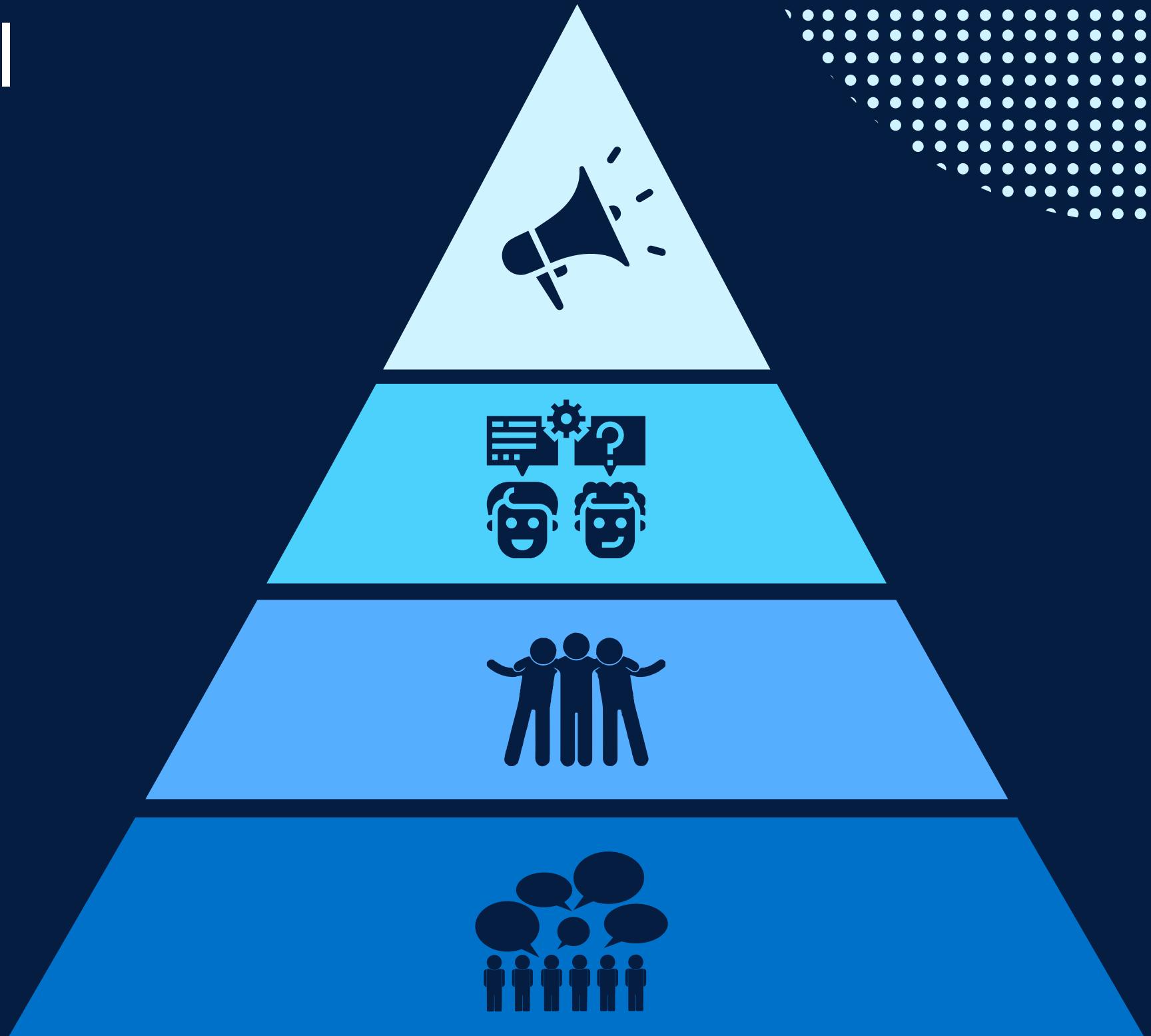
What day of the week do most users register on?  
Provide insights on when to schedule an ad campaign



# TOP 5 OLDEST USERS

Rewarding the most loyal  
users

- 01 Darby\_Herzog
- 02 Emilio\_Bernier52
- 03 Elenor88
- 04 Nicole71
- 05 Jordyn.Jacobson2



# REMIND INACTIVE USERS TO START POSTING

We have found a list of 26 people with their user id who have never posted a single photo on Instagram. they'll be receiving promotional emails to post their 1st photo.

5-Aniya\_Hackett

7-Kassandra\_Homenick

14-Jaclyn81

21-Rocio33

24-Maxwell.Halvorson

25-Tierra.Trantow

34-Pearl7

36-Ollie\_Ledner37

41-Mckenna17

45-David.Osinski47

49-Morgan.Kassulke

53-Linnea59

54-Duane60

57-Julien\_Schmidt

66-Mike.Auer39

68-Franco\_Keebler64

71-Nia\_Haag

74-Hulda.Macejkovic

75-Leslie67

76-Janelle.Nikolaus81

80-Darby\_Herzog

81-Esther.Zulauf61

83-Bartholome.Bernhard

89-Jessyca\_West

90-Esmeralda.Mraz57

91-Bethany20



# DECLARING CONTEST WINNER

In the contest, the user with the most likes on a single picture won

User Id  
52

Username  
Zack\_Kemmer93

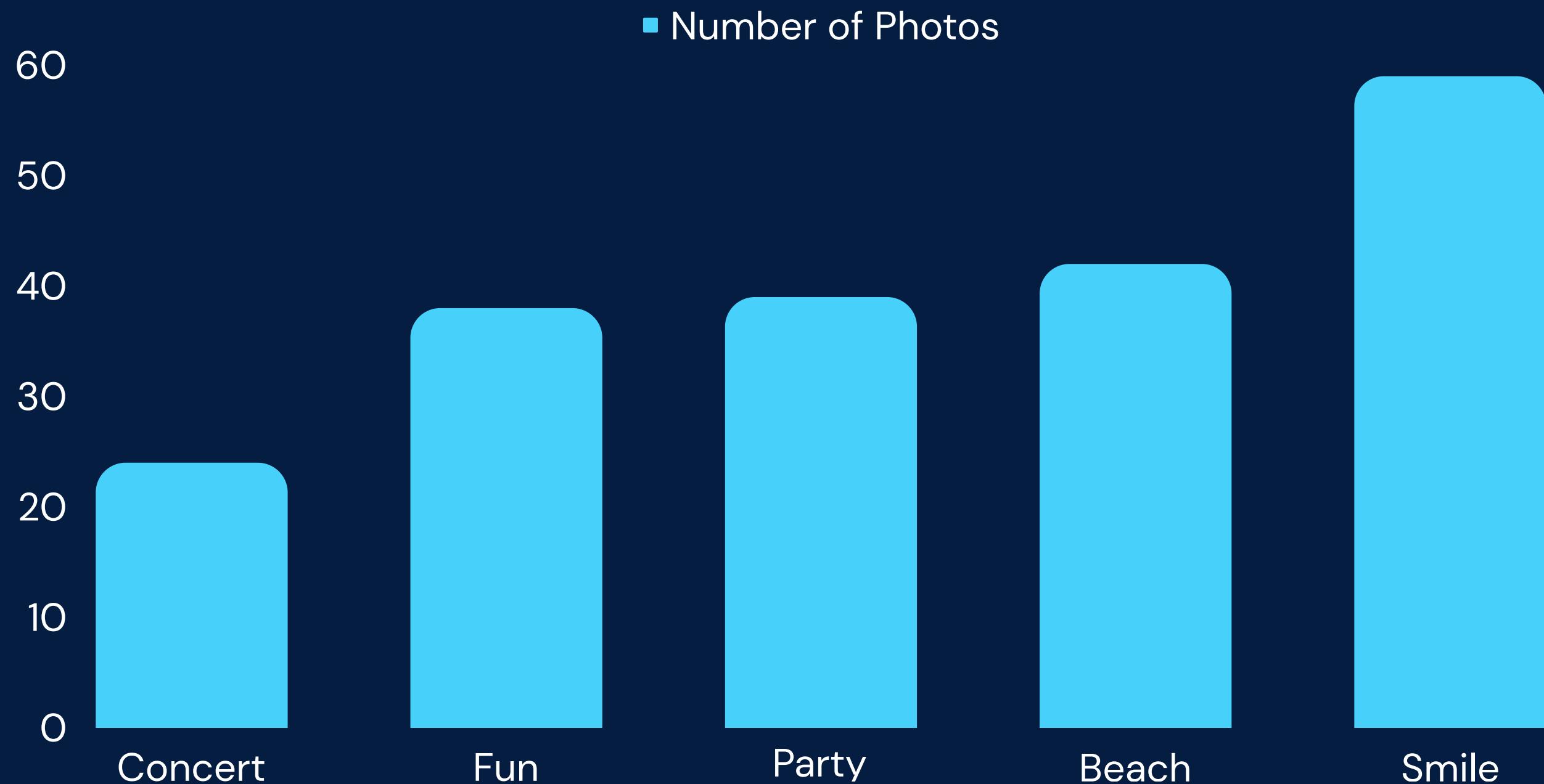
Image\_url  
<https://jarret.name>

Likes  
48



# # Hashtag Researching

Top 5 hashtags that are most frequently used on Instagram



# Launch AD Campaign

Registrants are most active on this day of the week

Thursday

Sunday

20

15

10

5

0

Sunday

Monday

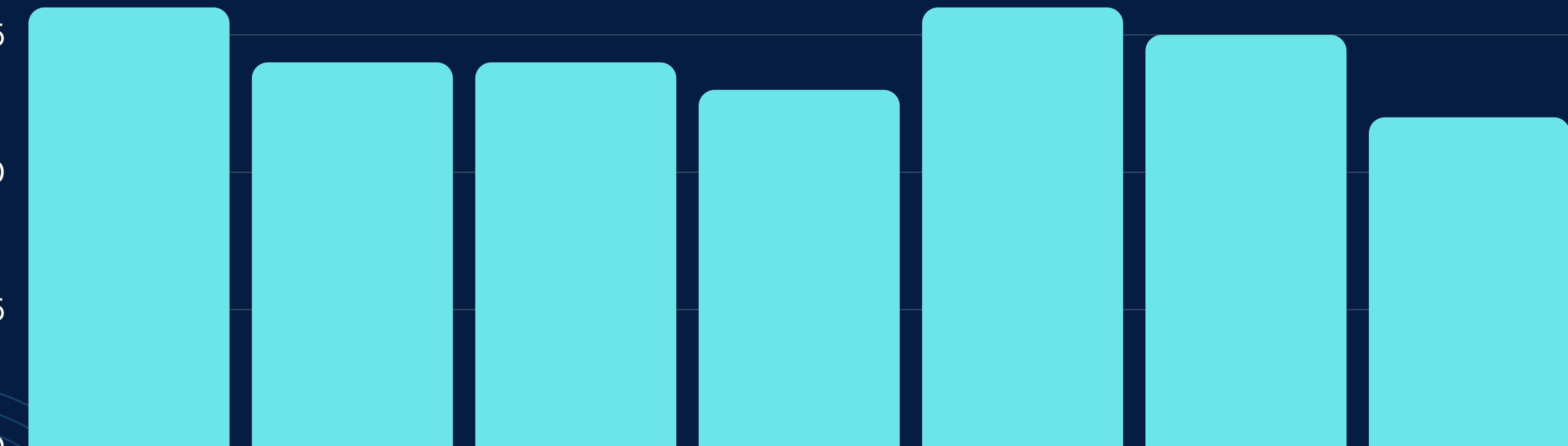
Tuesday

Wednesday

Thursday

Friday

Saturday



# APPROACH

For this project, I have used MySQL to extract the required data from the given database using the Join function, subqueries, Aggregation, where condition, Group by, Distinct and other functions required.

keeping the Primary key and foreign key in consideration provided all the reports asked by the marketing department.

I have used canva for making this presentation as it contains required Elements, Graphs, Images which made this project more attractive.



# INSIGHTS

- **Oldest Users:** By finding the five oldest users of Instagram, we can identify the early adopters of the platform.
- **Users without Posts:** Identifying users who have never posted a single photo on Instagram suggests a segment of users who are inactive and may require special attention.
- **Contest Winner:** Determining the winner of a contest based on the user with the most likes on a single photo highlights the importance of engagement and popularity in driving success on Instagram.
- **Best Day for ADs:** It helps in determining the optimal day for launching ad campaigns.





# RESULTS & LEARNINGS

- Used SQL queries to extract meaningful insights from the data.
- Through the project, I have gained a deeper understanding of user dynamics on Instagram.
- The project has allowed me to apply my problem-solving skills to tackle various data-related challenges.
- I have learned to structure SQL queries effectively, handle different table relationships, and derive meaningful conclusions from the data.

# IMPORTANT LINKS



## Dataset

<https://docs.google.com/document/d/1VUBxz9bHDsA88vSqUOXE8CRJQ1KHtisq/editusp=sharing&oid=101081076516915290058&rtpof=true&sd=true>

## SQL Queries

<https://docs.google.com/document/d/1GSGZ0iz4sV0yF8E70VFroICLIptCvLKU/editusp=sharing&oid=101081076516915290058&rtpof=true&sd=true>

# Thank's For Watching

**Connect with us.**



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