

# Instagram User Analytics

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# Agenda

A) Marketing

B) Investor Metrics

# Marketing

- I. Rewarding Most Loyal Users**
- II. Remind Inactive Users to Start Posting**
- III. Declaring Contest Winner**
- IV. Hashtag Researching:**
- V. Launch AD Campaign**

# Rewarding Most Loyal Users:

People who have been using the platform for the longest time.

Your Task: Find the 5 oldest users of the Instagram from the database provided.

## SOLUTION:

By using the db-fiddle.com. We can find the most loyal User by using command line are as follows:

```
SELECT * FROM ig_clone.users ORDER BY created_by LIMIT 5;
```

ID	username	Created_at
80	Darby_Herzog	2016-05-60   00:14:21
67	Emilio_Bernier52	2016-05-06   13:04:30
63	Elenor88	2016-05-08   01:30:41
95	Nicole71	2016-05-08   17:30:41
38	Jordyn.Jacobson2	2016-05-14   07:56:26

# Remind Inactive Users to Start Posting

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

## **SOLUTION:**

By using the db-fiddle.com. We can find the most loyal User by using command line are as follows:

**Use ig\_clone;**

```
SELECT users*username From  
users LEFT JOIN photos ON  
users_id = photos.user_id WHERE  
photos.id IS NULL;
```

username	username
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

# Declaring Contest Winner

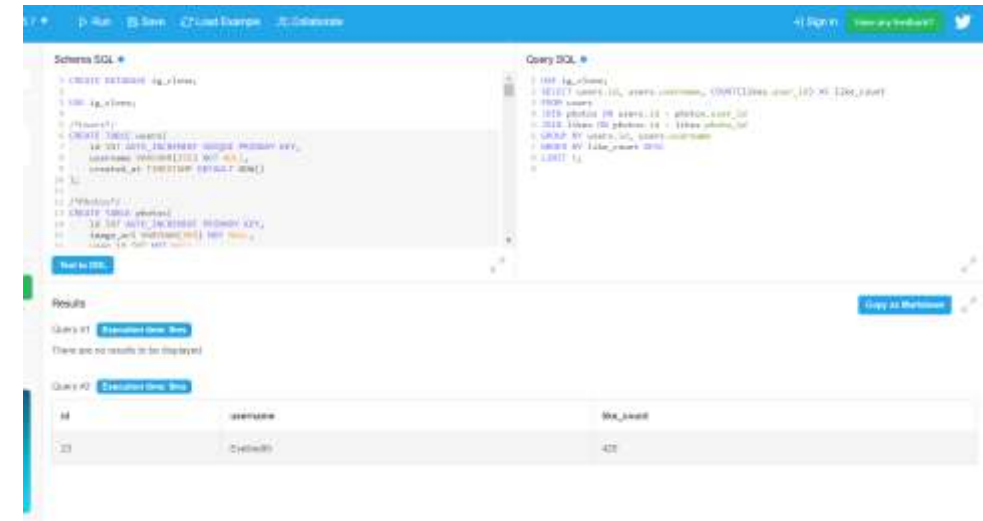
Task: Identify the winner of the contest and provide their details to the team.

## SOLUTION:

By using the db-fiddle.com. We can find the most loyal User by using command line are as follows:

Use `ig_clone`;

```
SELECT users.id, users.username,  
COUNT(likes.user_id) AS like_count  
FROM users JOIN photos ON user.id  
= photo.user_id JOIN likes ON  
photos.id = likes.photo_id GROUP  
BY users.id, users.username  
ORDER BY like_count DESC LIMIT  
1;
```



WINNER IS :

Username : Eveline95

Id : 23

Like\_count : 420

# Hashtag Researching:

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

## **SOLUTION:**

By using the db-fiddle.com. We can find the most loyal User by using command line are as follows:

**Use ig\_clone;**

```
SELECT tag_name, COUNT(*) AS  
tag_count FROM tags JOIN photo_tags  
ON tags.id = photo.tags.tag_id GROUP  
BY tag_name ORDER BY tag_count  
DESC LIMIT 5;
```

## **Result**

tag_name	tag_count
smile	59
beach	42
party	39
fun	38
food	24

# Launch AD Campaign

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

## SOLUTION:

Use `ig_clone`;

```
SELECT DAYNAME(created_at) AS  
registration_day , COUNT(*) AS  
registration_count FROM users  
GROUP BY registration_day ORDER  
BY registration_count DESC LIMIT 5;
```

## RESULT

registration_day	registration_count
Thursday	16



# Investor Metrics

**I. User Engagement**

**II. Bots & Fake Accounts**

# User Engagement

Your Task: Provide how many times does average user posts on Instagram. Also, provide the total number of photos on Instagram/total number of users.

## Solution

Use `ig_clone`;

```
SELECT u.id, u.username FROM users u WHERE NOT EXISTS (SELECT p.id FROM photos p
```

```
WHERE NOT EXISTS (SELECT l.photo_id FROM likes l WHERE l.user_id = u.id  
AND l.photo_id = p.id));
```

average_post_per_user	total_photos	total_users
25700	257	100

# Bots & Fake Accounts:

Task: Provide data on users (bots) who have liked every single photo on the site (since any normal user would not be able to do this).

## SOLUTION:

By using the db-fiddle.com. We can find the most loyal User by using command line are as follows:

**Use ig\_clone;**

**SELECT id, username, created\_at**

**FROM users**

**ORDER BY created\_at ASC LIMIT 5;**

## RESULT

id	username
5	Aniya_Hackett
14	Jaclyn81
21	Rocio33
24	Maxwell.Halvorson
36	Ollie_Ledner37
41	Mckenna17
54	Duane60
57	Julien_Schmidt
66	Mike.Auer39
71	Nia_Haag
75	Leslie67
76	Janelle.Nikolaus81
91	Bethany20



**Thank you**