***Instagram Users Analytics***

***Project Description***

The marketing and investor teams' needs and concerns are addressed by this project in the following ways:

A) Marketing: The marketing team is planning to roll out several initiatives centered around the following: Rewarding the Most Loyal Users: Individuals who have been utilizing the platform for the longest Sending them promotional emails will remind inactive users to start posting their first image. The user who receives from the most likes on a single photo is declared the contest winner, according to the team. They now want to announce the winner. A partner brand is researching hashtags to determine which ones to use in a post to attract the largest audience possible. Launch an ad campaign: The team is unsure about the ideal day to launch an ad campaign.

B) Investor Metrics: To determine whether Instagram is performing well and avoiding becoming obsolete like Facebook, investors want to evaluate the app on the following criteria: User Interaction: Are Instagram users still active and posting as much, or are they posting less? Bots and phony accounts Investors are curious as to whether the site is overrun with phony accounts.

***Approach***

This job was approached in a fairly straightforward manner. To ensure that the database provided will be used to its full potential, it was carefully translated into SQL tables. After organizing the data, several queries were sent out to provide the necessary results. To guarantee comprehensive and reliable findings, many tables were frequently used simultaneously.

***Tech Stack Adopted:***

This project utilizes the MySQL installer community 8.0.30.0.msi, which contains 8.0 CE. MySQL Workbench, MySQL Command Line Client, MySQL Shell

***Observations***

The observations drawn from the outcomes of various questions are listed below.