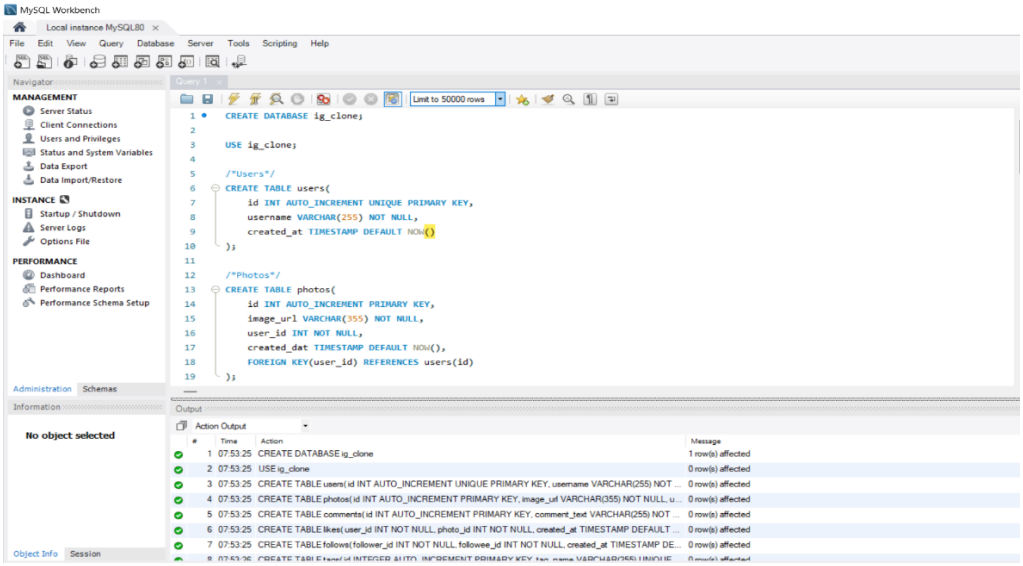
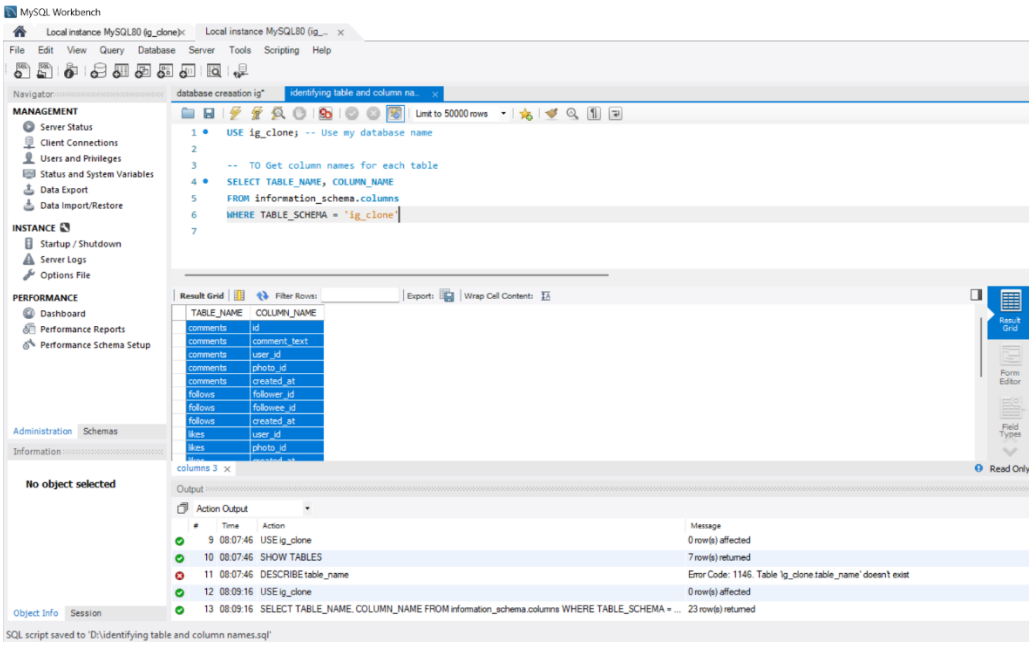
Instagram User Analytics

- **Inserting the database to MYSQL workbench:**



- **Identifying the rows , tables and column for analysis :**



A) Marketing Analysis:

1. **To Identify the five oldest users:**

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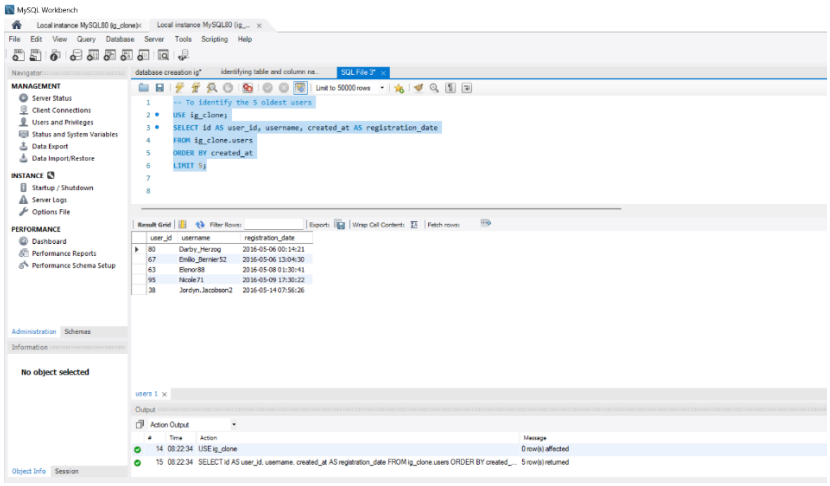
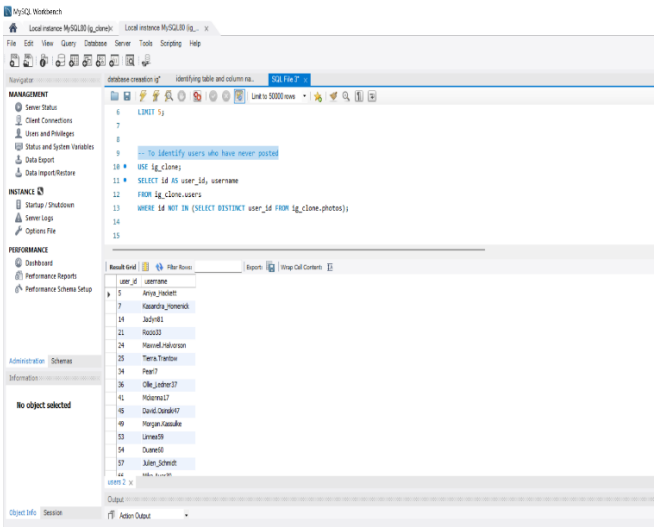


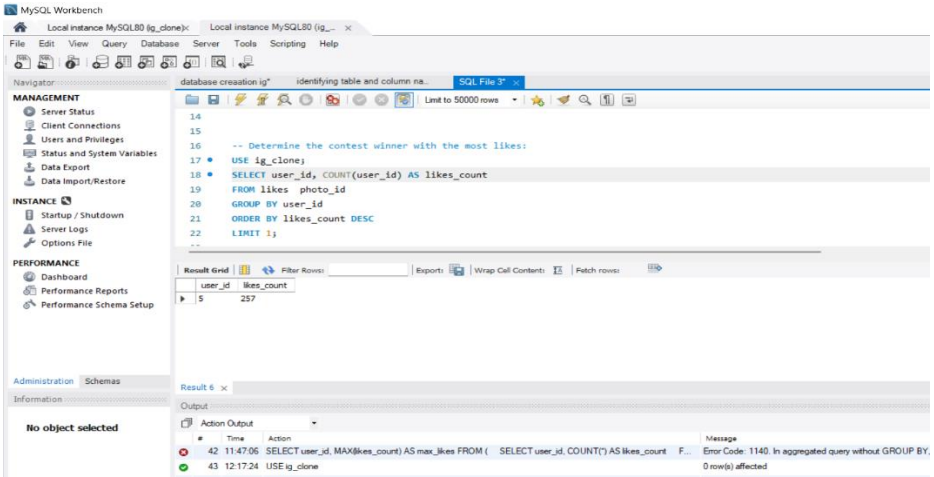
2. **To identify the users who have never posted:**



user_id	username
5	Aniya_Hackett
7	Kasandra_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

identify users who have never p

3. **To identify the Determine the contest winner with the most likes:**



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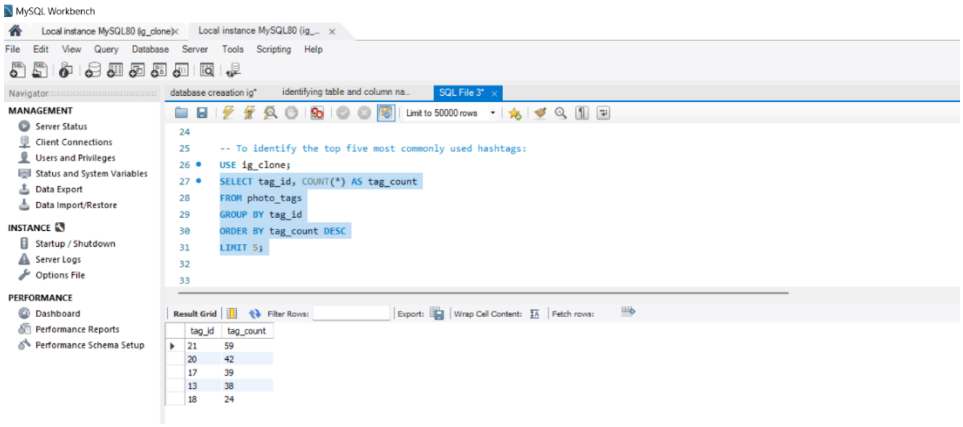
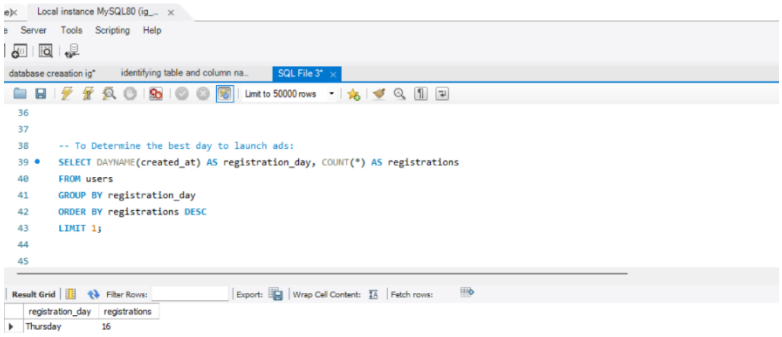
4. To Identify the top five most commonly used hashtags:

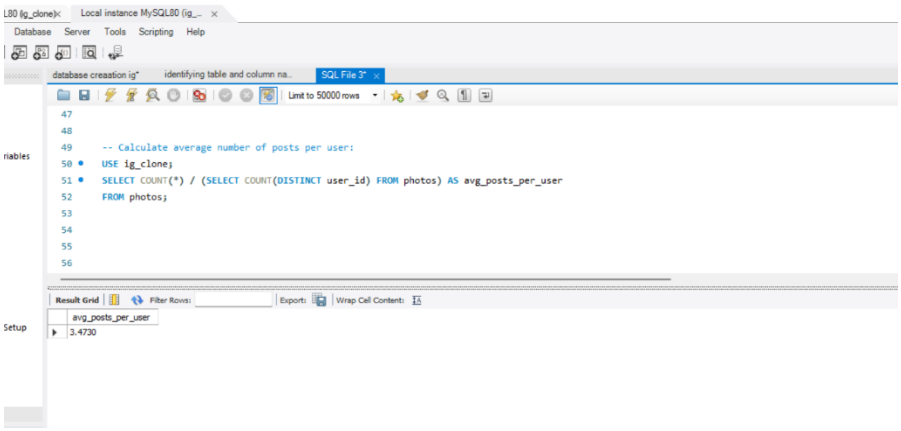


5. Determine the best day to launch ads:



B) Investor Metrics:

1. Calculate average number of posts per user:



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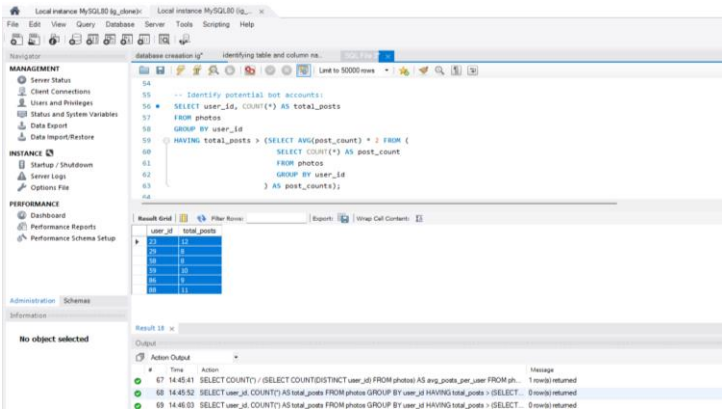
2.**Identify potential bot accounts:**



Insights :

- **The Oldest Users:**
  - Early Adopters: User IDs 80, 60, 63, 95, 38, signify users who joined the platform at an early stage, potentially showing long-term commitment.
- **Users Who Never Posted:**
  - Inactive Segment: Approximately 26 users have never posted, indicating a need for reactivation strategies to engage this dormant user base.
- **Contest Winner:**
  - Engagement User : User ID 5 received 257 likes, showcasing high engagement and popularity among the audience.
- **Top Hashtags:**
  - Popular Themes are: Top hashtags with IDs 21, 20, 17, 13, 18 highlight prevalent topics, offering insights for content strategy and audience engagement.
- **Best Day for Ads:**
  - Peak Registration: Thursday, with 16 registrations, represents a potential peak in user activity, making it an optimal day for ad launches.
- **Average Posts per User:**
  - Engagement Baseline per user: The average of 3.4730 posts per user provides a baseline for understanding user engagement and content creation habits in instagram.
- **Potential Bot Accounts:**
  - Elevated Activity: User IDs 23, 29, 58, 59, 86, 88 exhibit significantly higher post counts, raising flags for possible bot-like behavior.

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Results:

This Instagram project yielded significant achievements and valuable insights, greatly influencing the comprehension of user data and platform dynamics on Instagram.

- **Understanding User Segments:**
  - **Identifying the oldest users and inactive segments offers insights for targeted engagement approaches, distinguishing early users from dormant users.**
- **Engagement Metrics Clarity:**
  - **Determining the contest winner and average user post count ,engagement patterns, aiding in effective content strategies.**
- **Hashtag Trends identification:**
  - **Uncovering top hashtags revealed prevalent themes, enabling better content creation and enhanced audience engagement strategies.**
- **Strategic Ad Scheduling:**
  - **Pinpointing the optimal day for ad launches based on user registrations optimizes campaign effectiveness and audience outreach.**
- **Identifying Potential Bots:**
  - **Flagging potential bot accounts based on irregular posting behaviors prompts necessary scrutiny for platform security.**

Impact and Benefits:

- **Informed Decision-Making: Insights guide strategic decisions, enhancing user interactions, content creation, and marketing strategies.**
- **Enhanced User Understanding: Better comprehension of user behavior improves interaction strategies and platform management.**
- **Improved Campaign Effectiveness: Leveraging top hashtags and optimal ad scheduling boosts marketing impact and engagement.**
- **Platform Vigilance: Detection of potential bot accounts allows for proactive monitoring, safeguarding the platform's integrity and user experience.**

In summary, this analysis offers actionable insights into user behavior, engagement trends, and anomaly detection. It equips the team with valuable data to drive informed decisions, elevate user experiences, and optimize Instagram's platform performance.

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