



INSTAGRAM USER ANALYTICS

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Project Description

This project is about Instagram user analysis to drive business insights for marketing, product and development teams.

- User analysis is a process in which we track how user engage and interact with our digital product to get insights.
- The main goal of this project is to provide insights on user engagement, business, fake account to assist product team.
- These insights are used by teams across the business to launch new campaigns, building new features of app, tracking user engagement with app and improve the overall user experience which helps the business grow.

Approach

The approach towards this project is to use SQL queries to analyze the database provided.

A. CREATE A DATABASE

This project is done creating a database by using MySQL RDMS. After creating database we have to use SQL queries to get the answers of the questions asked in the project from the database.

In this project we use SQL queries to extract the required data from the given database.

B. PERFORM ANALYSIS

The analysis is performed by using SQL queries to the database we have created. We have to use filtering the data, grouping the data and performing other calculations based on the specific condition.

TECH-STACK USED

- To complete this project I used MySQL workbench. It is used to creating database and writing SQL queries. I also used notepad and Microsoft power point presentation for creating PPT.



MySQL®

Insights

After analysis of the database provided we have gained the following knowledge and insight while making the project.

Here we found the most loyal people who have been using Instagram from longest time by querying the database provided.

1.Rewarding Most Loyal Users

Name of the 5 oldest users are given below.

5 oldest users of the Instagram

Nicole71

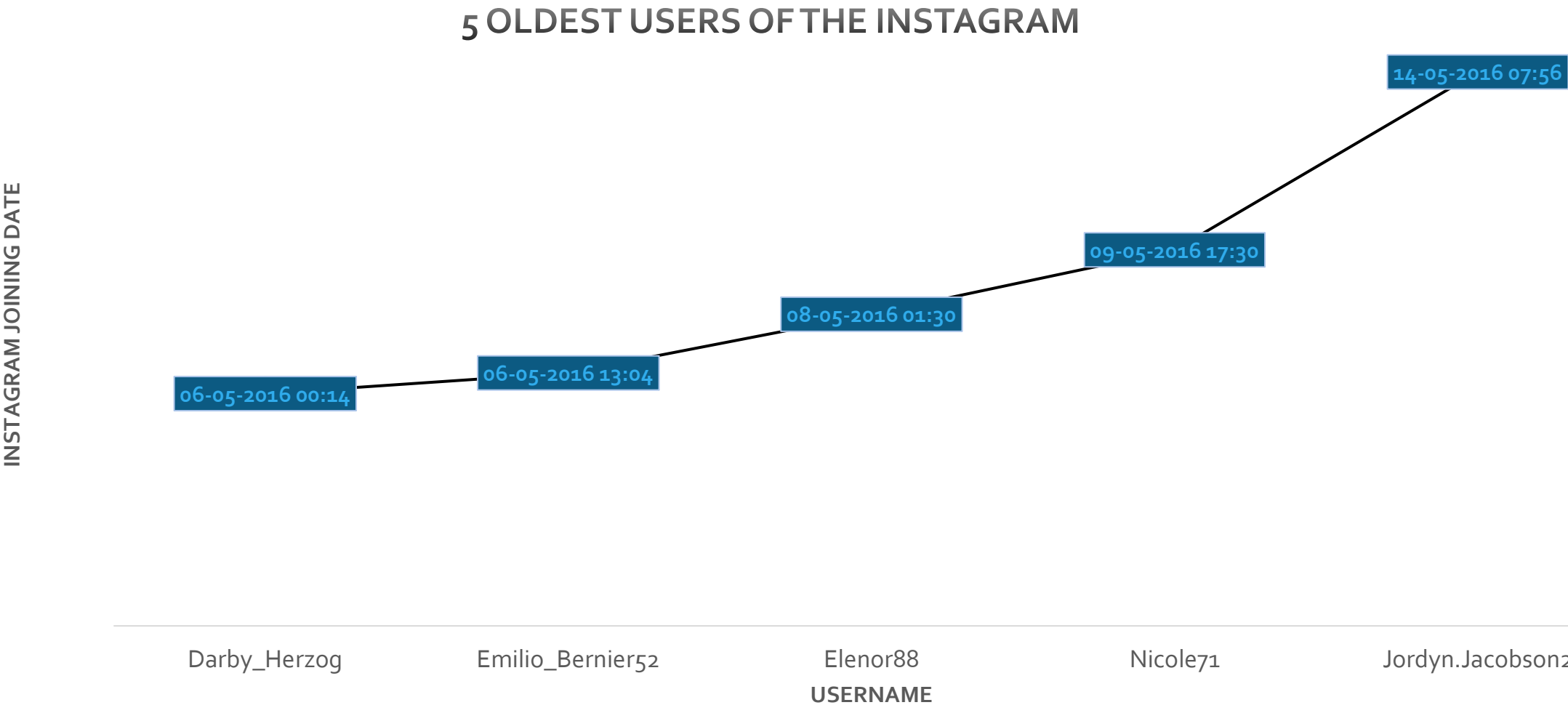
Darby_Herzog

Emilio_Bernier52

Elenor88

Jordyn.Jacobson2

5 oldest users of the Instagram

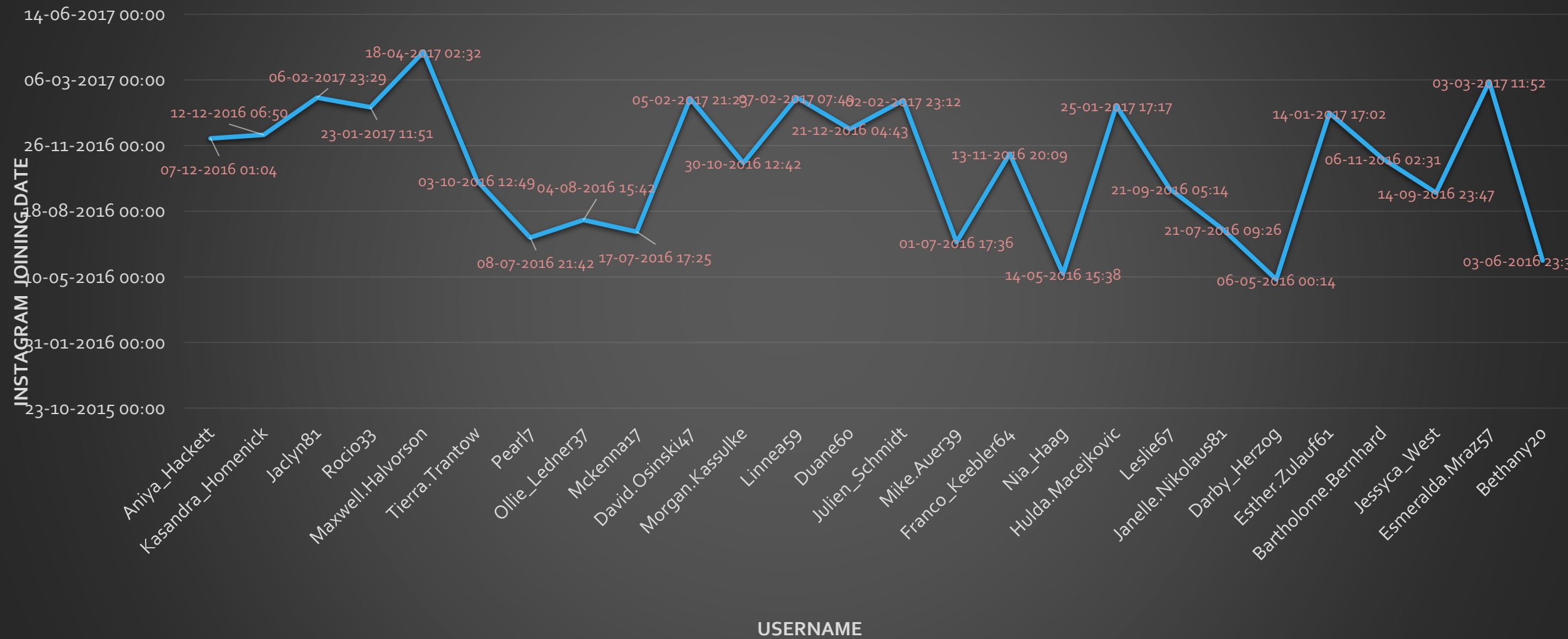


2.Remind Inactive Users to Start Posting

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

USERNAMES	CREATED AT
Aniya_Hackett	07-12-16 01:04
Kasandra_Homenick	12-12-16 06:50
Jaclyn81	06-02-17 23:29
Rocio33	23-01-17 11:51
Maxwell.Halvorson	18-04-17 02:32
Tierra.Trantow	03-10-16 12:49
Pearl7	08-07-16 21:42
Ollie_Ledner37	04-08-16 15:42
Mckenna17	17-07-16 17:25
David.Osinski47	05-02-17 21:23
Morgan.Kassulke	30-10-16 12:42
Linnea59	07-02-17 07:49
Duane60	21-12-16 04:43
Julien_Schmidt	02-02-17 23:12
Mike.Auer39	01-07-16 17:36
Franco_Keebler64	13-11-16 20:09
Nia_Haag	14-05-16 15:38
Hulda.Macejkovic	25-01-17 17:17
Leslie67	21-09-16 05:14
Janelle.Nikolaus81	21-07-16 09:26
Darby_Herzog	06-05-16 00:14
Esther.Zulauf61	14-01-17 17:02
Bartholome.Bernhard	06-11-16 02:31
Jessyca_West	14-09-16 23:47
Esmeralda.Mraz57	03-03-17 11:52
Bethany20	03-06-16 23:31

Inactive Users on Instagram



3.Declaring Contest Winner

Most popular photo and user

Most
popular
photo and
user

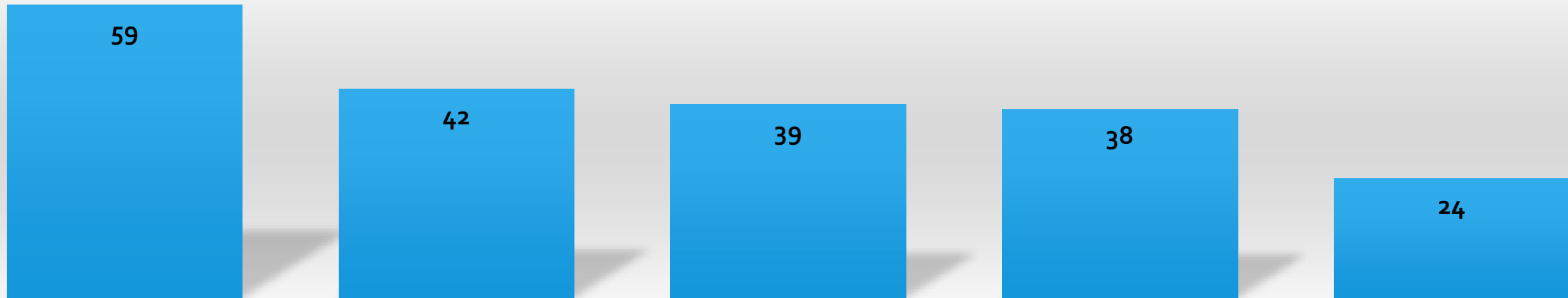
- Zack_Kemmerg (Username)
- 145 (id)
- <https://jarret.name> (image url)
- 48 (total number of likes)

4.Hashtag Researching

top 5 most commonly used hashtags on the platform



NUMBER OF POST



SMILE

BEACH

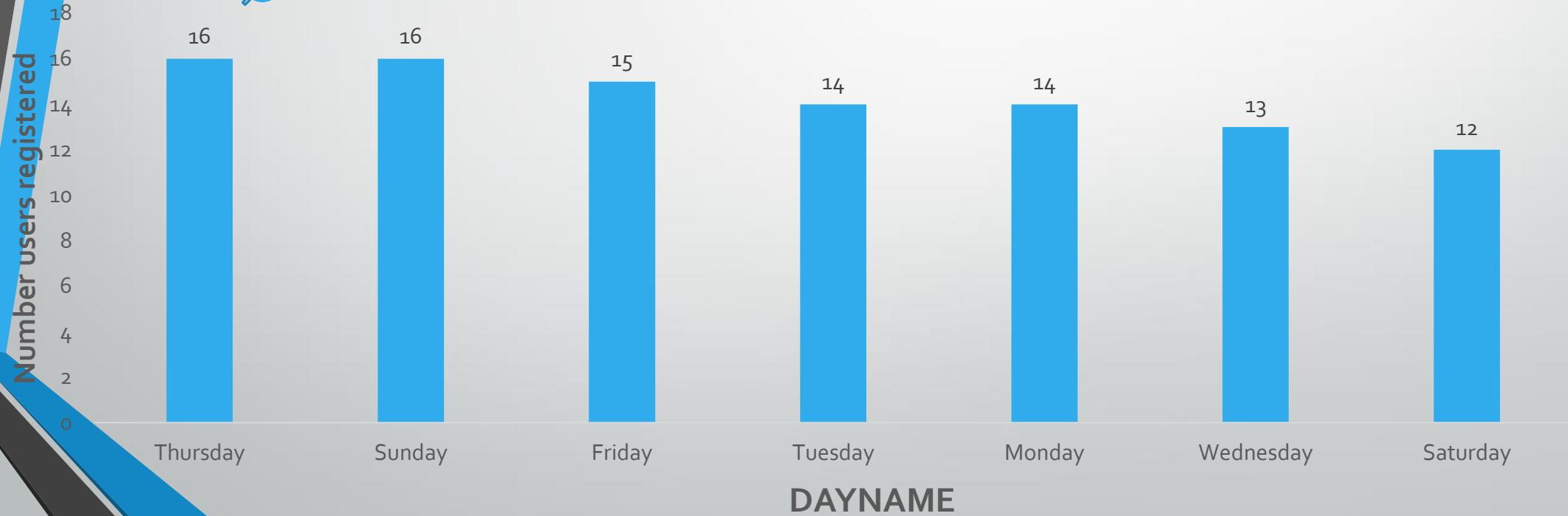
PARTY
HASHTAG

FUN

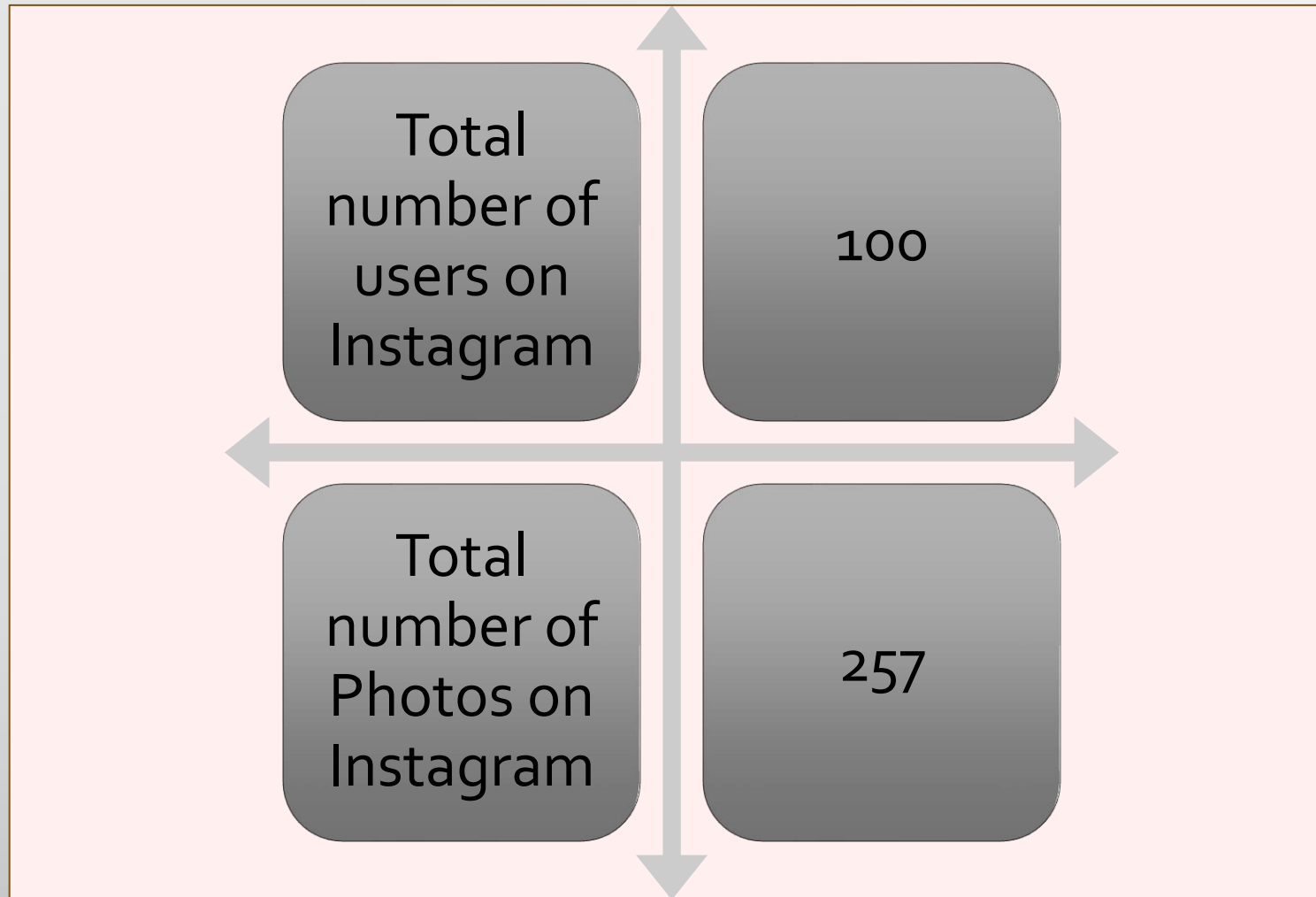
CONCERT

5.Launch AD Campaign

Here are the day name and no. of user resister on



User Engagement



The average number of photos per user on Instagram is 2.57

Bots & Fake Accounts

Finding the users who likes every photos.

Here are the list of user who likes every photos on Instagram

USERNAME	NUMBER OF LIKES
Aniya_Hackett	257
Jaclyn81	257
Rocio33	257
Maxwell.Halvorson	257
Ollie_Ledner37	257
Mckenna17	257
Duane60	257
Julien_Schmidt	257
Mike.Auer39	257
Nia_Haag	257
Leslie67	257
Janelle.Nikolaus81	257
Bethany20	257

RESULT

- The Instagram user analytics project provided insights on marketing, User engagements, Bots and Fake accounts. Now these insight can be used by Instagram product team to launch new campaigns, track users engagement and improve user experience.
- Here are the insights I found in these project
 1. Top 5 Oldest users of Instagram
 2. Users who never posted photos on Instagram
 3. Most liked photo on Instagram
 4. Top 5 most commonly used has-tags on Instagram
 5. Total number of users on Instagram
 6. Total number of photos on Instagram
 7. Average number of photos per user
 8. Bots and fake accounts on Instagram



THANK YOU

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