Description -

Performed analysis for the instagram mobile application to track how users engage and interact with our digital product (software or mobile application) in an attempt to derive business insights for marketing, product & development teams.
These insights are then used by teams across the business to launch a new marketing campaign, decide on features to build for an app, track the success of the app by measuring user engagement and improve the experience altogether while helping the business grow.

Provided the insightes to the product team of Instagram and the product manager to draw insight to improve the business

Povided data to the Marketing team as The marketing team wants to launch some campaigns, and they need your help with the following

and data provided for User Engagemen to show the users still as active and post on Instagram or they are making fewer posts

We have use the NOtepad as it was convenient and pre installed to save the data and easy to access

insights-
1. performed analysis for for the users active from longer time
Found the 5 oldest users of the Instagram from the database provided

2. Remind Inactive Users to Start Posting: By sending them promotional emails to post their 1st photo.
analysed the data for the users who have never posted a single photo on Instagram
Declaring Contest Winner: The team started a contest and the user who gets the most likes on a single photo will win the contest now they

3. Identify the the users with most likes to declare winner of the contest and provide their details to the team

4.Hashtag Researching: A partner brand wants to know, which hashtags to use in the post to reach the most people on the platform.
for that Identifed and suggested the top 5 most commonly used hashtags on the platform

5. to Launch AD Campaign: The team wants to know, which day would be the best day to launch ADs.
Provided the insights of the week day most user register on app to know when to schedule an ad campaign

6 Investor Metrics: investors want to know if Instagram is performing well and is not becoming redundant like Facebook
Provided info for how many times does average user posts on Instagram. by identifying total photos and number of users

Bots & Fake Accounts: the platform is crowded with fake and dummy accounts
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).

Analysis performed :-

```
# select * from ig_clone.users;
# select
#  username, created_at
#  from ig_clone.users
#  order by
#  created_at
#  limit 5;

 use ig_clone;

# select username, image_url
# from  users
# left join photos on users.id = photos.user_id
# where image_url is null;



# select count (*) as num_likes, photo_id, photos.user_id, username
# from likes
# join photos on photos.id = likes.photo_id
# join users on users.id = photos.user_id
# group by photo_id
# order by num_likes desc
# limit 1;


# select count (*) as num_hashtag, tag_id, tag_name
# from photo_tags
# join tags on photo_tags.tag_id= tags.id
# group by
# tag_id
# order by
# num_hashtag desc
# limit 1;


# select * from users

select dayname(created_at) day, count(id)
from users
group by
day
order by
```

day

```
# select
# distinct user_id as num_user,
# count(image_url), username
# from photos
#  right join users on users.id=photos.user_id
# group by
# users.id

# select count(distinct user_id) as numid, count (image_url) as numim,
# count (image_url)/count(distinct user_id)
# # from photos


# select * from likes;

# select * from ig_clone.users;
# select * from ig_clone.photos;

# select
#  username, created_at
#  from ig_clone.users
#  order by
#  created_at
#  limit 5;

 use ig_clone;

# select username, image_url
# from  users
# left join photos on users.id = photos.user_id
# where image_url is null;




# select count (*) as num_likes, photo_id, photos.user_id, username
# from likes
# join photos on photos.id = likes.photo_id
# join users on users.id = photos.user_id
# group by photo_id
# order by num_likes desc
# limit 1;


# select count (*) as num_hashtag, tag_id, tag_name
# from photo_tags
# join tags on photo_tags.tag_id= tags.id
# group by
# tag_id
# order by
# num_hashtag desc
```

```
# limit 1;



# select week(now())




# select
# distinct user_id as num_user,
# count(image_url), username
# from photos
#  right join users on users.id=photos.user_id
# group by
# users.id

select count(distinct user_id) as numid, count (image_url) as numim,
count (image_url)/count(distinct user_id)
from photos


# select * from likes;

# select user_id , count(photo_id)
# from likes
# group by
# user_id
#  having count(photo_id) = (select count (*) from photos);
```

Result:

found the 5 oldest users that are active from longer time and got the information of the inactive users.
Then idenitfied users with most likes to declare winner
identified the most common hashtags for research and also identified the day the most user registered to launch ad campain
Helped the team to get info about the app working will by providing the insight of the active users post on average
Drawn the data for the fake a/c by identifying the maximum like on every single post