Business Analytics with Digital Marketing

Capstone Project

Submitted By:

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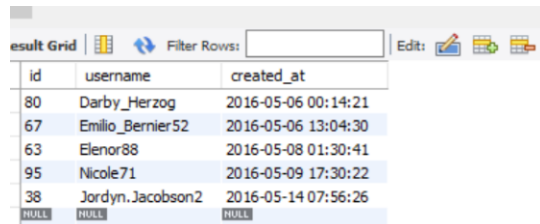# INSTAGRAM USER ANALYTICS

Marketing Analysis:

1. Loyal user reward:

   INPUT:

   select * from users

   order by created_at asc

   limit 5

   OUTPUT:

2. Who Have never Photo on Instagram Inactive Engagement

   INPUT:

   select * from users as a

   left join photos as b on

   a.id = b.user_id and

   b.user_id is null

   OUTPUT:

id	username	created_at	id	image_url	user_id	created_dat
1	Kenton_Kirlin	2017-02-16 18:22:11	NULL	NULL	NULL	NULL
2	Andre_Purdy85	2017-04-02 17:11:21	NULL	NULL	NULL	NULL
3	Harley_Lind18	2017-02-21 11:12:33	NULL	NULL	NULL	NULL
4	Arely_Bogan63	2016-08-13 01:28:43	NULL	NULL	NULL	NULL
5	Aniya_Hackett	2016-12-07 01:04:39	NULL	NULL	NULL	NULL
6	Travon.Waters	2017-04-30 13:26:14	NULL	NULL	NULL	NULL
7	Kasandra_Homenick	2016-12-12 06:50:08	NULL	NULL	NULL	NULL
8	Tabitha_Schamberger11	2016-08-20 02:19:46	NULL	NULL	NULL	NULL
9	Gus93	2016-06-24 19:36:31	NULL	NULL	NULL	NULL
10	Presley_McClure	2016-08-07 16:25:49	NULL	NULL	NULL	NULL
11	Justina.Gaylord27	2017-05-04 16:32:16	NULL	NULL	NULL	NULL
12	Dereck65	2017-01-19 01:34:14	NULL	NULL	NULL	NULL
13	Alexandro35	2017-03-29 17:09:02	NULL	NULL	NULL	NULL
14	Jaclyn81	2017-02-06 23:29:16	NULL	NULL	NULL	NULL
15	Billy52	2016-10-05 14:10:20	NULL	NULL	NULL	NULL
16	Annalise.McKenzie16	2016-08-02 21:32:46	NULL	NULL	NULL	NULL
17	Norbert_Carroll35	Norbert_Carroll35 43	NULL	NULL	NULL	NULL

3.Declaration winner of contest:

INPUT:

```
select * from
(select user_id , count(photo_id)as count from likes
group by user_id
order by count desc) as a
left join users as b on a.user_id = b.id
```

OUTPUT:

user_id	count	id	username	created_at
21	257	21	Rocio33	2017-01-23 11:51:15
71	257	71	Nia_Haag	2016-05-14 15:38:50
5	257	5	Aniya_Hackett	2016-12-07 01:04:39
66	257	66	Mike.Auer39	2016-07-01 17:36:15
41	257	41	Mckenna17	2016-07-17 17:25:45
14	257	14	Jaclyn81	2017-0
57	257	57	Julien_Schmidt	2017-02-02 23:12:48
24	257	24	Maxwell.Halvorson	2017-04-18 02:32:44
76	257	76	Janelle.Nikolaus81	2016-07-21 09:26:09
75	257	75	Leslie67	2016-09-21 05:14:01
54	257	54	Duane60	2016-12-21 04:43:38
91	257	91	Bethany20	2016-06-03 23:31:53
36	257	36	Ollie_Ledner37	2016-08-04 15:42:20
16	103	16	Annalise.McKenzi...	2016-08-02 21:32:46
96	98	96	Keenan.Schamber...	2016-08-28 14:57:28

3
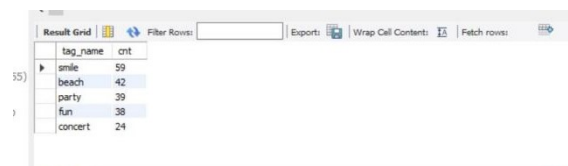
4. Hashtag Research

INPUT:

> **select a.tag_name , count(b.tag_id) as cnt from tags as a**
> **left join photo_tags as b**
> **on a.id = b.tag_id**
> **group by a.tag_name**
> **order by cnt desc limit 5**

OUTPUT:
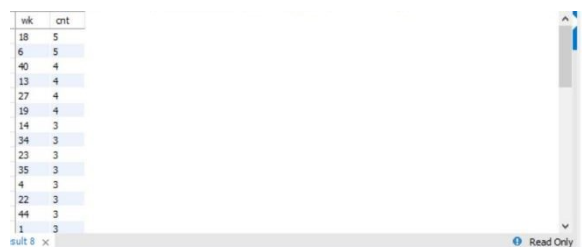
tag_name	cnt
smile	59
beach	42
party	39
fun	38
concert	24

5. Ad Campaign Launch

INPUT:

> **select week(created_at) as wk ,**
> **count(week(created_at))as cnt from users**
> **group by wk**
> **order by cnt desc**

OUTPUT:

wk	cnt
18	5
6	5
40	4
13	4
27	4
19	4
14	3
34	3
23	3
35	3
4	3
22	3
44	3
1	3

6. Investor Metrics: Bots & Fake Accounts:

INPUT:

> **select b.user_id , count(a.id) from users as a**

> **left join photos as b**
>
> **on a.id = b.user_id**
>
> **group by b.user_id**

OUTPUT:
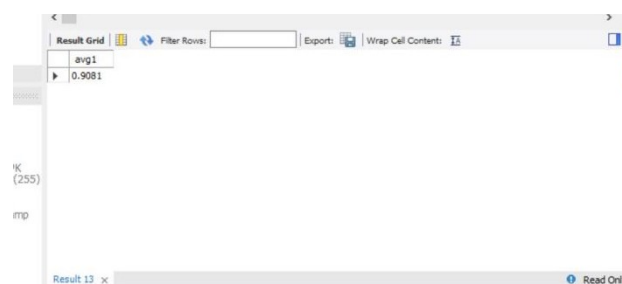
select count(*) from fake_id

where cnt_likes ='257'

7.select count(b.image_url) / count(a.id) as avg1 from users as a
left join photos as b
on a.id = b.user_id