



INSTAGRAM USER ANALYTICS

Tool Used



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AGENDA

Marketing Analytics

Investor Analytics

Introduction

Instagram, a prominent social media platform, seeks an in-depth analysis of user engagement. This analysis aims to explore how users interact with the app, their posting frequency, user vintage (the duration of their presence on the platform), and the identification of potential bot accounts. These insights are crucial in providing valuable information to the team to facilitate the growth of the business.

MARKETING ANALYTICS

Loyal User Award

- Identifying top 5 users with highest vintage

- Query

```
select top 5 username from users  
order by created at asc;
```

	username
1	Darby_Herzog
2	Emilio_Bernier52
3	Elenor88
4	Nicole71
5	Jordyn.Jacobson2

Inactive User Engagement

- Identifying the users who never posted any photo on the app
- Query - `select username from users where id not in (select user_id from photos)`
- Identified a total of 26 users who just created their Id and never posted.

Contest winner

- Identified the user who posted the photo which was like the most

- Query –

```
with cte as
```

```
(select top 1 photo_id, count(user_id) as likes from likes 1
```

```
group by photo_id
```

```
order by likes desc)
```

```
select c.photo_id, c.likes, u.us
```

```
ername from cte c
```

```
join photos p
```

```
on c.photo_id = p.id
```

```
join users u on u.id = p.user_id;
```

- Result – User Zack_Kemmer93 has posted photo with id 148 and received highest number of likes i.e. 48

Highlighted Hashtag

- Most commonly used #

- Query –

```
with cte as
(select top 1 tag_id, count(photo_id) as Tag_counts from photo_tags
group by tag_id
order by Tag_counts desc)
select tag_name, tag_counts from cte c
join tags t
on c.tag_id = t.id;
```

- # smile is the most commonly used # with count of 59

Ad campaign launch

- Most engaged day of week (Highest numbers of users registered)

Query - with cte as

```
(select *, datename(dw, created_at) as week_day from users)
```

```
select top 1 week_day, count(id) as user_reg from cte
```

```
group by week_day
```

```
order by user_reg desc;
```

- Sunday is the most engaged day as 16 users registered on Sunday itself

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INVESTOR METRICS

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User Engagement

- User wise post and Average Post per user.

- User engagement - number of Posts

```
select user_id, count(*) as no_of_posts from photos  
group by user_id
```

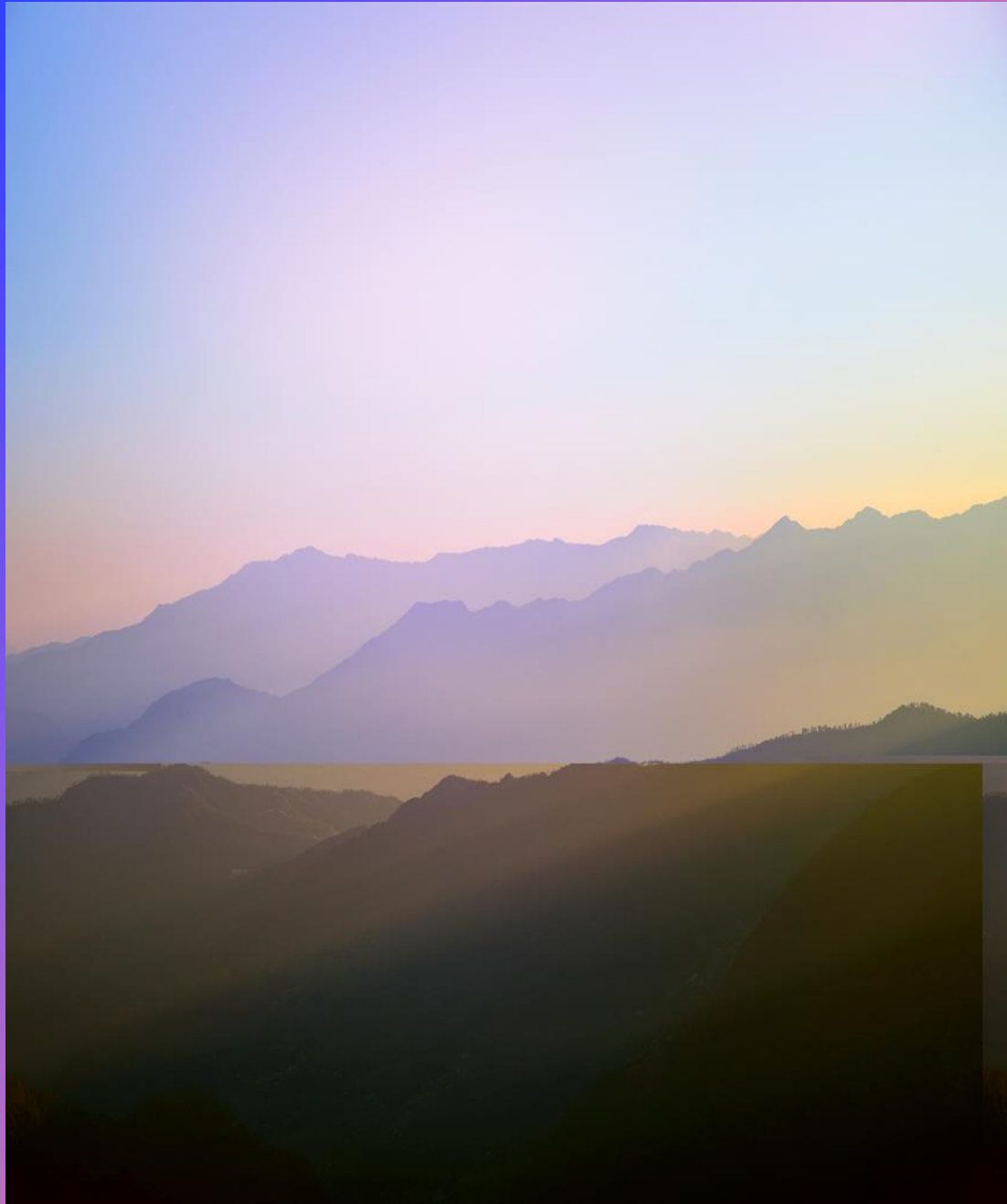
- Avg post per user

```
select count(distinct p.id)/count(distinct u.id) avg_post_per_user from photos  
p  
full join users u on p.user_id = u.id
```

- A total of 74 out 100 users posted 514 photos

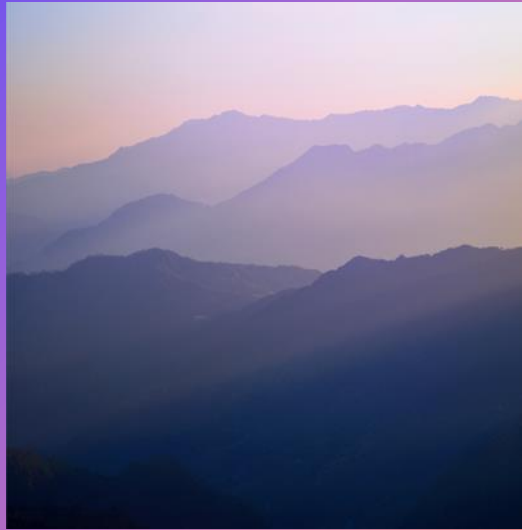
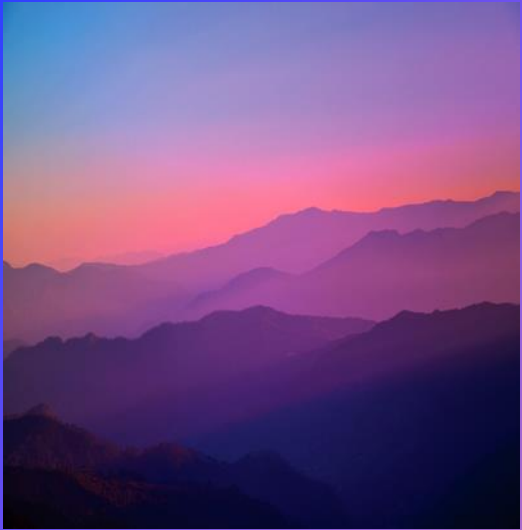
Bots and Fake Accounts

- Recognizing fake accounts (Users who liked all posted Pics)
- Query
- ```
Select USER_ID, count(photo_id) as like_count from likes
group by user_id
having count(photo_id) = (select count(distinct photo_id) from likes)
```
- Identified a total of 26 users as Bots or Fake



The way to get started is to quit talking and begin doing.

- Walt Disney



# Summary

In this user analysis of Instagram data, we have identified key areas that are of paramount importance for business growth, customer retention, and the detection of fake or bot accounts. These findings hold significant potential to benefit the organization and guide strategic decisions.



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# THANK YOU

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