

INSTAGRAM USER ANALYTICS

DESCRIPTION

- ◆ This Project is about how we can use SQL to create ,access and Utilize Databases based on 'Requirements'.
- ◆ In this project, I've created an Instagram Clone database which consists of basic details we can notice on Instagram such as username ,details ,posts ,likes ,comments ,hashtag and other parameters in the form of tables.
- ◆ And we used SQL to get details on various Marketing and Investor metric parameters on the Database.

TECH-STACK USED

- ◆ MySQL Workbench (version : 8.0.31)
- ◆ I chose to work on MySQL Workbench because its an unified cross-platform tool and works well with MySQL and SQL. And it is also one of the most standard tool used by professionals.

Insights

- ◆ While working on this i learned quite a handful of things like, Creating an Database and manipulation and deletion of databases in the workbench.
- ◆ I also got familiar with the basic use of workbench and SQL i.e: fundamentals and requirements of databases, basics steps to identify and address any problems.
- ◆ I also got familiar and also worked with various SQL functions such as aggregate and sorting function and learned how to use them.

Results

- Below are some of the results from the project, Complete Results and Analysis could be checked in the SQL file attached along with this file.

Identification of Bots

The screenshot shows a database interface with a table of user likes and a log of SQL queries. The table has columns 'username' and 'num_likes'. The log shows a series of SQL queries and their execution times.

username	num_likes
Aniya_Hackett	257
Jadyn81	257
Rocio33	257
Maxwell_Halvorson	257
Ollie_Ledner37	257
McKenna17	257
Duane60	257
Julien_Schmidt	257
Mike_Auer39	257
Nia_Haag	257

#	Time	Action	Message	Duration / Fetch
14	14:20:10	SELECT username FROM users LEFT JOIN photos ON users.id = photos.user_id WHERE photos.id IS NULL	26 row(s) returned	0.000 sec / 0.000 sec
15	14:20:10	SELECT username, photos.id, photos.image_url, COUNT(*) AS total FROM photos INNER JOIN likes ON photos.id = likes.photo_id	1 row(s) returned	0.016 sec / 0.000 sec
16	14:20:10	SELECT (SELECT COUNT(*) FROM photos) / (SELECT COUNT(*) FROM users) AS avg...	1 row(s) returned	0.000 sec / 0.000 sec
17	14:20:10	SELECT tags.tag_name, COUNT(*) AS total FROM photo_tags JOIN tags ON photo_tags.tag_id = tags.id	5 row(s) returned	0.000 sec / 0.000 sec
18	14:20:10	SELECT username, COUNT(*) AS num_likes FROM users INNER JOIN likes ON users.id = likes.user_id	13 row(s) returned	0.016 sec / 0.000 sec
19	14:21:19	CREATE DATABASE ig_clone	Error Code: 1007. Can't create database 'ig_clone'; database exists	0.063 sec

Creation of Database

The screenshot shows a database interface with a table of user information and a log of SQL queries. The table has columns 'id', 'username', and 'created_at'. The log shows a series of SQL queries and their execution times.

id	username	created_at
1	Kenton_Kirlin	2017-02-16 18:22:11
2	Andre_Purdy85	2017-04-02 17:11:21
3	Harley_Lind18	2017-02-21 11:12:33
4	Arelly_Bogan63	2016-08-13 01:28:43
5	Aniya_Hackett	2016-12-07 01:04:39
6	Travon_Waters	2017-04-30 13:26:14
7	Kassandra_Homenick	2016-12-12 06:50:08
8	Tabitha_Schamberger11	2016-08-20 02:19:46
9	Gus93	2016-06-24 19:36:31
10	Presley_McClure	2016-08-07 16:25:49

#	Time	Action	Message	Duration / Fetch
14	14:20:10	SELECT username FROM users LEFT JOIN photos ON users.id = photos.user_id WHERE photos.id IS NULL	26 row(s) returned	0.000 sec / 0.000 sec
15	14:20:10	SELECT username, photos.id, photos.image_url, COUNT(*) AS total FROM photos INNER JOIN likes ON photos.id = likes.photo_id	1 row(s) returned	0.016 sec / 0.000 sec
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