The Instagram Cloned Database Project is a comprehensive MySQL database that mimics the structure and functionality of the popular social media platform, Instagram. Designed to facilitate data analysis for real-world business scenarios, this project aims to provide valuable insights into user behavior, engagement patterns, and marketing strategies.

**Objectives**

The primary objectives of the Instagram Cloned Database Project are to:

**Identify Rewarding System for Loyal Users**: Analyze user activity and engagement metrics to identify and reward loyal users who actively contribute to the platform.

**Optimize Campaign Targeting**: Utilize data analysis techniques to launch targeted marketing campaigns, focusing on weekdays with the highest user registrations to maximize campaign effectiveness and ROI.

**Revitalize User Engagement**: Develop strategies to encourage inactive users to re-engage with the platform, thereby increasing overall user retention and interaction.

**Functionality**

## Database Design

For the Instagram clone project, the database schema defines the structure of the database and includes tables for storing various types of data such as users, photos, comments, likes, follows, tags, and photo-tag associations. Each table has columns that represent specific attributes of the data, such as user ID, username, photo URL, comment text, etc.

## Table Creation

The tables in the database represent the different entities or concepts in the Instagram platform. For example:

* The **Users** table stores information about registered users.
* The **Photos** table contains details about the photos uploaded by users.
* The **Comments** table tracks comments made by users on photos.
* The **Likes** table records likes given by users to photos.
* The **Follows** table represents the follower/following relationships between users.
* The **Tags** table stores predefined tags that can be associated with photos.
* The **Photo-Tags** table establishes the many-to-many relationship between photos and tags.

## Answering questions based on Data

1. What day of the week do most users register on? We need to figure out when to schedule an ad campgain.
2. We want to target our inactive users with an email campaign. Find the users who have never posted a photo.
3. We're running a new contest to see who can get the most likes on a single photo. WHO WON?
4. Our Investors want to know- How many times does the average user post? total number of photos/total number of users?
5. User ranking by postings higher to lower.
6. Total Posts by users.
7. Total numbers of users who have posted at least one time.
8. A brand wants to know which hashtags to use in a post. What are the top 5 most commonly used hashtags?
9. We have a small problem with bots on our site. Find users who have liked every single photo on the site.
10. We also have a problem with celebrities. Find users who have never commented on a photo.
11. Are we overrunning with bots and celebrity accounts? Find the percentage of our users who have either never commented on a photo or have commented on every photo.

**Real-World Applications**

The insights generated from the Instagram Cloned Database Project can be applied to various real-world business scenarios, including:

* Designing loyalty programs and incentives to retain and reward active users.
* Tailoring marketing campaigns to target peak registration days and times.
* Implementing personalized outreach initiatives to re-engage dormant users and enhance overall platform activity.

By leveraging the rich dataset provided by the Instagram Cloned Database Project, businesses can make informed decisions and drive growth through data-driven strategies and actionable insights.