

Instagram User Analytics

Description:

User analysis is a process by which we track how users engage and interact with the digital product like software or mobile application in an attempt to derive business insights for marketing, product improvement & development teams.

These insights are then used by teams across the business to launch a new marketing campaign in which they decide on features to build for an app which track the success of the app by measuring user engagement and improve the experience altogether while helping the business grow better.

This project consist of insights of Instagram on the questions asked by the management team.

Marketing

The marketing team wants to launch some campaigns

1. **Rewarding Most Loyal Users:** People who have been using the platform for the longest time.
2. **Remind Inactive Users to Start Posting:** By sending them promotional emails to post their 1st photo.
3. **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 wish to declare the winner.
4. **Hashtag Researching:** A partner brand wants to know, which hashtags to use in the post to reach the most people on the platform.
5. **Launch AD Campaign:** The team wants to know, which day would be the best day to launch ADs.

Investor Metrics

The investors want to know if Instagram is performing well and is not becoming redundant like Facebook, they want to assess the app on the following grounds.

1. **User Engagement:** Are users still as active and post on Instagram or they are making fewer posts
2. **Bots & Fake Accounts:** The investors want to know if the platform is crowded with fake and dummy accounts

Create a Database

Analysing and Organizing data for a huge amount of data can be done by using databases. To create and work with database we need to use SQL language. For creating the database and tables I used Mysql shell and for inserting data into the tables I used Mysql workbench. I have created a database named as IG_CLONE by using SQL queries. This database consists of tables that stores the user data.

The tables in the IG_CLONE database include “users”, “follows”, “likes”, “photos”, “photo_tags”, “tags”, “comments”

These tables hold the users details like their login date & time, posts they liked, photos posted, their comments and hashtags used.

```
MySQL Shell 8.0.30

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Type '\help' or '\?' for help; '\quit' to exit.
MySQL JS > \sql
Switching to SQL mode... Commands end with ;
MySQL SQL > \connect root@localhost:33060
Creating a session to 'root@localhost:33060'
Fetching schema names for autocompletion... Press ^C to stop.
Your MySQL connection id is 21 (X protocol)
Server version: 8.0.30 MySQL Community Server - GPL
No default schema selected; type \use <schema> to set one.
MySQL localhost:33060+ ssl SQL > use ig_clone;
Default schema set to `ig_clone`.
Fetching table and column names from `ig_clone` for auto-completion... Press
^C to stop.
MySQL localhost:33060+ ssl ig_clone SQL > /*users*/
MySQL localhost:33060+ ssl ig_clone SQL > CREATE TABLE users(id INT AUTO_
INCREMENT UNIQUE PRIMARY KEY, username VARCHAR(255) NOT NULL, created_at TIME
STAMP DEFAULT NOW())
-> );
Query OK, 0 rows affected (0.2500 sec)
MySQL localhost:33060+ ssl ig_clone SQL > /*PHOTOS*/
MySQL localhost:33060+ ssl ig_clone SQL > CREATE TABLE photos(id INT AUTO
INCREMENT PRIMARY KEY, image_url VARCHAR(355) NOT NULL, user_id INT NOT NULL
, created_at TIMESTAMP DEFAULT NOW(), FOREIGN KEY(user_id)REFERENCES users(id
)
-> );
Query OK, 0 rows affected (0.2477 sec)
```

For creating the database and tables I used Mysql shell. After creating a database I included the required tables with respective commands. Now the tables are ready to add values.

Then I used Mysql workbench to store the data in the as the data that I included was too large I needed to insert them, this makes it easy to work with Mysql workbench.

The commands listed below helps us to create tables.

Now we need to insert the data from the server information.

```
Query OK, 0 rows affected (0.2477 sec)
MySQL localhost:33060+ ssl ig_clone SQL > /*COMMENTS*/
MySQL localhost:33060+ ssl ig_clone SQL > CREATE TABLE comments(id INT AU
TO_INCREMENT PRIMARY KEY, comment_text VARCHAR(255) NOT NULL,user_id INT NOT
NULL,photo_id INT NOT NULL,created_at TIMESTAMP DEFAULT NOW(), FOREIGN KEY(u
ser_id)REFERENCES users(id),FOREIGN KEY(photo_id)REFERENCES photos(id)
-> );
Query OK, 0 rows affected (0.1587 sec)
MySQL localhost:33060+ ssl ig_clone SQL > /*likes*/
MySQL localhost:33060+ ssl ig_clone SQL > CREATE TABLE likes(user_id INT
NOT NULL,photo_id INT NOT NULL,created_at TIMESTAMP DEFAULT NOW(),FOREIGN KEY
(user_id)REFERENCES users(id),FOREIGN KEY(photo_id) REFERENCES photos(id),PRI
MARY KEY(user_id,photo_id)
-> );
Query OK, 0 rows affected (0.2131 sec)
MySQL localhost:33060+ ssl ig_clone SQL > /*follows*/
MySQL localhost:33060+ ssl ig_clone SQL > CREATE TABLE follows(follower_id
INT NOT NULL,followee_id INT NOT NULL,created_at TIMESTAMP DEFAULT NOW(),FO
REIGN KEY (follower_id)REFERENCES users(id),FOREIGN KEY(followee_id)REFERENCE
S users(id),PRIMARY KEY(follower_id,followee_id)
-> );
Query OK, 0 rows affected (0.3693 sec)
MySQL localhost:33060+ ssl ig_clone SQL > /*Tags*/
MySQL localhost:33060+ ssl ig_clone SQL > CREATE TABLE tags(id INTEGER AU
TO_INCREMENT PRIMARY KEY,
-> tag_name VARCHAR(255) UNIQUE NO
T NULL, created_at TIMESTAMP DEFAULT NOW())
-> );
Query OK, 0 rows affected (0.1446 sec)
MySQL localhost:33060+ ssl ig_clone SQL > /*JUNCTION TABLE:PHOTOS-TAGS*/
MySQL localhost:33060+ ssl ig_clone SQL > CREATE TABLE photo_tags(photo_id
INT NOT NULL,tag_id INT NOT NULL, FOREIGN KEY(photo_id)REFERENCES photos(id
),FOREIGN KEY (tag_id)REFERENCES tags(id),PRIMARY KEY(photo_id,tag_id)
```

This is how the data is present in the database tables.

```
MySQL localhost:33060+ ssl ig_clone SQL > select * from follows;
```

| follower_id | followee_id | created_at |
|-------------|-------------|---------------------|
| 2 | 1 | 2022-09-02 19:23:39 |
| 2 | 3 | 2022-09-02 19:23:39 |
| 2 | 4 | 2022-09-02 19:23:39 |
| 2 | 5 | 2022-09-02 19:23:39 |
| 2 | 6 | 2022-09-02 19:23:39 |
| 2 | 7 | 2022-09-02 19:23:39 |
| 2 | 8 | 2022-09-02 19:23:39 |
| 2 | 9 | 2022-09-02 19:23:39 |
| 2 | 10 | 2022-09-02 19:23:39 |
| 2 | 11 | 2022-09-02 19:23:39 |
| 2 | 12 | 2022-09-02 19:23:39 |
| 2 | 13 | 2022-09-02 19:23:39 |
| 2 | 14 | 2022-09-02 19:23:39 |
| 2 | 15 | 2022-09-02 19:23:39 |
| 2 | 16 | 2022-09-02 19:23:39 |
| 2 | 17 | 2022-09-02 19:23:39 |
| 2 | 18 | 2022-09-02 19:23:39 |
| 2 | 19 | 2022-09-02 19:23:39 |
| 2 | 20 | 2022-09-02 19:23:39 |
| 2 | 21 | 2022-09-02 19:23:39 |
| 2 | 22 | 2022-09-02 19:23:39 |
| 2 | 23 | 2022-09-02 19:23:39 |
| 2 | 24 | 2022-09-02 19:23:39 |
| 2 | 25 | 2022-09-02 19:23:39 |
| 2 | 26 | 2022-09-02 19:23:39 |
| 2 | 27 | 2022-09-02 19:23:39 |
| 2 | 28 | 2022-09-02 19:23:39 |
| 2 | 29 | 2022-09-02 19:23:39 |
| 2 | 30 | 2022-09-02 19:23:39 |
| 2 | 31 | 2022-09-02 19:23:39 |

```
MySQL localhost:33060+ ssl ig_clone SQL > select * from users;
```

| 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 | Arely_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 | Kasandra_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 |
| 11 | Justina.Gaylord27 | 2017-05-04 16:32:16 |
| 12 | Dereck65 | 2017-01-19 01:34:14 |
| 13 | Alexandro35 | 2017-03-29 17:09:02 |
| 14 | Jaclyn81 | 2017-02-06 23:29:16 |
| 15 | Billy52 | 2016-10-05 14:10:20 |
| 16 | Annalise.McKenzie16 | 2016-08-02 21:32:46 |
| 17 | Norbert_Carroll35 | 2017-02-06 22:05:43 |
| 18 | Odessa2 | 2016-10-21 18:16:56 |
| 19 | Hailee26 | 2017-04-29 18:53:40 |
| 20 | Delpha.Kihn | 2016-08-31 02:42:30 |
| 21 | Rocio33 | 2017-01-23 11:51:15 |
| 22 | Kenneth64 | 2016-12-27 09:48:17 |
| 23 | Eveline95 | 2017-01-23 23:14:19 |
| 24 | Maxwell.Halvorson | 2017-04-18 02:32:44 |
| 25 | Tierra.Trantow | 2016-10-03 12:49:21 |
| 26 | Josianne.Friesen | 2016-06-07 12:47:01 |
| 27 | Darwin29 | 2017-03-18 03:10:07 |
| 28 | Dario77 | 2016-08-18 07:15:03 |
| 29 | Jaime53 | 2016-09-11 18:51:57 |
| 30 | Kaley9 | 2016-09-23 21:24:20 |

Now I can use the sql commands to get the details for the marketing team and insights analysis.

Marketing teams queries

- **Rewarding Most Loyal Users**

The most loyal users are those users who are Instagram for long time, this is the list of people who are staying in Instagram from the beginning. It shows the time and date when the IG account was created

```
MySQL localhost:33060+ ssl ig_clone SQL > select * from users order by created_at limit 5;
limit 5;
+-----+-----+-----+
| id | username | created_at |
+-----+-----+-----+
| 180 | Darby_Herzog | 2016-05-06 00:14:21 |
| 80 | Darby_Herzog | 2016-05-06 00:14:21 |
| 280 | Darby_Herzog | 2016-05-06 00:14:21 |
| 380 | Darby_Herzog | 2016-05-06 00:14:21 |
| 480 | Darby_Herzog | 2016-05-06 00:14:21 |
+-----+-----+-----+
5 rows in set (0.0020 sec)
MySQL localhost:33060+ ssl ... SQL >
```

This is list of most loyal users

```
MySQL localhost:33060+ ssl ig_clone SQL >select * from users order by created_at limit 5;
```

```
+-----+-----+-----+
| id | username | created_at |
+-----+-----+-----+
| 180 | Darby_Herzog | 2016-05-06 00:14:21 |
| 80 | Darby_Herzog | 2016-05-06 00:14:21 |
| 280 | Darby_Herzog | 2016-05-06 00:14:21 |
| 380 | Darby_Herzog | 2016-05-06 00:14:21 |
| 480 | Darby_Herzog | 2016-05-06 00:14:21 |
+-----+-----+-----+
5 rows in set (0.0014 sec)
```

- **Remind Inactive Users to Start Posting**

We have to remind the inactive users to start posting pictures and engage with their audience. For this we need find the inactive users. We use the case that when they have not posted a single picture or post consider them as inactive user. We are selecting the users who have not posted anything in a while.

The below mentioned queries gives the list of users who have not posted a single post for a long while. We further consider them as inactive and suggest the to post/

```
MySQL localhost:33060+ ssl ig_clone SQL > select username from users left join photos on users.id=photos.user_id where photos.id is null;
+-----+
| username |
+-----+
| Aniya_Hackett |
| Kasandra_Homenick |
| Jaclyn81 |
| Rocio33 |
| Maxwell.Halvorson |
| Tierra.Trantow |
| Pearl7 |
| Ollie_Ledner37 |
| McKenna17 |
| David.Osinski47 |
| Morgan.Kassulke |
| Linnea59 |
| Duane60 |
| Julien_Schmidt |
| Mike.Auer39 |
| Franco_Keebler64 |
| Nia_Haag |
| Hulda.Macejkovic |
| Leslie67 |
| Janelle.Nikolaus81 |
| Darby_Herzog |
| Esther.Zulauf61 |
+-----+
```

This is list of inactive users

MySQL localhost:33060+ ssl ig_clone SQL >select username from users left join photos on users.id=photos.user_id where photos.id is null;

username

[Aniya_Hackett] , [Kasandra_Homenick] , [Jaclyn81] , [Rocio33] , [Maxwell.Halvorson] |Tierra.Trantow || Pearl7 ||
Ollie_Ledner37 || McKenna17 || David.Osinski47 || Morgan.Kassulke || Linnea59 || Duane60 ||
Julien_Schmidt || Mike.Auer39 || Franco_Keebler64 || Nia_Haag || Hulda.Macejkovic || Leslie67
|| Janelle.Nikolaus81 || Darby_Herzog || Esther.Zulauf61 || Bartholome.Bernhard || Jessyca_West ||
Esmeralda.Mraz57 || Bethany20 || Kenton_Kirlin || Andre_Purdy85 || Harley_Lind18 ||
Arely_Bogan63 || Aniya_Hackett || Travon.Waters || Kasandra_Homenick || Tabitha_Schamberger11 ||
Gus93 || Presley_McClure || Justina.Gaylord27 || Dereck65 || Alexandro35 || Jaclyn81 || Billy52 ||
Annalise.McKenzie16 || Norbert_Carroll35 || Odessa2 || Hailee26 || Delpha.Kihn || Rocio33 || Kenneth64 ||
Eveline95 || Maxwell.Halvorson || Tierra.Trantow || Josianne.Friesen || Darwin29 || Dario77 || Jaime53
|| Kaley9 || Aiyana_Hoeger || Irwin.Larson || Yvette.Gottlieb91 || Pearl7 || Lennie_Hartmann40 ||
Ollie_Ledner37 || Yazmin_Mills95 || Jordyn.Jacobson2 || Kelsi26 || Rafael.Hickle2 || McKenna17
|| Maya.Farrell || Janet.Armstrong || Seth46 || David.Osinski47 || Malinda_Streich || Harrison.Beatty50 ||
Granville_Kutch || Morgan.Kassulke || Gerard79 || Mariano_Koch3 || Zack_Kemmer93 || Linnea59 ||
Duane60 || Meggie_Doyle || Peter.Stehr0 || Julien_Schmidt || Aurelie71 || Cesar93 || Sam52 || Jayson65
|| Ressie_Stanton46 || Elenor88 || Florence99 || Adelle96 || Mike.Auer39 || Emilio_Bernier52
|| Franco_Keebler64 || Karley_Bosco || Erick5 || Nia_Haag || Kathryn80 || Jaylan.Lakin
|| Hulda.Macejkovic || Leslie67 || Janelle.Nikolaus81 || Donald.Fritsch || Colten.Harris76 || Katarina.Dibbert
|| Darby_Herzog || Esther.Zulauf61 || Aracely.Johnston98 || Bartholome.Bernhard || Alysa22 ||
Milford_Gleichner42 || Delfina_VonRueden68 || Rick29 || Clint27 || Jessyca_West ||
Esmeralda.Mraz57 || Bethany20 || Frederik_Rice || Willie_Leuschke || Damon35 || Nicole71
|| Keenan.Schamberger60 || Tomas.Beatty93 || Imani_Nicolas17 || Alek_Watsica || Javonte83 ||
Kenton_Kirlin || Andre_Purdy85 || Harley_Lind18 || Arely_Bogan63 || Aniya_Hackett ||
Travon.Waters || Kasandra_Homenick || Tabitha_Schamberger11 || Gus93 || Presley_McClure ||
Justina.Gaylord27 || Dereck65 || Alexandro35 || Jaclyn81 || Billy52 || Annalise.McKenzie16 ||
Norbert_Carroll35 || Odessa2 || Hailee26 || Delpha.Kihn || Rocio33 || Kenneth64 || Eveline95 ||
Maxwell.Halvorson || Tierra.Trantow || Josianne.Friesen || Darwin29 || Dario77 || Jaime53 || Kaley9 ||
Aiyana_Hoeger || Irwin.Larson || Yvette.Gottlieb91 || Pearl7 || Lennie_Hartmann40 || Ollie_Ledner37 ||
Yazmin_Mills95 || Jordyn.Jacobson2 || Kelsi26 || Rafael.Hickle2 || McKenna17 || Maya.Farrell ||
Janet.Armstrong || Seth46 || David.Osinski47 || Malinda_Streich || Harrison.Beatty50 || Granville_Kutch ||
Morgan.Kassulke || Gerard79 || Mariano_Koch3 || Zack_Kemmer93 || Linnea59 || Duane60 ||
Meggie_Doyle || Peter.Stehr0 || Julien_Schmidt || Aurelie71 || Cesar93 || Sam52 || Jayson65 ||
Ressie_Stanton46 || Elenor88 || Florence99 || Adelle96 || Mike.Auer39 || Emilio_Bernier52 ||
Franco_Keebler64 || Karley_Bosco || Erick5 || Nia_Haag || Kathryn80 || Jaylan.Lakin ||
Hulda.Macejkovic || Leslie67 || Janelle.Nikolaus81 || Donald.Fritsch || Colten.Harris76 || Katarina.Dibbert ||
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 Justina.Gaylord27 || Dereck65 || Alexandro35 || Jaclyn81 || Billy52 || Annalise.McKenzie16
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 Lennie_Hartmann40 || Ollie_Ledner37 || Yazmin_Mills95 || Jordyn.Jacobson2 || Kelsi26 ||
 Rafael.Hickle2 || Mckenna17 || Maya.Farrell || Janet.Armstrong || Seth46 || David.Osinski47
 || Malinda_Streich || Harrison.Beatty50 || Granville_Kutch || Morgan.Kassulke || Gerard79 ||
 Mariano_Koch3 || Zack_Kemmer93 || Linnea59 || Duane60 || Meggie_Doyle || Peter.Stehr0
 || Julien_Schmidt || Aurelie71 || Cesar93 || Sam52 || Jayson65 || Ressie_Stanton46 ||
 Elenor88 || Florence99 || Adelle96 || Mike.Auer39 || Emilio_Bernier52 || Franco_Keebler64
 || Karley_Bosco || Erick5 || Nia_Haag || Kathryn80 || Jaylan.Lakin || Hulda.Macejkovic
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 Tomas.Beatty93 || Imani_Nicolas17 || Alek_Watsica || Javonte83 || Kenton_Kirlin || Andre_Purdy85
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 Josianne.Friesen || Darwin29 || Dario77 || Jaime53 || Kaley9 || Aiyana_Hoeger ||
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 || Odessa2 || Hailee26 || Delpha.Kihn || Rocio33 || Kenneth64 || Eveline95 || Maxwell.Halvorson ||
 Tierra.Trantow || Josianne.Friesen || Darwin29 || Dario77 | Jaime53 || Kaley9 || Aiyana_Hoeger ||
 Irwin.Larson | Yvette.Gottlieb91 || Pearl7 || Lennie_Hartmann40 || Ollie_Ledner37 ||
 Yazmin_Mills95 || Jordyn.Jacobson2 || Kelsi26 || Rafael.Hickle2 || Mckenna17 || Maya.Farrell
 || Janet.Armstrong || Seth46 || David.Osinski47 || Malinda_Streich || Harrison.Beatty50 ||
 Granville_Kutch || Morgan.Kassulke || Gerard79 || Mariano_Koch3 || Zack_Kemmer93 || Linnea59
 || Duane60 || Meggie_Doyle || Peter.Stehr0 || Julien_Schmidt || Aurelie71 || Cesar93 ||
 Sam52 || Jayson65 || Ressie_Stanton46 || Elenor88 || Florence99 || Adelle96 ||
 Mike.Auer39 || Emilio_Bernier52 || Franco_Keebler64 | Karley_Bosco || Erick5 || Nia_Haag ||
 Kathryn80 || Jaylan.Lakin || Hulda.Macejkovic || Leslie67 || Janelle.Nikolaus81 || Donald.Fritsch ||
 Colten.Harris76 || Katarina.Dibbert || Darby_Herzog || Esther.Zulauf61 || Aracely.Johnston98
 || Bartholome.Bernhard | Alysa22 || Milford_Gleichner42 | Delfina_VonRueden68 || Rick29 || Clint27 ||
 Jessyca_West || Esmeralda.Mraz57 || Bethany20 || Frederik_Rice || Willie_Leuschke || Damon35
 || Nicole71 || Keenan.Schamberger60 || Tomas.Beatty93 || Imani_Nicolas17 || Alek_Watsica ||
 Javonte83 | Kenton_Kirlin || Andre_Purdy85 || Harley_Lind18 || Arely_Bogan63 || Aniya_Hackett
 || Travon.Waters || Kasandra_Homenick || Tabitha_Schamberger11 | Gus93 || Presley_McClure ||
 Justina.Gaylord27 || Dereck65 || Alexandro35 || Jaclyn81 || Billy52 || Annalise.McKenzie16
 || Norbert_Carroll35 || Odessa2 || Hailee26 || Delpha.Kihn || Rocio33 || Kenneth64
 || Eveline95 || Maxwell.Halvorson || Tierra.Trantow || Josianne.Friesen || Darwin29 || Dario77
 || Jaime53 || Kaley9 || Aiyana_Hoeger || Irwin.Larson || Yvette.Gottlieb91 || Pearl7 ||
 Lennie_Hartmann40 || Ollie_Ledner37 || Yazmin_Mills95 || Jordyn.Jacobson2 || Kelsi26 ||
 Rafael.Hickle2 || Mckenna17 || Maya.Farrell || Janet.Armstrong || Seth46 || David.Osinski47
 || Malinda_Streich || Harrison.Beatty50 || Granville_Kutch || Morgan.Kassulke || Gerard79 ||
 Mariano_Koch3 || Zack_Kemmer93 || Linnea59 || Meggie_Doyle || Peter.Stehr0 || Julien_Schmidt
 || Aurelie71 || Cesar93 || Sam52 || Jayson65 || Ressie_Stanton46 || Elenor88 || Florence99
 || Adelle96 || Mike.Auer39 || Emilio_Bernier52 || Franco_Keebler64 || Karley_Bosco || Erick5
 || Nia_Haag || Kathryn80 || Jaylan.Lakin || Hulda.Macejkovic || Leslie67 || Janelle.Nikolaus81
 || Donald.Fritsch || Colten.Harris76 || Katarina.Dibbert || Darby_Herzog || Esther.Zulauf61 ||
 Aracely.Johnston98 || Bartholome.Bernhard || Alysa22 || Milford_Gleichner42 || Delfina_VonRueden68 ||
 Rick29 || Clint27 || Jessyca_West || Esmeralda.Mraz57 || Bethany20 || Frederik_Rice ||
 Willie_Leuschke || Damon35 || Nicole71 || Tomas.Beatty93 || Imani_Nicolas17 || Alek_Watsica
 || Javonte83 || Kenton_Kirlin || Andre_Purdy85 || Harley_Lind18 || Arely_Bogan63 || Aniya_Hackett
 || Travon.Waters || Kasandra_Homenick || Tabitha_Schamberger11 || Gus93 || Presley_McClure ||
 Justina.Gaylord27 || Dereck65 || Alexandro35 || Jaclyn81 || Billy52 || Annalise.McKenzie16
 || Norbert_Carroll35 || Odessa2 || Hailee26 || Delpha.Kihn || Rocio33 || Kenneth64 ||
 Eveline95 || Maxwell.Halvorson || Tierra.Trantow || Josianne.Friesen || Darwin29 || Dario77
 || Jaime53 || Kaley9 || Aiyana_Hoeger || Irwin.Larson || Yvette.Gottlieb91 || Pearl7 ||
 Lennie_Hartmann40 || Ollie_Ledner37 || Yazmin_Mills95 || Jordyn.Jacobson2 || Kelsi26 ||
 Rafael.Hickle2 || Mckenna17 || Maya.Farrell || Janet.Armstrong || Seth46 || David.Osinski47
 || Malinda_Streich || Harrison.Beatty50 || Granville_Kutch || Morgan.Kassulke || Gerard79 ||
 Mariano_Koch3 || Zack_Kemmer93 || Linnea59 || Duane60 || Meggie_Doyle || Peter.Stehr0 ||
 Julien_Schmidt || Aurelie71 || Cesar93 || Sam52 || Jayson65 || Ressie_Stanton46 ||
 Elenor88 || Florence99 || Adelle96 || Mike.Auer39 || Emilio_Bernier52 || Franco_Keebler64
 || Karley_Bosco || Erick5 || Nia_Haag || Kathryn80 || Jaylan.Lakin || Hulda.Macejkovic
 || Leslie67 || Janelle.Nikolaus81 || Donald.Fritsch || Colten.Harris76 || Katarina.Dibbert || Darby_Herzog
 || Esther.Zulauf61 || Aracely.Johnston98 || Bartholome.Bernhard | Alysa22 || Milford_Gleichner42 ||
 Delfina_VonRueden68 || Rick29 || Clint27 || Jessyca_West || Esmeralda.Mraz57 || Bethany20
 || Frederik_Rice || Willie_Leuschke || Damon35 || Nicole71 || Keenan.Schamberger60 ||
 Tomas.Beatty93 || Imani_Nicolas17 || Alek_Watsica || Javonte83 ||

926 rows in set (0.0946 sec)

Uff ! that's actually huge need to remind all those folks immediately to engage with IG.

Declaring Contest Winner

As the marketing team has involved in conducting contest for high number of likes on single post/photo now we are taking the list of more number of likes i.e the total likes on posts. The contestant who wins the contest is the one with more likes.

```
MySQL localhost:33060+ ssl ig_clone SQL > select users.username , photos.id,photos.image_url, count(*) as total_likes from likes join photos
on photos.id=likes.photo_id join users on users.id=likes.photo_id group by photos.id order by total_likes desc limit 10;
+-----+-----+-----+-----+
| username      | id  | image_url      | total_likes |
+-----+-----+-----+-----+
| David.Osinski47 | 145 | https://jarret.name | 48 |
| Aracely.Johnston98 | 182 | https://dorcas.biz | 43 |
| Darwin29      | 127 | https://celestine.name | 43 |
| Eveline95     | 123 | http://shannon.org | 42 |
| Kaley9        | 30  | http://kenny.com | 41 |
| Hulda.Macejkovic | 174 | https://delbert.net | 41 |
| Frederik_Rice | 192 | https://anahi.info | 41 |
| Harrison.Beatty50 | 147 | https://adela.com | 41 |
| Jayson65      | 61  | https://dejon.name | 41 |
| Zack_Kemmer93  | 52  | https://hershel.com | 41 |
+-----+-----+-----+-----+
10 rows in set (0.3120 sec)
MySQL localhost:33060+ ssl ig_clone SQL >
```

Here is the list of contestants with many likes

```
MySQL localhost:33060+ ssl ig_clone SQL > select users.username , photos.id,photos.image_url,
count(*) as total_likes from likes join photos on photos.id=likes.photo_id join users on
users.id=likes.photo_id group by photos.id order by total_likes desc limit 10;
```

```
+-----+-----+-----+-----+
| username      | id  | image_url      | total_likes |
+-----+-----+-----+-----+
| David.Osinski47 | 145 | https://jarret.name | 48 |
| Aracely.Johnston98 | 182 | https://dorcas.biz | 43 |
| Darwin29      | 127 | https://celestine.name | 43 |
| Eveline95     | 123 | http://shannon.org | 42 |
| Kaley9        | 30  | http://kenny.com | 41 |
| Hulda.Macejkovic | 174 | https://delbert.net | 41 |
| Frederik_Rice | 192 | https://anahi.info | 41 |
| Harrison.Beatty50 | 147 | https://adela.com | 41 |
| Jayson65      | 61  | https://dejon.name | 41 |
| Zack_Kemmer93  | 52  | https://hershel.com | 41 |
+-----+-----+-----+-----+
10 rows in set (0.3120 sec)
```

- **Launch AD Campaign**

The team wants to know on which day in the week more number of users join Instagram , those days in which many IG accounts are created. To find the day of week we need execute a query respectively. With the help of the result the team will run ad campaign to make users join IG.


```
MySQL localhost:33060+ ssl ig_clone SQL > select dayname(created_at) as day ,count(*) as total from users group by day order by total desc limit 2;
+-----+-----+
| day    | total |
+-----+-----+
| Thursday | 160 |
| Sunday  | 160 |
+-----+-----+
2 rows in set (0.0028 sec)
```

Days which is perfect to run an Ad campaign

MySQL localhost:33060+ ssl ig_clone SQL >select dayname(created_at) as day, count(*) as total from users group by day order by total desc limit 2;

```
+-----+-----+
| day    | total |
+-----+-----+
| Thursday | 160 |
| Sunday  | 160 |
+-----+-----+
```

- **Hashtag Researching**

We are going to find which is the highly used hashtag to make it easier for users. The most used hashtag means more audience exposure. So with this we may find how to reach more audience.

Firstly we list out the hashtags used :.....

```
MySQL localhost:33060+ ssl ig_clone SQL > select DISTINCT tag_id as tags from photo_tags
+-----+
| tags |
+-----+
| 1 |
| 2 |
| 3 |
| 4 |
| 5 |
| 6 |
| 7 |
| 8 |
| 9 |
| 10 |
| 11 |
| 12 |
| 13 |
| 14 |
| 15 |
| 16 |
| 17 |
| 18 |
| 19 |
| 20 |
| 21 |
+-----+
21 rows in set (0.0010 sec)
```

We get to know we have about 21 distinct hastags, counting each hashtags will let us to find the highly used hashtag.

Here is list of highly used hashtags

MySQL localhost:33060+ ssl ig_clone SQL > select count(tag_id) from photo_tags where tag_id="hashtag name";

```
MySQL localhost:33060+ ssl ig_clone SQL > select count(tag_id) from photo_tags where tag_id=20;
+-----+
| count(tag_id) |
+-----+
|          42 |
+-----+
1 row in set (0.0008 sec)
MySQL localhost:33060+ ssl ig_clone SQL > select count(tag_id) from photo_tags where tag_id=21;
+-----+
| count(tag_id) |
+-----+
|          59 |
+-----+
1 row in set (0.0009 sec)
```

Hashtag 20, 21 has the high number of usage which reaches more audience with 42, 59 times

```
MySQL localhost:33060+ ssl ig_clone SQL > select count(tag_id) from photo_tags where tag_id=17;
+-----+
| count(tag_id) |
+-----+
|          39 |
+-----+
1 row in set (0.0009 sec)
```

Hashtag 17 is used for about 39 times

```
MySQL localhost:33060+ ssl ig_clone SQL > select count(tag_id) from photo_tags where tag_id=13;
+-----+
| count(tag_id) |
+-----+
|          38 |
+-----+
1 row in set (0.0010 sec)
```

Hashtag 13 is used for 38 times

Then hashtag 18,11 and 5 is used for 24 times each which comes at 5th place of highly used hastag

```
MySQL localhost:33060+ ssl ig_clone SQL > select count(tag_id) from photo_tags where tag_id=18;
+-----+
| count(tag_id) |
+-----+
|          24 |
+-----+
1 row in set (0.0010 sec)
```

```
MySQL localhost:33060+ ssl ig_clone SQL > select count(tag_id) from photo_tags where tag_id=11;
+-----+
| count(tag_id) |
+-----+
|          24 |
+-----+
1 row in set (0.0008 sec)
```

```
MySQL localhost:33060+ ssl ig_clone SQL > select count(tag_id) from photo_tags where tag_id=5;
+-----+
| count(tag_id) |
+-----+
|          24 |
+-----+
1 row in set (0.0010 sec)
```

User Engagement:

As the investors want to know if Instagram is performing well and is not becoming redundant like Facebook, we are counting the average posts made by each user to check their interaction with our platform.

```
MySQL localhost:33060+ ssl ig_clone SQL > SELECT USERS.USERNAME , COUNT(PHOTOS.IMAGE_URL) AS AvgPost FROM USERS JOIN PHOTOS ON USERS.ID=PHOTO
S.USER_ID GROUP BY USERS.ID ORDER BY 2 DESC;
+-----+-----+
| USERNAME      | AvgPost |
+-----+-----+
| Eveline95     | 120 |
| Clint27       | 110 |
| Cesar93       | 100 |
| Delfina_VonRueden68 | 90 |
| Aurelie71     | 80 |
| Jaime53       | 80 |
| Donald.Fritsch | 60 |
| Yvette.Gottlieb91 | 50 |
| Zack_Kemmer93 | 50 |
| Harrison.Beatty50 | 50 |
| Travon.Waters | 50 |
| Alexandro35   | 50 |
| Mariano_Koch3 | 50 |
| Colten.Harris76 | 50 |
| Justina.Gaylord27 | 50 |
| Kenton_Kirlin | 50 |
| Kathryn80     | 50 |
| Adelle96     | 50 |
| Janet.Armstrong | 50 |
| Florence99    | 50 |
| Josianne.Friesen | 50 |
| Andre_Purdy85 | 40 |
| Harley_Lind18 | 40 |
| Gus93         | 40 |
| Tabitha_Schamberger11 | 40 |
```

Here is the SQL query to check the average post

```
MySQL localhost:33060+ ssl ig_clone SQL > SELECT USERS.USERNAME ,
COUNT(PHOTOS.IMAGE_URL) AS AvgPost FROM USERS JOIN PHOTOS ON
USERS.ID=PHOTOS.USER_ID GROUP BY USERS.ID ORDER BY 2 DESC;
```

The result we got, List of users and average post

```
+-----+-----+
| USERNAME      | AvgPost |
+-----+-----+
| Eveline95     | 120 |
| Clint27       | 110 |
| Cesar93       | 100 |
| Delfina_VonRueden68 | 90 |
| Aurelie71     | 80 |
| Jaime53       | 80 |
| Donald.Fritsch | 60 |
| Yvette.Gottlieb91 | 50 |
```

| | | | |
|-----------------------|--|----|--|
| Zack_Kemmer93 | | 50 | |
| Harrison.Beatty50 | | 50 | |
| Travon.Waters | | 50 | |
| Alexandro35 | | 50 | |
| Mariano_Koch3 | | 50 | |
| Colten.Harris76 | | 50 | |
| Justina.Gaylord27 | | 50 | |
| Kenton_Kirlin | | 50 | |
| Kathryn80 | | 50 | |
| Adelle96 | | 50 | |
| Janet.Armstrong | | 50 | |
| Florence99 | | 50 | |
| Josianne.Friesen | | 50 | |
| Andre_Purdy85 | | 40 | |
| Harley_Lind18 | | 40 | |
| Gus93 | | 40 | |
| Tabitha_Schamberger11 | | 40 | |
| Malinda_Streich | | 40 | |
| Dereck65 | | 40 | |
| Seth46 | | 40 | |
| Elenor88 | | 40 | |
| Irwin.Larson | | 40 | |
| Dario77 | | 40 | |
| Annalise.McKenzie16 | | 40 | |
| Billy52 | | 40 | |
| Rick29 | | 40 | |
| Arely_Bogan63 | | 30 | |
| Presley_McClure | | 30 | |
| Gerard79 | | 30 | |
| Emilio_Bernier52 | | 30 | |
| Norbert_Carroll35 | | 30 | |
| Maya.Farrell | | 30 | |
| Frederik_Rice | | 30 | |
| Keenan.Schamberger60 | | 30 | |
| Alek_Watsica | | 30 | |
| Jordyn.Jacobson2 | | 20 | |

| | | | |
|---------------------|--|----|--|
| Javonte83 | | 20 | |
| Aracely.Johnston98 | | 20 | |
| Alysa22 | | 20 | |
| Milford_Gleichner42 | | 20 | |
| Sam52 | | 20 | |
| Ressie_Stanton46 | | 20 | |
| Hailee26 | | 20 | |
| Willie_Leuschke | | 20 | |
| Nicole71 | | 20 | |
| Kaley9 | | 20 | |
| Tomas.Beatty93 | | 20 | |
| Lennie_Hartmann40 | | 20 | |
| Aiyana_Hoeger | | 10 | |
| Darwin29 | | 10 | |
| Katarina.Dibbert | | 10 | |
| Rafael.Hickle2 | | 10 | |
| Jayson65 | | 10 | |
| Kelsi26 | | 10 | |
| Kenneth64 | | 10 | |
| Delpha.Kihn | | 10 | |
| Granville_Kutch | | 10 | |
| Odessa2 | | 10 | |
| Yazmin_Mills95 | | 10 | |
| Damon35 | | 10 | |
| Karley_Bosco | | 10 | |
| Erick5 | | 10 | |
| Meggie_Doyle | | 10 | |
| Imani_Nicolas17 | | 10 | |
| Peter.Stehr0 | | 10 | |
| Jaylan.Lakin | | 10 | |

+-----+-----+74 rows in set (0.0830 sec)

Bots & Fake Accounts:

To check whether the platform is crowded with fake accounts we are going to check those user id which has liked all the posts in the Instagram. This will let us know whether how many fake accounts exists and what accounts are bots. This will let us showcase whether our platform is safe and useful for investors to spend their money on.

```
MySQL localhost:33060+ ssl ig_clone SQL > SELECT PHOTOS.*, COUNT(PHOTOS.ID) AS LIKED_IT FROM LIKES
-> LEFT JOIN PHOTOS ON LIKES.PHOTO_ID=PHOTOS.ID
-> GROUP BY LIKES.PHOTO_ID;
```

| id | image_url | user_id | created_at | LIKED_IT |
|----|-----------------------|---------|---------------------|----------|
| 1 | http://elijah.biz | 1 | 2022-09-02 19:23:39 | 25 |
| 2 | https://shanon.org | 1 | 2022-09-02 19:23:39 | 36 |
| 3 | http://vicky.biz | 1 | 2022-09-02 19:23:39 | 38 |
| 4 | http://oleta.net | 1 | 2022-09-02 19:23:39 | 38 |
| 5 | https://jennings.biz | 1 | 2022-09-02 19:23:39 | 31 |
| 6 | https://quinn.biz | 2 | 2022-09-02 19:23:39 | 31 |
| 7 | https://selina.name | 2 | 2022-09-02 19:23:39 | 38 |
| 8 | http://malvina.org | 2 | 2022-09-02 19:23:39 | 27 |
| 9 | https://branson.biz | 2 | 2022-09-02 19:23:39 | 31 |
| 10 | https://elenor.name | 3 | 2022-09-02 19:23:39 | 30 |
| 11 | https://marcelino.com | 3 | 2022-09-02 19:23:39 | 33 |
| 12 | http://felicity.name | 3 | 2022-09-02 19:23:39 | 29 |
| 13 | https://fred.com | 3 | 2022-09-02 19:23:39 | 40 |
| 14 | https://gerhard.biz | 4 | 2022-09-02 19:23:39 | 35 |
| 15 | https://sherwood.net | 4 | 2022-09-02 19:23:39 | 34 |
| 16 | https://maudie.org | 4 | 2022-09-02 19:23:39 | 37 |
| 17 | http://annamae.name | 6 | 2022-09-02 19:23:39 | 36 |
| 18 | https://mac.org | 6 | 2022-09-02 19:23:39 | 31 |
| 19 | http://miracle.info | 6 | 2022-09-02 19:23:39 | 35 |
| 20 | http://emmet.com | 6 | 2022-09-02 19:23:39 | 35 |
| 21 | https://lisa.com | 6 | 2022-09-02 19:23:39 | 36 |
| 22 | https://brooklyn.name | 8 | 2022-09-02 19:23:39 | 28 |
| 23 | http://madison.net | 8 | 2022-09-02 19:23:39 | 38 |
| 24 | http://annie.name | 8 | 2022-09-02 19:23:39 | 35 |
| 25 | http://darron.info | 8 | 2022-09-02 19:23:39 | 36 |

SQL Query to check which account has liked maximum number of posts and its count

MySQL localhost:33060+ ssl ig_clone SQL > SELECT PHOTOS.*, COUNT(PHOTOS.ID) AS LIKED_IT FROM LIKES

-> LEFT JOIN PHOTOS ON LIKES.PHOTO_ID=PHOTOS.ID

-> GROUP BY LIKES.PHOTO_ID;

```
+-----+-----+-----+-----+-----+
```

| id | image_url | user_id | created_at | LIKED_IT |
|----|-----------------------|---------|---------------------|----------|
| 1 | http://elijah.biz | 1 | 2022-09-02 19:23:39 | 25 |
| 2 | https://shanon.org | 1 | 2022-09-02 19:23:39 | 36 |
| 3 | http://vicky.biz | 1 | 2022-09-02 19:23:39 | 38 |
| 4 | http://oleta.net | 1 | 2022-09-02 19:23:39 | 38 |
| 5 | https://jennings.biz | 1 | 2022-09-02 19:23:39 | 31 |
| 6 | https://quinn.biz | 2 | 2022-09-02 19:23:39 | 31 |
| 7 | https://selina.name | 2 | 2022-09-02 19:23:39 | 38 |
| 8 | http://malvina.org | 2 | 2022-09-02 19:23:39 | 27 |
| 9 | https://branson.biz | 2 | 2022-09-02 19:23:39 | 31 |
| 10 | https://elenor.name | 3 | 2022-09-02 19:23:39 | 30 |
| 11 | https://marcelino.com | 3 | 2022-09-02 19:23:39 | 33 |
| 12 | http://felicity.name | 3 | 2022-09-02 19:23:39 | 29 |
| 13 | https://fred.com | 3 | 2022-09-02 19:23:39 | 40 |
| 14 | https://gerhard.biz | 4 | 2022-09-02 19:23:39 | 35 |
| 15 | https://sherwood.net | 4 | 2022-09-02 19:23:39 | 34 |
| 16 | https://maudie.org | 4 | 2022-09-02 19:23:39 | 37 |

| | | | | |
|----|---|----|---------------------|----|
| 17 | http://annamae.name | 6 | 2022-09-02 19:23:39 | 36 |
| 18 | https://mac.org | 6 | 2022-09-02 19:23:39 | 31 |
| 19 | http://miracle.info | 6 | 2022-09-02 19:23:39 | 35 |
| 20 | http://emmet.com | 6 | 2022-09-02 19:23:39 | 35 |
| 21 | https://lisa.com | 6 | 2022-09-02 19:23:39 | 36 |
| 22 | https://brooklyn.name | 8 | 2022-09-02 19:23:39 | 28 |
| 23 | http://madison.net | 8 | 2022-09-02 19:23:39 | 38 |
| 24 | http://annie.name | 8 | 2022-09-02 19:23:39 | 35 |
| 25 | http://darron.info | 8 | 2022-09-02 19:23:39 | 36 |
| 26 | http://saige.com | 9 | 2022-09-02 19:23:39 | 30 |
| 27 | https://reece.net | 9 | 2022-09-02 19:23:39 | 31 |
| 28 | http://vance.org | 9 | 2022-09-02 19:23:39 | 36 |
| 29 | http://ignacio.net | 9 | 2022-09-02 19:23:39 | 33 |
| 30 | http://kenny.com | 10 | 2022-09-02 19:23:39 | 41 |
| 31 | http://remington.name | 10 | 2022-09-02 19:23:39 | 31 |
| 32 | http://kurtis.info | 10 | 2022-09-02 19:23:39 | 33 |
| 33 | https://alisha.com | 11 | 2022-09-02 19:23:39 | 29 |
| 34 | https://henderson.com | 11 | 2022-09-02 19:23:39 | 32 |
| 35 | http://bonnie.info | 11 | 2022-09-02 19:23:39 | 32 |
| 36 | http://kennith.net | 11 | 2022-09-02 19:23:39 | 35 |
| 37 | http://camille.name | 11 | 2022-09-02 19:23:39 | 38 |
| 38 | http://alena.net | 12 | 2022-09-02 19:23:39 | 31 |
| 39 | http://ralph.name | 12 | 2022-09-02 19:23:39 | 34 |
| 40 | https://tyshawn.com | 12 | 2022-09-02 19:23:39 | 37 |
| 41 | https://adella.net | 12 | 2022-09-02 19:23:39 | 38 |
| 42 | https://cielo.info | 13 | 2022-09-02 19:23:39 | 37 |
| 43 | https://easter.net | 13 | 2022-09-02 19:23:39 | 37 |
| 44 | http://golden.org | 13 | 2022-09-02 19:23:39 | 39 |
| 45 | http://kendall.biz | 13 | 2022-09-02 19:23:39 | 34 |
| 46 | https://glenda.info | 13 | 2022-09-02 19:23:39 | 34 |
| 47 | http://dominic.biz | 15 | 2022-09-02 19:23:39 | 30 |
| 48 | http://tressie.info | 15 | 2022-09-02 19:23:39 | 35 |
| 49 | http://estevan.org | 15 | 2022-09-02 19:23:39 | 37 |
| 50 | http://zena.com | 15 | 2022-09-02 19:23:39 | 27 |

| | | | | |
|----|---|----|---------------------|----|
| 51 | https://abagail.com | 16 | 2022-09-02 19:23:39 | 29 |
| 52 | https://hershel.com | 16 | 2022-09-02 19:23:39 | 41 |
| 53 | http://collin.com | 16 | 2022-09-02 19:23:39 | 36 |
| 54 | https://clair.com | 16 | 2022-09-02 19:23:39 | 31 |
| 55 | https://deondre.com | 17 | 2022-09-02 19:23:39 | 35 |
| 56 | http://tristin.name | 17 | 2022-09-02 19:23:39 | 36 |
| 57 | http://kirk.org | 17 | 2022-09-02 19:23:39 | 37 |
| 58 | https://modesta.info | 18 | 2022-09-02 19:23:39 | 36 |
| 59 | http://rylan.biz | 19 | 2022-09-02 19:23:39 | 37 |
| 60 | https://noemie.com | 19 | 2022-09-02 19:23:39 | 32 |
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RESULT

Hence the report to solve the requests from the investors is clearly executed and the results are ready. This report comprises of the marketing team launch campaigns and investors requests of following:

Rewarding Most Loyal Users people who have been using the platform for the longest time.

Remind Inactive Users to Start Posting by sending them promotional emails to post their 1st photo.

Declaring Contest Winner the user who gets the most likes on a single photo will win the contest.

Hashtag Researching which hashtags to use in the post to reach the most people on the platform.

Launch AD Campaign which day would be the best day to launch ADs.

User Engagement Are users still as active and post on Instagram or they are making fewer posts

Bots & Fake Accounts to know if the platform is crowded with fake and dummy accounts