Instagram
User Analytics

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INTRODUCTION

As part of this project, we are supposed to provide a detailed report to the Marketing and Investor Metrics department to help them make a decision based on different metrics and insights that will be gathered during the analysis.

MARKETING

01 **Rewarding Most Loyal Users**
Find the 5 oldest users of the Instagram from the database provided

02 **Remind Inactive Users to Start Posting**
Find the users who have never posted a single photo on Instagram

03 **Declaring Contest Winner**
Identify the winner of the contest and provide their details to the team

04 **Hashtag Researching**
Identify and suggest the top 5 most commonly used hashtags on the platform
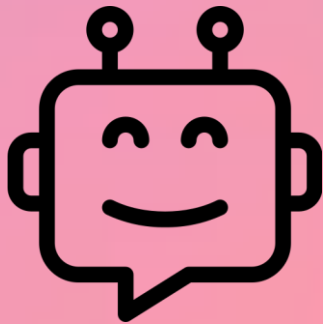
05 **Launch AD Campaign**
What day of the week do most users register on? Provide insights on when to schedule an ad campaign

INVESTOR METRICS

User Engagement:
Provide how many times does average user posts on Instagram. Also, provide the total number of photos on Instagram/total number of users

Bots & Fake Accounts:
Provide data on users (bots) who have liked every single photo on the site (since any normal user would not be able to do this).

REWARDING THE MOST LOYAL USERS

TOP 5 OLDEST USERS

01	02	03	04	05
Darby_Herzog	Emilio_Bernier52	Elenor88	Nicole71	Jordyn.Jacobson2
2016-05-06	2016-05-06	2016-05-08	2016-05-09	2016-05-14

REMIND INACTIVE USERS TO START POSTING

ID	Username	ID	Username	ID	Username
5	Aniya_Hackett	45	David.Osinski47	75	Leslie67
7	Kasandra_Homenick	49	Morgan.Kassulke	76	Janelle.Nikolaus81
14	Jaclyn81	53	Linnea59	80	Darby_Herzog
21	Rocio33	54	Duane60	81	Esther.Zulauf61
24	Maxwell.Halvorson	57	Julien_Schmidt	83	Bartholome.Bernhard
25	Tierra.Trantow	66	Mike.Auer39	89	Jessyca_West
34	Pearl7	68	Franco_Keebler64	90	Esmeralda.Mraz57
36	Ollie_Ledner37	71	Nia_Haag	91	Bethany20
41	Mckenna17	74	Hulda.Macejkovic		

I have found a list of 26 people with their user id who have never posted a single photo on Instagram.

DECLARING CONTEST WINNER

In the contest, the user with the most likes on a single picture won

Details-

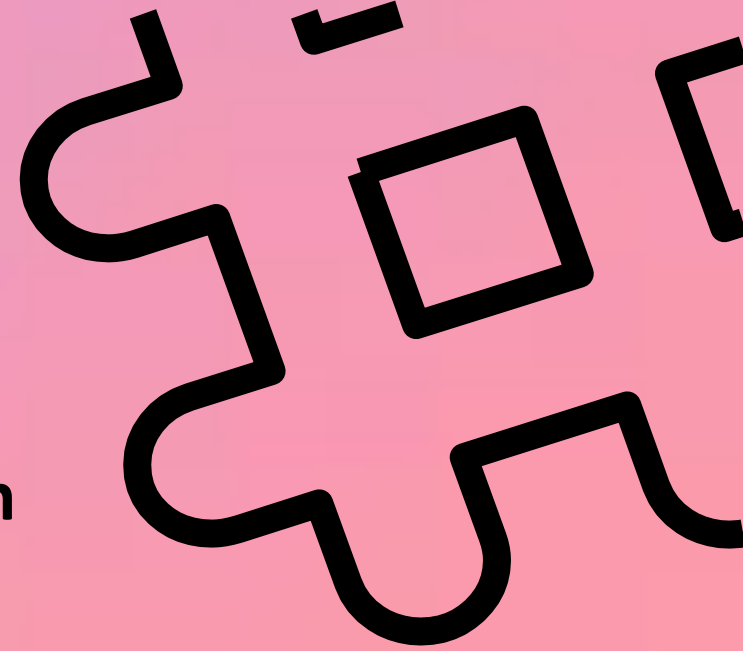| User ID	Username	Image_url	Likes
52	Zack_Kemmer93	https://jarret.name	48

LAUNCH AD CAMPAIGN

The best time to schedule an advertisement campaign is on Thursday and Sunday

Wednesday
13

Thursday
16

Sunday
16

Monday
14

Friday
15

Tuesday
14

Saturday
12

USER ENGAGEMENT

Based on the results, there are-

- ❖ 100 Total users.

- ❖ 74 Active users who have posted at least once.

- ❖ 257 Total posts made.

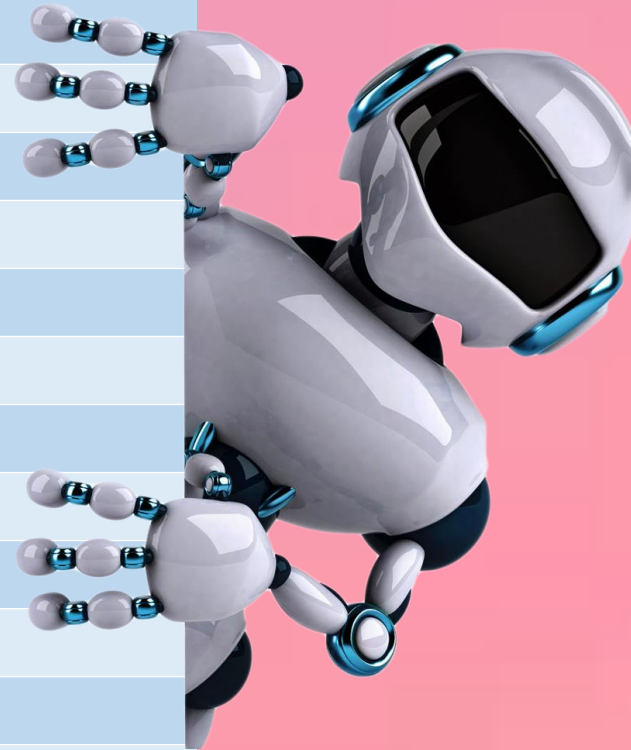- ❖ Total photos / Total users =2.57

So the average will be 3.47.

We can say that an average user posts 3-4 times

BOTS & FAKE ACCOUNTS

We have 13 such users based on the data who have liked all 257 posts, user-Id for the same are specified below.

user_id	username
5	Aniya_Hackett
14	Jaclyn81
21	Rocio33
24	Maxwell.Halvorson
36	Ollie_Ledner37
41	Mckenna17
54	Duane60
57	Julien_Schmidt
66	Mike.Auer39
71	Nia_Haag
75	Leslie67
76	Janelle.Nikolaus81
91	Bethany20

APPROACH

My SQL was used for extracting the required data from the database given for this project based on the Primary Key and Foreign Key as well as providing all the required reports required by the marketing department and the investor metrics department. I used Power Point to create this presentation, and I have used it to make the presentation.

RESULT

Through this project, I gained an understanding of how business analysts or data analysts work with real-time data to take data-driven decisions. The dataset provided for this project was extremely limited and small in terms of rows and columns. However, it was still a very rewarding experience working on such a project. I was able to gain a better understanding of the analysis process and provided insights that enabled me to make the best possible decision.