**Project Description** ; The project is about instagram user analytics.where i handled the marketing and investor team`s questions through my sql knowledge.Through the project i found the 5 oldest users of the Instagram from the database provided and the users who have never posted a single photo on Instagram and also found the user who got most number of like in a single photo and Identify and suggest the top 5 most common used hashtags on the platform.and also found What day of the week do most users register on . And also found how many times does average user posts on Instagram. Also, provide the total number of photos on Instagram/total number of users and Provide data on users (bots) who have liked every single photo on the site.

**Approach** ; My approach towards the project was simple i just have to answer of marketing team and investor question through

sql query.

**Tech-Stack Used** ; While making the project i used db-fiddle and the version of db-fiddle that used by me was MYsql 8.0

It allows you to practice SQL code online so whenever any new update came we do not need to install or change in system`s settings.

**Insights** ; For this project i got the ig\_clone data warehouse . It contains data in structured form .From this data warehouse i found out each and every question asked by marketing team and investors.

**Result** ; I have theoretical knowledge of MYsql Through this project i have achieved practical knowledge of MYsql .This project experienced will help me in further projects like how to deal with data warehouse and how to solve marketing team and

investor question.

**A) Marketing**: The marketing team wants to launch some campaigns, and they need your help with the following

**Question** ; 1

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

our Task: Find the 5 oldest users of the Instagram from the database provide

**Answer;**

SELECT username,created\_at

FROM ig\_clone.users

order by created\_at limit 5;

**Question ; 2**

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

**our Task:** Find the users who have never posted a single photo on Instagram

**Answer;**

select username from ig\_clone.users

left join ig\_clone.photos

on users.id = photos.user\_id

where photos.user\_id is null order by username;

**Question ; 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.

**our Task:** Identify the winner of the contest and provide their details to the team

**Answer;**

select

users.username,

likes.photo\_id,

count(likes.user\_id) as like\_user

from

ig\_clone.likes

inner join

ig\_clone.photos

on likes.photo\_id = photos.id

inner join

ig\_clone.users

on photos.user\_id = users.id

group by likes.photo\_id,users.username

order by like\_user desc

limit 1

**Question ; 4**

Hashtag Researching: A partner brand wants to know, which hashtags to use in the post to reach the most people on the platform.

**our Task:** Identify and suggest the top 5 most commonly used hashtags on the platform

Answer

select

tags.tag\_name,

count(p.photo\_id) as num\_tags

from

ig\_clone.photo\_tags p

inner join ig\_clone.tags

on p.tag\_id=tags.id

group by tag\_name

order by num\_tags desc

limit 5

**Question ; 5**

Launch ADs Campaign: The team wants to know, which day would be the best day to launch ADs.

**our Task:** What day of the week do most users register on? Provide insights on when to schedule an ad campaign

**Answer**

select

weekday(created\_at) as weekday,

count(username) as num\_users

from

ig\_clone.users

group by 1

order by 2 desc

**B) Investor Metrics:** Our 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

**Question ; 1**

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

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

**Answer**

with cte as

(select

users.id as userid,

count(photos.id) as photoid

from

ig\_clone.users

left join

ig\_clone.photos

on users.id = photos.user\_id

group by users.id)

select sum (photoid)/count(userid) as post\_per\_user

from cte

where photoid>0

**Question ; 2**

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

**our Task:** 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).

**Answer**

select

user\_id,

count(photo\_id) as num\_like

from

ig\_clone.likes

group by user\_id

having count(photo\_id) = (select count (\*)from ig\_clone.photos)