

# Description

## Instagram User Analytics

This project aims to carry out the in-depth analysis of user engagement process with the Instagram platform which will help the product team to launch better features for the platform.

This project focuses mainly on two key aspects Marketing and Investors Metrics.

Based on the user engagement and the data collected the insights needs to be carried out and presented to the product team. The project will answer to the important questions like :

- > Rewarding Loyal Users
- > Remind Inactive Users to Start Posting.
- >Declaring Contest Winner.
- >Hashtag Researching.
- >Launch AD Campaign .
- >User Engagement .
- >Bots & Fake Accounts .

# Tech-Stack Used



SQL Server Management Studio version 15.0.18142.0

**Purpose** – This tool is used to create the data base and store records. It is also used to carry out the required analysis by writing SQL queries.



Microsoft® Excel® 2016 MSO (Version 2212 Build 16.0.15928.20002)

**Purpose** - This tool is used to create graphical representation of the results and to understand the result set better.

**INSIGHT**



# Top Five Instagram Users

User Name	ID	Start Date	End Date	Tenure
Aniya Hackett	5	2016-12-07	2022-12-17	6 Yrs.
Arel Bogan63	4	2016-08-13	2022-12-17	6 Yrs.
Kasandra Homenick	7	2016-12-12	2022-12-17	6 Yrs.
Tabitha_Schamberger11	8	2016-08-20	2022-12-17	6 Yrs.
Gus93	9	2016-06-24	2022-12-17	6 Yrs.

# Inactive Users Never Posted a Photo

User ID	User Name
5	Aniya Hackett
7	Kasandra Homenick
14	Jaclyn81
21	Rocio33
24	Maxwell Halvorson
25	Tierra Trantow
34	Pearl7
36	Ollie Ledner37
41	Mckenna17
45	David Osinski47
49	Morgan Kassulke
53	Linnea59
54	Duane60
57	Julien Schmidt
66	Mike Auer39
68	Franco Keebler64
71	Nia Haag
74	Hulda Macejkovic
75	Leslie67
76	Janelle Nikolaus81
80	Darby Herzog
81	Esther Zulauf61
83	Bartholome Bernhard
89	Jessyca West
90	Esmeralda Mraz57
91	Bethany20



CONGRATULATIONS

**Zack Kemmer93**

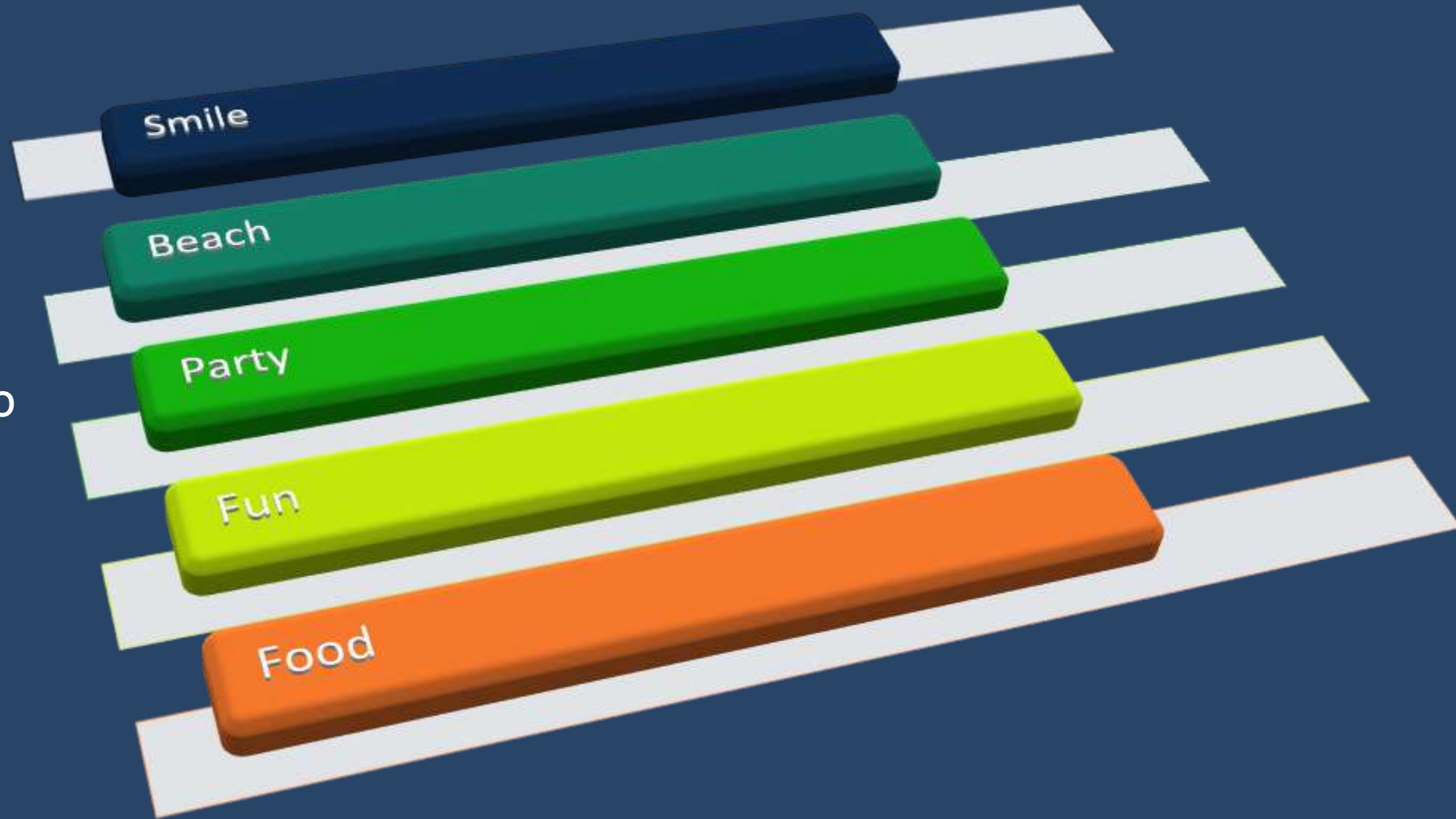
**Winner of The Contest**

➤ According to data Zack has posted a photo having photo Id 145 which has a total of 48 likes highest amongst all the users.



# Hashtag Researching

➤ According to the Data the following are the recommended hashtags to use in the posts to reach most people on platform.



# AD Campaign



- According to the data users have registered most on Sundays and Thursdays.
- The Recommended days to launch ADs are Thursday and Sunday.



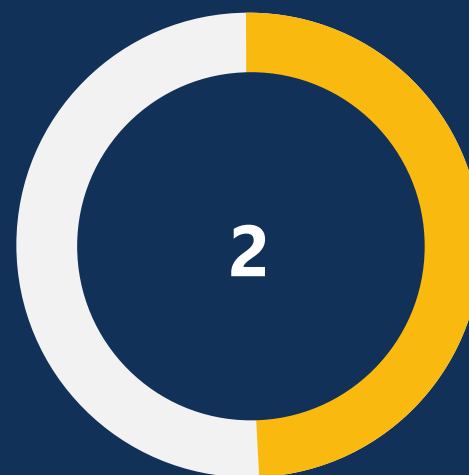
# User Engagement



**Total Users**



**Total Photos**



**Average Posts Per User**

# Bots & Fake Accounts

- According to the data there are no fake accounts as there is not even a single post which has invited likes from all the users. Thus it is safe to say that all the registered users are genuine.

# Conclusion

- The project answers the questions and thus provides the required insights relevant for the product team.
- This project has helped me to understand how data can be of relevance to a business and has helped to hone my SQL skills and Excel skills.