

Project Description --

User analysis is the process by which we track how users engage and interact with our digital product (software or mobile application) in an attempt to derive business insights for marketing, product & development teams. These insights are then used by teams across the business to launch a new marketing campaign, decide on features to build for an app, track the success of the app by measuring user engagement and improve the experience altogether while helping the business grow. So I am working with the product team of Instagram and the product manager has asked me to provide insights on the questions asked by the management team. I am going to find out from this project is 1- Find the 5 oldest users of Instagram from the database provided. 2-the users who have never posted a single photo on Instagram. 3- Identify the winner of the contest and provide their details to the team 4-Identify and suggest the top 5 most commonly used hashtags on the platform 6-What day of the week do most users register on? Provide insights on when to schedule an ad campaign

Approach

Firstly I identified the project and which methods should I apply to this.

The project is divided into two parts A) Marketing B) Investor metrics

For marketing there is a need FOR FINDING the most loyal users I apply limit 5, for inactive users to start posting I use left join. for declaring the contest winner I used users and photos table count, join, group by, and order by is used. for launching an AD campaign the team wants to know which day is best to launch ads I found that on which day most users register.

For Investor metrics, I found user engagement to test the Instagram is working properly like users are still active and posting on Instagram or to check bots and fake accounts by join , group by, and having clause.

Tech-Stack Used

MySQL Workbench versions 8.0 through 8.0.33.

Purpose of using it-- is the most comprehensive offering of MySQL database software, services and support; it ensures that your business achieves the highest levels of reliability, security, and uptime.

Result

I have achieved while using these projects are

To Find the 5 oldest users of Instagram from the database provided

To Find the users who have never posted a single photo on Instagram

To Identify the winner of the contest and provide their details to the team

To identify and suggest the top 5 most commonly used hashtags on the platform

To Provide insights on when to schedule an ad campaign

this project help me to build good SQL skills and good hands-on practice on join group-by queries

Drive Link

https://drive.google.com/file/d/1adwFJ4cjhPjZ_rBcs-dyPwnO4OQUeaLo/view?usp=sharing