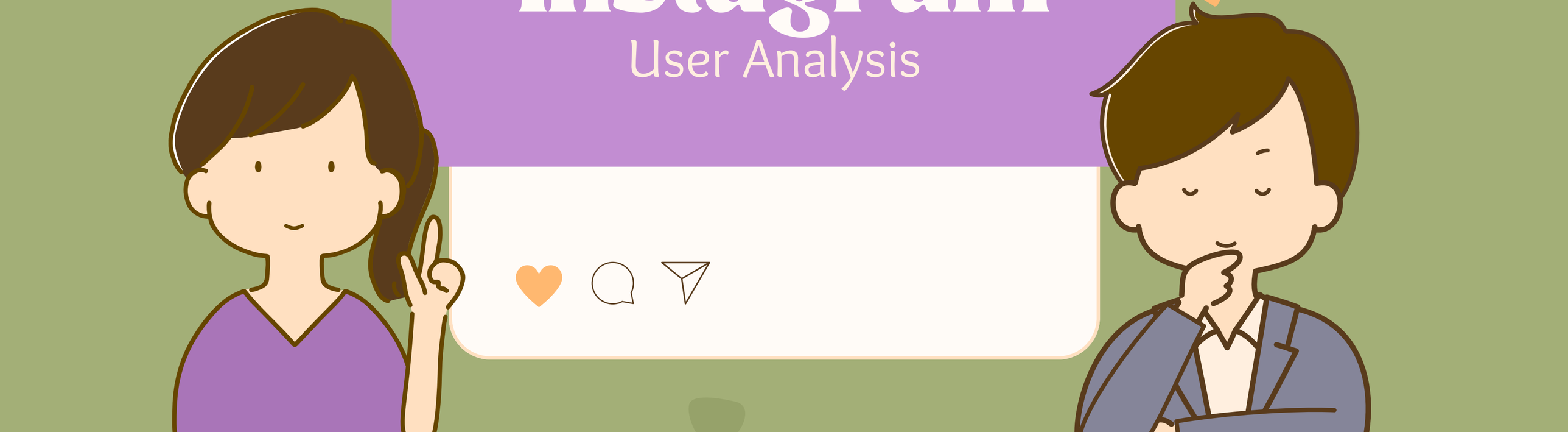
@asmita_singhh_

Instagram

User Analysis

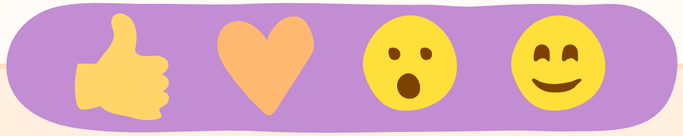


Introduction

This project focuses on analysing Instagram user data to uncover valuable insights that can help the platform grow. By studying user engagement and behaviour, we aim to understand how users interact with Instagram. These insights will be beneficial for multiple teams:

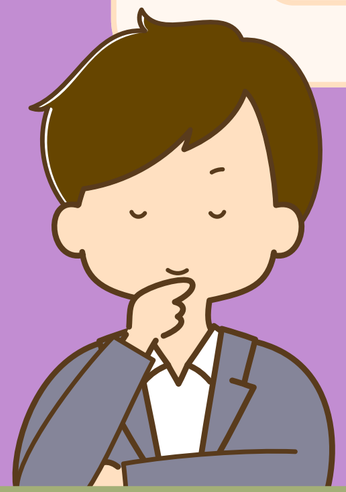
- The marketing team can use the data to launch effective Instagram campaigns.
- The product team can prioritize the development of new Instagram features.
- The development team can enhance the overall Instagram user experience.

Using SQL and MySQL Workbench, we will analyse Instagram data and address questions from the management team. The insights gained will support the product manager and other teams in making informed decisions about the future of Instagram. This project emphasizes the importance of leveraging data to drive Instagram's growth and success.



In this project, we are supposed to provide a detailed report for the Marketing and Investor metrics department. this analysis will help the make a decision based on different metrics an insights.

TASKS!



Marketing Analysis

AND

Investor Metrics

1 Loyal User Reward

2 Inactive User Engagement

3 Contest Winner Declaration

Hashtag Research 4

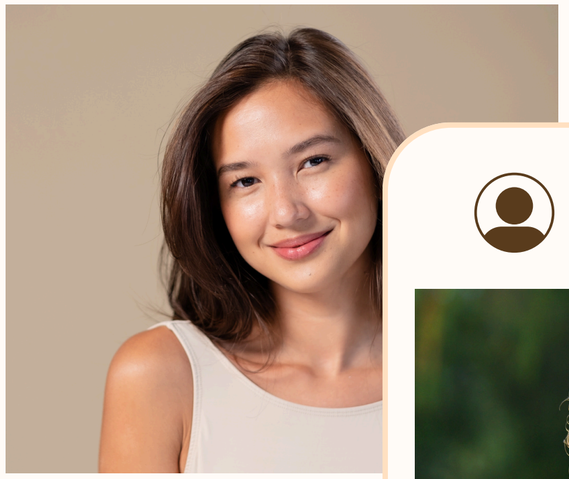
5

Ad Campaign Launch 5

Top 5 oldest users of Instagram

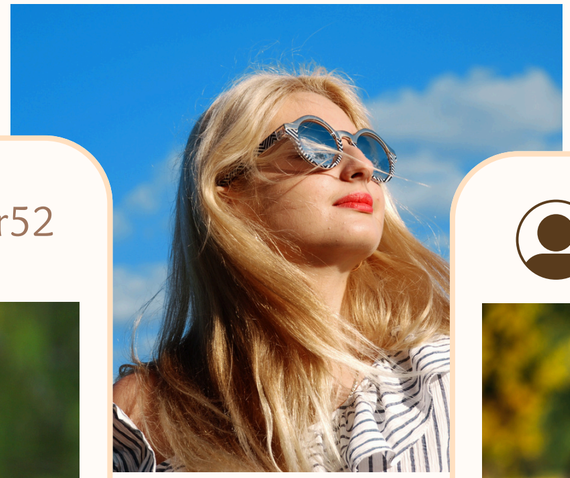
Most Loyal users...

Darby_Herzog



2016-05-06 00:14:21

Elenor88



2016-05-08 01:30:40

Jordyn.Jacobson2

2016-05-14 07:56:25

Emilio_Bermier52

2016-05-06 13:04:29

Nicole71

2016-05-09 17:30:22

Inactive User Engagement

Remind Inactive users to start posting

Analyst 1

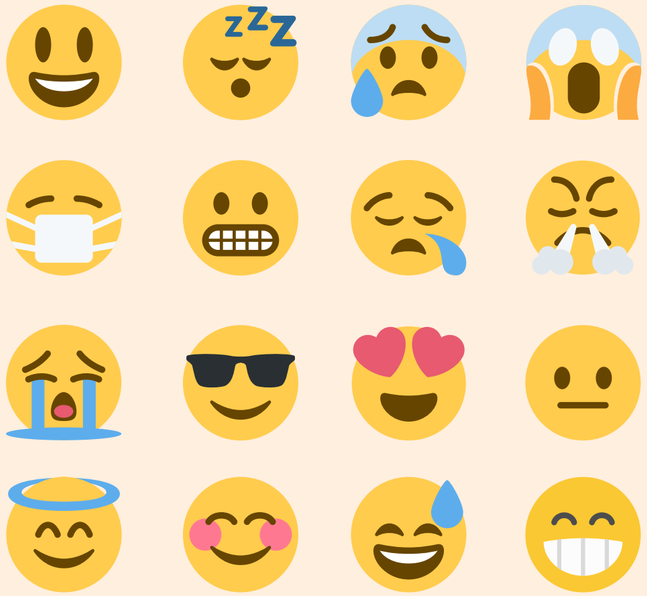
We have found 26 users with no posts.

Reply 👍 ❤️ 😮 😊

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

The Winner!

The user whose single photo has received the most likes.



Zack_Kemmer93 id: 52

48

Top 5 hashtags that are most frequently used on Instagram

#Smile

59

#Beach

42

#Party

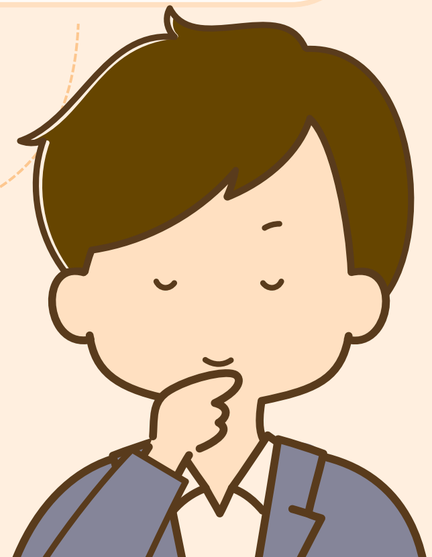
39

#Fun

38

#Concert

24



Highest number of user registrations in weekdays.

16

THURSDAY

Investor Metrics

User Engagement

1

Calculate the average number of posts per user on Instagram. Additionally, compute the total number of photos on Instagram divided by the total number of users.

Bots & Fake Accounts

2

Identify potential bot accounts by finding users who have liked every single photo on Instagram, as this behaviour is not typical for a genuine user.

User engagement

Analyst 1

Based on the results, there are -

- 74 Active users who have posted at least once.
- 100 Total users (as per the data)
- 257 Total posts made.
- Total Photos/Total users = 257/100 = 2.57

So the average will be 257/74 = 3.47
Based on the data we can say that an average user posts 3-4 times.

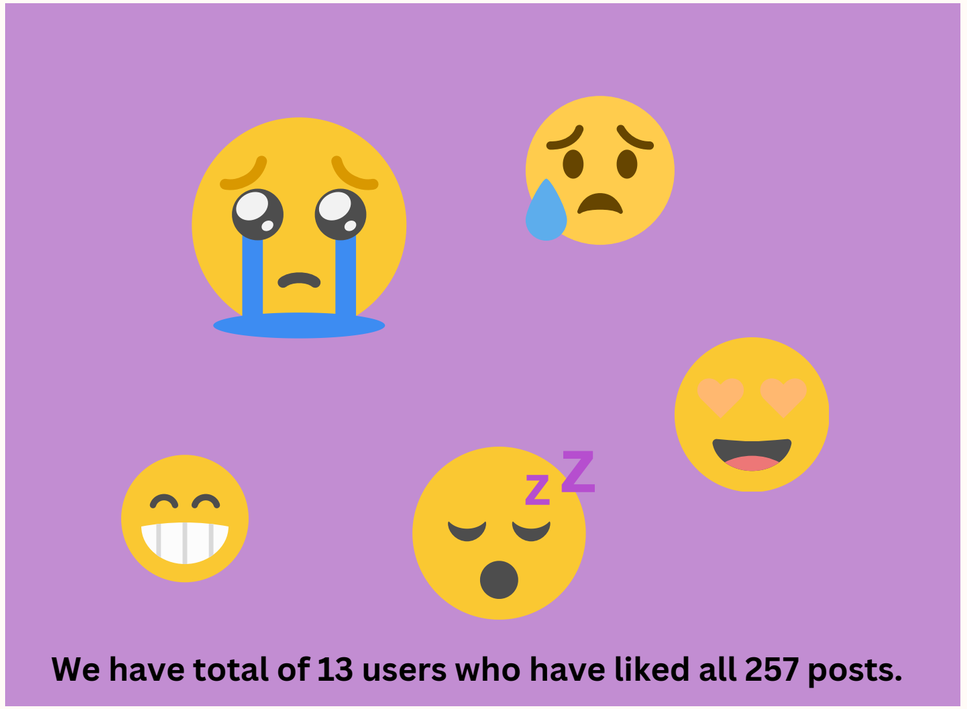
Reply 👍 ❤️ 😮 😄

BOTS & FAKE ACCOUNTS

The users who have liked every single photo on the site will be considered as bots

5	66
14	71
21	75
24	76
36	91
41	54
57	

Analyst 1



Approach

For this project, I have used My SQL to extract the required data from the given database using the Join function, subqueries,
Aggregation, where condition, Group by, Distinct and other functions required, keeping the Primary key and foreign key in consideration provided all the reports asked by the marketing department and Investor metrics department.
I have used canva for making this presentation as it contains required Elements, Graphs, Images which made this project more attractive.

Tech Stack used:
- MySQL Workbench
- Database: https://docs.google.com/document/d/1-WhNRX1iYJIz7e5l28DMPWgsPklpE_w6/edit

Insights

As I worked with larger datasets in some of the tasks, I also learned the importance of optimizing queries for performance. This involved writing efficient SQL queries that scale well with data growth, an essential skill for working with large databases like using aggregate functions, using the keyword LIMIT, using joints and filtering data using GROUP BY and HAVING clause.

thank you!

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Website
https://trainity.space/recruitersProfile/public/678289f6ea43da7a0ff2477a