Instagram user analytics

Project Description:

The project Instagram user analytics is about providing accurate insights required by the development team to help improve the app and grow business . The main objective of this project is to help the development team and provide them accurate answers from the database that is stored by the app using sql and various other techniques .

In this project ,

1. The marketing team wants to launch some campaigns, and they need help with some insights so we are going to help and provide them the insights they need to make the campaign successful
2. Our investors want to know if Instagram is performing well and is not becoming redundant like Facebook, they want to assess the app, and they want to assess the app on some grounds in which we are going to help them

Approach :

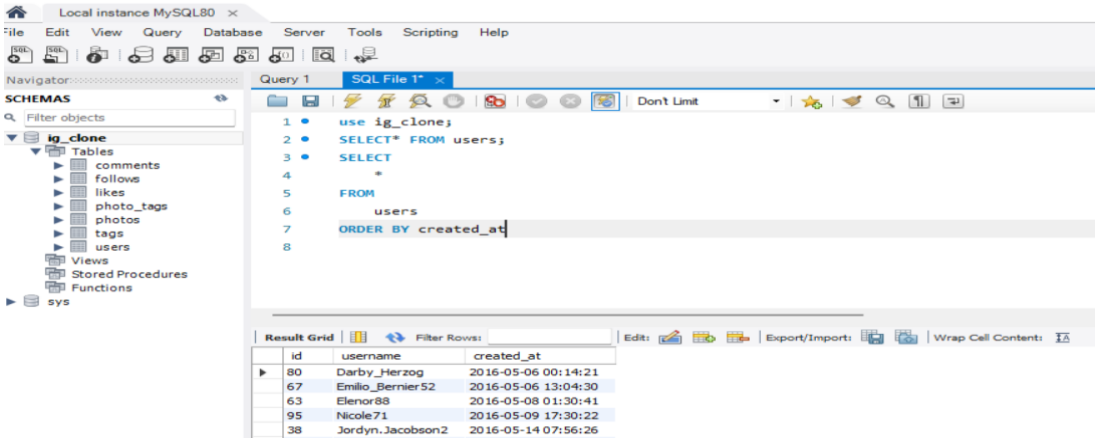
The main approach towards this project to help and assess the development team and investors with the insights they need is by first loading the database provided by the app and performing various sql queries to get the exact insights the team needs quickly.

Tech used : The main software used during the project is MySql Workbench 8.0 CE since it is very easy to install and use .

Insights :

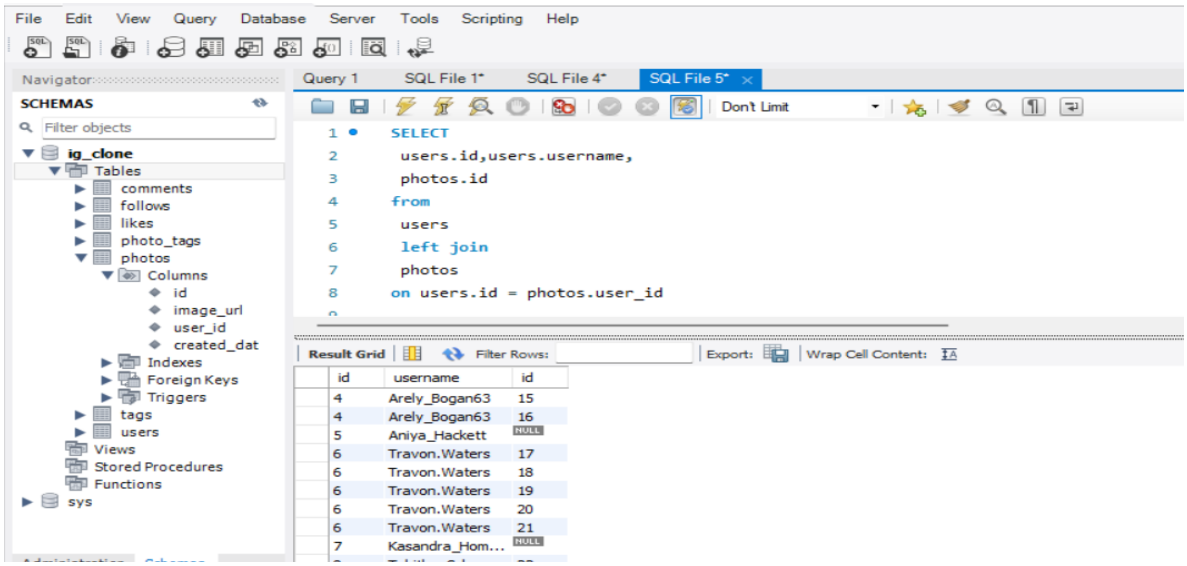
A) Marketing : Insights to the marketing teams are

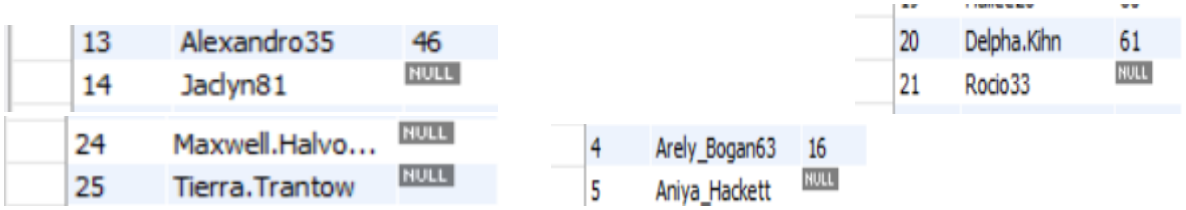
1. Rewarding Most Loyal Users

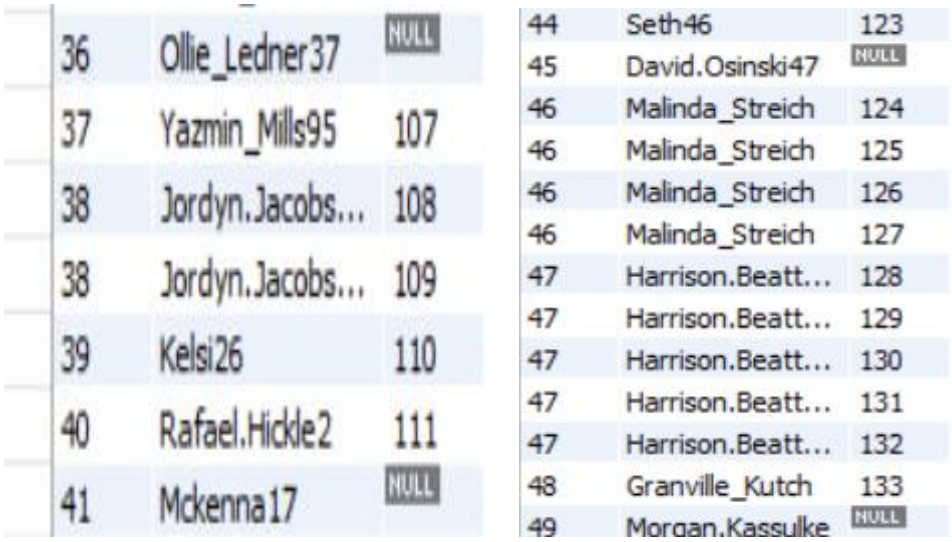


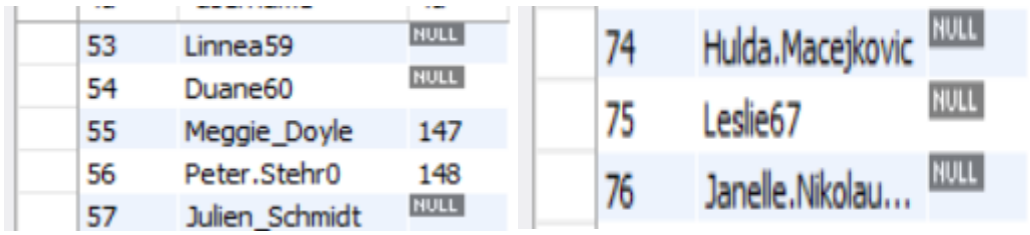
The most loyal users are Derby_ Herzog , Emilio_ Bernier52 , Elenor88, Nicole71, Jordyn.Jacobson2.

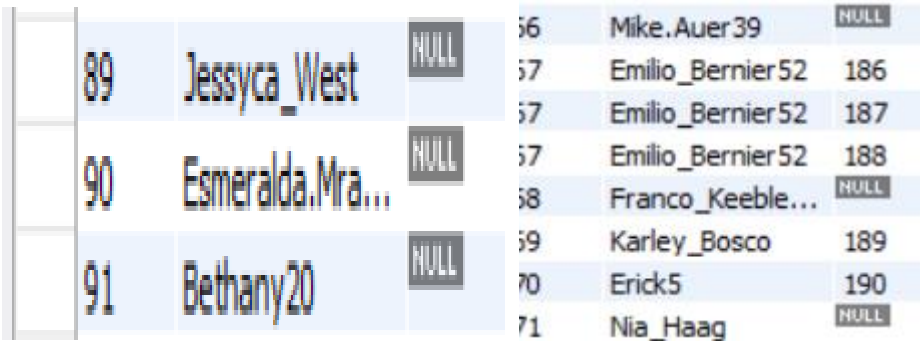
2. Remind Inactive Users to Start Posting:







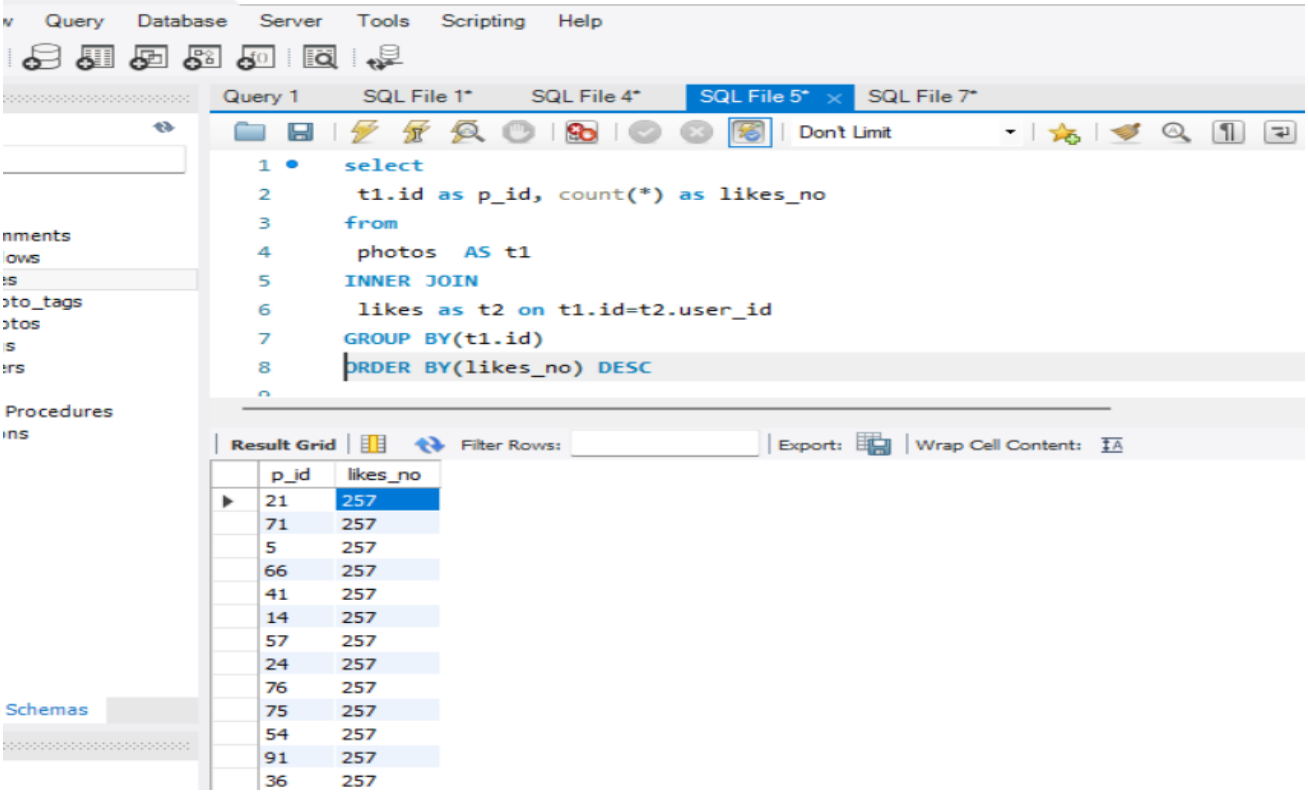


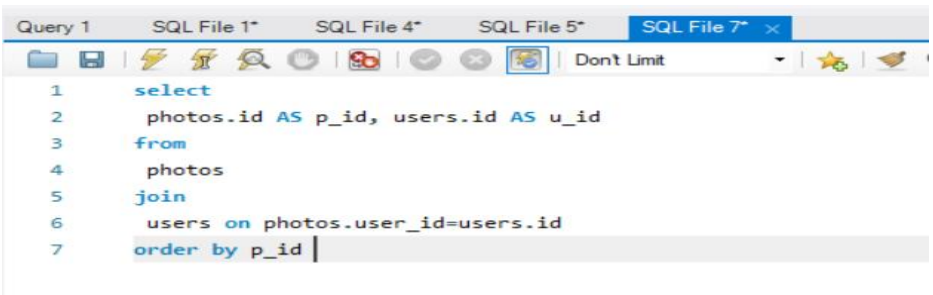


These are the users who have never posted a single photo on Instagram which the company needs to remind to start posting

3. <u>Declaring Contest Winner:</u>

The team launched a contest, and they are now ready to name the winner. The contest will be won by the person who receives the most likes on a single photo.

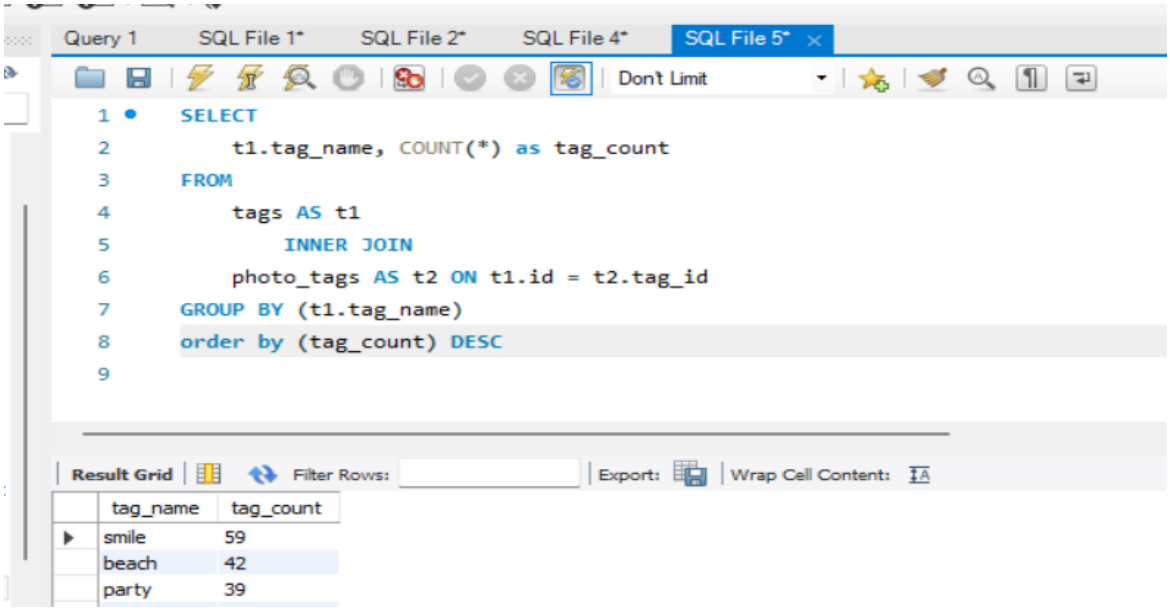




We found the pictures with most likes and then matched those photos to their respective owners with the help of the photo ids and user ids. But since there are multiple photos with the same likes there are multiple owners with highest likes .

4. Hashtag Researching:

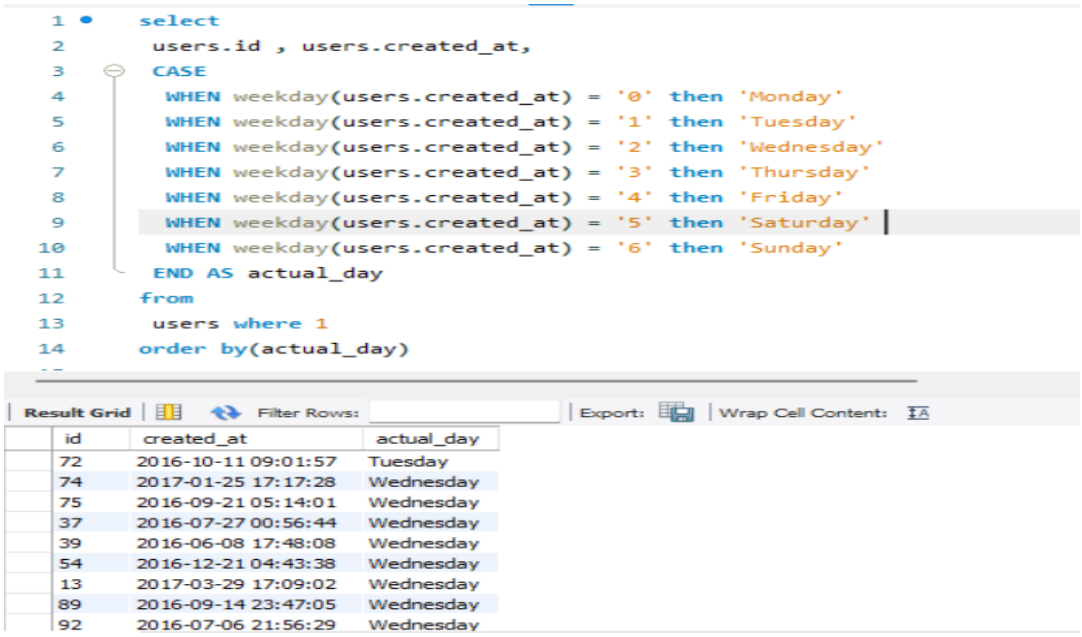
Partnering brand wants to know which hashtags is used most



Using the above sql query the most used hashtag used is smile .

5. Launch AD Campaign:

Team wants to know the the best day to launch Ads



We find the day of the week when most users login using the above sql query . As soon as we find the actual day we transfer the table to excel sheet to find the most days people login and we found it to be Sunday and Thursday . So the most beneficial days to launch ad campaign will be Sunday and Thursdays when most users login .

B) Investor Metrics :

2) Bots and Fake accounts :

Team wants to find out no of bot accounts on the basis of no of photos liked

```
select
 users.id , users.username ,
 COUNT(users.id) as no_of_likes
from
 users
JOIN
 likes
ON users.id = likes.user_id
GROUP BY users.id
```

We find the no of photos liked by each account by the above query . Results are

75	Leslie67	257
76	Janelle.Nikolaus81	257
78	Colten.Harris76	83
79	Katarina.Dibbert	75
82	Aracely.Johnston98	84
84	Alysa22	75
85	Milford_Gleichner42	87
87	Rick29	92
91	Bethany20	257
36	Ollie_Ledner37	257
37	Yazmin_Mills95	84
38	Jordyn.Jacobson2	85
39	Kelsi26	89
40	Rafael.Hickle2	85
41	Mckenna17	257
42	Maya.Farrell	87
43	Janet.Armstrong	86
44	Seth46	86
46	Malinda_Streich	88
47	Harrison.Beatty50	76
48	Granville_Kutch	75
50	Gerard79	81
52	Zack_Kemmer93	85
54	Duane60	257
55	Meggie_Doyle	78
56	Peter.Stehr0	81
57	Julien_Schmidt	257
60	Sam52	86
61	Jayson65	83
62	Ressie_Stanton46	88
63	Elenor88	83
65	Adelle96	96
66	Mike.Auer39	257
67	Emilio_Bernier52	86
69	Karley_Bosco	97
70	Erick5	88
71	Nia_Haag	257
5	Aniya_Hackett	257
6	Travon.Waters	
8	Tabitha_Schamberger11	79
9	Gus93	85
10	Presley_McClure	87
11	Justina.Gaylord27	89
12	Dereck65	77
13	Alexandro35	93
14	Jaclyn81	257
15	Billy52	84
16	Annalise.McKenzie16	103
17	Norbert_Carroll35	78
18	Odessa2	82
19	Hailee26	90
20	Delpha.Kihn	87
21	Rocio33	257
22	Kenneth64	91
24	Maxwell.Halvorson	257

Results :

During this project I have learned how a data analysts helps the development team as well as investors in knowing actual insights about the app and help them plan their further moves . I also got experience to use various sql queries which in turn would help me become a better analysts.