INSTAGRAM USER ANALYTICS

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DESCRIPTION

As a member of the product team at Instagram, I have been tasked by the product manager to provide insights to improve the website user experience and help the business grow. This involves analysing user interactions and engagement with the app. The management team has asked specific questions, and I am working on a detailed report to answer them. My role as a data analyst involves using SQL and MySQL Workbench to analyse Instagram user data for valuable insights. This project is crucial for understanding user behavior and driving business growth.

AGENDA

Approach

Tech-Stack Used

Insight

Result

Drive link

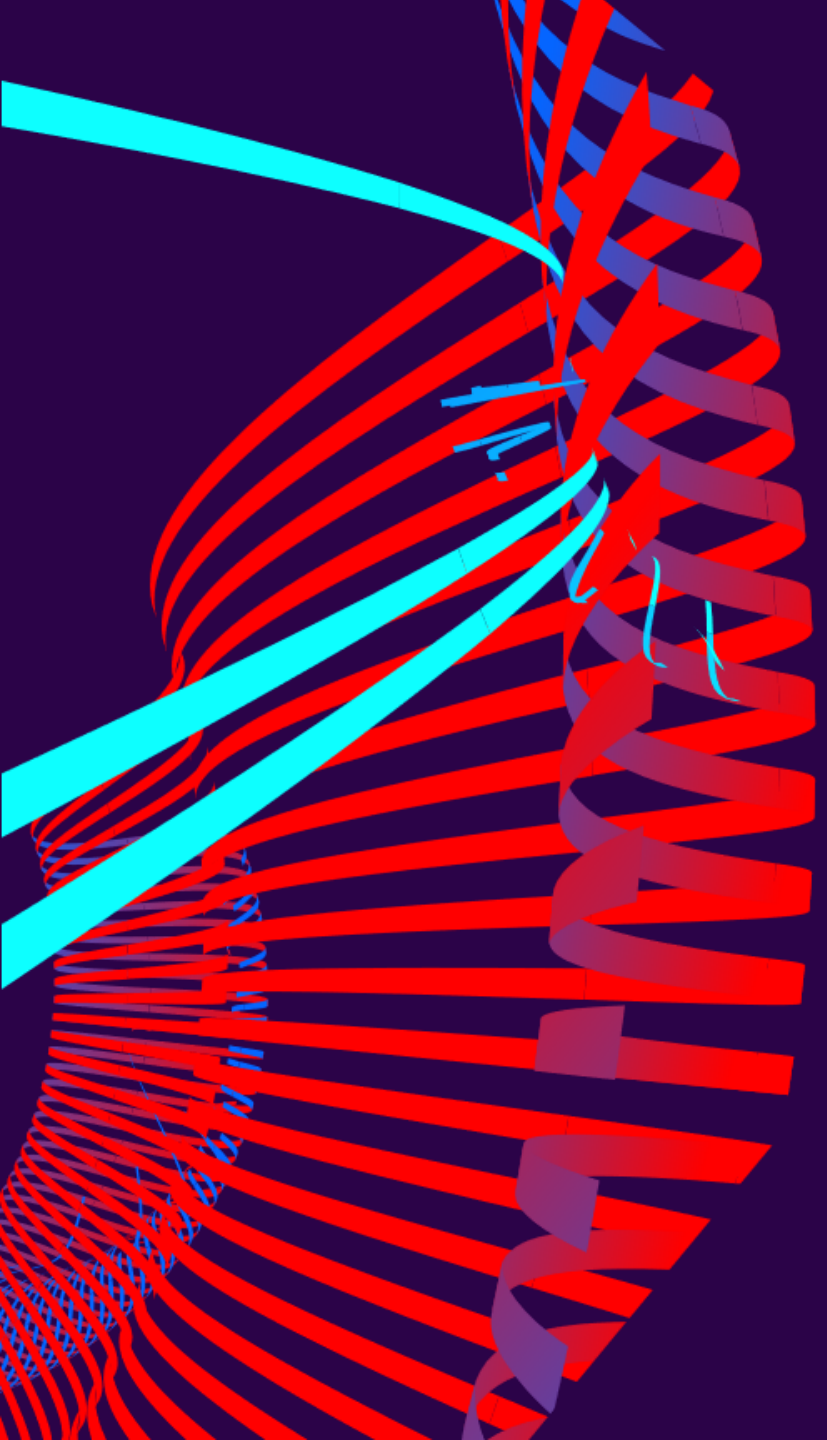
APPROACH

My approach will involve using SQL queries to extract relevant data from the database. Then, using data analysis, I will find trends, patterns, and insights that can boost business expansion and enhance Instagram users experiences.

TECH-STACK USED

I used a tool MySQL Workbench to database, store data, and make queries regarding the data. It really helped me to organize and sort out all the information I needed, for my project.

I used Microsoft Excel a lot to create visual representations of the data. Excel helped me show the results of my project in a way that was easy to understand, making it simpler to interpret what the data was telling me.



INSIGHT

Through this Insight, I will gain user information behavior on the Instagram. These insights will help the product team understand how users interact with the platform and make informed decisions to improve user engagement and satisfaction.

MARKETING ANALYSIS

Loyal User Reward

The marketing team wants to reward our most loyal users, those who have been with us the longest.

Inactive User Engagement

We want to encourage users who haven't been active to start posting by sending them promotional emails.

Contest Winner Declaration

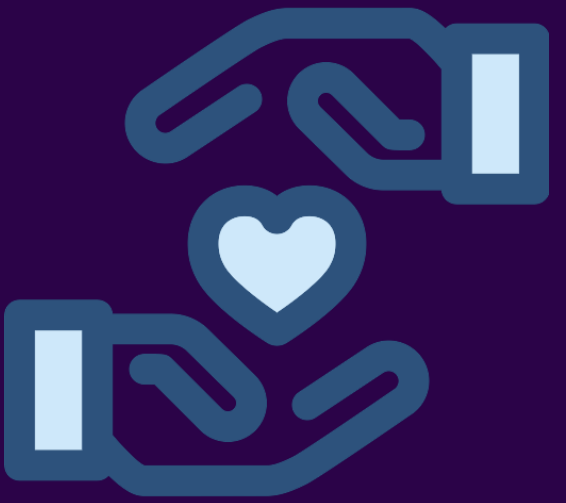
We organized a contest where the user with the most likes on a single photo wins.

Hashtag Research

A partner brand wants to know the most popular hashtags to use in their posts.

Ad Campaign Launch

We want to know the best day of the week to launch ads.



LOYAL USER REWARD

I found the five users who were using the Instagram platform for the longest time having the oldest to the 5th oldest.

With this information, we can identify the users who are the most loyal. We can give rewards to them for being with the platform for the longest period of time. Write like plagiarism free use simple words

username	created _at
Darby_Herzog	2016-05-06 00:11:21
Emilio_Bernier52	2016-05-06 13:04:30
EJenor88	2016-05-08 01:30:11
Nicole71	2016-05-09 17:30:22
Jordyn.Jacobson2	2016-05-14 07:30:22

INACTIVE USER ENGAGEMENT

id	username	id	username
05	aniya_hackett	57	julien_schmid
83	bartholome.bernhard	07	kasandrahomenick
91	bethany20	75	leslie67
80	bardby_herzog	53	linea59
45	david.osinski47	24	maxwell.halvorson
54	duane60	41	mckenna17
90	esmeralda.mraz57	66	mike.auer39
81	esther.zulauf61	49	morgan.kassulke
68	franco_keebler64	71	nia_haag
74	hulda.macejkovic	36	ollie_ledner37
14	jaclyn81	34	pearl7
76	janelle.nikolaus81	21	rocio33
89	jessyca_west	25	tierra.trantow

I found the usernames of users who never posted a photo on Instagram since they joined.

We can send emails to these 26 users, reminding them to start posting on their accounts.

CONTEST WINNER DECLARATION

I have found the user who received the most likes on a single photo.

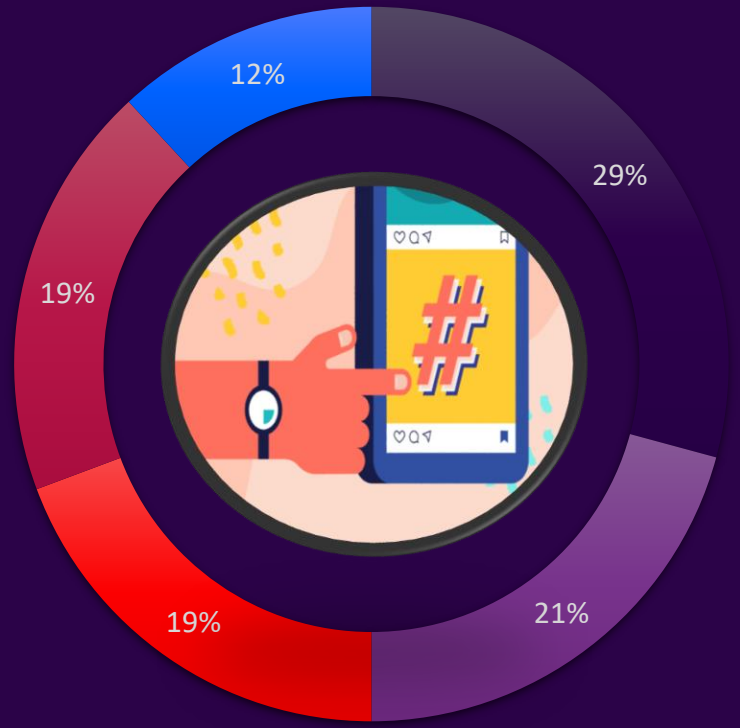
We will provide the user's details to the marketing team to announce the winner of the contest.

id	username
52	zack_kemmer

HASHTAG RESEARCH

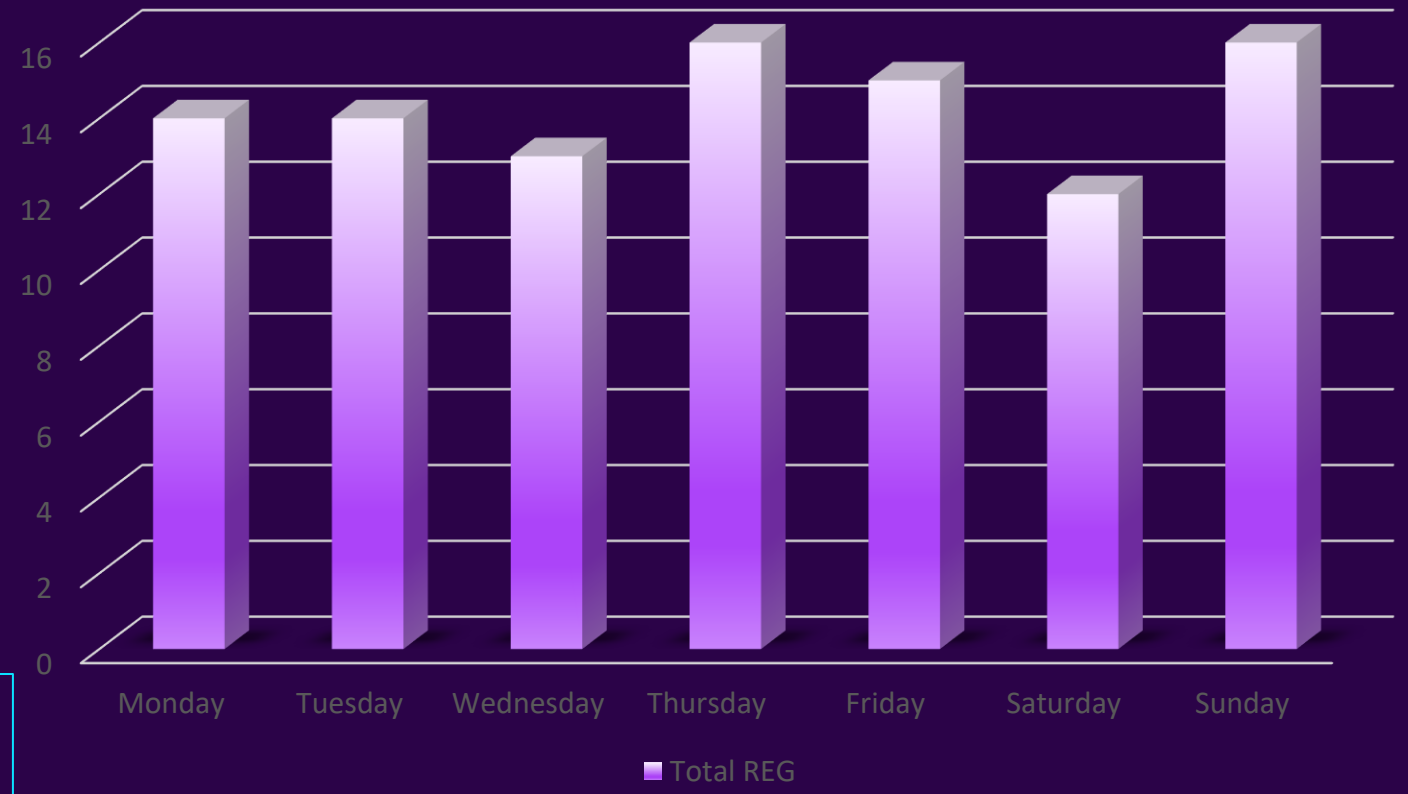
I have the top 5 most commonly used hashtags on the platform.

With this information in hand, we will suggest these 5 hashtags so that the partner brand can use them in posts to reach the maximum number of users.



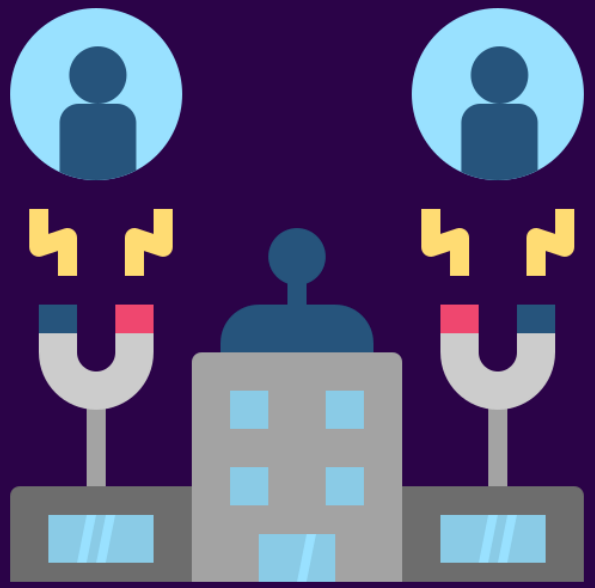
AD CAMPAIGN LAUNCH

I found the top 2 days when users register most frequently. We will share this information with the marketing team so they can schedule and launch an ad campaign targeting these two days of the week.



This insight showing most of the user register on Sunday and Thursday

USER ENGAGEMENT



100

Total User

257

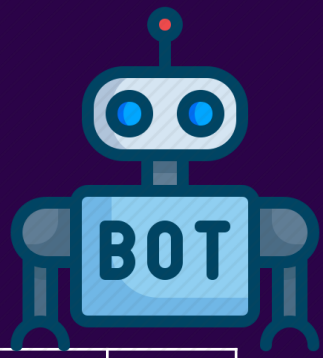
Total Photos

2

AVG Post Per Users

On Average, a user posts about 2.57 times. There are 257 photos in the total on Instagram, with a total of 100 users

BOTS & FAKE ACCOUNTS



There are 13 bots on the platform that have liked all the photos.

id	username	likes	id	username	likes
05	aniya_hackett	257	24	maxwell.halvors	257
91	bethany20	257	41	mckenna17	257
54	duane60	257	66	mike.auer39	257
14	jaclyn81	257	71	nia_haag	257
76	janelle.nikolaus	257	36	ollie_ledner37	257
57	julien_schmidt	257	21	rocio33	257
75	leslie67	257			257

CONCLUSION

During this project on Instagram user analytics, I used my MySQL knowledge in a real-life scenario, improving my skills in writing and executing SQL queries.

- This knowledge helped me analyse data effectively for user analytics.
- The project provided insights into business operations and user engagement, aiding in company growth.
- Removing bots and fake accounts ensured data accuracy, contributing to the project's success.

DRIVE LINK

https://drive.google.com/file/d/16dCeq8H_IAeRQfyVrcj0sURpSW_P97b1/view?usp=drivesdk

THANK YOU