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# Instagram User Data Analysis

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## 1} Marketing Analysis:

- **Loyal User Reward:** In this, we are to determine the people who have been using the platform for the longest time so that they can be rewarded for being loyal for a long time.
- The most loyal top 10 people who have been using the platform are:

	id	username	created_at
	211	Justina.Gaylord27	2017-05-04 16:32:16
	311	Justina.Gaylord27	2017-05-04 16:32:16
	111	Justina.Gaylord27	2017-05-04 16:32:16
	11	Justina.Gaylord27	2017-05-04 16:32:16
	306	Travon.Waters	2017-04-30 13:26:14
	106	Travon.Waters	2017-04-30 13:26:14
	206	Travon.Waters	2017-04-30 13:26:14
	6	Travon.Waters	2017-04-30 13:26:14
	285	Milford_Gleichner42	2017-04-30 07:50:51
	85	Milford_Gleichner42	2017-04-30 07:50:51

- Code:  
SELECT id, username, created\_at  
FROM users  
ORDER BY created\_at DESC  
LIMIT 10;
- **Inactive User Engagement:** In this, we are to determine the people who are inactive as in the people who have not even posted a single pic on the platform
- Here are the people who have not even posted a single picture on the platform

5	Aniya_Hackett	0
7	Kasandra_Homenick	0
14	Jaclyn81	0
21	Rocio33	0
24	Maxwell.Halvorson	0
25	Tierra.Trantow	0
34	Pearl7	0
36	Ollie_Ledner37	0
41	Mckenna17	0
45	David.Osinski47	0
49	Morgan.Kassulke	0
53	Linnea59	0
54	Duane60	0
57	Julien_Schmidt	0
66	Mike.Auer39	0
68	Franco_Keebler64	0

71	Nia_Haag	0
74	Hulda.Macejkovic	0
75	Leslie67	0
76	Janelle.Nikolaus81	0
80	Darby_Herzog	0
81	Esther.Zulauf61	0
83	Bartholome.Bernhard	0
89	Jessyca_West	0
90	Esmeralda.Mraz57	0
91	Bethany20	0

- Code:
  - SELECT u.id, u.username, Count(p.user\_id) AS 'no.\_of\_posts'
  - FROM users u
  - LEFT JOIN photos p ON u.id = p.user\_id
  - GROUP BY u.id
  - HAVING Count(p.user\_id) = 0;
- **DECLARATION OF THE WINNER OF THE CONTEST:** The people in public affairs and marketing management had come up with a contest in which the most liked pictures were selected as the winners.
- Here are the people who have the most liked pictures

52	Zack_Kemmer93
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- Code:
- SELECT id, username
- FROM users
- WHERE id = (
- SELECT user\_id
- FROM photos
- WHERE id = (
- SELECT photo\_id
- FROM likes
- GROUP BY photo\_id
- ORDER BY COUNT(photo\_id) DESC

LIMIT 1

- )
- );
- **RESEARCH ON HASHTAG:** The research is to determine the hashtag that is to be used by the partner brand to be used when the post about the brand is to be posted on the platform.
- Here are the top 5 Hashtags that can be used when the post be made by the partner brand

smile	59
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beach	42
party	39
fun	38
concert	24

- **Code:**
  - `SELECT t.tag_name, Count(t.tag_name) AS "tags count"`
  - `FROM tags t`
  - `INNER JOIN photo_tags ph ON t.id = ph.tag_id`
  - `GROUP BY t.tag_name`
  - `ORDER BY Count(t.tag_name) DESC`
  - `LIMIT 5;`

- **Launch AD Campaign:** In this, we are going to determine which day is suitable to launch the ADs on the Platform

Thursday	64
Sunday	64

- **Code:**
  - `SELECT Dayname(created_at) AS "day of week", Count(Dayname(created_at)) AS "count of users registered"`
  - `FROM users`
  - `GROUP BY Dayname(created_at)`
  - `ORDER BY Count(Dayname(created_at)) DESC`
  - `LIMIT 2;`

**User Engagement:** This is to see if the users are actively posting posts and liking them or making fewer posts.

	Average posts per user	Ratio of total posts to total users
▶	1.9275	10.4189

- **Code:**
- `SELECT (SELECT COUNT(*) FROM photos) / (SELECT COUNT(*) FROM users) AS "Average posts per user",`
- `(SELECT COUNT(*) FROM photos) / (SELECT COUNT(DISTINCT user_id) FROM photos) AS "Ratio of total posts to total users";`

**Bots & Fake Accounts:** This is to determine the fake accounts that exist on the platform since all the likes cannot be given by the same account.

**Code:**

`SELECT id, username`

`FROM users`

`WHERE id IN (`

`SELECT user_id`

FROM likes

GROUP BY user\_id

HAVING COUNT(user\_id) = (

SELECT COUNT(\*)

FROM photos

)

);

	id	username
►	5	Aniya_Hackett
	14	Jadyn81
	21	Rocio33
	24	Maxwell.Halvorson
	36	Ollie_Ledner37
	41	Mckenna17
	54	Duane60
	57	Julien_Schmidt
	66	Mike.Auer39
	71	Nia_Haag
	75	Leslie67
	76	Janelle.Nikolaus81
	91	Bethany20