



# Instagram

USER ANALYTICS



Trainity project by Pratham Kesharwani

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**Introduction**

**Analysis- Marketing dep.**

**Analysis- Investor metrics dep.**

**Summary**

# Introduction

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



- Marketing
- Investor metrics





- 01 REWARDING MOST LOYAL USERS**

Find the 5 oldest users of the Instagram from the database provided
- 02 REMIND INACTIVE USERS TO START POSTING**

Find the users who have never posted a single photo on Instagram
- 03 DECLARING CONTEST WINNER**

Identify the winner of the contest and provide their details to the team
- 04 HASHTAG RESEARCHING**

Identify and suggest the top 5 most commonly used hashtags on the platform
- 05 LAUNCH AD CAMPAIGN**

What day of the week do most users register on? Provide insights on when to schedule an ad campaign



••• | **Investor Metrics:**

**1. User Engagement:**

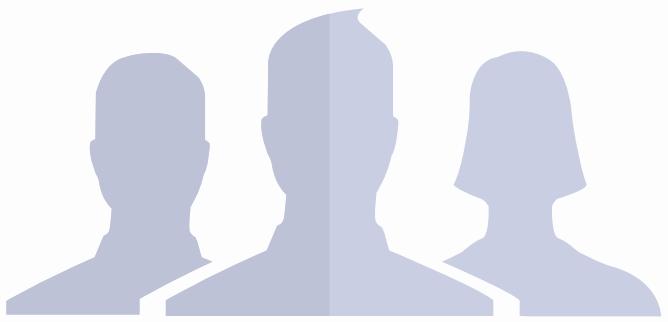
Provide how many times does average user posts on Instagram. Also, provide the total number of photos on Instagram/total number of users

**2. Bots & Fake Accounts:**

Provide data on users (bots) who have liked every single photo on the site (since any normal user would not be able to do this).



# Rewarding the most loyal users



## TOP 5 OLDEST USERS

01

Darby\_Herzog

2016-05-06

02

Emilio\_Bernier52

2016-05-06

03

Elenor88

2016-05-08

04

Nicole71

2016-05-09

05

Jordyn.Jacobson2

2016-05-14





# Remind Inactive users to start posting

We have found a list of 26 people with their user id who have never posted a single photo on Instagram. they'll be receiving promotional emails to post their 1st photo.

5-Aniya\_Hackett

7-Kassandra\_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



REMINDER

# TABULAR REPRESENTATION

ID	Username	ID	Username	ID	Username
5	Aniya_Hackett	45	David.Osinski47	75	Leslie67
7	Kasandra_Homenick	49	Morgan.Kassulke	76	Janelle.Nikolaus81
14	Jaclyn81	53	Linnea59	80	Darby_Herzog
21	Rocio33	54	Duane60	81	Esther.Zulauf61
24	Maxwell.Halvorson	57	Julien_Schmidt	83	Bartholome.Bernhard
25	Tierra.Trantow	66	Mike.Auer39	89	Jessyca_West
34	Pearl7	68	Franco_Keebler64	90	Esmeralda.Mraz57
36	Ollie_Ledner37	71	Nia_Haag	91	Bethany20
41	Mckenna17	74	Hulda.Macejkovic		

# Declaring contest winner



In the contest, the user with the most likes on a single picture won



Details-

User Id  
**52**

Username  
**Zack\_Kemmer93**

Image\_url  
<https://jarret.name>

Likes  
**48**



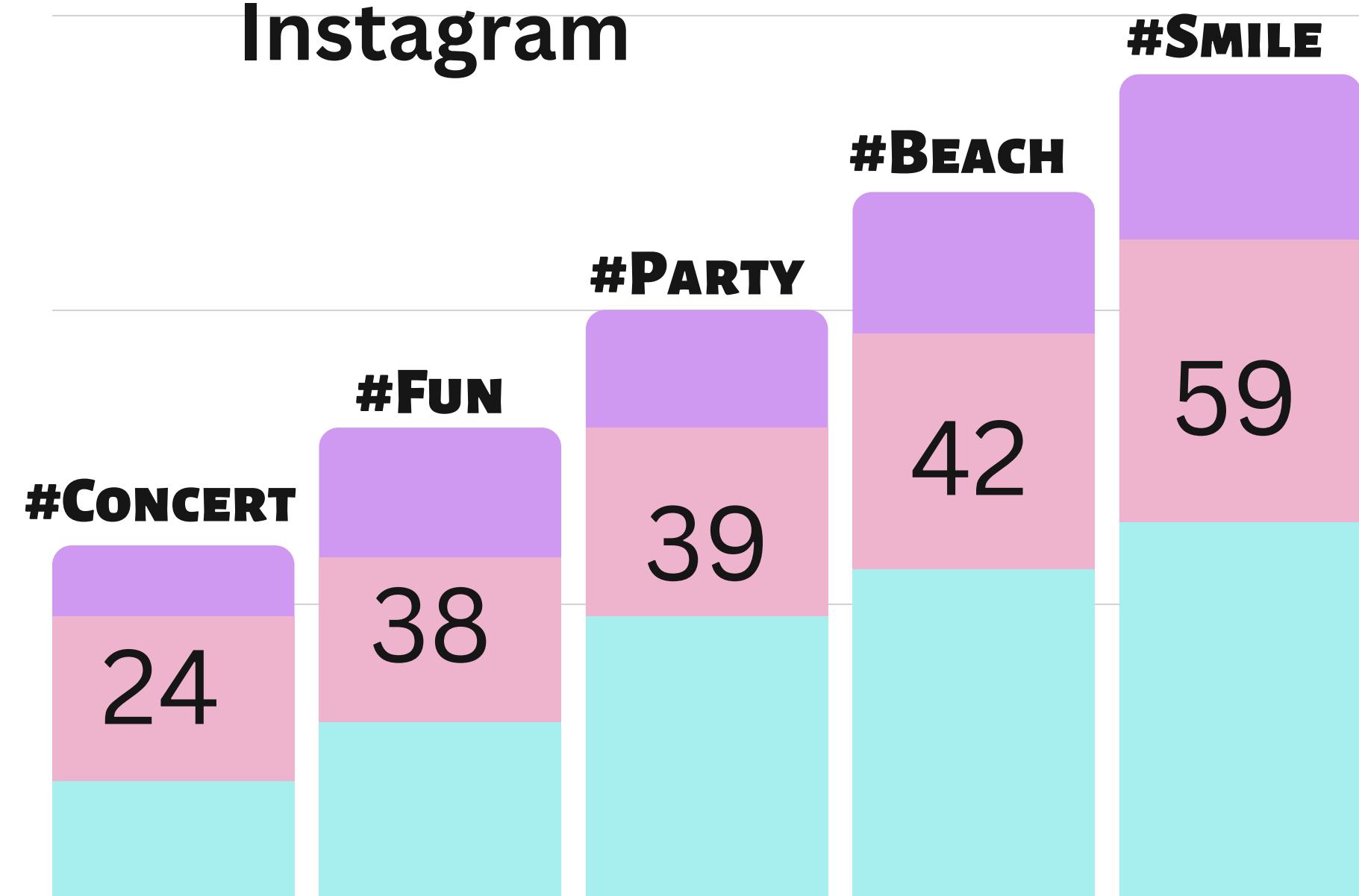
# # Hashtag Researching



MARKETING DEPARTMENT



Top 5 hashtags that are  
most frequently used on  
Instagram





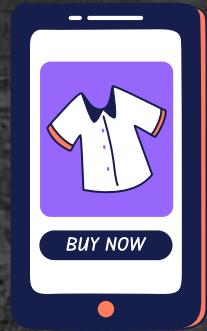
# Launch AD campaign



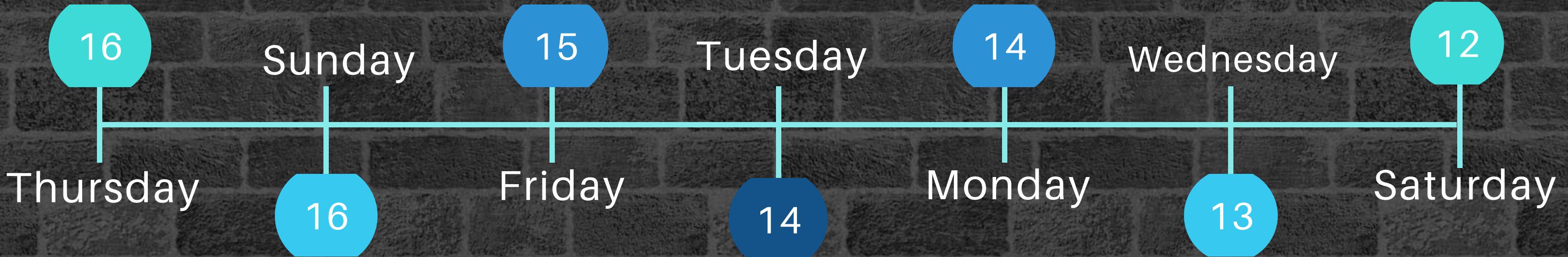
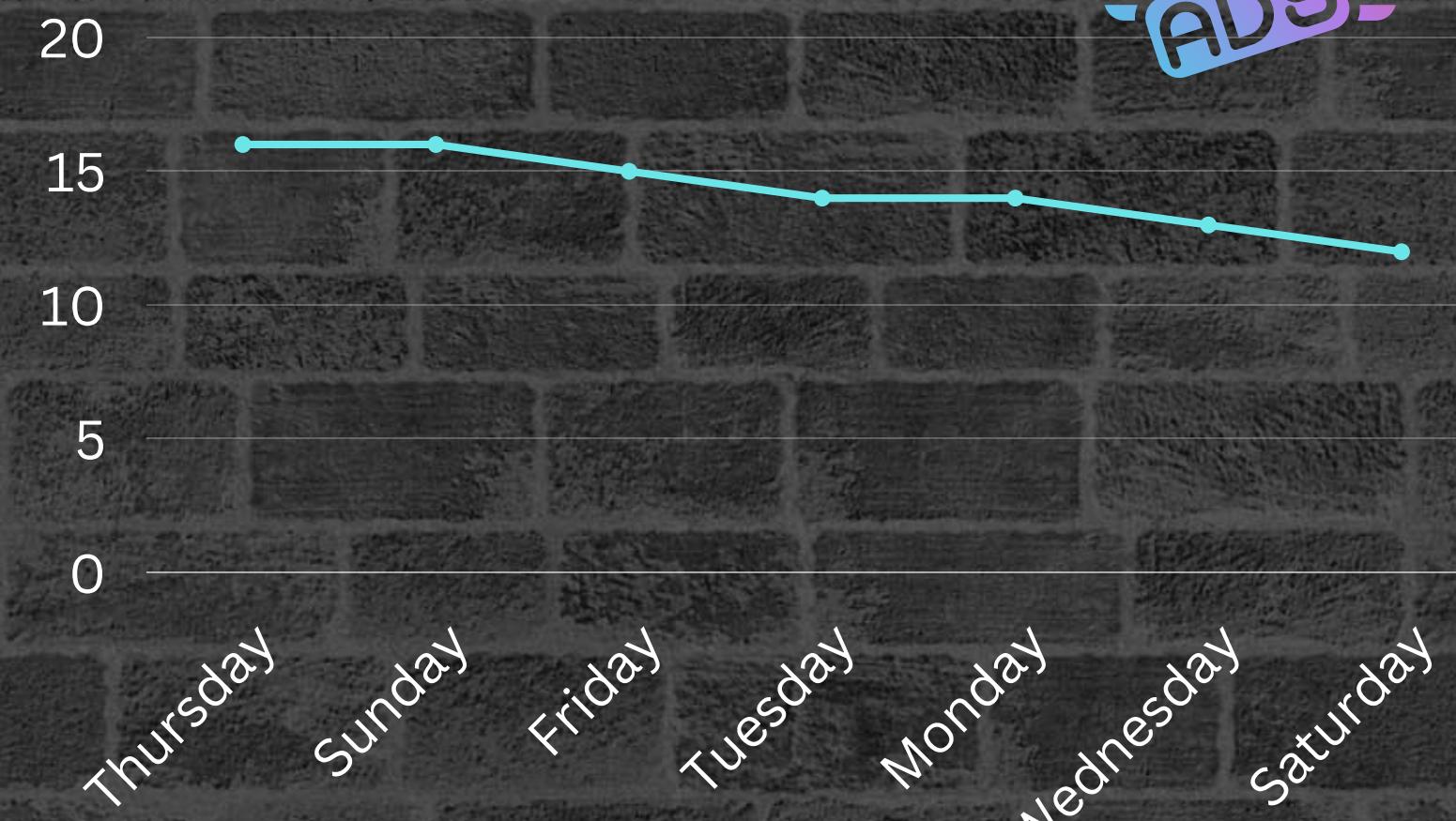
Registrants are most active on this day of the week

Thursday  
16

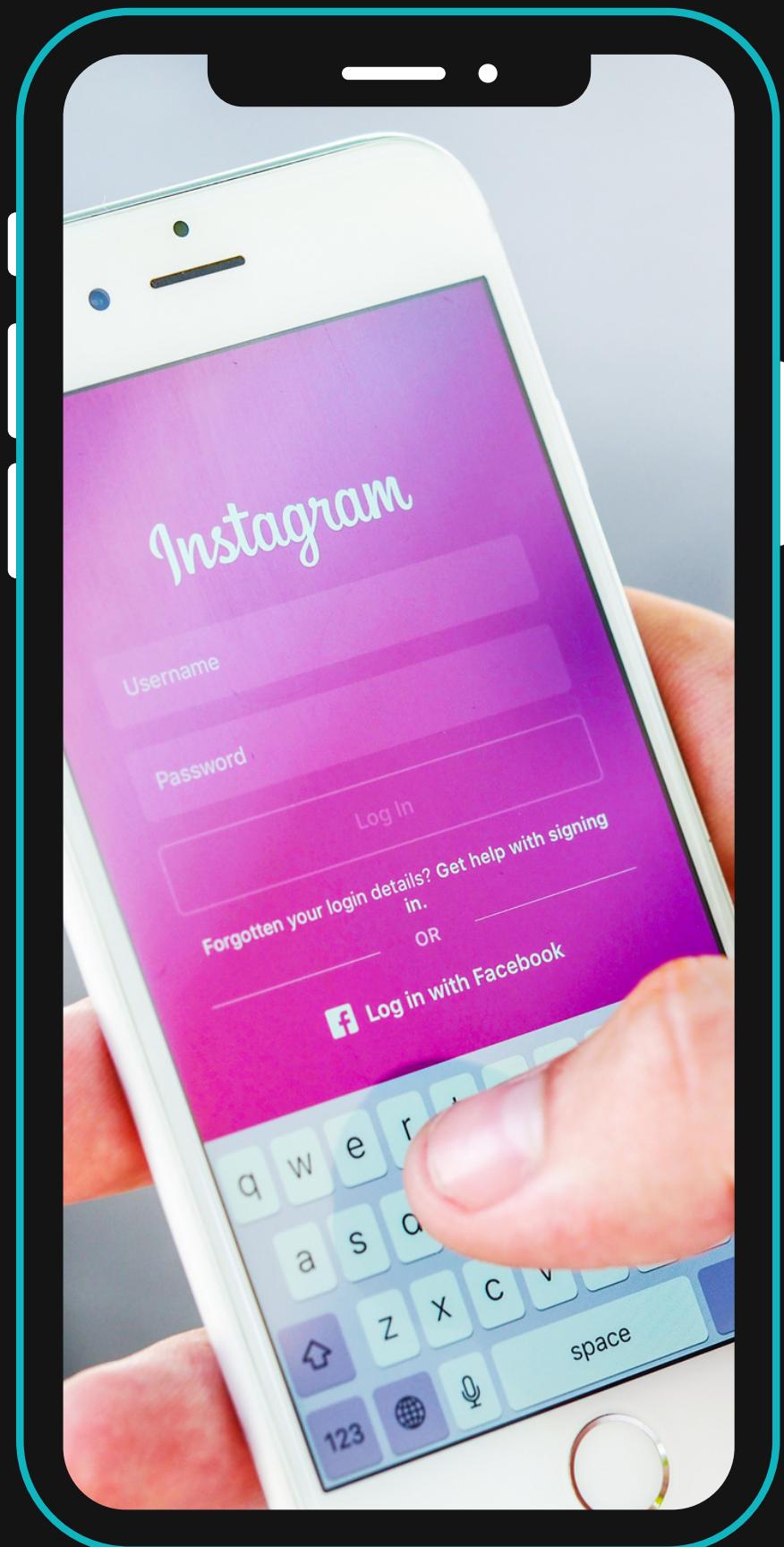
Sunday  
16



The best time to schedule an advertisement campaign is on Thursday and Sunday



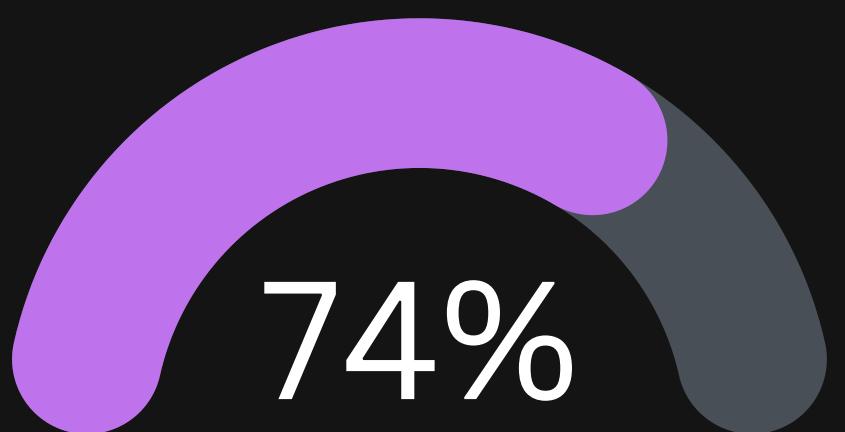
# User Engagement



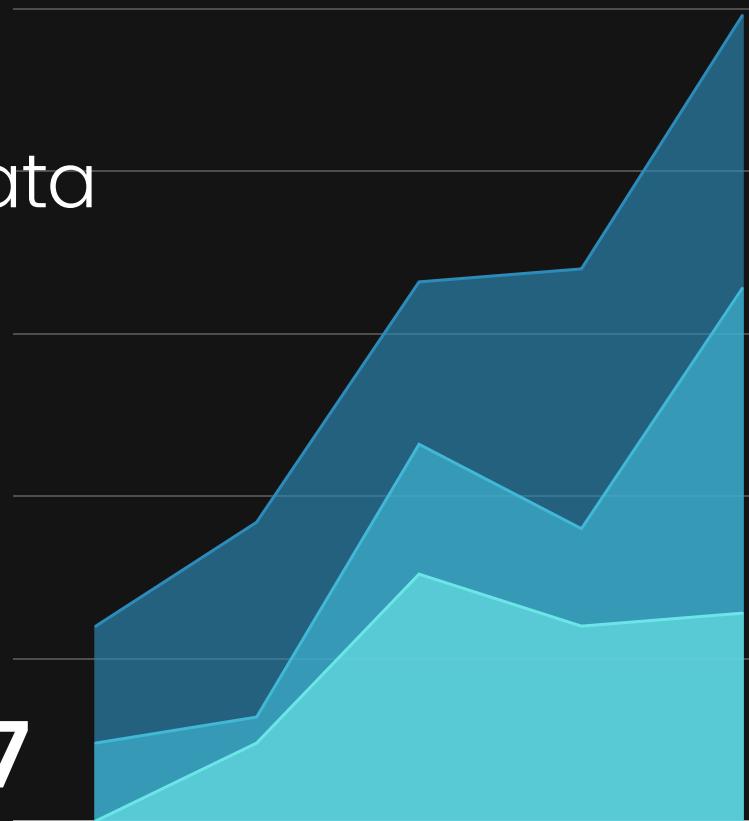
Based on the results, there are -

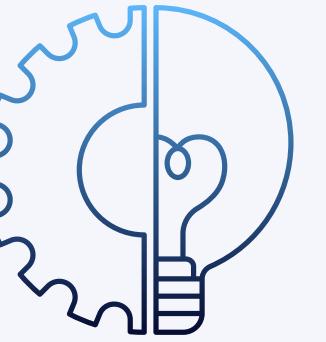
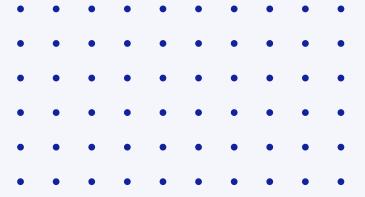
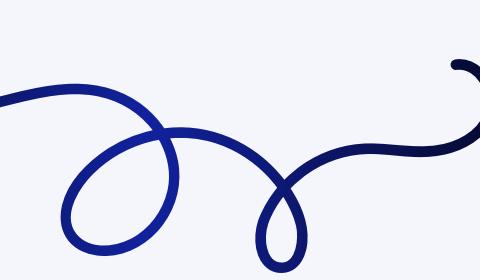
- 74 Active users who have posted at least once.
- 100 Total users (as per the data)
- 257 Total posts made.
- Total Photos/Total users =  $257/100 = 2.57$

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



$$257/74 = 3.47$$





# Bots & Fake Accounts

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

We have 13 such users based on the data who have liked all 257 posts, user-Id for the same are specified below.

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



Investor metrics



# APPROACH

For this project, I have used MySQL 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.



## FILES (CSV.)

Here is the folder of the files of the output I've got while querying on MySQL for every question asked

<https://drive.google.com/drive/folders/1OviS02Hnn8inCOPqGrTAIx9lmzZkCLQ?usp=sharing>

# Insights and Results

From this project, I got an idea about how as a business or data analyst we work on real-time data to take any data-driven decision.

One thing I infer about this project is the dataset provided was very limited and small in respect of Rows and columns, But still, it was a very good experience working on such kind of project.

It helped me a lot to understand the analysis process well, and to provide insights for the best decision possible

