##### **Instagram User Analytics**

1. **Loyal User Reward:** The marketing team wants to reward the most loyal users, i.e., those who have been using the platform for the longest time.

**Queries:**

-- Top 5 Loyal Users

Select \* from users

order by created\_at

limit 5;

**Result:**

|  |  |  |
| --- | --- | --- |
| 95 | Nicole71 | 2016-05-09 17:30:22 |
| 80 | Darby\_Herzog | 2016-05-06 00:14:21 |
| 67 | Emilio\_Bernier52 | 2016-05-06 13:04:30 |
| 63 | Elenor88 | 2016-05-08 01:30:41 |
| 38 | Jordyn.Jacobson2 | 2016-05-14 07:56:26 |
|  |  |  |

1. **Inactive User Engagement: The team wants to encourage inactive users to start posting by sending them promotional emails**

**Queries:**

-- Inactive Users

select username from users

left join photos

on users.id=photos.user\_id

where photos.id is null;

Results:

|  |
| --- |
| Aniya\_Hackett |
| Kasandra\_Homenick |
| Jaclyn81 |
| Rocio33 |
| Maxwell.Halvorson |
| Tierra.Trantow |
| Pearl7 |
| Ollie\_Ledner37 |
| Mckenna17 |
| David.Osinski47 |
| Morgan.Kassulke |
| Linnea59 |
| Duane60 |
| Julien\_Schmidt |
| Mike.Auer39 |
| Franco\_Keebler64 |
| Nia\_Haag |
| Hulda.Macejkovic |
| Leslie67 |
| Janelle.Nikolaus81 |
| Darby\_Herzog |
| Esther.Zulauf61 |
| Bartholome.Bernhard |
| Jessyca\_West |
| Esmeralda.Mraz57 |
| Bethany20 |

1. **Contest Winner Declaration: The team has organized a contest where the user with the most likes on a single photo wins.**
2. **Queries:**
3. **Select username, photos.id, photos.image\_url, count(likes.user\_id) as total**
4. **from photos**
5. **inner join likes**
6. **on likes.photo\_id = photos.id**
7. **inner join users**
8. **on photos.user\_id = users.id**
9. **group by photos.id**
10. **order by total desc**
11. **limit 1;**
12. **Result:**

|  |  |  |  |
| --- | --- | --- | --- |
| Zack\_Kemmer93 | 145 | https://jarret.name | 48 |

1. **Hashtag Research: A partner brand wants to know the most popular hashtags to use in their posts to reach the most people.**
2. **Queries:**
3. **-- # Research**
4. **select tags.tag\_name,**
5. **count(\*) as total**
6. **from photo\_tags**
7. **join tags**
8. **on photo\_tags.tag\_id = tags.id**
9. **group by tags.id**
10. **order by total desc**
11. **limit 5;**
12. **Results:**

|  |  |
| --- | --- |
| smile | 59 |
| beach | 42 |
| party | 39 |
| fun | 38 |
| concert | 24 |

1. **Ad Campaign Launch: The team wants to know the best day of the week to launch ads.**
2. **Queries:  
   -- Ad Campaign Launch**
3. **select dayname(created\_at) as day, count(\*) as total**
4. **from users**
5. **group by day**
6. **order by total desc**
7. **limit 1;**
8. **Results:**

|  |  |
| --- | --- |
| Thursday | 16 |

1. **User Engagement: Investors want to know if users are still active and posting on Instagram or if they are making fewer posts.**
2. **Queries:**
3. **-- User Engagement  
   select**
4. **(select count(\*) from photos) / (select count(\*) fromusers) as avg;**
5. **Results:**

|  |
| --- |
| 257.0000 |

1. **Bots & Fake Accounts: Investors want to know if the platform is crowded with fake and dummy accounts.**
2. **Queries:  
   -- Bots & Fake Accounts**
3. **select user\_id, count(\*) as num\_likes**
4. **from likes**
5. **group by user\_id**
6. **having num\_likes = (select count(\*) from photos);**
7. **select u.username, count(\*) as num\_likes**
8. **from users u**
9. **join likes l on u.id = l.user\_id**
10. **group by u.id**
11. **having num\_likes = (select count(\*) from photos);**
12. **Results**:

|  |  |
| --- | --- |
| Aniya\_Hackett | 257 |
| Jaclyn81 | 257 |
| Rocio33 | 257 |
| Maxwell.Halvorson | 257 |
| Ollie\_Ledner37 | 257 |
| Mckenna17 | 257 |
| Duane60 | 257 |
| Julien\_Schmidt | 257 |
| Mike.Auer39 | 257 |
| Nia\_Haag | 257 |
| Leslie67 | 257 |
| Janelle.Nikolaus81 | 257 |
| Bethany20 | 257 |