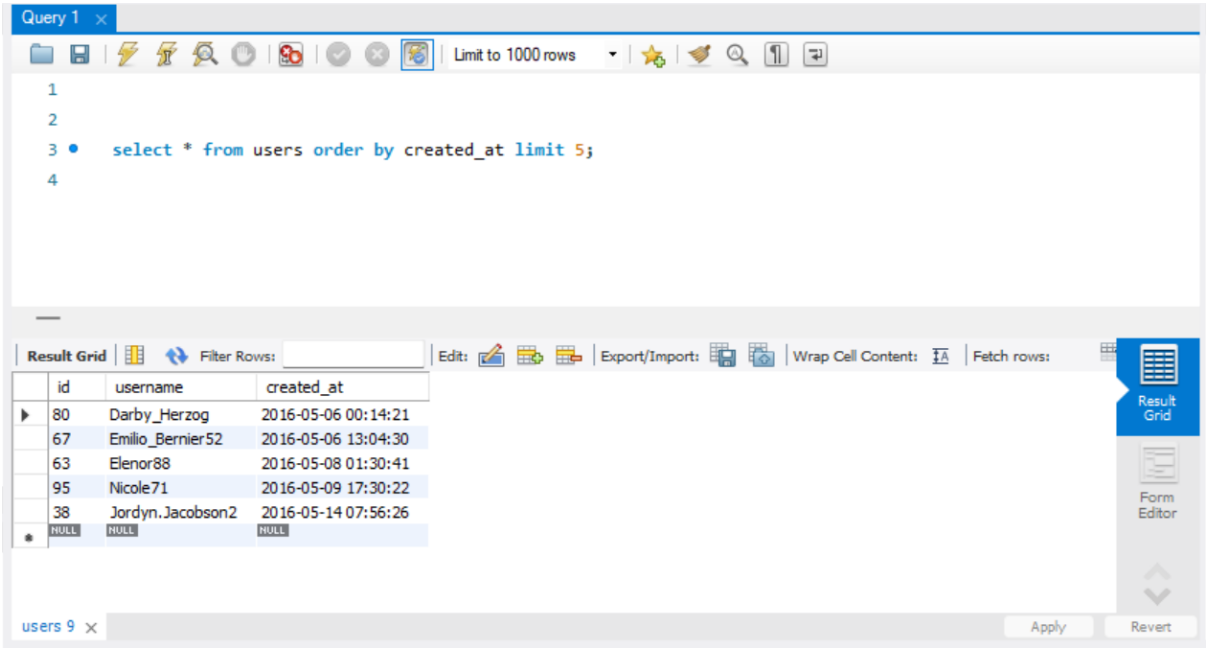
A.Marketing Analysis:

1)Loyal User Reward:

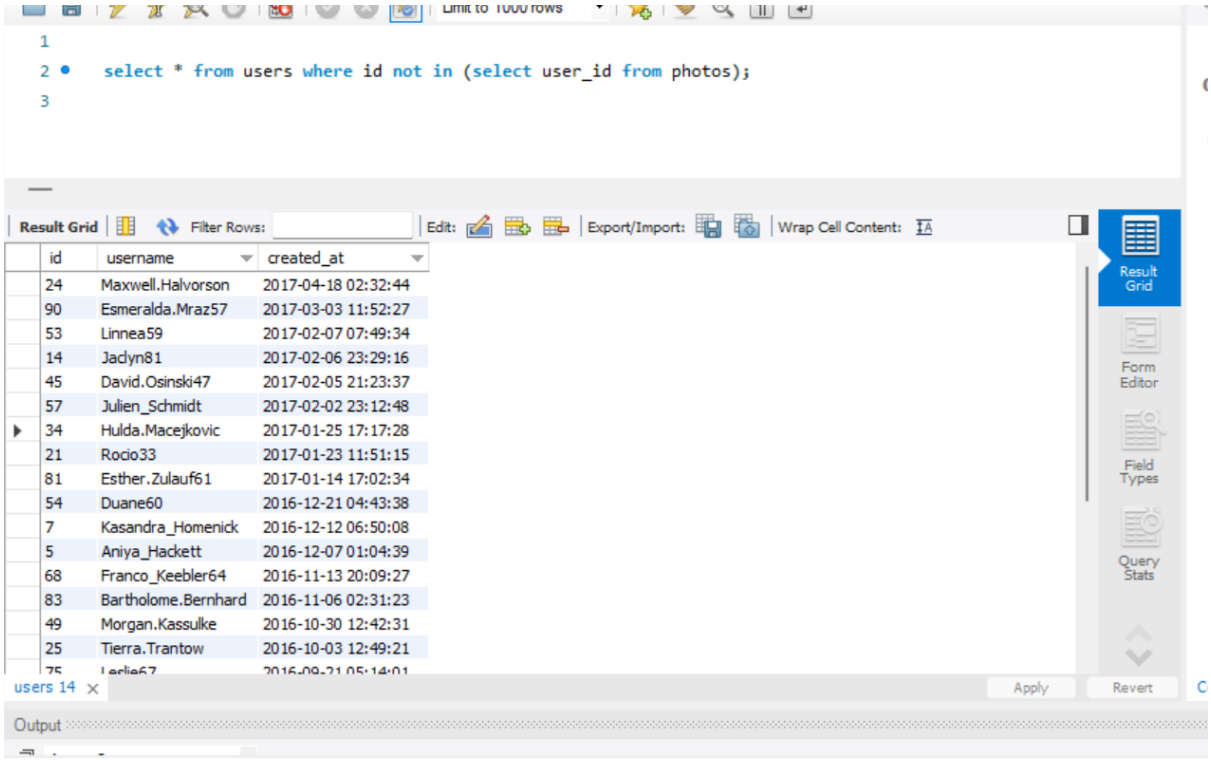
Query : select * from users order by created_at limit 5;



id	username	created_at
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
95	Nicole71	2016-05-09 17:30:22
38	Jordyn.Jacobson2	2016-05-14 07:56:26
NULL	NULL	NULL

2)Interactive User Engagement

Query : select * from users where id not in (select user_id from photos);



id	username	created_at
24	Maxwell.Halvorson	2017-04-18 02:32:44
90	Esmeralda.Mraz57	2017-03-03 11:52:27
53	Linnea59	2017-02-07 07:49:34
14	Jaclyn81	2017-02-06 23:29:16
45	David.Osinski47	2017-02-05 21:23:37
57	Julien_Schmidt	2017-02-02 23:12:48
34	Hulda.Macejkovic	2017-01-25 17:17:28
21	Rocio33	2017-01-23 11:51:15
81	Esther.Zulauf61	2017-01-14 17:02:34
54	Duane60	2016-12-21 04:43:38
7	Kasandra_Homenick	2016-12-12 06:50:08
5	Aniya_Hackett	2016-12-07 01:04:39
68	Franco_Keebler64	2016-11-13 20:09:27
83	Bartholome.Bernhard	2016-11-06 02:31:23
49	Morgan.Kassulke	2016-10-30 12:42:31
25	Tierra.Trantow	2016-10-03 12:49:21
75	Leslie67	2016-09-21 05:14:01

id	username	created_at
5	Aniya_Hackett	2016-12-07 01:04:39
7	Kasandra_Homenick	2016-12-12 06:50:08
14	Jaclyn81	2017-02-06 23:29:16
21	Rocio33	2017-01-23 11:51:15
24	Maxwell.Halvorson	2017-04-18 02:32:44
25	Tierra.Trantow	2016-10-03 12:49:21
34	Pearl7	2016-07-08 21:42:01
36	Ollie_Ledner37	2016-08-04 15:42:20
41	Mckenna17	2016-07-17 17:25:45
45	David.Osinski47	2017-02-05 21:23:37
49	Morgan.Kassulke	2016-10-30 12:42:31
53	Linnea59	2017-02-07 07:49:34
54	Duane60	2016-12-21 04:43:38
57	Julien_Schmidt	2017-02-02 23:12:48
66	Mike.Auer39	2016-07-01 17:36:15
68	Franco_Keebler64	2016-11-13 20:09:27
71	Nia_Haag	2016-05-14 15:38:50
74	Hulda.Macejkovic	2017-01-25 17:17:28
75	Leslie67	2016-09-21 05:14:01
76	Janelle.Nikolaus81	2016-07-21 09:26:09
80	Darby_Herzog	2016-05-06 00:14:21
81	Esther.Zulauf61	2017-01-14 17:02:34
83	Bartholome.Bernhard	2016-11-06 02:31:23
89	Jessyca_West	2016-09-14 23:47:05
90	Esmeralda.Mraz57	2017-03-03 11:52:27
91	Bethany20	2016-06-03 23:31:53

3)Contest winner declaration

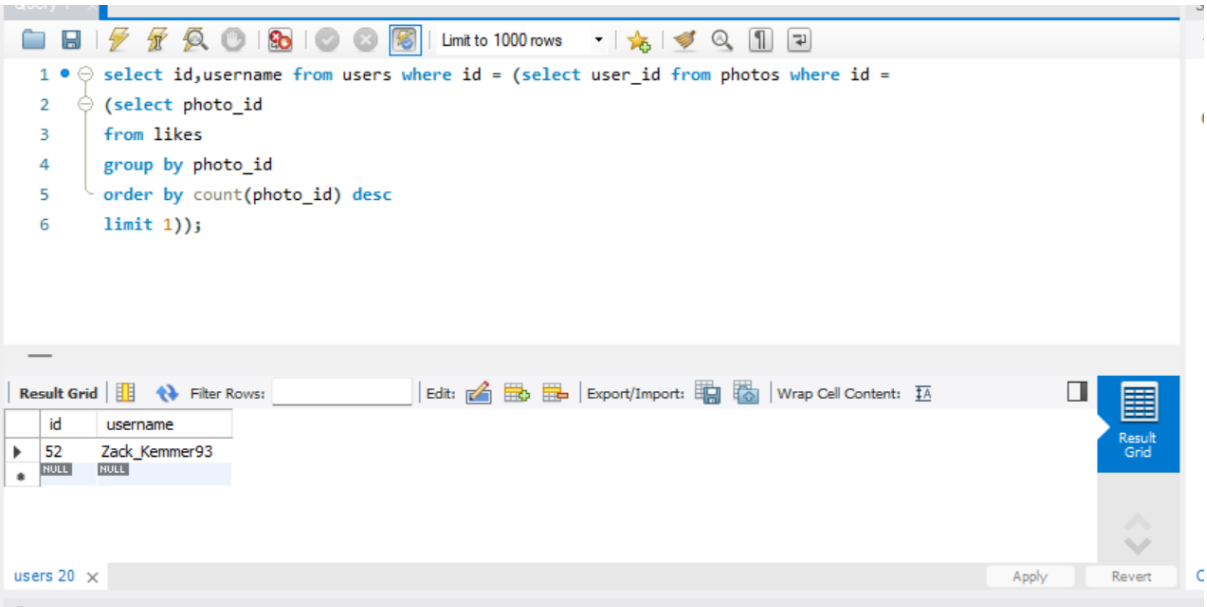
Query : select id, username from users where id = (select user_id from photos where id=(select photo_id

from likes

group by photo_id

order by count(photo_id) desc

limit 1));



4)Hashtag research

Query : select id,tag_name from tags where id in

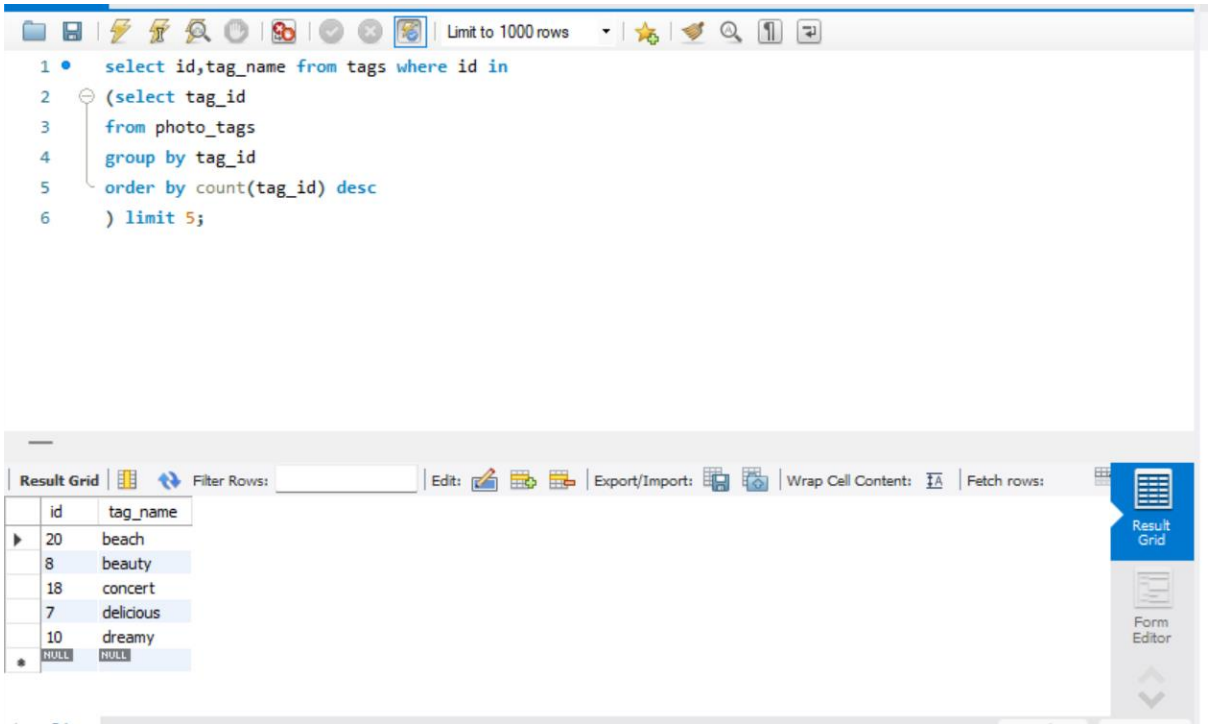
(select tag_id

from photo_tags

group by tag_id

order by count(tag_id) desc

) limit 5;



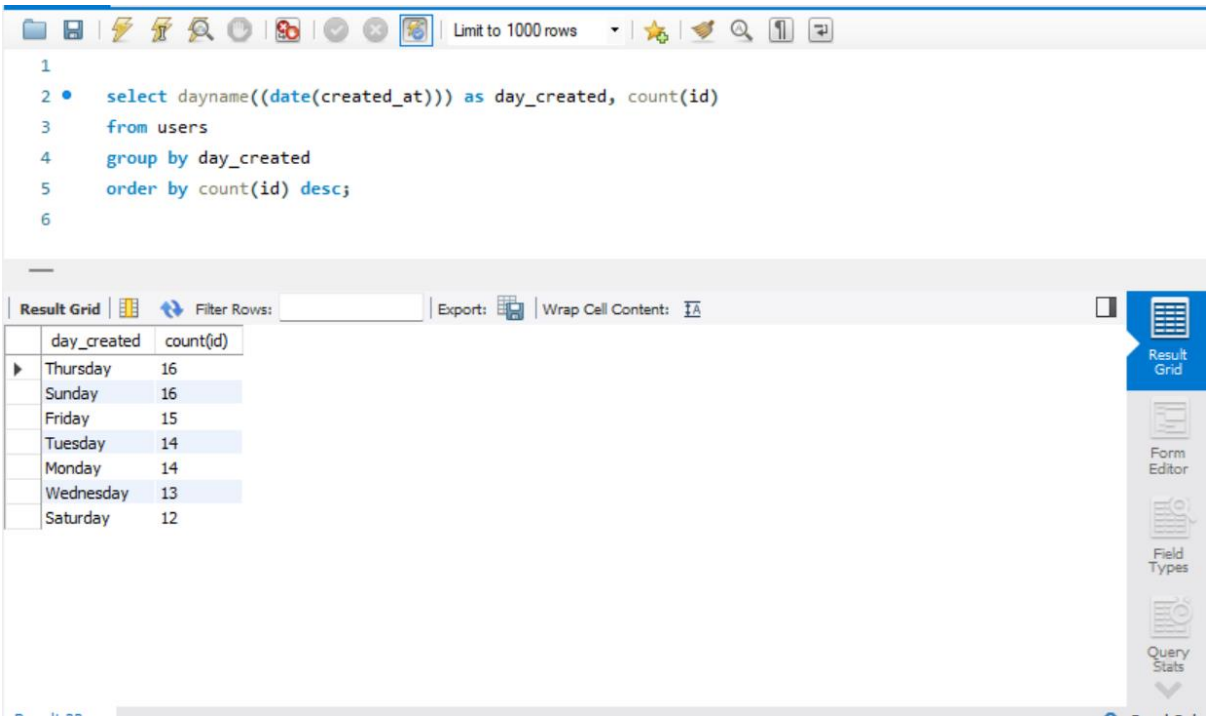
5)Ad campaign launch

Query : select dayname((date(created_at))) as day_created, count(id)

from users

group by day_created

order by count(id) desc;

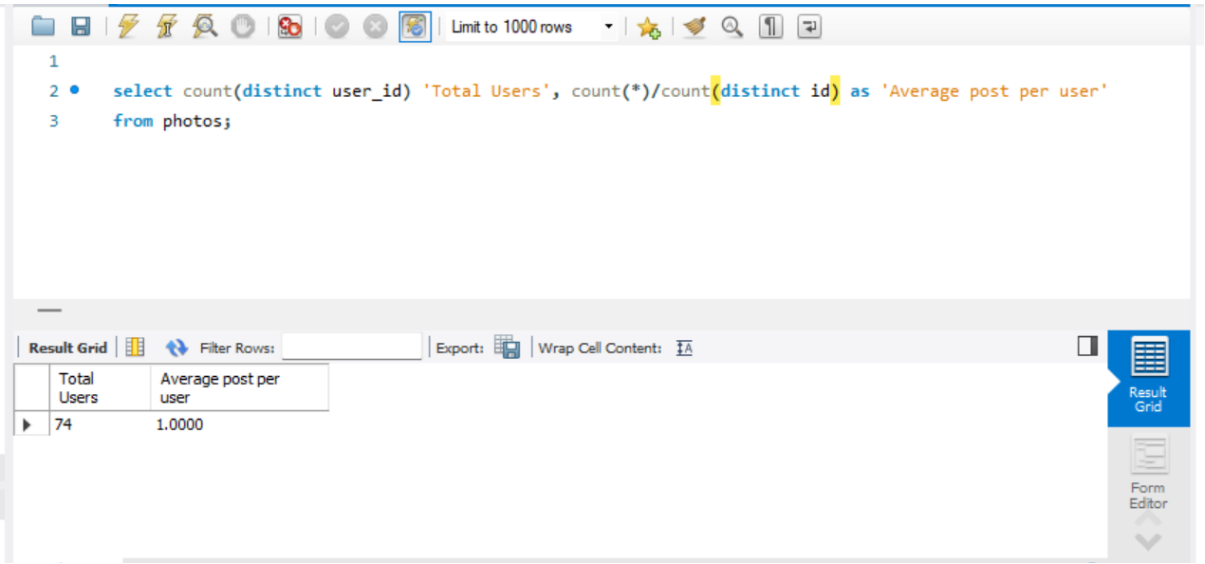


B.Investor Metrics:

1)User Engagement:

Query : select count(distinct user_id) 'Total Users', count(*)/count(distinct id) as 'Average post per user'

from photos;



2)Bots & Fake accounts

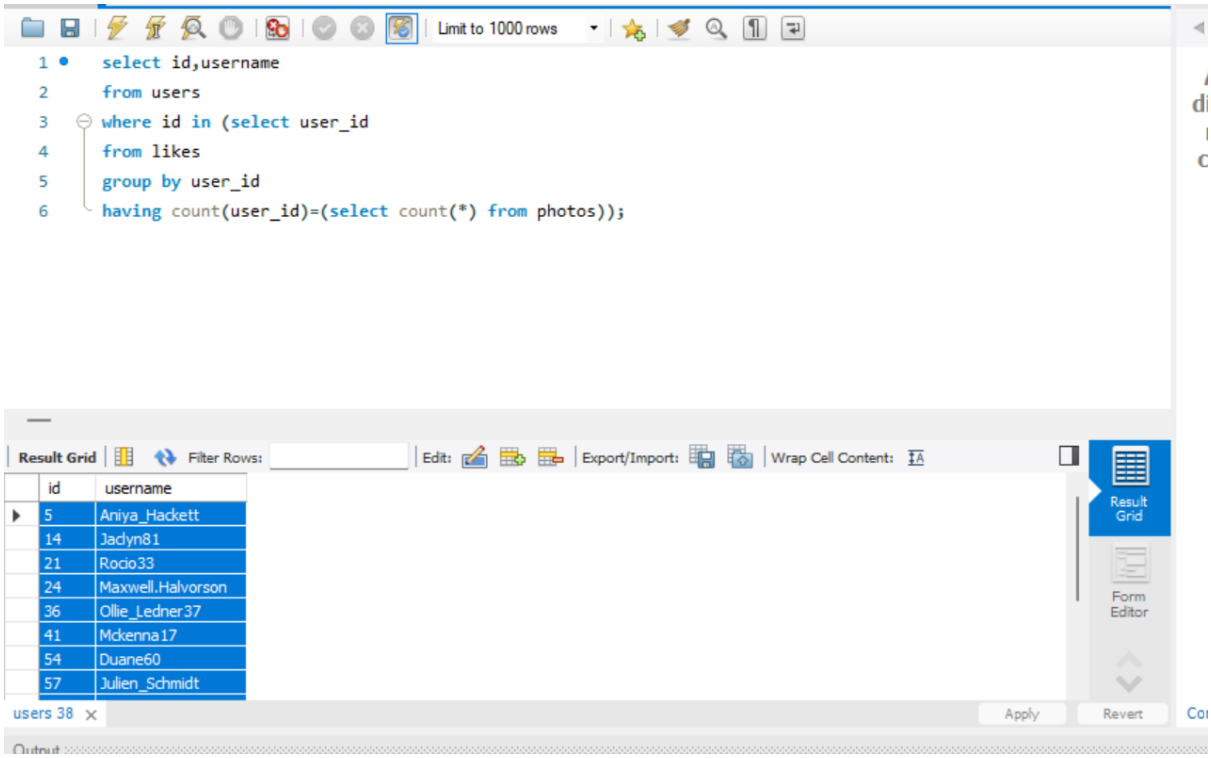
Query : select id,username from users

where id in (select user_id

from likes

group by user_id

having count(user_id)=(select count(*) from photos));



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54	Duane60
57	Julien_Schmidt
66	Mike.Auer39
71	Nia_Haag
75	Leslie67
76	Janelle.Nikolaus81
91	Bethany20

Project description :

The purpose of this project is to provide the insights about the Instagram users, tags, photos, to identify fake accounts and so on.

Approach:

Steps I followed –

- I marked the integrity constraints such as primary key, foreign key
- I drew the relation between the entities given
- Break down the given problem statement into sub modules where multiple tables are involved (subquery)

Tech Stack used : MySQL Workbench

I have used MySQL workbench. Reason why I have selected the mentioned tech stack is it is cross platform compatible open source RDBMS.

Insights :

I was able to analyze the data to get the required results like which day would be the best to launch the campaign, how to find bots/fake accounts and so on.

Result :

I have applied the knowledge to get the required findings form the given data. It was challenging at some point later I referred the documentation to resolve it.

Drive Link :

This project is very helpful, it has given real time example to gain the knowledge in much more understanding way.