INSTAGRAM

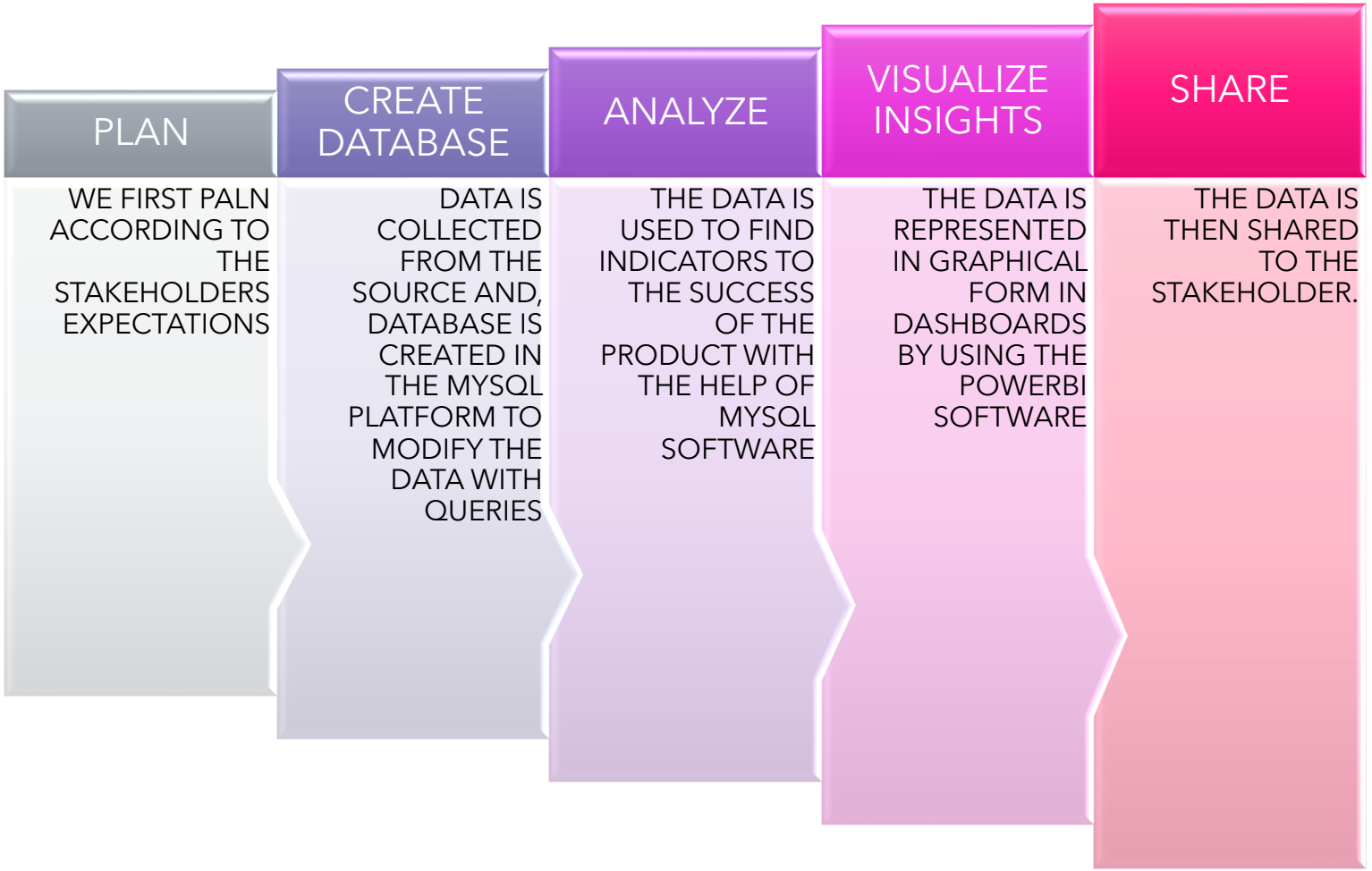
USER ANALYTICS

HARINI.P

PROJECT OBJCTIVE

This project has helped develop insights of the users engagement and the interaction with the Instagram application used by millions around the globe. Insights were developed according to the business , product development and marketing needs and these insights would uphold in the development of the Instagram application. Insights from the data given were developed usings SQL software and, powerbi visualization tool was used to create dashboards.

Project approach



TECH-STACK USED

MYSQL WORKBENCH:

MY SQL IS USED TO STORE MANAGE AND RETRIEVE DATA FROM DATABASES.IN THIS PROJECT IT WAS USED TO STORE DATA IN A DATABASE AND THE REQUIRED DATA WAS EXTRACTED USING QUERIES..

POWERBI DESKTOP:

THE EXTRACTED DATA (ANALYZED DATA) WAS PUT IN GRAPHICAL REPRESENTAION FORM USING THIS TOOL.

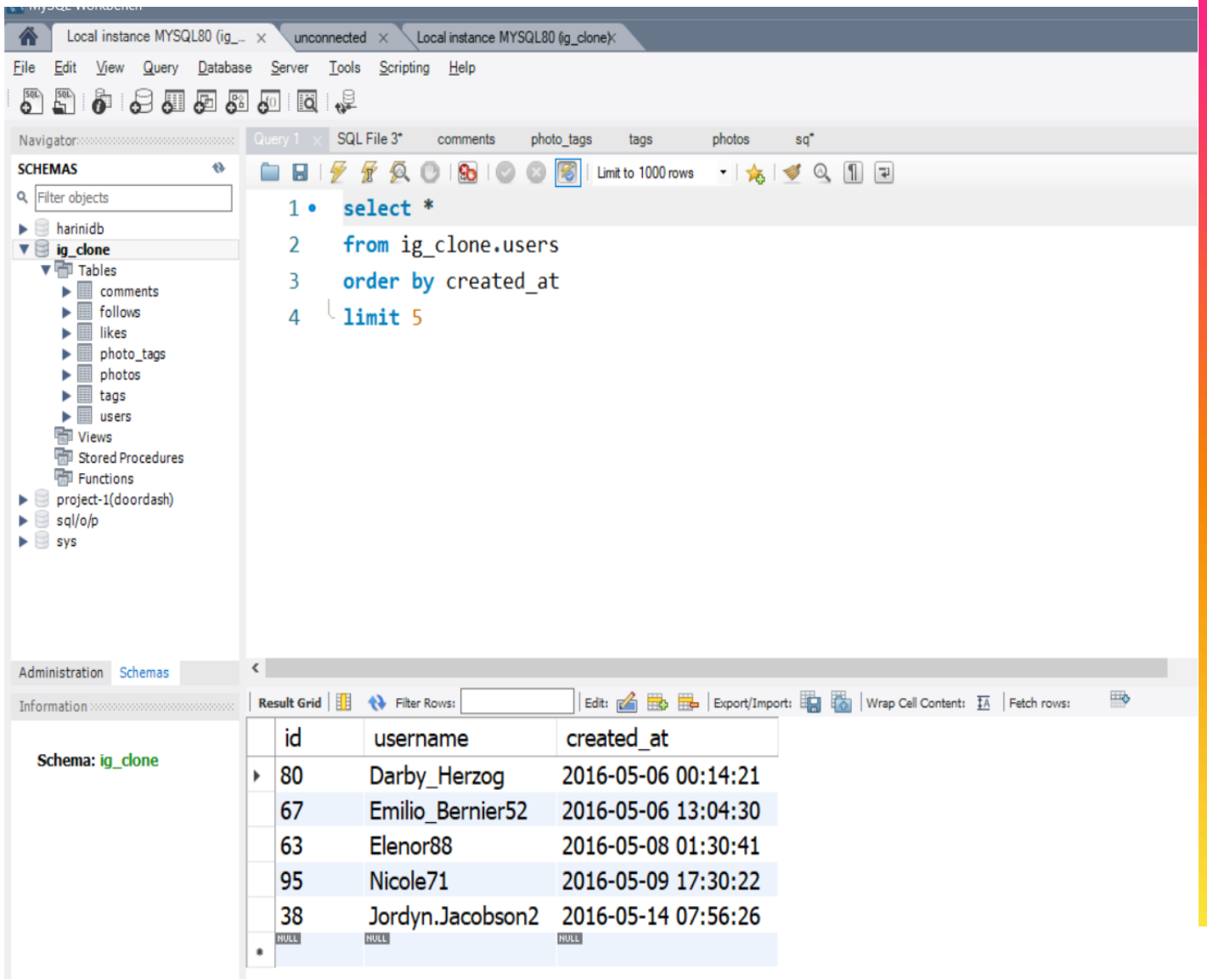
MARKETING INSIGHTS

- REWARDING MOST LOYAL USERS
- REMINDING INACTIVE USRES TO START POSTING
- DECLARING CONTEST WINNERS
- HASHTAG RESEARCHING
- LAUNCHING AD CAMPAIGNS

1)REWARDING MOST LOYAL USERS

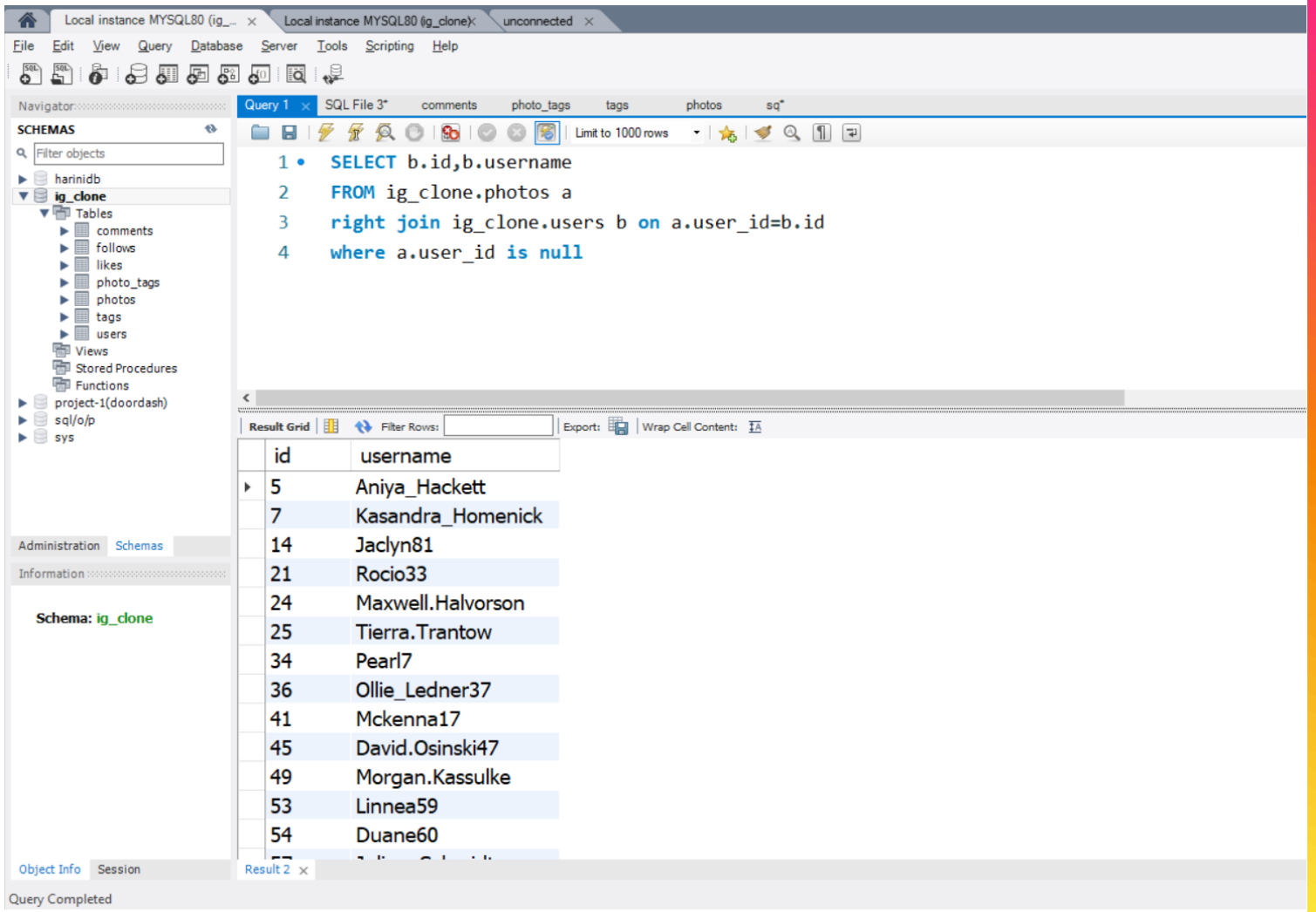
BASED ON THE LEAST DATE AND TIME OF THE ACCOUNT CREATED THE 5 USERS WHO HAVE BEEN USING THE PLATFORM FOR THE LONGEST TIME HAVE BEEN FOUND

+ DARBY_HERZOG
+ EMILIO_BERNIER52
+ ELENOR88
+ NICOLE71
+ JORDYN.JACOBSON2



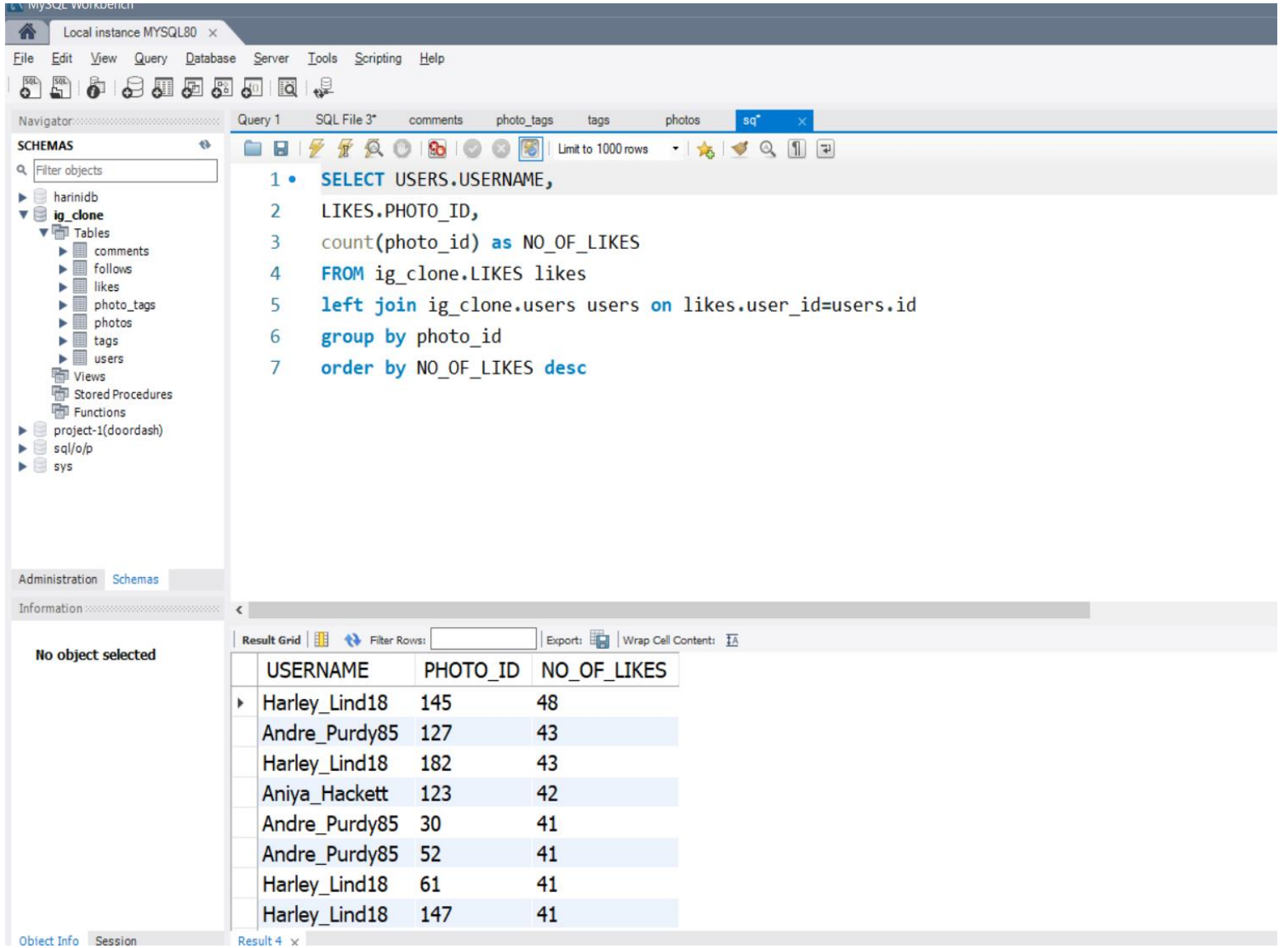
2)INACTIVE USERS

+ THE USERS WHO HAVENT POSTED A SINGLE PHOTO ARE CONSIDERED INACTIVE USERS.



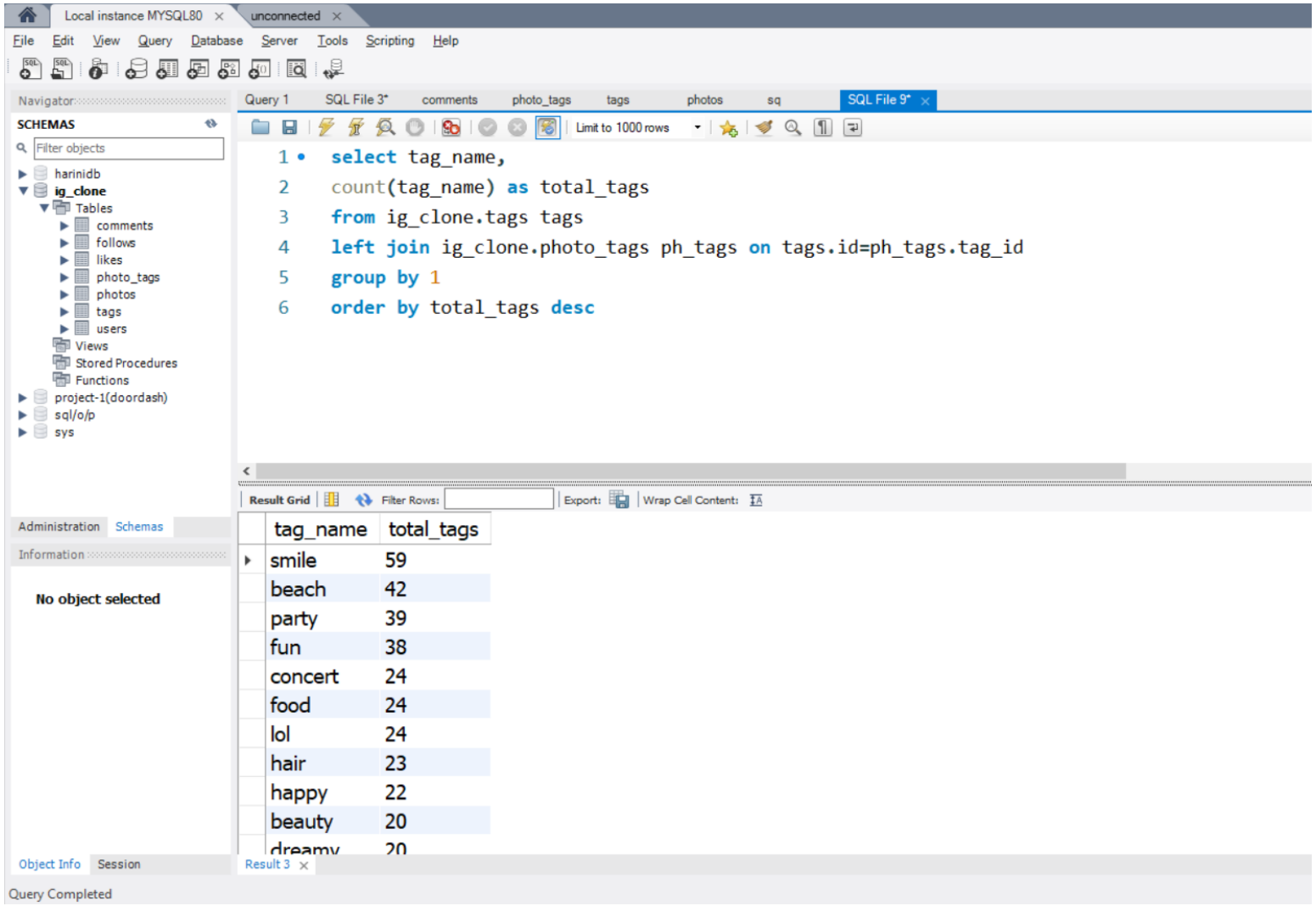
3)CONTEST WINNERS

- The contest winner for the most liked video is Harley_lind18 with the total no of likes as 48.



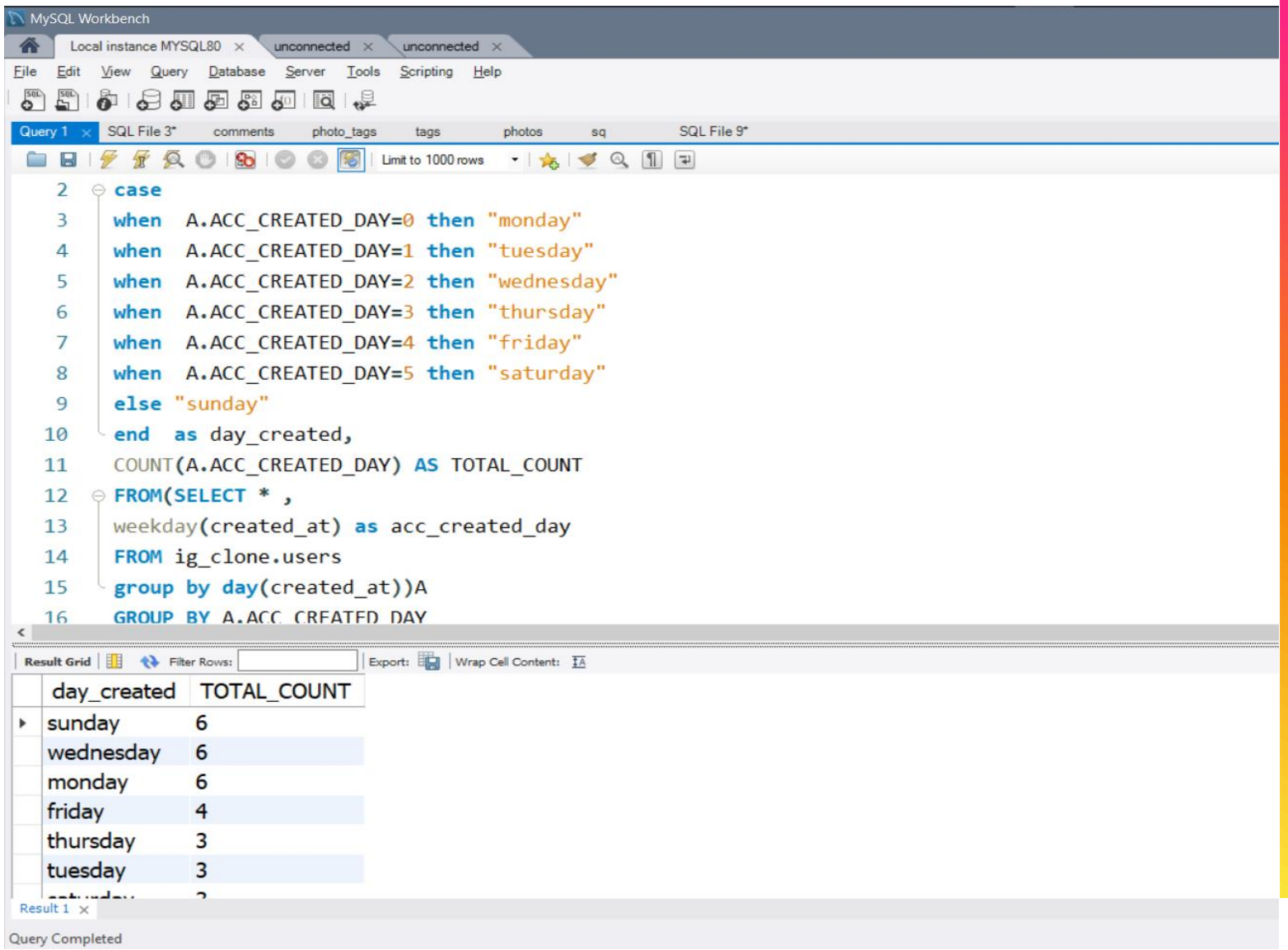
4)HASHTAG RESEARCHING

- THE TOP 5 HASHTAGS USED ON THE PLATFORM ARE:
- SMILE
- BEACH
- PARTY
- FUN
- CONCERT



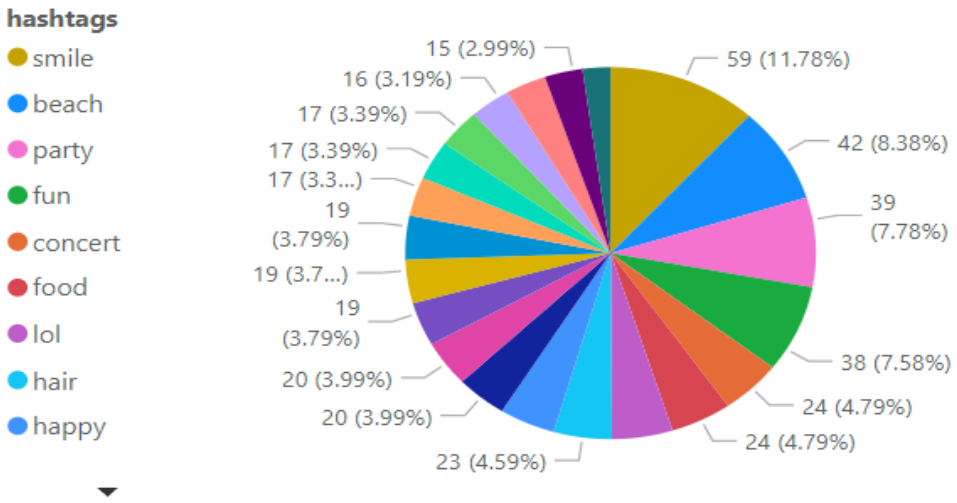
5)LAUNCH AD CAMPAIGN

+ The weekdays the users login the most are extracted.



Marketing insights

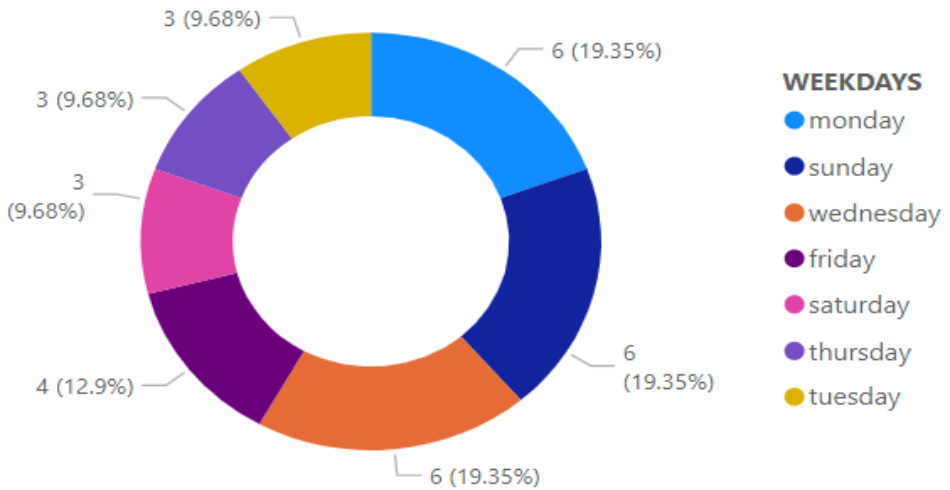
MOST USED



LOYAL USERS

- Darby_Herzog
- Elenor88
- Emilio_Bernier52
- Jordyn.Jacobson2
- Nicole71

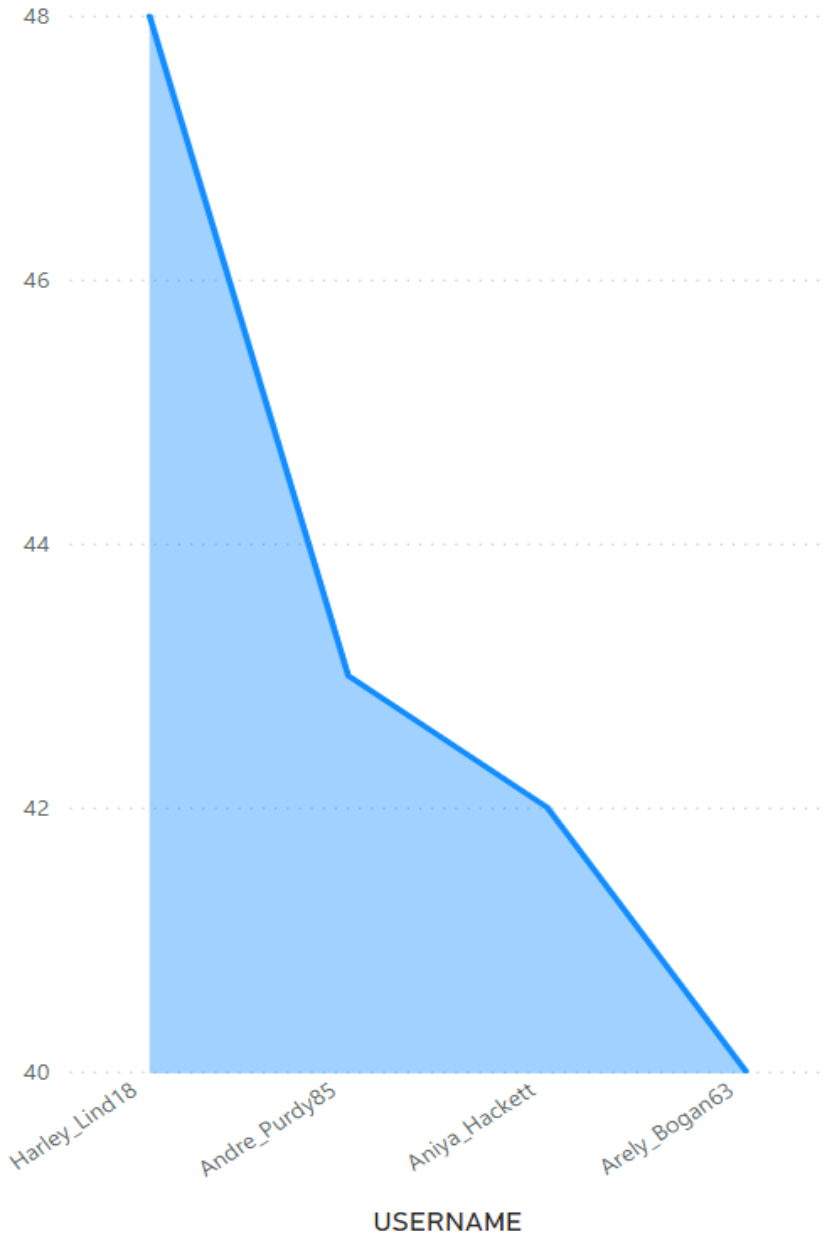
DAYS MOST LOGGED IN



26

Count of inactive_users

MOST LIKED PHOTOS



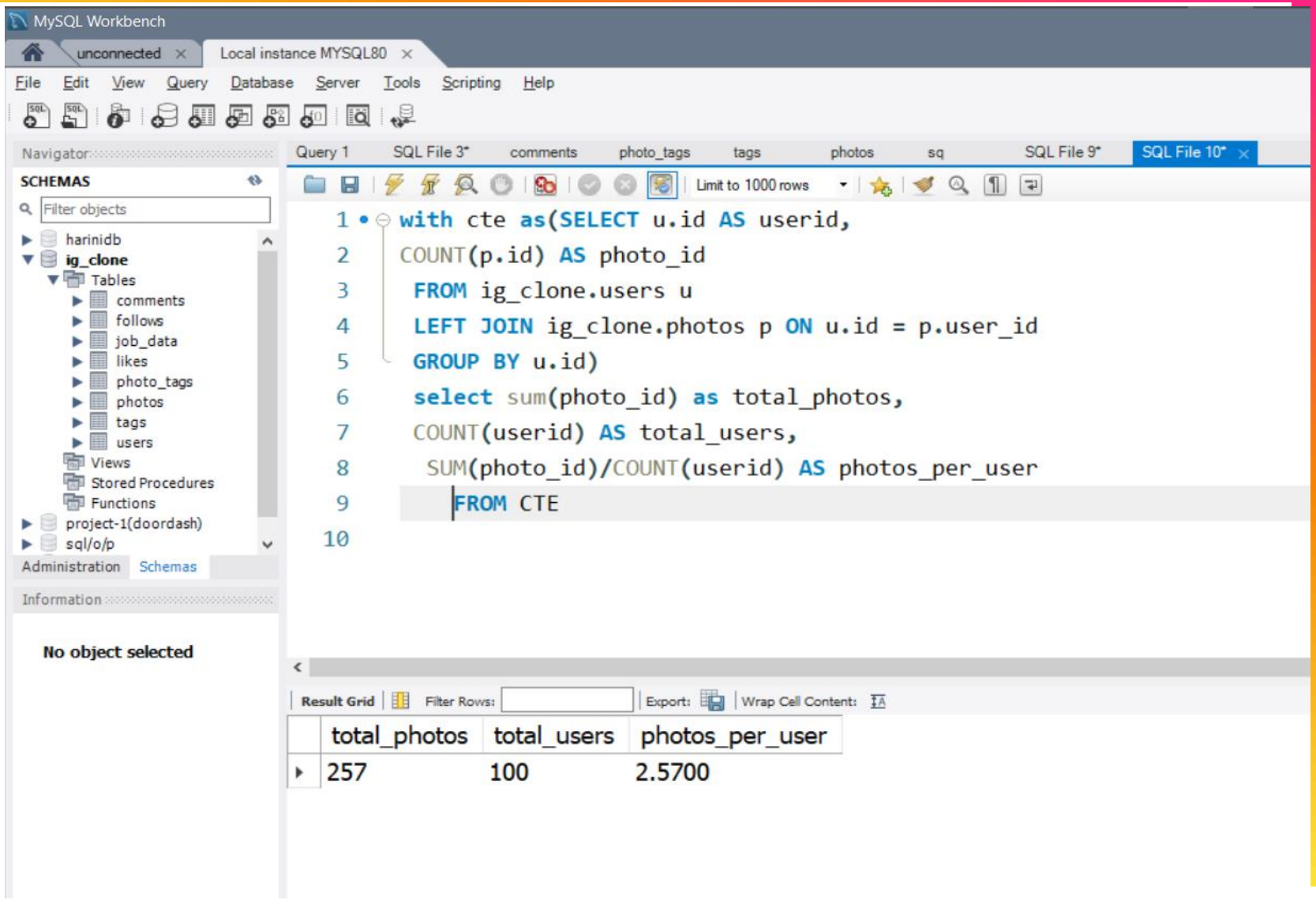
INVESTOR METRICS INSIGHT

- USER ENGAGEMENT
- BOTS AND FAKE ACCOUNTS

To understand the performance and to avoid the degradation of the application certain data is extracted to give insights to get a full understanding on improving the Instagram application.

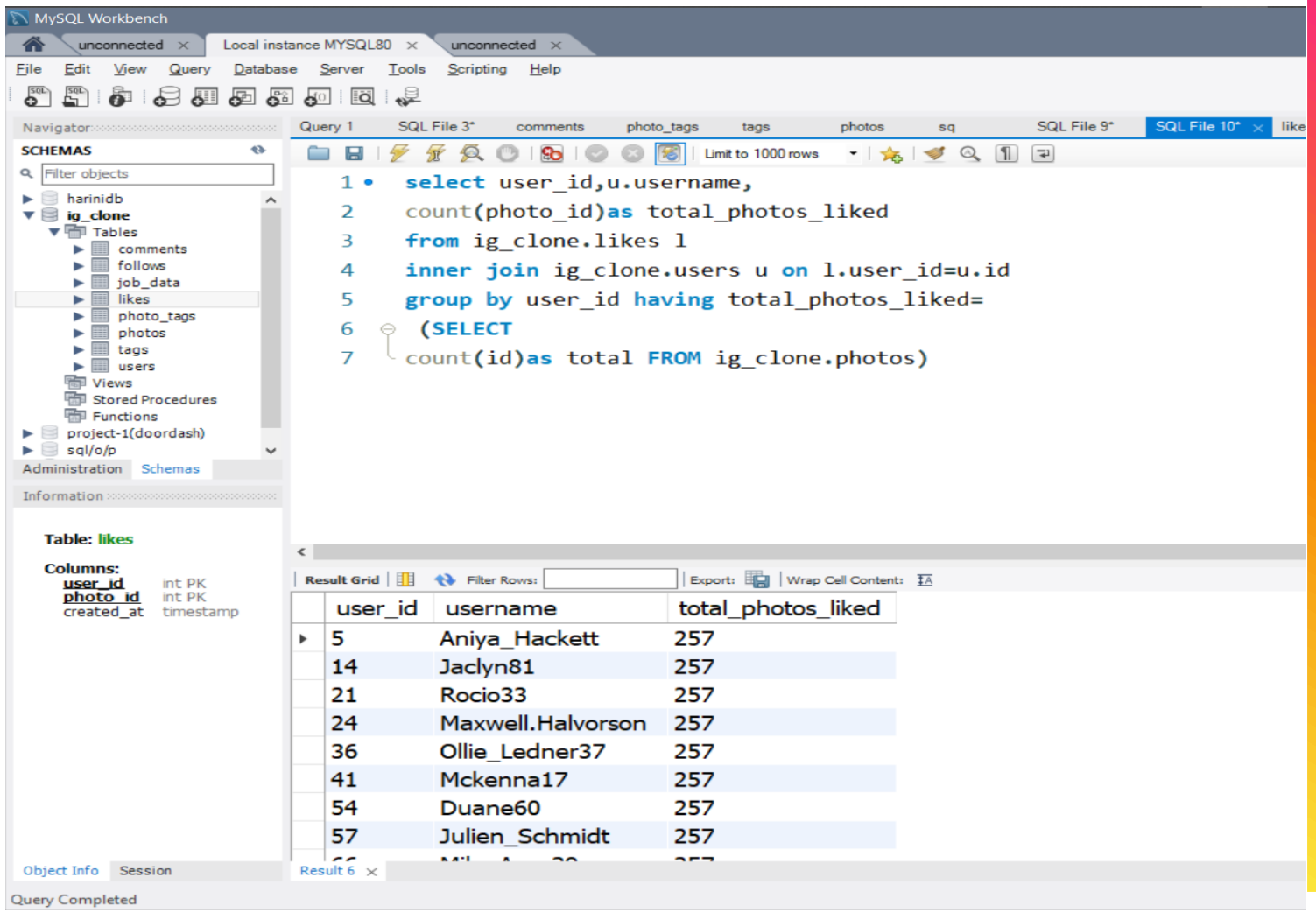
1)USER ENGAGEMENT:

- The results of the average users posts on Instagram and the average of photos posted was extracted from the given data



2)BOTS AND FAKE ACCOUNTS

+ THE USERS WHO HAVE LIKED EVERY PHOTO IN THE SITE HAVE BEEN CONSIDERED AS FAKE ACCCOUNT HOLDERS AND HAVE BEEN SORTED OUT.



RESULT:

This project has given me a chance to see how data is collected and it has helped me understand and get a glimpse of how a data analysts works with data , I have also learnt to use SQL more effectively and powerbi to make good dashboards . I have also experienced how social media companies make data driven decisions and how marketing and user engagement data is very helpful in improving the platforms and applications.

On the whole this project has acted as a stepping stone to my data analytics career and the insights drawn encourage me to do more real life projects.



Thank you

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