# Instagram User Analytics

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# INSTAGRAM USER ANALYTICS

## Project Description:

This project is about the user's that are on instagram and extracting the insights that are then used by teams across the business to launch a new marketing campaign, decide on features to build for an app, track the success of the app by measuring user engagement and improve the experience altogether while helping the business grow. It gives a brief about the behavior and the ratios of people of Instagram.

# Approach:

The approach is simple as we are going to use the sql command to use the database as tables and the extract the insights from the database through various commands.

# Tech-Stack:

We are using the  MySql Shell of version 8.0.31 and MySql Workbench 8.0 . Also MySql community and MySql Command Line Client

# A. 1. Most Loyal Users .

| ID | Username | Created_at |
|---|---|---|
| 1 | Darby_Herzog | 5/6/2016 12:14:21 AM |
| 2 | Emilio_Bernier52 | 5/6/2016 1:04:30 PM |
| 3 | Elenor88 | 5/8/2016 1:30:41 AM |
| 4 | Nicole71 | 5/9/2016 5:30:22 PM |
| 5 | Jordyn.Jacobson2 | 5/14/2016 7:56:26 AM |

# 2. Inactive User

| username |
| --- |
| 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 |

## 3. Contest Winner

| user_id | username | photo_id | numberOfLikes |
|---|---|---|---|
| 52 | Zack_Kemmer93 | 145 | 48 |

## 4. Hashtag Researching

| id | tag_name | numberOfTimesUsed |
|---|---|---|
| 21 | smile | 59 |
| 20 | beach | 42 |
| 17 | party | 39 |
| 13 | fun | 38 |
| 18 | concert | 24 |

# 5. Launch AD Campaign

| dayOfTheWeek | numberOfAccountsRegistered |
|---|---|
| 5 | 16 |
| 1 | 16 |

# B. 1. User Engagement

| numberOfUsers | numberOfPosts | numberOfTimesAverageUserPosts |
|---|---|---|
| 283 | 257 | 0.9081 |

# 2. Bots & Fake Accounts

| username | user_id |
|---|---|
| Aniya_Hackett | 5 |
| Jaclyn81 | 14 |
| Rocio33 | 21 |
| Maxwell.Halvorson | 24 |
| Ollie_Ledner37 | 36 |
| Mckenna17 | 41 |
| Duane60 | 54 |
| Julien_Schmidt | 57 |
| Mike.Auer39 | 66 |
| Nia_Haag | 71 |
| Leslie67 | 75 |
| Janelle.Nikolaus81 | 76 |
| Bethany20 | 91 |

# Insights

From the Instagram user analytic we get to know about all the data and metrics of Instagram and its users. The each analysis gives the insight of the behavior and engagement of users in Instagram like :-

A. 1. The table gives the details about the most loyal and oldest users on Instagram.

2. The table give the details about the users that are Inactive on Instagram for long time.

3. The table shows the contest winner with the number of Likes.

4. This table shows the top most commonly used hashtags on platform.

5. The table shows which day of the week most users register on.

B. 1. The table shows the users who are still active on platform or make less posts on Instagram.

2. The table data shows the fake accounts and bots accounts(who have liked every single photo on the site).

# Result

While making the project we get to know how the social medial platforms like Instagram handles and experience the behavior of its users. This project helped me to understand and how to analyze the raw data to create and extract useful insights from them by using various database management and database query techniques.