INSTAGRAM PROJECT

PROJECT DESCRIPTION- This project is about to track the consumer behaviour and pattern of using the one the giant social media company Instagram. During the project I gain some enormous knowledge and learned some analytical process for tracking the consumer pattern. During this project I am able to track the behaviour of user's engagement and interaction with the digital platform.

Approach- I take mysql workbench platform for deriving some business insight to help my firm in their marketing, production and development for the upcoming new product. I used my analytical thinking and some own personal experience for making this project.

Tech -stack used-I used latest version of MYSQL Workbench and NOTEPAD++ for this project.

Insight- This project provides me immense knowledge about the job role of data analytics, how a data analytics should work to derive the meaningful business insights for their company. I learn the responsibility and importance of this analytics process for a company for their business growth.

Result-This project give me a futuristics view about the responsibility and importance role of data analytics, definitely it will help me in future for my working career in a company for the role of data analytics.

HERE ARE SOME QUERIES AND THEIR SYNTAX

A. Marketing

1. Find the 5 oldest users of the Instagram from the database provided.

Query- **SELECT * FROM users ORDER BY created_at ASC LIMIT 5;**

2.Find the users who have never posted a single photo on Instagram

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

3. Identify the winner of the contest and provide their details to the team

Query-**select user_id, count(*) as most_likes from likes group by user_id order by most_likes desc limit 1;**

4. Identify and suggest the top 5 most commonly used hashtags on the platform

Query- **select tag_id, count(*) as max_used_hastag from photo_tags group by tag_id order by max_used_hastag desc limit 5;**

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

Query—**SELECT id, username, created_at,**

DAYNAME(created_at) AS day_of_the_week,

COUNT(*) AS total_count

FROM users

GROUP by day_of_the_week

ORDER by total_count DESC;

B. Investor Metrics:

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

A. **select avg(user_id)from photos;**

B. **select image_url, count(*) as total_num_of_photos from photos;**

C. **select username, count(*) as total_num_of_user from users;**

2.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).

Query- **select id,username from users where id in (select user_id from likes);**