Mohajit Paul - Trainity

INSTAGRAM
USER
ANALYTICS

01

PROJECT DESCRIPTION:

User analysis is the process by which we track how users engage and interact with our digital product (software or mobile application) in an attempt to derive business insights for marketing, product & development teams.
These insights 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.

APPROACH

Social media analytics is the ability to gather and find meaning in data gathered from social channels to support business decisions — and measure the performance of actions based on those decisions through social media.

Using those metrics we can create successful media campaigns and use the data to fulfill our requirements.

TECH STACK USED:

INSIGHTS:

- Data is a necessity
- Data can be used to create and manipulate social media campaigns
- Data can show give us precise knowledge of what is needed
- Extraction of Data from what we have to what we need is a necessary skill.

MARKETING METRICS

FIND THE 5 OLDEST USERS OF THE INSTAGRAM FROM THE DATABASE PROVIDED

	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

FIND THE USERS WHO HAVE NEVER POSTED A SINGLE PHOTO ON INSTAGRAM

username
▶ Aniya_Hackett
Bartholome.Bernhard
Bethany20
Darby_Herzog
David.Osinski47
Duane60
Esmeralda.Mraz57
Esther.Zulauf61
Franco_Keebler64
Hulda.Macejkovic
Jaclyn81
Janelle.Nikolaus81
Jessyca_West
Julien_Schmidt
Kasandra_Homenick

Leslie67
Linnea59
Maxwell.Halvorson
Mckenna17
Mike.Auer39
Morgan.Kassulke
Nia_Haag
Ollie_Ledner37
Pearl7
Rocio33
Tierra.Trantow

IDENTIFY THE WINNER OF THE CONTEST AND PROVIDE THEIR DETAILS TO THE TEAM

username	id	image_url	total
Zack Kemmer93	145	https://jarret.name	48

IDENTIFY AND SUGGEST THE TOP 5 MOST COMMONLY USED HASHTAGS ON THE PLATFORM

tag_name	total
smile	59
beach	42
party	39
fun	38
concert	24

WHAT DAY OF THE WEEK DO MOST USERS REGISTER ON? PROVIDE INSIGHTS ON WHEN TO SCHEDULE AN AD CAMPAIGN

	day	total
▶	Thursday	16
	Sunday	16

INVESTOR METRICS

PROVIDE HOW MANY TIMES DOES AVERAGE USER POSTS ON INSTAGRAM. ALSO, PROVIDE THE TOTAL NUMBER OF PHOTOS ON INSTAGRAM/TOTAL NUMBER OF USERS

	avg
▶	2.5700

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).

	username	num_likes
▶	Aniya_Hackett	257
	Bethany20	257
	Duane60	257
	Jaclyn81	257
	Janelle.Nikolaus81	257
	Julien_Schmidt	257
	Leslie67	257
	Maxwell.Halvorson	257
	Mckenna17	257
	Mike.Auer39	257
	Nia_Haag	257
	Ollie_Ledner37	257
	Rocio33	257

RESULT:

- We have seen what data we can extract according to our needs
- Marketing needs more user centric data while investors need it as a whole
- Data mining is really helpful to create marketing campaigns and to show investors next steps.