# Instagram User Analytic

A) **Project Description:** This project revolves around utilizing MySQL Workbench to analyze user engagement within the Instagram app. The primary objective is to derive meaningful insights that empower the product team to make informed decisions, influencing the app's future development and strategic direction.

## B) Approach:

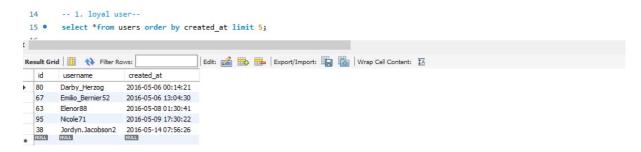
- 1. **Data Exploration**: Reviewed various tables containing user information, photos, likes, comments, tags to gain a comprehensive understanding of the dataset and to pinpoint the primary challenges or opportunities within the business context.
- 2. **Data Cleaning**: Conducted an extensive examination to detect and rectify any irregularities such as white spaces, duplicates, or poorly formatted data, ensuring the dataset's integrity and reliability for subsequent analysis.
- 3. **Data Analysis**: Formulated SQL queries to compute essential user engagement metrics, identify prevalent hashtags, and spot inactive users, thereby extracting actionable insights crucial for strategic decision-making.
- 4. **Insight Extraction**: Analyzed the outcomes derived from the data analysis phase to unveil noteworthy patterns, including peak activity periods, trending hashtags, and average user posting behavior, facilitating a deeper understanding of user interactions and platform dynamics.

### C) Tech-Stack Used:

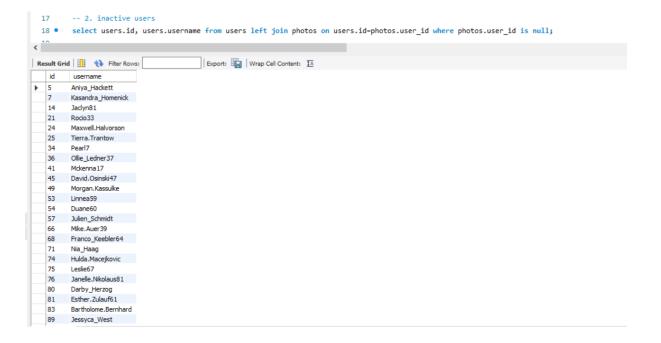
**MySQL Workbench**: Selected for its robust SQL capabilities, seamless integration with Instagram's database structure, and ease of collaboration among team members.

## D) Insights:

 Loyal User Reward: Identified those users who have been using Instagram for longest time so that the marketing team could reward them



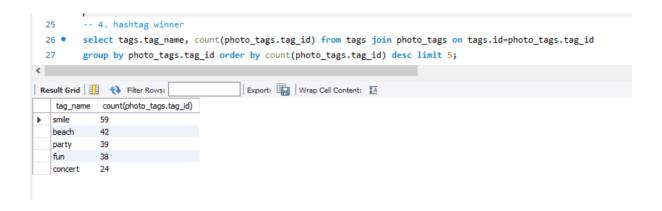
 Inactive User Engagement: Identified those users who have never posted a single photo on Instagram and the team can encourage them by sending promotional videos to those inactive users.



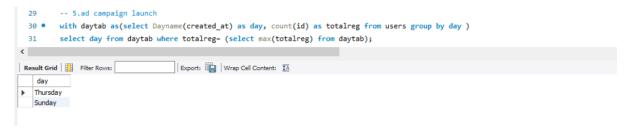
• **Contest Winner Declaration:** The team started a contest such that the user with the most likes will be declared as a winner.



• **Hashtag Research:** Identified most commonly used hashtags and then guiding the marketing team in creating campaigns aligned with popular trends.



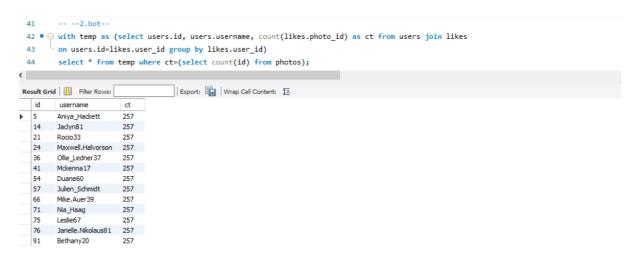
• Ad Campaign Launch: Identified the day when most users have registered in this map, so that the marketing team can launch ads on that particular day



• **User Engagement:** Calculated if the users are still active or they are making fewer posts.



 Bots & Fake Accounts: Identified those users having fake accounts or bot so that the team can banned those users and becomes user-friendly for all Instagram users.



#### E) Result:

The analysis yielded valuable insights for both the marketing and development teams. Armed with a deeper understanding of user behavior, these teams can now refine marketing strategies, focus on implementing features that resonate with users, and elevate the app's overall user experience.