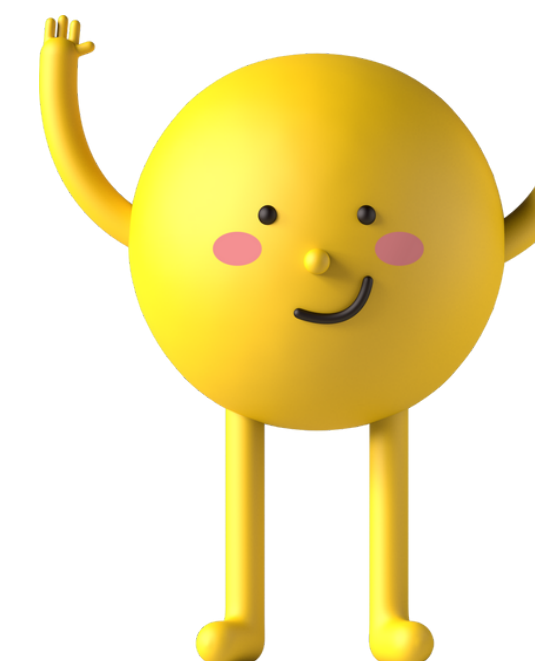




Instagram User Analytics

Trainity Project

PRESENTER
Nagesh Khichade



Agenda

PROJECT OVERVIEW

DESCRIPTION

TECH-STACK

INSIGHTS

RESULTS



Project Overview

In this project we are asked to provide the detailed report on Instagram Users to help the marketing team to launch a new campaign.

The product team might use it to decide new features to build.

Development team can use it to improve the overall user experience



SQL TASKS

MARKETING ANALYSIS



Loyal User Reward



Contest Winner Declaration

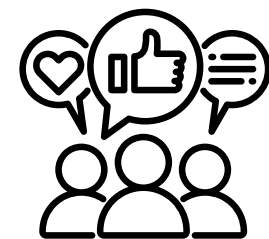


Inactive User Engagement

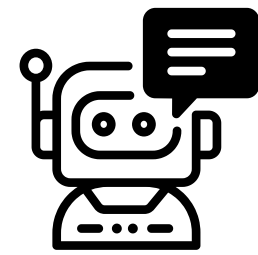


Hashtag Research

INVESTOR METRICES



User Engagement



Bots & Fake Accounts:

Tech Stack Used





Here we have focused on using the MySQL Workbench 8.0 CE –MySQL Shell –MySQL Command Line Client.



Loyal User Award

```
#1.Loyal 'Users' Rewards:  
#Task- Find the 5 oldest users of the Instagram from the database provided.  
SELECT *  
FROM users  
ORDER BY created_at ASC  
LIMIT 5;
```

Result Grid   Filter Rows: <input type="text"/>			
	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

Here we have identified the five oldest users on Instagram which are most loyal to the platform

Contest Winner Declaration

#3.Contest Winner Declaration:

#The team has organized a contest where the user with the most likes on a single photo wins.

Task: Determine the winner of the contest and provide their details to the team.

```
SELECT photos.user_id, users.username, likes.photo_id, COUNT(likes.user_id) as Most_Likes
```

```
FROM likes JOIN photos JOIN users
```

```
ON users.id=photos.user_id and photos.id=likes.photo_id
```

```
WHERE likes.user_id
```

```
GROUP BY likes.photo_id
```

```
ORDER BY Most_Likes DESC LIMIT 1;
```

	user_id	username	photo_id	Most_Likes
▶	52	Zack_Kemmer93	145	48

Most Popular Hashtags

#4.Hashtag Research:

#Task: Identify and suggest the top five most commonly used hashtags on the platform.

```
SELECT tags.id, tags.tag_name, COUNT(photo_tags.photo_id) AS Hashtag_Used
FROM photo_tags INNER JOIN tags ON photo_tags.tag_id= tags.id
WHERE photo_tags.photo_id GROUP BY tag_id
ORDER BY Hashtag_Used DESC LIMIT 5;
```

	id	tag_name	Hashtag_Used
►	21	smile	59
	20	beach	42
	17	party	39
	13	fun	38
	18	concert	24

Ad Campaign Launch Day

#5.Ad Campaign Launch:

#Task: Determine the day of the week when most users register on Instagram.

#Provide insights on when to schedule an ad campaign.

```
SELECT DAYNAME(created_at) as Day
FROM users GROUP BY DAYNAME(created_at)
ORDER BY COUNT(DAYNAME(created_at)) DESC LIMIT 1;
```

	Day
▶	Thursday

User Engagement

#6.User Engagement:

#Task: Calculate Average no. of times a user posts , no. of users, no. of posts.

```
SELECT count(users.id) AS Users_Count, count(photos.id) AS Posts_Count , count(photos.id)/count(users.id) AS CountOfTimesAverageUserPosts  
FROM photos RIGHT JOIN users ON users.id = photos.user_id;
```

	Users_Count	Posts_Count	CountOfTimesAverageUserPosts
►	283	257	0.9081

Bots and Fake Accounts

#7.Bots & Fake Accounts:

#Task: Identify Fake bots.

```
SELECT u.username, COUNT(*) AS Number_of_likes
FROM users u
INNER JOIN likes l ON l.user_id = u.id
GROUP BY l.user_id
HAVING Number_of_likes = (SELECT COUNT(*) FROM photos);
```

	username	Number_of_likes
►	Aniya_Hackett	257
	Jadyn81	257
	Rocio33	257
	Maxwell.Halvorson	257
	Ollie_Ledner37	257
	Mckenna17	257
	Duane60	257
	Julien_Schmidt	257
	Mike.Auer39	257
	Nia_Haag	257
	Leslie67	257
	Janelle.Nikolaus81	257
	Bethany20	257

Thank You!

