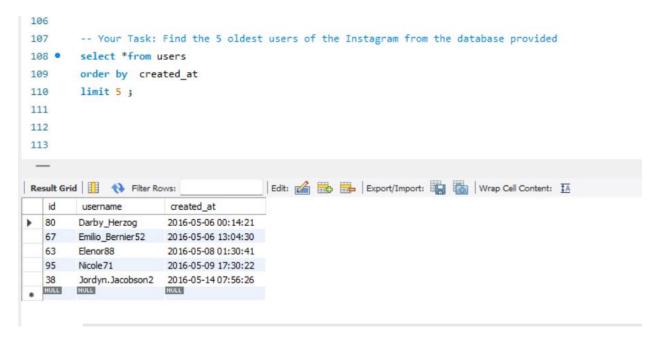
## **Instagram User Analytics**

## **SQL Fundamentals**

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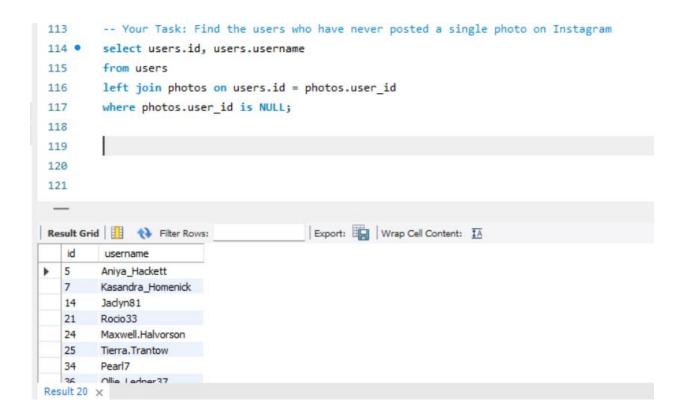
- **A) Marketing:** The marketing team wants to launch some campaigns, and they need your help with the following
  - 1. **Rewarding Most Loyal Users:** People who have been using the platform for the longest time.

Your Task: Find the 5 oldest users of the Instagram from the database provided



2. **Remind Inactive Users to Start Posting:** By sending them promotional emails to post their 1st photo.

Your Task: Find the users who have never posted a single photo on Instagram.

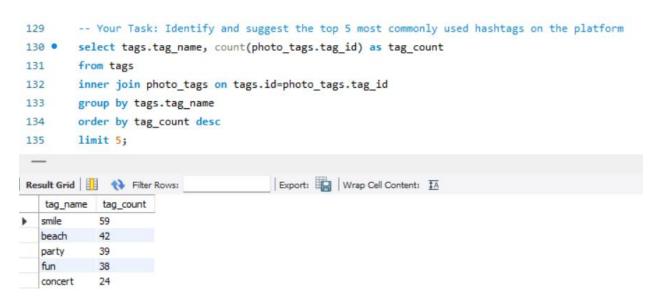


3. **Declaring Contest Winner:** The team started a contest and the user who gets the most likes on a single photo will win the contest now they wish to declare the winner.

Your Task: Identify the winner of the contest and provide their details to the team

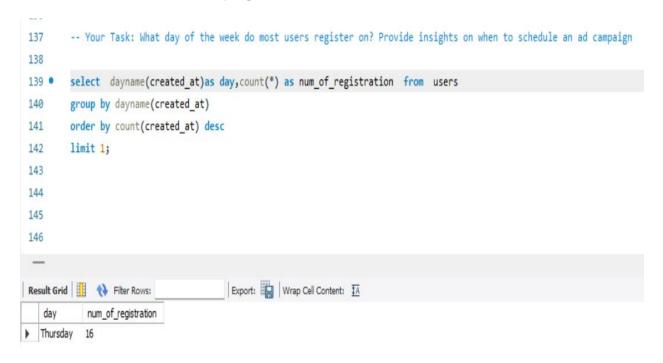


4 Hashtag Researching: A partner brand wants to know, which hashtags to use in the post to reach the most people on the platform.
Your Task: Identify and suggest the top 5 most commonly used hashtags on the platform



**5. Launch AD Campaign:** The team wants to know, which day would be the best day to launch ADs.

Your Task: What day of the week do most users register on? Provide insights on when to schedule an ad campaign



- **B) Investor Metrics:** Our investors want to know if Instagram is performing well and is not becoming redundant like Facebook, they want to assess the app on the following grounds
  - 1. **User Engagement:** Are users still as active and post on Instagram or they are making fewer posts

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



1. **Bots & Fake Accounts:** The investors want to know if the platform is crowded with fake and dummy accounts

Your Task: 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).



Thank You