

Instagram User Analytics

Project Description

In this project, the task is to get user data to help the marketing team design campaigns for greater customer engagement. The project entitles to create a reward system, push dormant accounts to engage more, announce contest winners, research on the trending hashtags for brand collaborations and launching in house ad campaigns. The project also highlights the user metrics and identification of fake profiles.

Approach

- I first installed MySQL Server and MySQL Workbench onto my system.
- Once done, I opened MySQL Workbench for writing my SQL queries. I used the given SQL commands to create the database, tables and insert data values of relevance.
- Once my database is all set and ready, I wrote the SQL queries to answer the given questions.

Tech-Stack Used

Product	Version	Architecture
MySQL Server	8.0.30	X64
MySQL Workbench	8.0.30	X64
MySQL Shell	8.0.30	X64

Insights

- The first few profiles were created in 2016 around May.
- 25% of the crowd has dormant accounts.
- The account with the username 'Zack_Kemmer93' won the contest for his photo with photo_id = 145 which has a like count of 48.
- The top 5 most commonly used hashtags are : smile, beach, party, fun and concert (in decreasing order of usage).
- Users open their accounts mostly on Thursdays and Sundays.
- Users posts around 3.47 posts on average.
- There are 13 bot accounts in the platform.

Result

- This project has helped me get an idea of how data can help drive decision making.
- It has made me aware how advertisements are designed and why it forms such an important part of scaling a business.
- This project has equipped me with SQL knowledge and how it can be used for getting insights on raw data.

Drive link

https://drive.google.com/drive/folders/171afZMmSeEIYTdADl-5TN5_MG6au_HY8?usp=sharing