

# Instagram User Analytics

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# AGENDA



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Project Description

Approach

Tech-Stack Used

Insights

Result

# PROJECT DESCRIPTION



In this we are finding the business insight for the future decision making. In this project we will analyze in depth of user engagement process with social media platform “Instagram” which will help the team to go ahead with the better decision making and launch upgraded feature of the platform

This analysis will focus on two main key:

- Marketing Analysis
- Investor Metrics

# TECH STACK USED



To complete this project I have used MySQL workbench 8.0.36.  
Purpose: it is use to create the database, store records and write SQL queries.



To complete this project I have also used Microsoft excel.  
Purpose: it is used to create the graphical representation of the data and for better understanding of the result.



# INSIGHT ANALYTICS



## A) MARKETING ANALYSIS

### Loyal User Reward

Stack used: SQLQUERY

```
SELECT *
FROM users
ORDER BY created_at
LIMIT 5
```

The five oldest users on Instagram from the provided database

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

**CONCLUSION:** Users 80, 67, 63, 95, 38 are the 5 oldest users on the platform.

# A) MARKETING ANALYSIS

## Inactive User Engagement

Stack used: SQLQUERY

```
SELECT username  
FROM users  
LEFT JOIN photos  
ON users.id = photos.user_id  
WHERE photos.id IS NULL;
```

## Remind Inactive Users to Start Posting

05	Aniya_Hackett	74	Hulda.Macejkovic	41	Mckenna17
83	Bartholome.Bernhard	14	Jaclyn81	66	Mike.Auer39
91	Bethany20	76	Janelle.Nikolaus81	49	Morgan.Kassulke
80	Darby_Herzog	89	Jessyca_West	71	Nia_Haag
45	David.Osinski47	57	Julien_Schmid	36	Ollie_Ledner37
54	Duane60	07	Kassandra_Homenick	34	Pearl7
90	Esmeralda.Mraz57	75	Leslie67	21	Rocio33
81	Esther.Zulauf61	53	Linnea59	25	Tierra.Trantow
68	Franco_Keebler64	24	Maxwell.Halvorson		

**CONCLUSION:** There are 26 users who have never posted a single photo on Instagram.

## A) MARKETING ANALYSIS

### Contest Winner Declaration

Stack used: SQLQUERY

```
SELECT id,  
username  
FROM users  
WHERE id = (SELECT user_id  
FROM photos  
WHERE id = (SELECT photo_id  
FROM likes  
GROUP BY photo_id  
ORDER BY Count(photo_id) DESC  
LIMIT 1));
```

### Declaring Contest Winner



Id	username
52	Zack_Kemmer93



**CONCLUSION:** The winner of the contest ‘the most likes on a single photo’ is user 52 with a total of 48 likes on post 145.

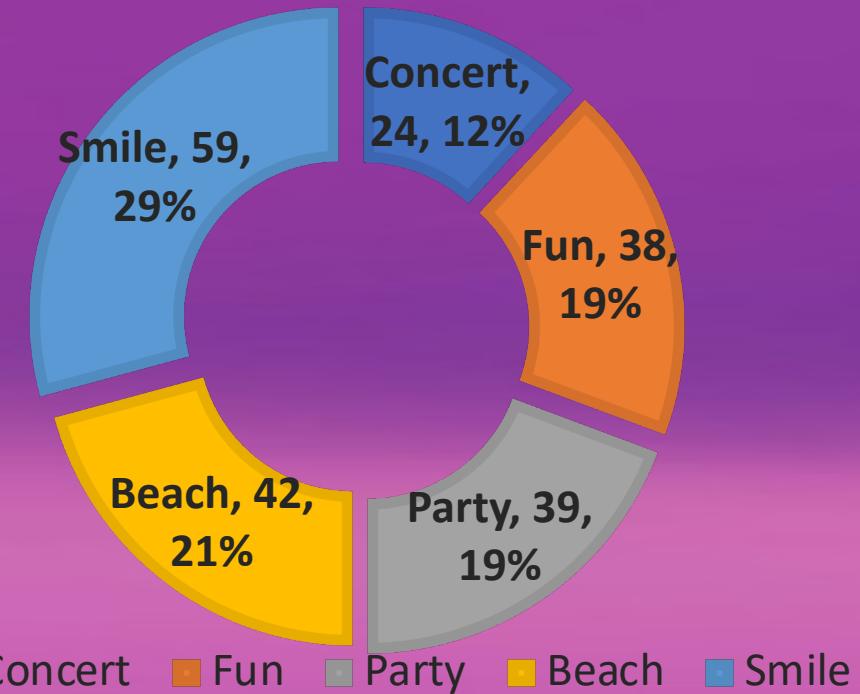
## A) MARKETING ANALYSIS

### Hashtag Research

Stack used: SQLQUERY

```
SELECT tags.tag_name,  
COUNT(*) AS total  
FROM photo_tags  
JOIN tags  
ON photo_tags.tag_id = tags.id  
GROUP BY tags.id  
ORDER BY total DESC  
LIMIT 5
```

### Hashtag Researching



**CONCLUSION:** This gives a clear recommendation that these hashtag is use to reach most people on platform

## A) MARKETING ANALYSIS

### Ad Campaign Launch

Stack used: SQLQUERY

```
SELECT Dayname(created_at) "day of week",
Count(Dayname(created_at)) "count of users registered"
FROM users
GROUP BY Dayname(created_at)
ORDER BY Count(Dayname(created_at))
DESC
LIMIT 2;
```

**Day of the week do most users register on**



**CONCLUSION:** According to the data most of the user register on **Sunday and Thursday**

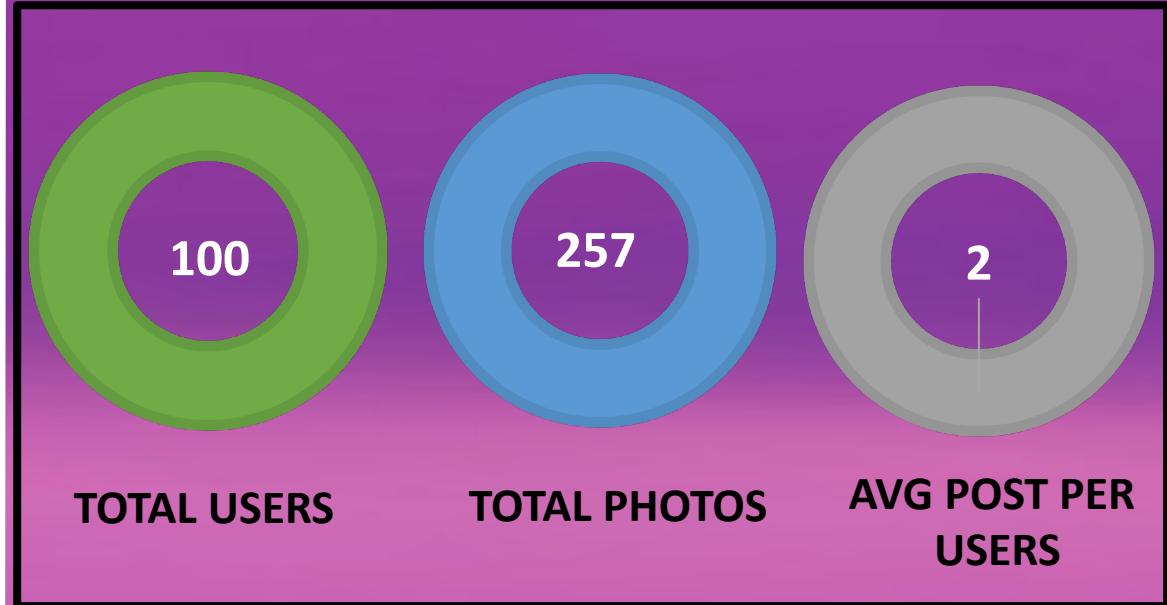
## A) INVESTOR METRICS

### User Engagement

Stack used: SQLQUERY

```
SELECT (SELECT Count(id)
FROM photos) / (SELECT Count(DISTINCT
user_id)
FROM photos) AS
Average_posts_per_User,
(SELECT Count(id)
FROM photos) / (SELECT Count(id)
FROM users) AS
Ratio_of_Total_Posts_to_Total_Users;
```

Total number of users in Instagram  
The ratio between number of photos posted in Instagram and



**CONCLUSION:** A user posts 2.57 posts on an average. There are 257 photos in total on Instagram. There are 100 users in total on Instagram

## A) INVESTOR METRICS

### Bots & Fake Accounts

Stack used: SQLQUERY

```
SELECT id,  
username  
FROM users  
WHERE id IN (SELECT user_id  
FROM likes  
GROUP BY user_id  
HAVING Count(user_id) = (SELECT Count(id)  
FROM photos));
```

Who have liked every single photo on the site

ID	USERNAME	LIKE S	ID	USERNAME	LIKE S
05	Aniya_Hackett	257	24	Maxwell.Halvors on	257
91	Bethany20	257	41	Mckenna17	257
54	Duane60	257	66	Mike.Auer39	257
14	Jaclyn81	257	71	Nia_Haag	257
76	Janelle.Nikolaus 81	257	36	Ollie_Ledner37	257
57	Julien_Schmidt	257	21	Rocio33	257
75	Leslie67	257			

**CONCLUSION:** There are 13 bots in total on the platform who have liked all the photos.

# CONCLUSIONS....



- ❖ This project helped me to understand MYSQL works and the importance of data analysis for the organization and from these insight we can make better decision.
- ❖ This project helps us to answer all the questions and give insight of the business.
- ❖ With this analysis user engagement will be helpful for the company growth.
- ❖ Teams can remove all the bots or fake account to get accuracy in the data.





THANK  
YOU