

## Data Analyst – Instagram

### Q.1 what is this project about?

This project is about to get a analyst of Instagram, by thus data we can have a clear understanding how to work in future what new tools to launch to better engagement.

#### -- 1. Rewarding Most Loyal Users

```
Select * from users
```

```
ORDER BY created_at Limit 5;
```

#### -- 2. Remind Inactive Users to Start Posting

```
SELECT * FROM users
```

```
LEFT JOIN
```

```
photos ON users.id = photos.user_id
```

```
WHERE photos.id IS NULL;
```

#### -- 3. Declaring Contest Winner

```
SELECT username,
```

```
photos.id AS photo_id,
```

```
photos.image_url,
```

```
COUNT(*) AS like_count
```

```
FROM users
```

```
JOIN photos ON users.id = photos.user_id
```

```
JOIN likes ON photos.id = likes.photo_id
```

```
GROUP BY photos.id
```

```
ORDER BY like_count DESC
```

```
LIMIT 1;
```

#### **-- 4. Hashtag Researching**

```
SELECT tag_name, COUNT(*) AS tag_count FROM tags  
  
JOIN photo_tags ON tags.id = photo_tags.tag_id  
  
GROUP BY tags.id  
  
ORDER BY tag_count DESC  
  
LIMIT 1;
```

#### **-- 5. Launch AD Campaign**

```
SELECT  
  
    DAYNAME(created_at) AS day_of_the_week,  
  
    COUNT(*) AS count  
  
FROM users  
  
GROUP BY day_of_the_week  
  
ORDER BY count DESC  
  
LIMIT 1;
```

#### **-- 6. User Engagement**

```
SELECT (SELECT COUNT(*) FROM photos) / (SELECT COUNT(*) FROM users) AS average;
```

#### **-- 7. Bots & Fake Accounts**

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