INSTAGRAM USERS ANALYSIS

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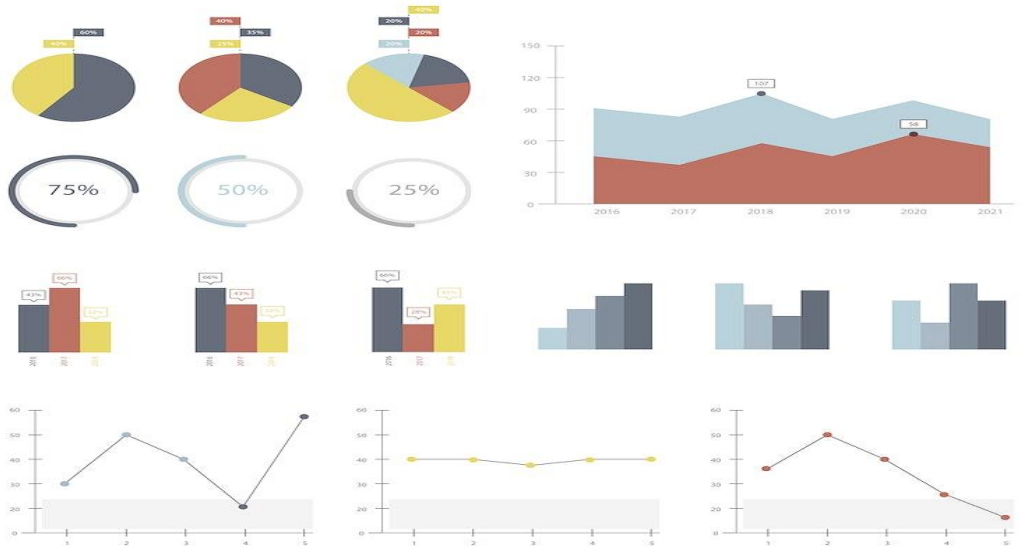
PROJECT DESCRIPTION –

The project focuses on **analyzing Instagram user data** to provide valuable insights for marketing strategies and investor assessment. By leveraging the provided database, we aim to answer key questions and assist the leadership team in making informed decisions.

The project focuses on various aspects such as :



- identifying loyal users
- encouraging inactive users to post
- declaring contest winners
- researching popular hashtags
- determining the best day to launch ad campaigns
- assessing user engagement
- identifying bots and fake accounts

Overall, the Instagram Users Analysis Project aims to support marketing campaigns, improve user experience, and provide valuable insights to ensure the platform's growth and assess its performance for investors.

TECH STACK USED FOR THIS PROJECT

MySQL Workbench 8.0 CE

For creating Database that’s store the Instagram users data.

STRUCTURED QUERY LANGUAGE

For getting the insight from the database .

MICROSOFT EXCEL

For presenting the result in better way.

INSIGHTS FROM THIS PROJECT

- Identifying the five oldest users of Instagram
- Identifying users who have never posted a single photo on Instagram
- Determining the winner of a contest based on the user with the most likes on a single photo
- identifying the top five most commonly used hashtags on the platform
- Analyzing the day of the week with the highest user registration.
- Calculating the total users ,total posts and average number of posts made by users on Instagram
- Identifying users (bots) who have liked every single photo on the site

These insights help the marketing team reward loyal users, bring back inactive users, improve contests and campaigns, and enhance overall user engagement. They also provide important metrics for investors to assess Instagram's performance, ensuring transparency and confidence in the platform's growth and long-term success.

TOP 5 OLDEST INSTAGRAM USERS

USER_ID	USER_NAME	CREATED_AT
80	Darby_Herzog	2016-05-06
67	Emilio_Bernier52	2016-05-06
63	Elenor88	2016-05-08
95	Nicole71	2016-05-09
38	Jordyn.Jacobson2	2016-05-14

INACTIVE USERS WHO NEVER POSTED A PHOTO

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

Winner of the Contest is

Zack Kemmer93

According to data Zack's photo had the highest number of likes among all users.

USER ID	USER NAME	PHOTO	LIKES
52	Zack Kemmer93	145	48

smile

beach

party

TOP 5 POPULAR HASHTAGS

fun

concert

According to data these are the top 5 most commonly used hashtags on the Instagram

BEST DAY

TO

LAUNCH ADs

Based on Analysis

THURSDAY & SUNDAY

are the days when the highest number of user registrations occur.

So According to the result launching ad campaigns on these days can maximize the potential reach and engagement of the campaign.

USER ENGAGEMENT

TOTAL USERS

TOTAL PHOTOS

AVERAGE POSTS

Bots & Fake Accounts

According to analysis these are the users(bots) who like every single photo on the Instagram:

USER ID	USER NAME
5	Aniya_Hackett
14	Jaclyn81
21	Rocio33
24	Maxwell.Halvorson
36	Ollie_Ledner37
41	Mckenna17
54	Duane60
57	Julien_Schmidt
66	Mike.Auer39
71	Nia_Haag
75	Leslie67
76	Janelle.Nikolaus81
91	Bethany20

CONCLUSION

- **The project identified the five oldest users of Instagram.**
- **Users who had never posted a single photo on Instagram**
- **The winner of a contest was determined based on the user with the most likes on a single photo.**
- **The top five most commonly used hashtags on the platform**
- **Analysis of user registrations revealed that Thursday and Sunday were the days with the highest number of registrations.**
- **The average number of posts made by users on Instagram was calculated.**
- **Bots that had liked every single photo on the site**

The project overall supports the marketing team in rewarding loyal users, re-engaging inactive users, optimizing campaigns, and improving user engagement.
The investor metrics provide transparency and confidence in Instagram's performance, assuring stakeholders of the platform's growth and sustainability.

SQL QUERIES

1.TASK QUERY

```sql
select * from users
order by created_at asc limit 5;
```

2.TASK QUERY

```sql
select id,username from users
where id not in (select distinct(user_id) from photos);
```

3.TASK QUERY

```sql
with most_likes as (
select photo_id,count(*) as Total_likes from likes
group by photo_id order by Total_likes desc limit 1)
select user_id as User_id,us.username as Name,
p.id as Photo_id,
ml.Total_likes as Likes from photos p
join most_likes as ml on p.id = ml.photo_id
join users us on p.user_id=us.id;
```

4.TASK QUERY

```sql
select commoly_used_hashtags from (
select tag_id,tag_name as commoly_used_hashtags,count(*) as hashtags_count from tags t
join photo_tags pt on t.id=pt.tag_id
group by tag_id order by hashtags_count desc limit 5)a ;
```

5.TASK QUERY

```sql
select DAYNAME(created_at) as DAYS,count(DAYNAME(created_at)) as NUM_OF_USERS_REG from users
group by DAYS order by NUM_OF_USERS_REG DESC;
```

Limit to 50000 rows

6.TASK QUERY

```sql
select (select count(id) from photos) as Total_Num_Post,
       (select count(id) from users) as Total_Num_Users,
       ((select count(id) from photos)/(select count(id) from users)) as Average_User_Post;
```

7.TASK QUERY

```sql
with bots as
(select user_id,count(photo_id) as count from likes
group by user_id having count = (select count(id) from photos) )
select b.user_id,u.username from users u
join bots b on u.id=b.user_id;
```

SQL QUERIES