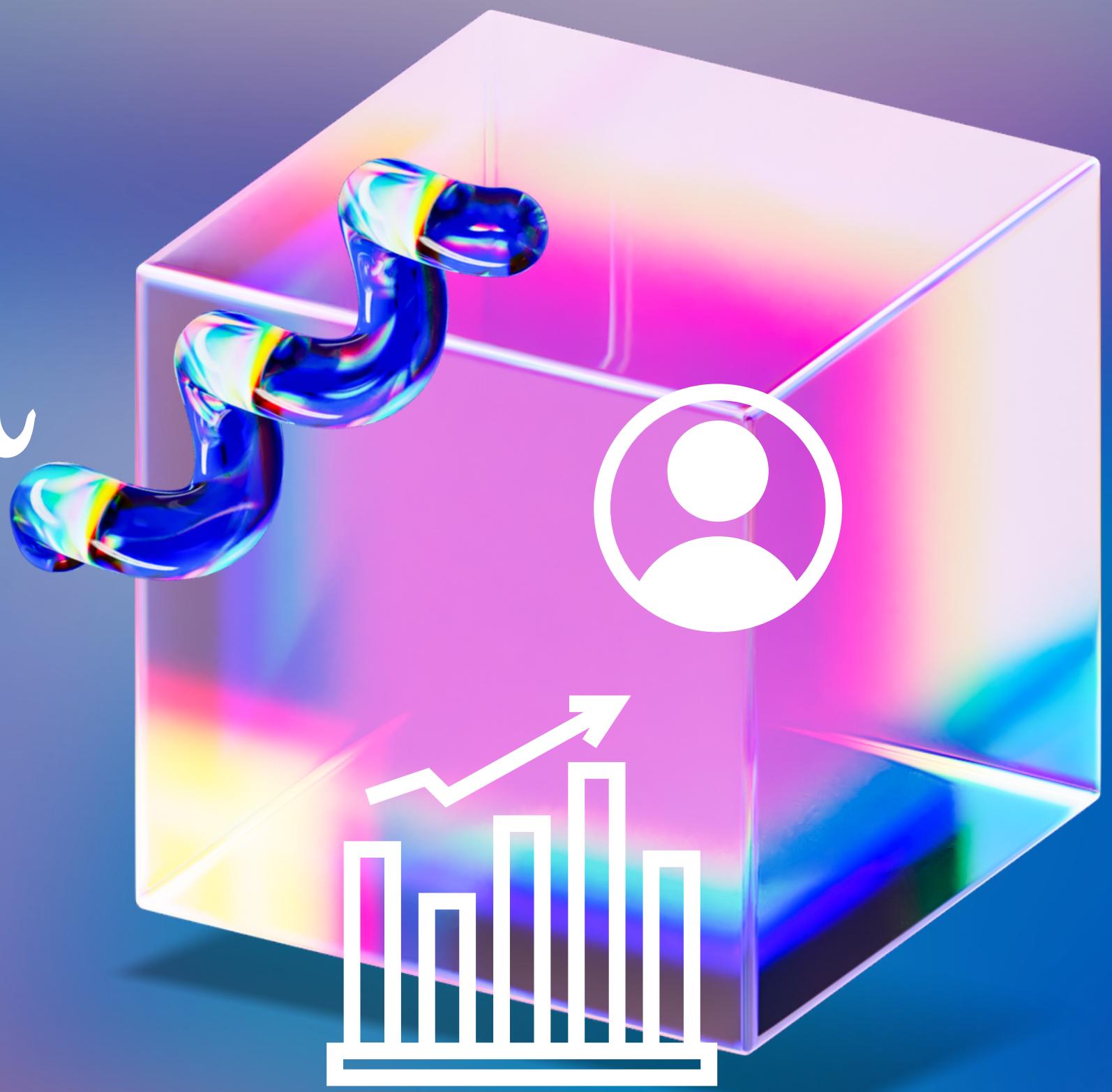




# Instagram USER ANALYTICS PROJECT



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Trainity project

by Reine DB

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# Introduction: Project Description

- User analysis involves monitoring how users interact with a digital product, with the aim of extracting valuable business insights for marketing, product, and development teams.
- This analysis will help identify metrics and patterns in user behavior, allowing to provide valuable insights to improve the platform's performance.





# Approach

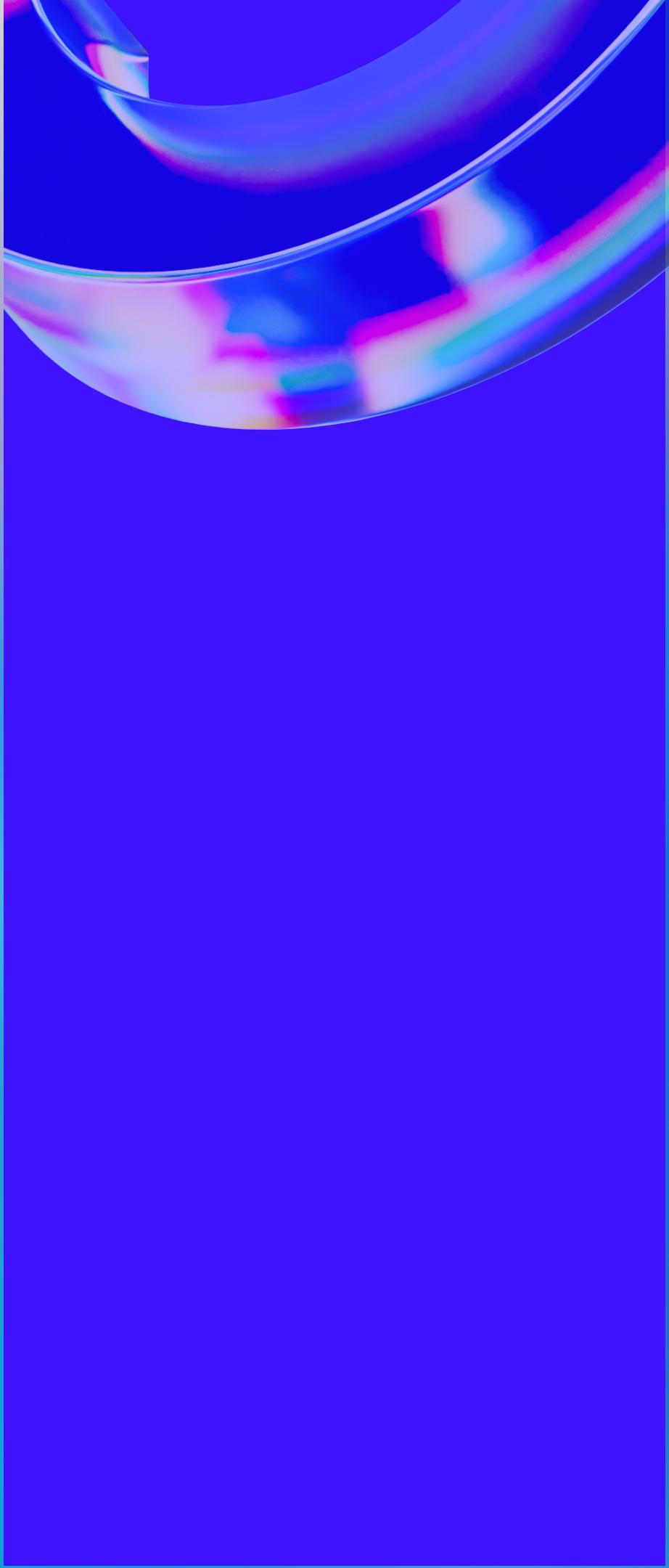
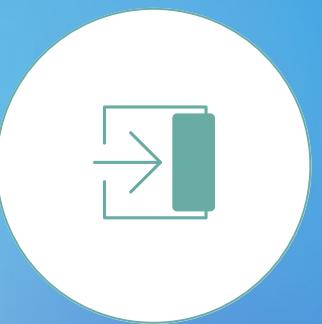
For this user analysis project, the approach implemented was by collecting and extracting data, using MySQL and applying JOIN, GROUP BY, HAVING, DISTINCT, and AGGREGATE functions.

Created a flowchart to have an over view of the primary keys and foreign keys, and tables to form JOIN functions.

Presenting the project using canva to showcase the work and bring more engaging interaction. And emphasize actionable insights to the management team, helping them to make informed decisions about marketing, product development, and user experience improvements.

# Tech-Stack Used

The tech-stack used for this project includes MySQL Workbench 8.0 software to perform SQL Queries. This version of the software has been used for its efficient manipulation and analysis of user data to derive insights into user behavior and engagement patterns. The MySQL Workbench 8.0 software provides a user-friendly interface for working with databases and faster run-time of database management and analysis.



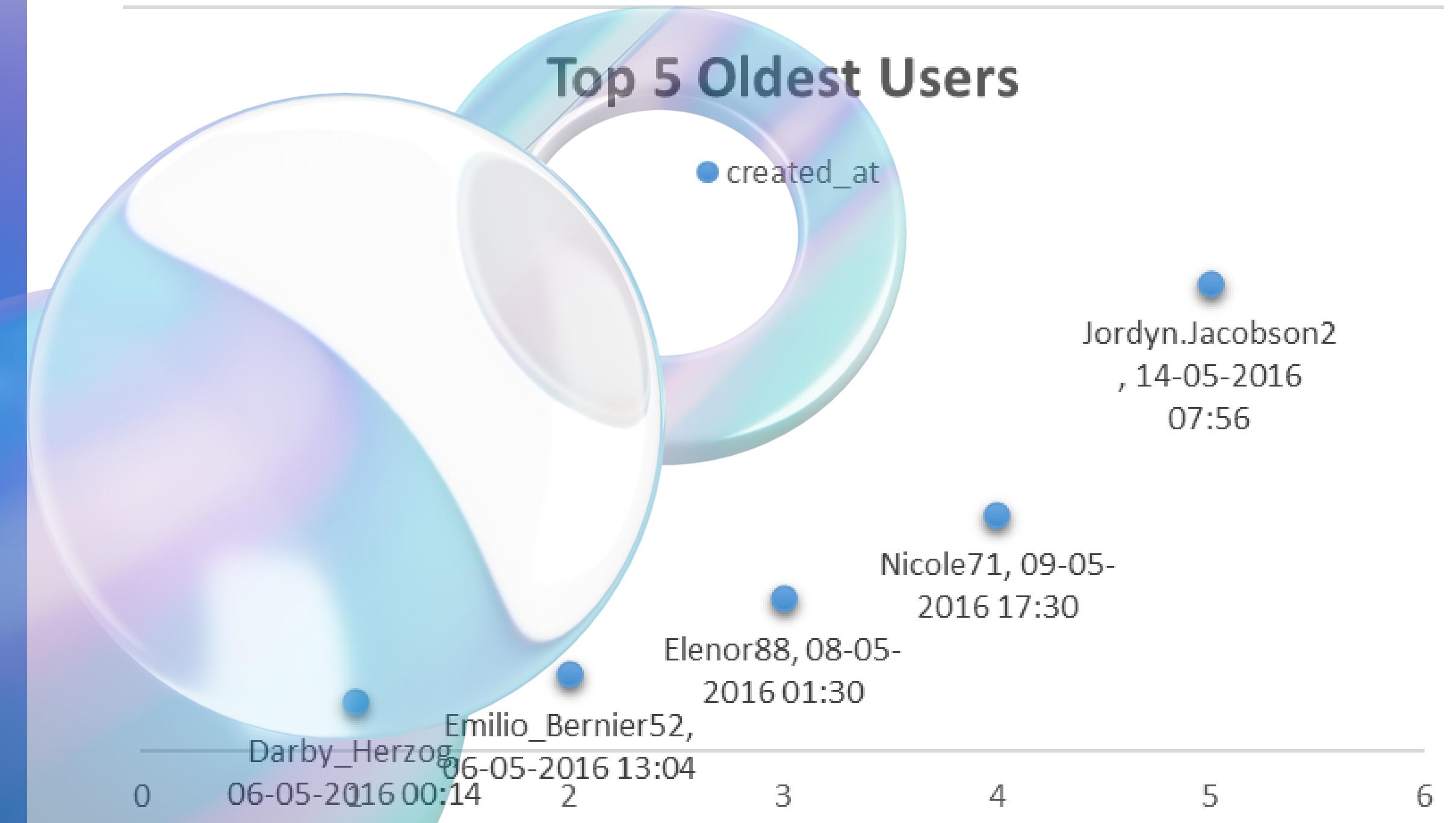
# MARKETING

## REWARDING MOST LOYAL USERS

This chart depicts the Top 5 Oldest Users, who haven't been active user since. With the help of MS Excel, showcasing the users by the date they've created their account.

Used Scatter Plot to indicate the gap between the users to showcase in a precise manner.

REPORTS



# Remind Inactive Users to Start Posting

Here is a list of total 26 users in who haven't posted any single photo yet. They'll be receiving a promotion mail when they upload first post on their feed.

REPORTS

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



# Instagram



REPORTS

# Declaring Contest Winner

USER ID

52



USERNAME

Zack\_Kemmer93



LIKES

48

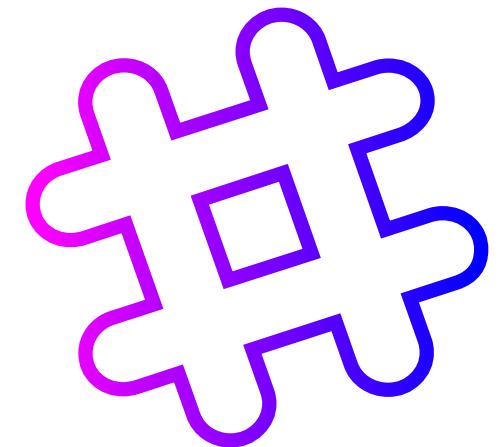


# Hashtag Researching

Top most commonly used hashtags as per analysis



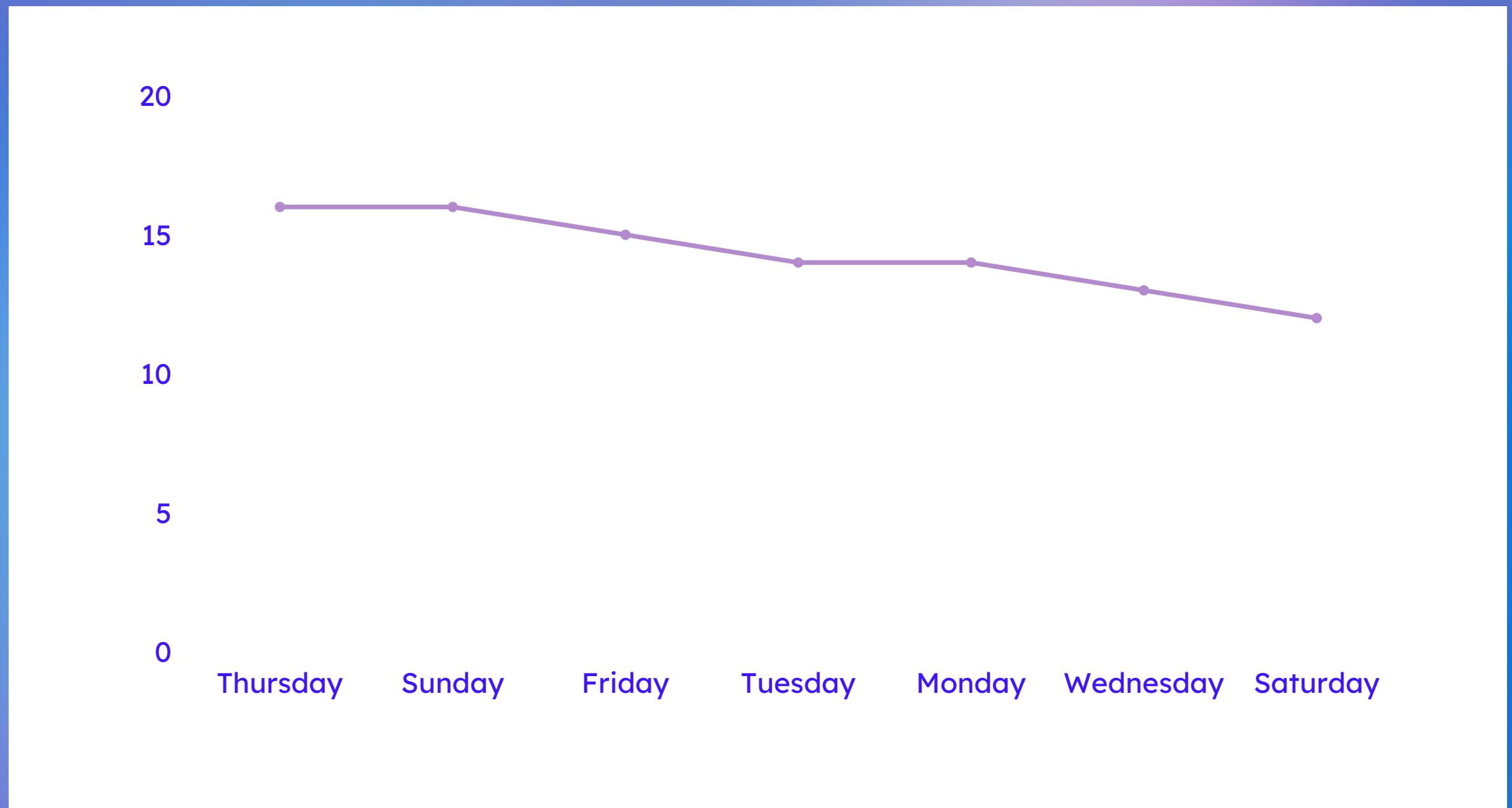
- #1 Smile 59
- #2 Beach 42
- #3 Party 39
- #4 fun 38
- #5 Concert 24



# Launch AD Campaign

Day of the week most users register on.

As per the chart, it suggests that the best time to schedule an ad campaign are on Thursday and Sunday.



# Investor Metrics

## User Engagements

Below are the insights on an average the frequency an user posts on Instagram.

**ACTIVE USERS**

74 users

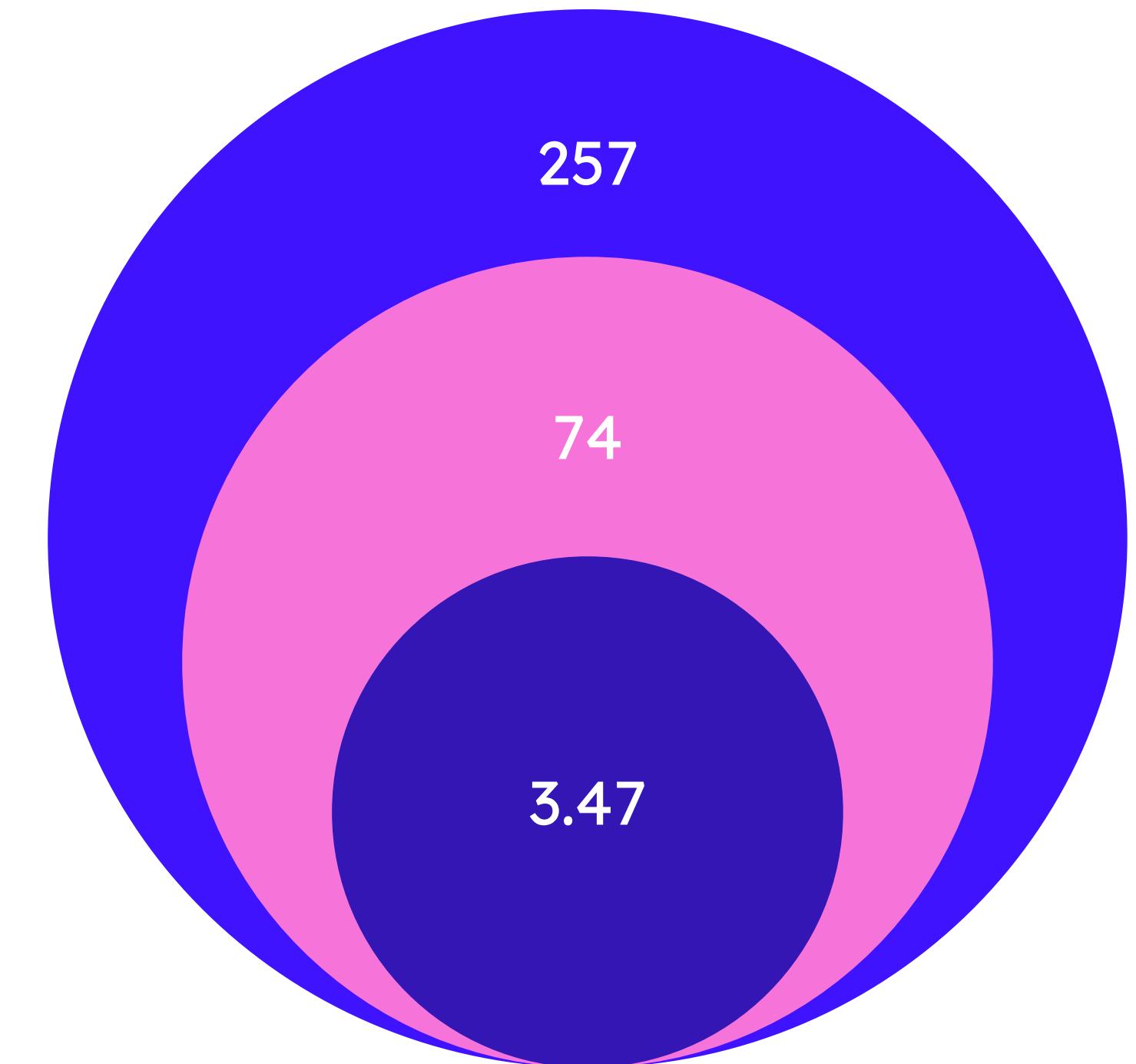
**TOTAL USERS**

100 users

**TOTAL POSTS**

257 posts

REPORTS



Based on the given data, an average no. of 3 to 4 times posts are made.  
The total number of photos on instagram per total number of users are 2.57

# Bots & Fake Accounts

Identifying accounts that have liked every single posts on instagram.

Here is a list of 13 bot users who have liked entire 257 posts based on the given dataset



USER ID	
5	54
14	57
21	66
24	71
36	75
41	76
	91

# INSIGHTS & RESULTS

- The insights gained from this project are majorly the user behavior, preferences, and engagement patterns between the application.
- Working on this project has helped gain the perspective of understanding how as Data Analyst would be performing task on a real-time basis.
- Since the Data provided was not too large, which helped in learning the application of SQL in a more easier manner and the results achieved were easier to comprehend.

This link includes all of the results of the output in csv format.  
[Instagram user analytics files](#)