



INSTARGRAM

USER ANALYTICS

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01

PROJECT DESCRIPTION

What we aim to do in this project

WHAT WE AIM

Our project is aimed at tracking Instagram user engagement patterns that ultimately helps us shape marketing campaigns, create new feature prospects and minimize dummy/fake account creation



02

APPRAOCH

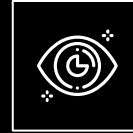
Step by Step framework used in the
process

DATA ANALYTICS FRAMEWORK



1. ASK

Noting down key business questions asked by management team



2. PREPARE

User data such as users, likes, comments, follows, tags etc is needed



3. PROCESS

Data is collected by creating the database using given commands



4. ANALYZE

Data analysis using SQL to answer the business questions



5. SHARE

Bringing data to life with visuals and sharing final report



6. ACT

Deriving meaningful insights from analysis

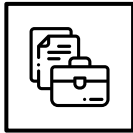


03

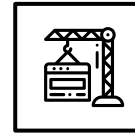
TECH-STACK USED

Armoury of tools used during the project

TOOL USED

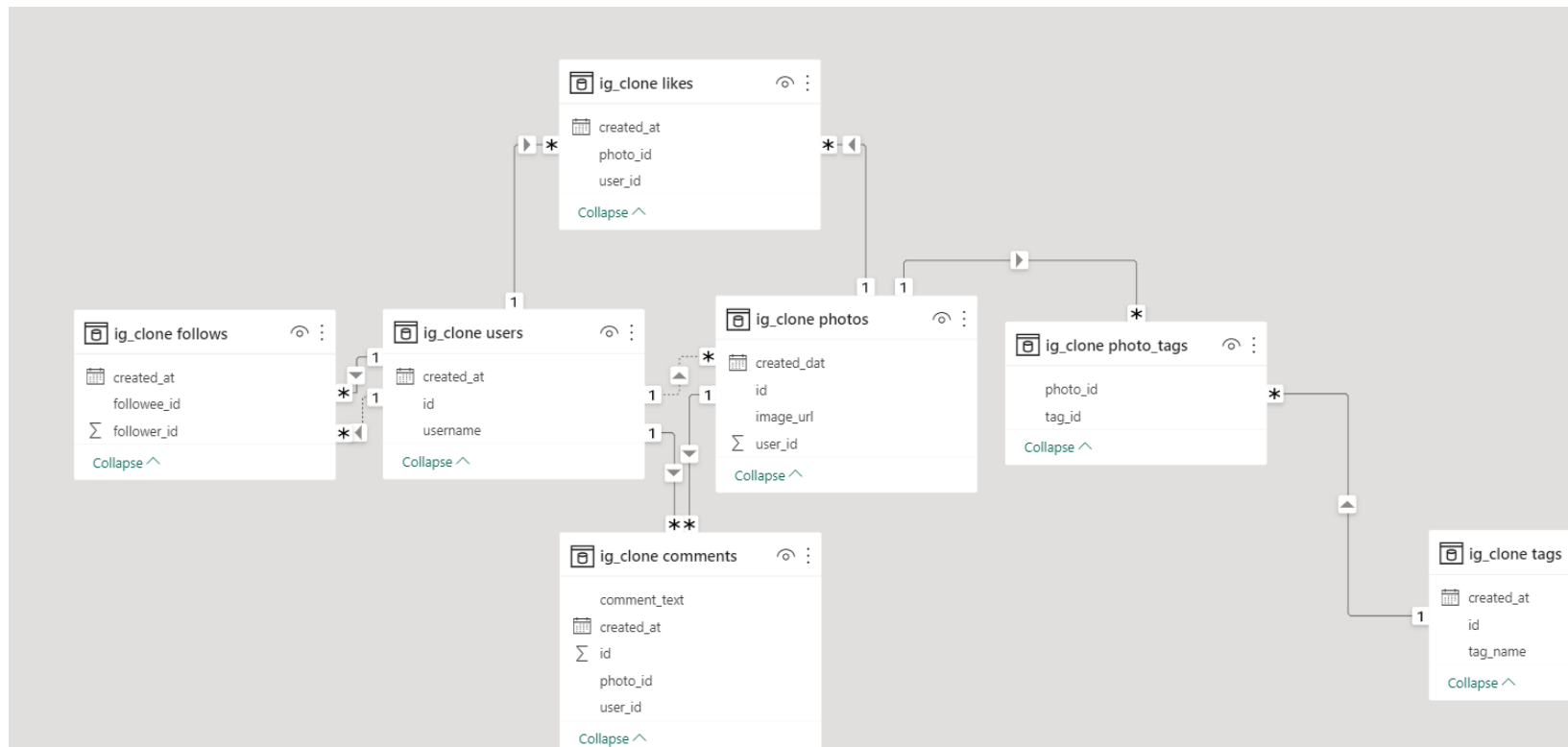


MY-SQL



POWER BI

DATASET MODEL GENERATED FROM POWER BI



04

RESULTS

Making sense of why we did the
project

ANSWERS TO BUSINESS QUESTIONS

All answers can be found in
attached SQL script file

Top 5 oldest users

username

Nicole71

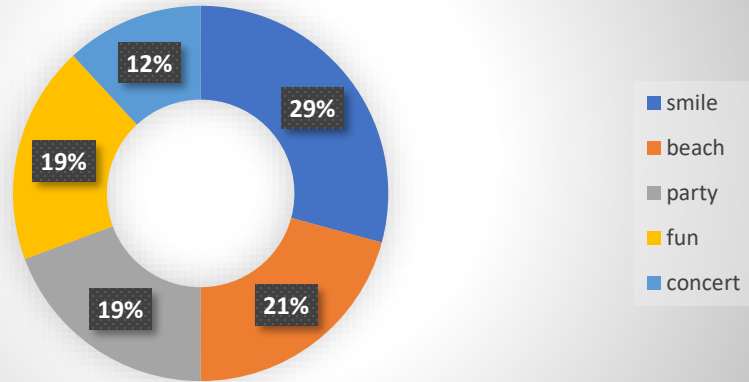
Jordyn.Jacobson2

Emilio_Bernier52

Elenor88

Darby_Herzog

tag_count



01

INSIGHTS

Insights from the analysis

INSIGHTS

- 5 most oldest consumers found can be rewarded by providing them tools such as priority badges, live connect with Instagram team etc.
- People who have not posted any photo should be given frequent notifications and emails.
- Posts from 5 most used hashtags should be promoted in recommended section to increase engagement.
- There is higher chance of user registration on Thursdays and Sundays, So Ad campaigns of major clients who are contributing more to the ad revenue should be given priority on these days and featured more.
- Strict action should be taken against bot accounts, Instagram should find a way to block these accounts at source, and frequently remind consumers to be aware from prospected bot accounts.



THANKS