Instagram analytics

using SQL

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Solution

ABOUT PROJECT

To analyze the data of users on instagram that helps improve the business and welfare

APPROACH

The complete analysis is made using the cloned data base provided. Using SQL queries, analysis has been made based on given problems (MySql workbench 8.0 is used)

	username	id
▶	Aniya_Hackett	5
	Kasandra_Homenick	7
	Jadyn81	14
	Rocio33	21
	Maxwell.Halvorson	24
	Tierra.Trantow	25
	Pearl7	34
	Ollie_Ledner37	36
	Mckenna17	41
	David.Osinski47	45
	Morgan.Kassulke	49
	Linnea59	53
	Duane60	54
	Julien_Schmidt	57
	Mike.Auer39	66
	Franco_Keebler64	68
	Nia_Haag	71
	Hulda.Macejkovic	74
	Leslie67	75
	Janelle.Nikolaus81	76
	Janelle.Nikolaus81	76
	Darby_Herzog	80
	Esther.Zulauf61	81
	Bartholome.Bernhard	83
	Jessyca_West	89
	Esmeralda.Mraz57	90
	Bethany20	91
	NULL	NULL

No posts

These are the users who haven't posted yet a single time, should be reminded through registered emails.

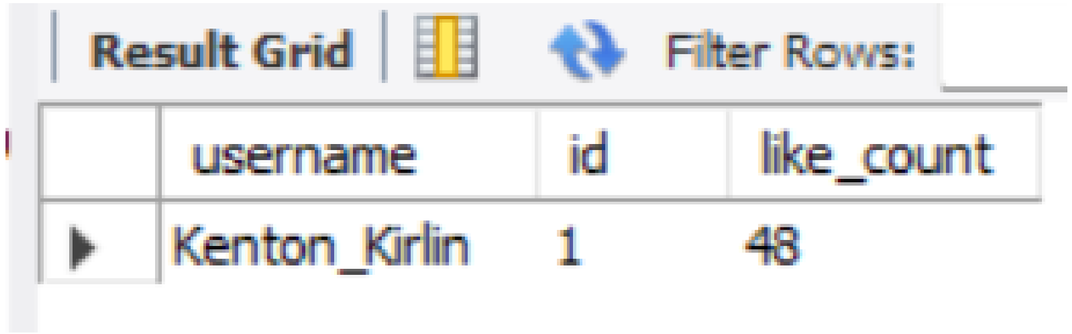
Result Grid | Filter Rows:

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
NULL	NULL	NULL

Most loyal users

Declaring Contest Winner

The winner with more number posts picked from the available data



Result Grid | Filter Rows:

	username	id	like_count
▶	Kenton_Kirlin	1	48

tag_name
beach
beauty
concert
delicious
dreamy

Hashtag Researching

top 5 most commonly used hashtags

AD campaign

Most of the users have registered on the end of the month.

created_at	created_dat	day_created	day_posted
2016-05-14 07:56:26	2023-01-15 16:04:03	14	15
2016-05-14 07:56:26	2023-01-15 16:04:03	14	15
2016-05-19 09:51:26	2023-01-15 16:04:03	19	15
2016-05-31 06:20:57	2023-01-15 16:04:03	31	15
2016-05-31 06:20:57	2023-01-15 16:04:03	31	15
2016-05-31 06:20:57	2023-01-15 16:04:03	31	15
2016-05-31 06:20:57	2023-01-15 16:04:03	31	15
2016-05-31 06:20:57	2023-01-15 16:04:03	31	15
2016-05-31 06:20:57	2023-01-15 16:04:03	31	15
2016-05-31 06:20:57	2023-01-15 16:04:03	31	15
2016-05-31 06:20:57	2023-01-15 16:04:03	31	15
2016-06-02 21:40:10	2023-01-15 16:04:03	2	15
2016-06-02 21:40:10	2023-01-15 16:04:03	2	15

Result Grid | Filter Rows: | Export:

user_id	avg_postnumber	instagram_posts_by_no_users
1	5	5.0000
2	4	4.0000
3	4	4.0000
4	3	3.0000
6	5	5.0000
8	4	4.0000
9	4	4.0000
10	3	3.0000
11	5	5.0000
12	4	4.0000
13	5	5.0000
15	4	4.0000
16	4	4.0000
17	3	3.0000
18	1	1.0000
19	2	2.0000
20	1	1.0000
22	1	1.0000
23	12	12.0000
26	5	5.0000

User Engagement

By analysis, on an average 5 posts of users.

Bots & fake accounts

data on users (bots) who have liked every single photo on the site (since any normal user would not be able to do this) and the complete data of these provided in the SQL query forms.

username	id	id
Kenton_Kirlin	1	1
Kenton_Kirlin	1	2
Kenton_Kirlin	1	3
Kenton_Kirlin	1	4
Kenton_Kirlin	1	5
Andre_Purdy85	2	6
Andre_Purdy85	2	7
Andre_Purdy85	2	8
Andre_Purdy85	2	9
Harley_Lind18	3	10
Harley_Lind18	3	11
Harley_Lind18	3	12
Harley_Lind18	3	13
Arely_Bogan63	4	14
Arely_Bogan63	4	15
Arely_Bogan63	4	16
Aniya_Hackett	5	NULL
Travon.Waters	6	17
Travon.Waters	6	18
Travon.Waters	6	19

Conclusion & Result

The instagram's data is analyzed, many insights which improve the business of the app have been derived like no. of posts of a user, how often he is posting, how active he is, if he/she isn't making them active by sending them mails. By these we can explain the investors about the performance of the app. I have gained a lot of sample knowledge regarding how the analysis of the instagram be made using SQL especially.

The given questions are solved using the SQL queries and the required analysis has been made.