Instagram User Analytics

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Project Description

This project presents solution to the needs and concerns of marketing and investors' team. It focuses on user analytics where it is tracked how users engage and interact with the digital product in an attempt to derive business insights.

The marketing team's wish to launch some campaigns around the following: Rewarding most loyal users, remind inactive users to start posting, declaring contest winner, hashtag researching and launch AD campaign.

While, the investors want to know if Instagram is performing well, they want to assess the app on the following grounds:- User Engagement and Bots & Fake Accounts: The investors want to know if the platform is crowded with fake and dummy accounts.

Approach

The approach used in this project is pretty straightforward. Accessing the database, applying SQL knowledge to extract the information, thus answering the questions for the marketing team and the investors.

Tech-Stack used

-MySQL installer community 8.0.30.0.msi was used for this project it contains:- -MySQL Workbench 8.0 CE

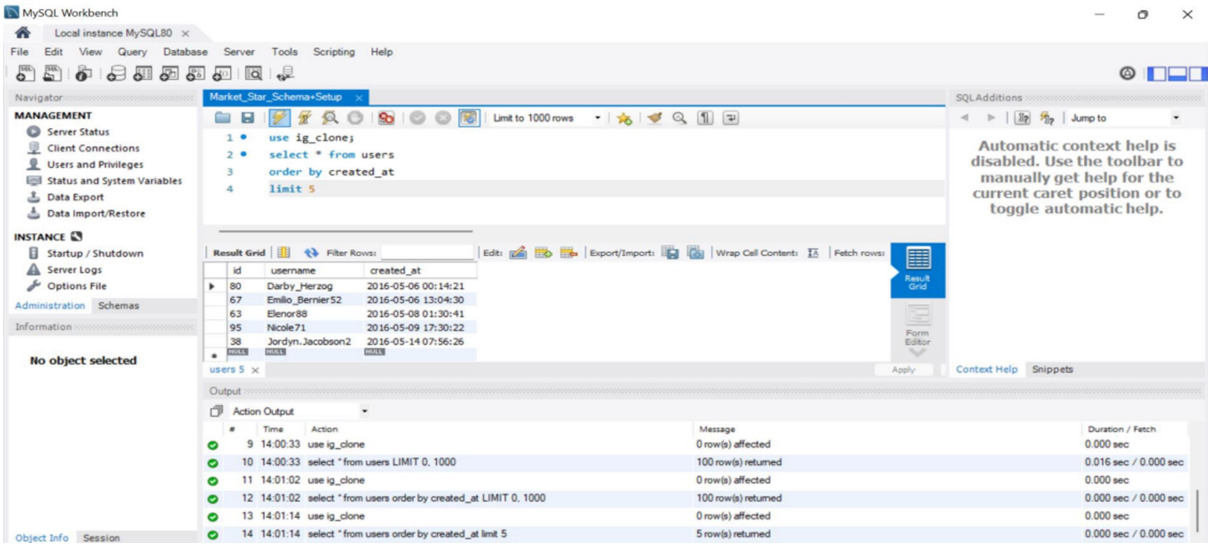
Insights

Got hands-on experience by applying my knowledge gained through this program into this project. It gave me a chance to put my theoretical knowledge to the test and practically performing a task boosted my confidence thus motivating me to explore more into the vast field of data analytics.

Solution to Question 1

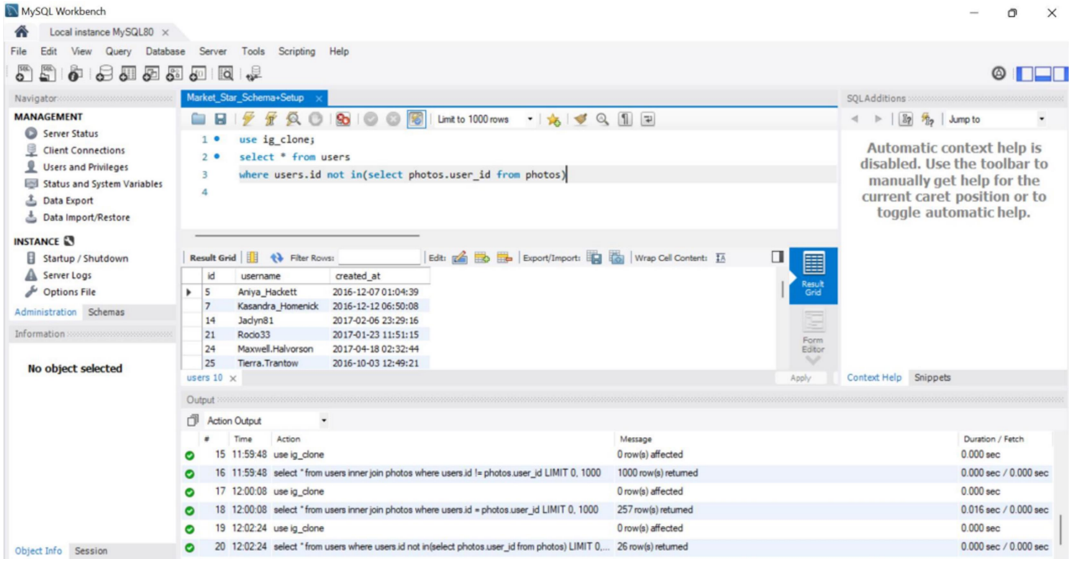
The 5 oldest users of Instagram are DARBY HERZOG, EMILO_BERNIER52, ELENOR88, NICOLE71, JORDYN.JACOBSON2 based on the date and time they created their account.

ID	Username	Created_at
1	Darby_Herzog	5/6/2016 12:14:21 AM
2	Emilio_Bernier52	5/6/2016 1:04:30 PM
3	Elenor88	5/8/2016 1:30:41 AM
4	Nicole71	5/9/2016 5:30:22 PM
5	Jordyn.Jacobson2	5/14/2016 7:56:26 AM



Solution to Question 2

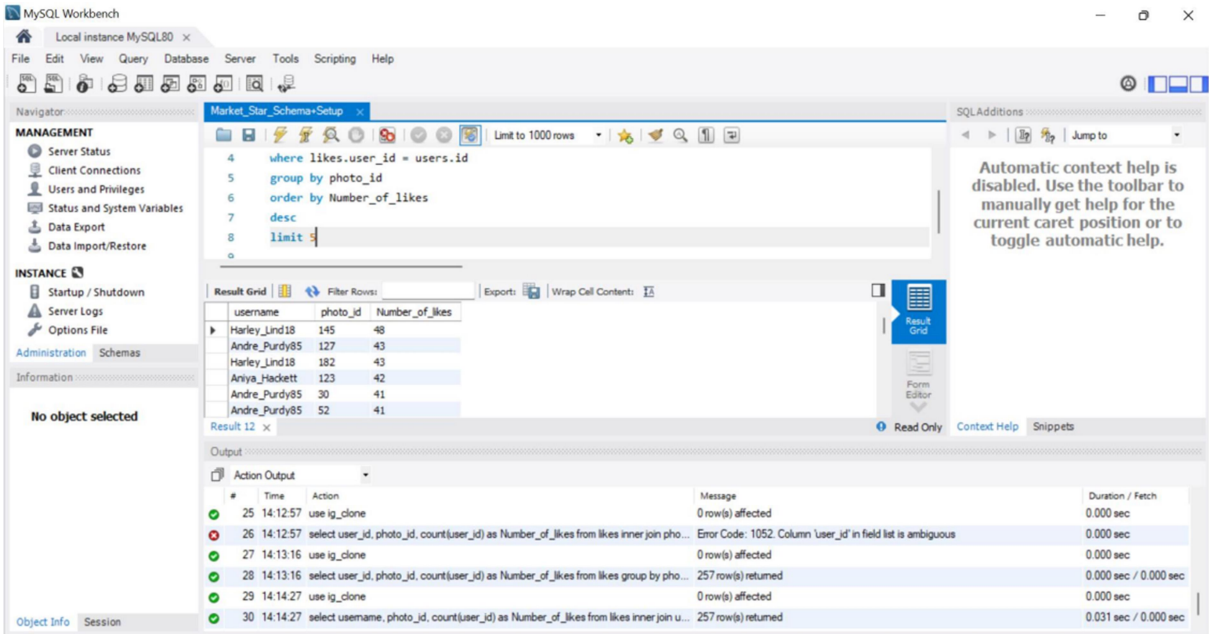
The users who have never posted on Instagram are as follows:



username
Aniya_Hackett
Kasandra_Homenick
Jaclyn81
Rocio33
Maxwell.Halvorson
Tierra.Trantow
Pearl7
Ollie_Ledner37
Mckenna17
David.Osinski47
Morgan.Kassulke
Linnea59
Duane60
Julien_Schmidt
Mike.Auer39
Franco_Keebler64
Nia_Haag
Hulda.Macejkovic
Leslie67
Janelle.Nikolaus81
Darby_Herzog
Esther.Zulauf61
Bartholome.Bernhard
Jessyca_West
Esmeralda.Mraz57
Bethany20

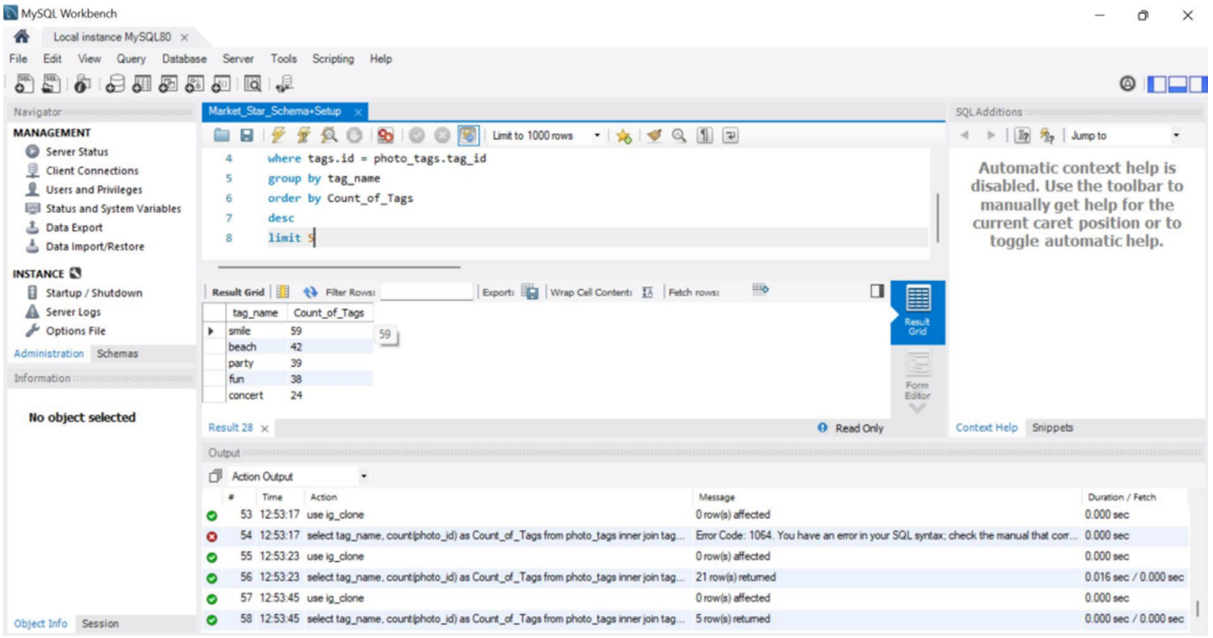
Solution to Question 3

The winner of the contest and details:



Solution to Question 4

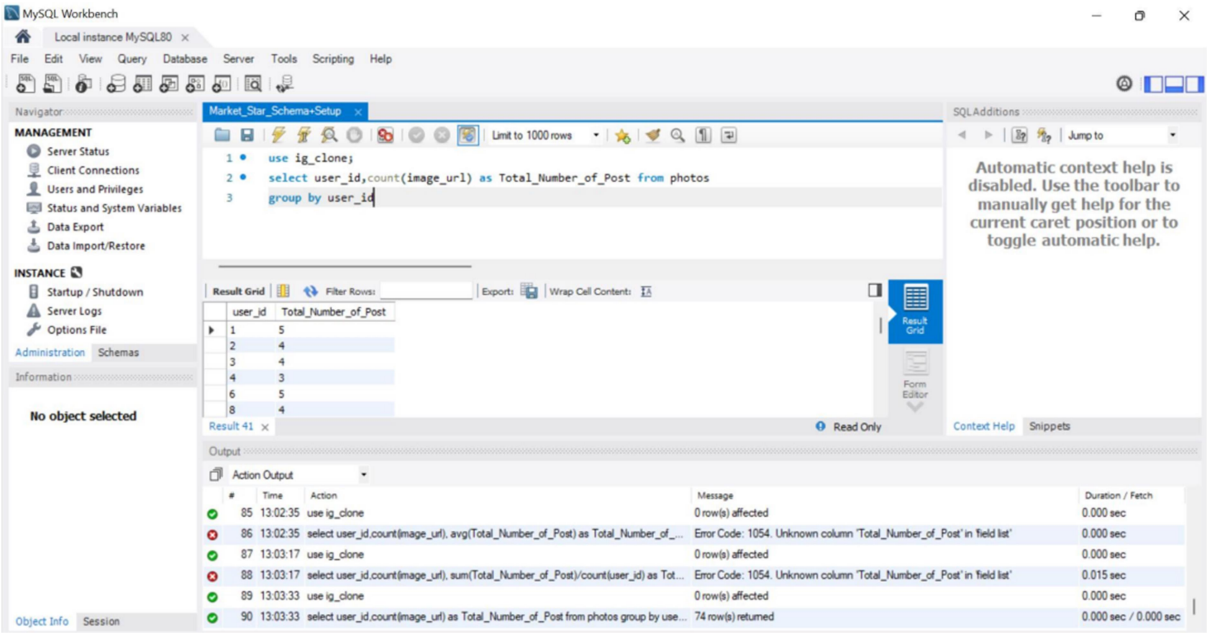
The top 5 most commonly used hashtags on the platform are: #smile, #beach, #party, #fun and #concert



Solution to Question 5

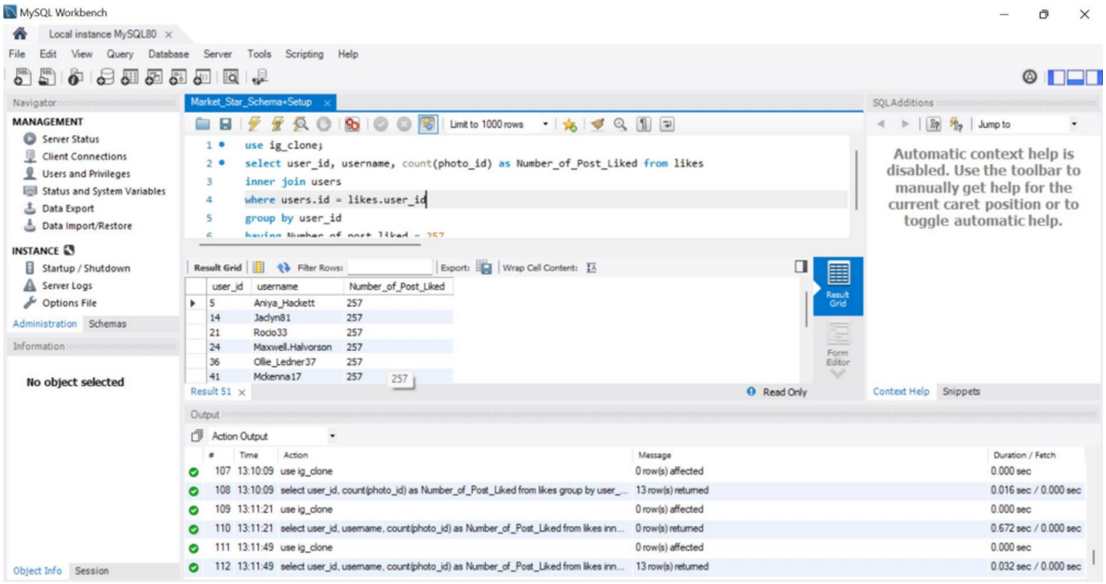
Total number of users on Instagram, total number of posts on Instagram and number of times an average user posts on Instagram

numberOfUsers	numberOfPosts	numberOfTimesAverageUserPosts
283	257	0.9081



Solution to Question 6

Users (bots) who have liked every single photo on the platform



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

Solution to Question 7

Best day to launch an AD

dayOfTheWeek	numberOfAccountsRegistered
5	16
1	16

Result

The project turned out to be a success as all the problems were analysed and the expectd solutions were extracted from the database.