

Instagram User Analytics

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Project Description:

In this project, I have to analyze Instagram user engagement and give insights that are useful to the marketing, product, and development teams. I have used SQL to analyze the given database and reply to inquiries about user engagement, marketing campaigns, and investor metrics. I have determined the most loyal users, inactive users, contest winners, frequently used hashtags, and the optimum day to launch ad campaigns.

I have also gone over the average number of Instagram posts and the total number of photos. In addition, I have looked for users(bots) who have liked every single photo on the site to see if there are any fake or dummy accounts (since any normal user would not be able to do this).

Approach:

The analysis has carried out on the provided database using SQL. The database contains user data such as usernames, registration dates, posting activity, tags, likes, and comments. Queries will be run to identify the oldest and inactive users, the contest winner, popular hashtags, and the best day to launch ad campaigns. In addition, data has gone to be analyzed to identify user engagement levels and the number of fake accounts.

Tech-Stack Used:

In this project, I used SQL to perform data analysis on the database. And the software used for this project is MySQL Workbench version 8.0.27 because MySQL is a popular relational database management system that offers several benefits for individuals. For Example, It's Open-Source software, Cross-Platform Compatibility, High Performance, and offers various security features.



Insights

01 Rewarding Most Loyal Users:

- A) Darby_Herzog
- B) Emilio_Bernier52
- C) Elenor88
- D) Nicole71
- E) Jordyn.Jacobson2

02 Remind Inactive Users to Start Posting:

1. Aniya_Hackett
2. Kasandra_Homenick
3. Jaclyn81
4. Rocio33
5. Maxwell.Halvorson
6. Tierra.Trantow
7. Pearl7
8. Ollie_Ledner37
9. Mckenna17
10. David.Osinski47
11. Morgan.Kassulke
12. Linnea59
13. Duane60
14. Julien_Schmidt
15. Mike.Auer39
16. Franco_Keebler64
17. Nia_Haag
18. Hulda.Macejkovic
19. Leslie67
20. Janelle.Nikolaus81
21. Darby_Herzog
22. Esther.Zulauf61
23. Bartholome.Bernhard
24. Jessyca_West
25. Esmeralda.Mraz57
26. Bethany20



03 The winner of the contest is:

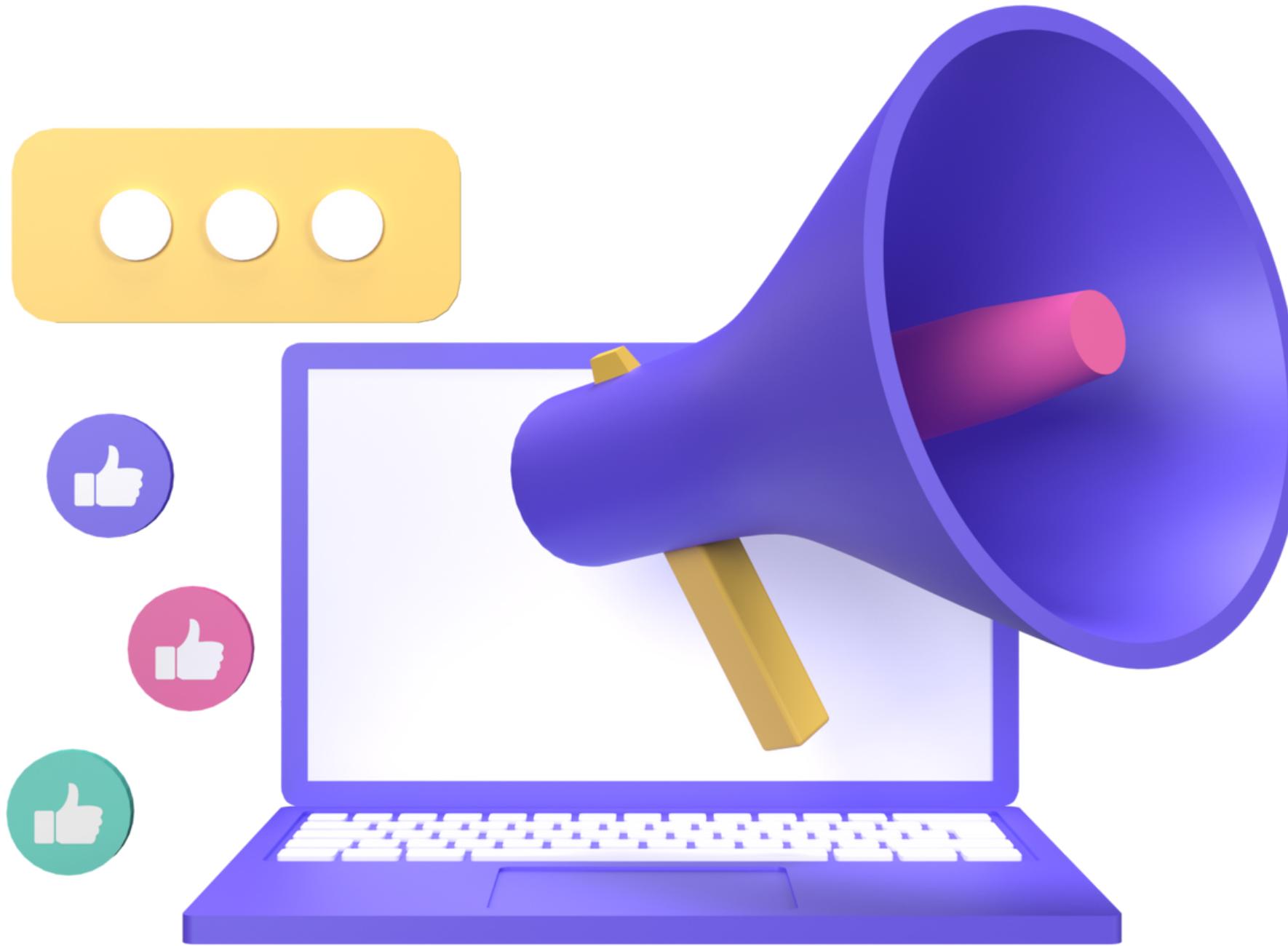
A) Harley_Lind18

04 The top 5 most commonly used hashtags on the platform are:

- A) #smile
- B) #beach
- C) #party
- D) #fun
- E) #concert

05

Thursday is the day of the week with the highest number of user registrations. So, Thursday would be the best day to start the advertising campaign.



06

User Engagement:

The average user posts on Instagram 3.4 times. The total number of photos on Instagram is 257 divided by the total number of users which is 74. Therefore, the average number of photos is 3.4730 per user.



07

There are users (bots) who have liked every single photo on the site:

- Aniya_Hackett
- Jaclyn81
- Rocio33
- Maxwell.Halvorson
- Ollie_Ledner37
- Mckenna17
- Duane60
- Julien_Schmidt
- Mike.Auer39
- Nia_Haag
- Leslie67
- Janelle.Nikolaus81
- Bethany20

Result:

By performing this analysis, I have been able to give insights into user engagement, marketing campaigns, and investor metrics. I found the most loyal users, inactive users, contest winners, frequently used hashtags, and the best day to launch advertising campaigns.

I also analyzed the average number of Instagram posts and the total number of photos. Additionally, I have been able to establish whether the site has any fake or dummy accounts. This research may help the marketing, product, and development teams make data-driven decisions and improve the overall Instagram user experience.

Thank You