Instagram User Analytics

By Santosh Shinde

Project Description

The following demands and concerns of the marketing and investor teams are addressed by this project:

A)Marketing: The marketing team wants to start various campaigns focused on the following: -

Rewarding Most Loyal Users: Most devoted users are those who have been on the system the longest and deserve rewards.

Remind Inactive Users to Start Posting: Sending them promotional emails will remind inactive users to start posting their first image.

Contest Winner Announcement: The team has created a contest in which the user who receives the most likes on a single photo will be declared the winner.

Hashtag Researching:A partner brand is conducting research on hashtags to determine which ones to use in a post to attract the largest audience possible.

Start an Ad Campaign: The team is unsure about the ideal day to launch an Ad campaign.

B) Investment Metrics: In order to determine whether Instagram is performing well and avoiding becoming obsolete like Facebook, investors want to evaluate the app on the following criteria:
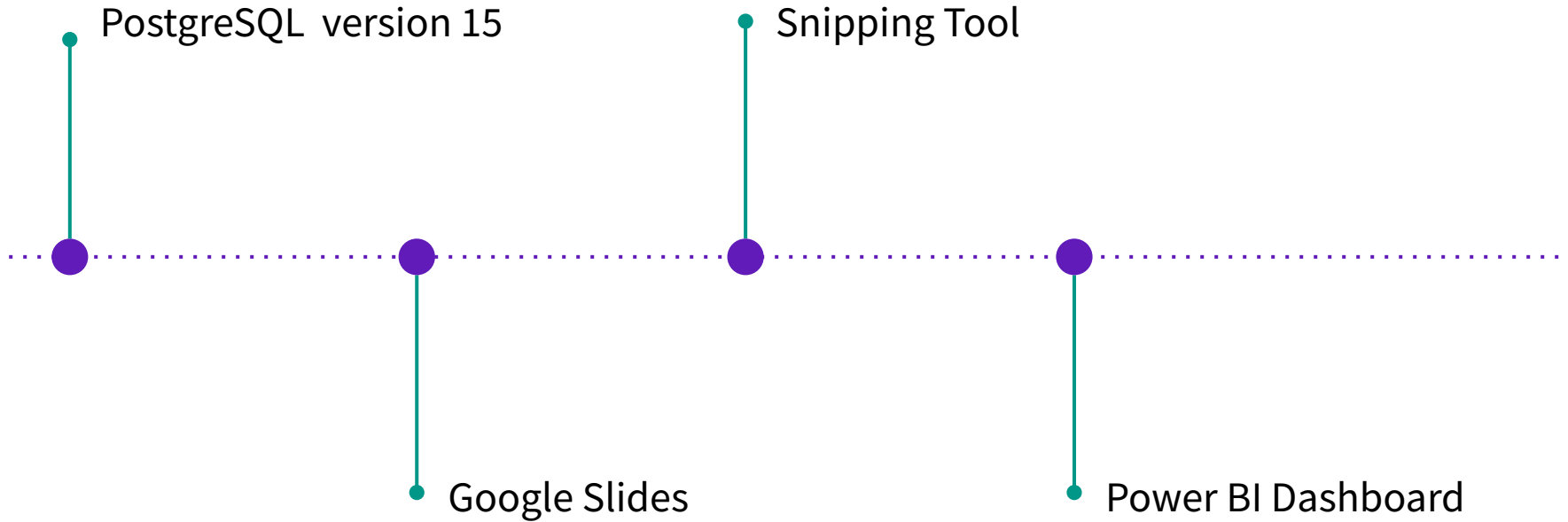
User Engagement: Are users still as active and post on Instagram or they are making fewer

Posts Bots & Fake Accounts: The investors want to know if the platform is crowded with fake and dummy accounts.

Approach

- Downloading Dataset Files.
- Use PostgreSQL.
- Executing the Queries.
- Analyzing and Finding out some meaningful Insights.

Tech Stack Used

Insights

1. Find the 5 oldest users of the Instagram from the database provided

id [PK] integer	username character varying (255)	created_at timestamp without time zone
80	Darby_Herzog	2016-05-06 00:14:21.191
67	Emilio_Bernier52	2016-05-06 13:04:29.96
63	Elenor88	2016-05-08 01:30:40.677
95	Nicole71	2016-05-09 17:30:22.371
38	Jordyn.Jacobson2	2016-05-14 07:56:25.835

The top 5 users who are using the platform are the Oldest of all.
So from the above, you can see these users have been running this platform since 2016.

These are the loyal users who are using the platform.

2. Find the number of users who have Never posted a single photo on Instagram.

	no_post_users bigint
1	26

There are 26 people/usernames who haven't posted a single photo yet.

And now we can send them mail to remind them to post their 1st photo.

Insights

3.Identify the winner of the contest and provide their details to the team

	username character varying (255) 🔒	id integer 🔒	image_url character varying (355) 🔒	total bigint 🔒
1	Zack_Kemmer93	145	https://jarret.name	48

Zack_kemmer93 has the highest number of likes on his photo. Therefore, this particular individual has won the contest.

4. Identify and suggest the top 5 most commonly used hashtags on the platform.

	tag_name character varying (255) 🔒	total bigint 🔒
1	smile	59
2	beach	42
3	party	39
4	fun	38
5	food	24

From the above figure, We realized that SMILE, BEACH, PARTY, FUN, FOOD. are the top 5 hashtags that are most commonly used by the users

Insights

5.Which day of the week most users registers/ log in.

	days text	🔒	total bigint	🔒
1	SUNDAY		16	
2	THURSDAY		16	
3	FRIDAY		15	
4	TUESDAY		14	
5	MONDAY		14	

As we can see from the above table, Users log in or register mostly on Sundays and Thursdays, And then followed by Fridays, Tuesdays, and then Mondays.

6. How many times does a average user posts on Instagram.

	photos bigint	🔒
1	257	

	users bigint	🔒
1	100	

	average bigint	🔒
1	2	

Two times the average of photos users posts on Instagram.

Insights

7.Provide data on users(BOTS) who have liked every single photo on the platform.

These 13 users are probably the bots that have liked every single 257 photos. So these are probably fake or dummy accounts that the company might have to take a look into it.

	username character varying (255) 🔒	likes bigint 🔒
1	Maxwell.Halvorson	257
2	Duane60	257
3	Ollie_Ledner37	257
4	Rocio33	257
5	Mike.Auer39	257
6	Janelle.Nikolaus81	257
7	Mckenna17	257
8	Aniya_Hackett	257
9	Jaclyn81	257
10	Julien_Schmidt	257
11	Bethany20	257
12	Nia_Haag	257
13	Leslie67	257

Insights

- Total Users on this Platform are total of 100.

- Pictures uploaded by the users are total of 257.

- There are 8782 likes on the photos which was done by users.

- There are total of 21 tag ID's.

- The total of 59 times SMILE tag were used by the users followed by BEACH, PARTY, FUN, and FOOD.

- Launching an AD campaigns on Sundays and Thursdays is preferable.

- Two times the average of photos users posts on Instagram.

- There are 13 users are probably the bots that have liked every single 257 photos.

Results

Sending Promotional Email to users who haven't posted a single photo on Instagram will enhance the user engagement.

Rewarding the oldest users for maintaining the profile up till now.

Launching AD campaigns on Sundays and Thursdays is preferable.

Make more User friendly and interactive features for the platform.

Creating more Tags like SMILE and BEACH is preferable.

By sending Email Frequently for the posts will boast the average photos users posts on Instagram.

Thank you