Instagram User Analytics

Project description

This project on Instagram user analytics which has dataset such as username, photos, likes, comments, tags and how the user behave on Instagram to provide answers to management team.

Here task is to extract information from user database to make the decisions. The goal is to improve the user experience of Instagram and increase the user base.

Approach

Instagram user analytics project with the help of database created on MySQL sever, data from multiple tables is extracted using single row function joins and subquery concepts. Looking to the questions which need to be answered.

With the help of SQL we will be joining multiple tables and removing the data which is not needed to answer the question

Tech-Stack Used

Software: MySql workbench 8.0 CE **Version:** 8.0

Why?

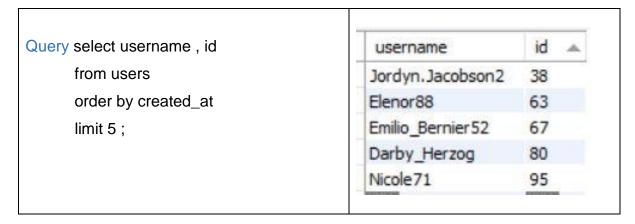
MySql manages the data RDBMS which is basically based on SQL. As we can create private server for each case interface of MySql is better, easy to learn and execution is easier MySql.

Results

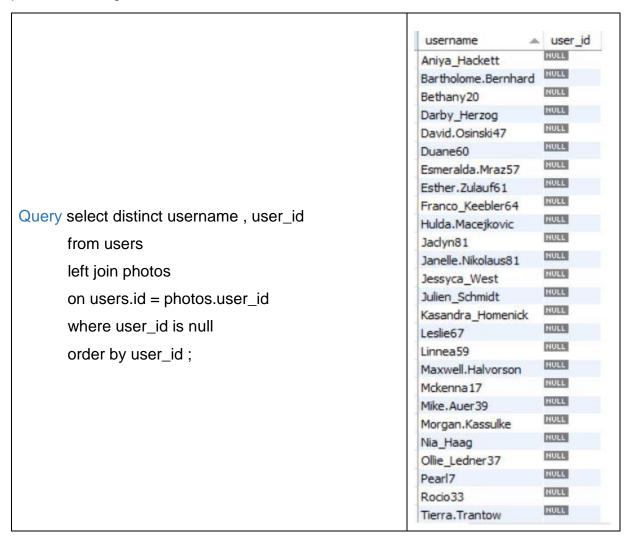
Questions to be answered

A) Marketing

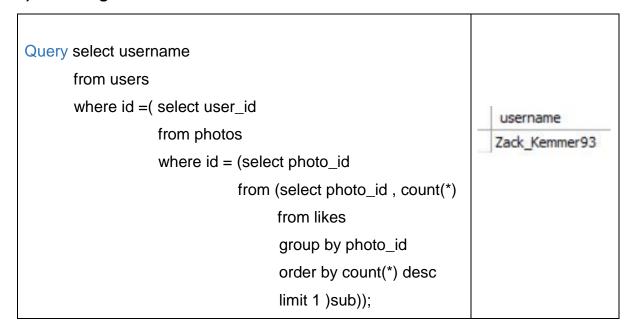
1) Rewarding Most Loyal Users: 5 oldest users of the Instagram



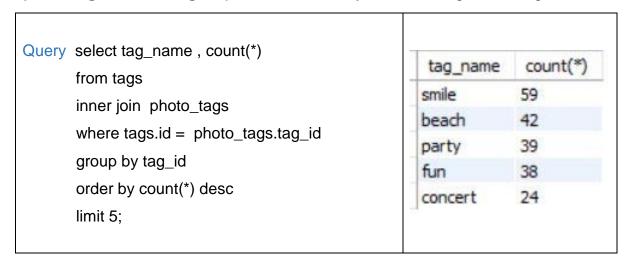
2) Remind Inactive Users to Start Posting: users who have never posted a single photo on Instagram



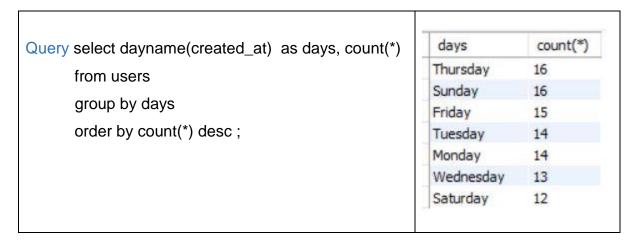
3) Declaring Contest Winner: the winner of the contest



4) Hashtag Researching: top 5 most commonly used hashtags on Instagram



5) Launch AD Campaign: day of the week do most users register on



B) Investor Metrics:

1) User Engagement: how many times does average user posts on Instagram

2) Bots & Fake Accounts: users (bots) who have liked every single photo on the site

