Instagram User Analytics

1. Marketing:
2. Rewarding most loyal users: 5 oldest people using the platform for the longest time.

**Syntax: Select \* from users**

**Order by created\_at**

|  |  |  |
| --- | --- | --- |
| **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 |

**Limit 5 ;**

In the above mentioned table these 5 people using the platform for the longest time.

1. Remind inactive users to start posting: find the user who have never posted single photo on instagram

**Syntax: select username, user\_id from users**

**left join photos**

**on users.id = photos.user\_id**

**where photos.id is null;**

|  |  |
| --- | --- |
| 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 |  |

In the above mentioned table these are few people who are inactive now the team will send an email to remind them to start posting on Instagram.

1. Declaring contest winner: Identify the winner of the contest.

**Syntax: select username,photos.id,photos.image\_url,count(\*) as total**

**from photos**

**inner join likes**

**on likes.photo\_id=photos.id**

**inner join users**

**on photos.user\_id= users.id**

**group by photos.id**

**order by total desc**

**limit 1;**

|  |  |  |  |
| --- | --- | --- | --- |
| **Username** | **id** | **Image\_url** | **total** |
| Zack\_Kemmer93 | 145 | https://jarret.name | 48 |

**OR**

**select photo\_id , total\_like from**

**(select photo\_id,count(1) as "total\_like" from likes group by photo\_id order by total\_like desc) as a**

**where total\_like in (select max(total\_like) from**

**(select photo\_id,count(1) as "total\_like" from likes group by photo\_id ) a )**

Zack Kemmer93 gets the most likes on his single photo and he win the contest.

1. Hashtag Researching: identify and suggest the top 5 most commonly used hashtags on the platform.

**Syntax: select tag\_name as tags\_name, tags.id**

**from tags**

|  |  |
| --- | --- |
| **Tags\_name** | **Id** |
| sunset | 1 |
| sunrise | 3 |
| style | 14 |
| stunning | 9 |
| smile | 21 |

**join photo\_tags on photo\_tags.tag\_id= tags.id**

**group by tags.id**

**order by tags\_name desc**

**limit 5;**

The hashtag name ; sunset,sunrise, style,stunning,smile are most commonly used.

1. Launch Ad Campaign: What day of the week do most users register on? Provide insights on when to schedule an ad campaign.

Syntax: select dayname(created\_at) day,

count(1) total

from users

group by day

order by total desc;

|  |  |
| --- | --- |
| **Day** | **Total** |
| Thursday | 16 |
| Sunday | 16 |
| Friday | 15 |
| Tuesday | 14 |
| Monday | 14 |
| Wednesday | 13 |
| Saturday | 12 |

Ans: Team can launch the Ad on Thursday and Sunday because on these two days the maximum users get registered themselves.

1. **Invester Metrics:**
2. Provide how many times does average user posts on Instagram. Also, provide the total number of photos on Instagram/total number of users.

Syntax:

select round((select avg(

(select count(\*) from photos )/ (select count(\*) from users)) as a),2)

as avg\_users\_post;

|  |
| --- |
| Avg\_users\_post |
| 2.57 |

Ans: the average time of user post on Instagram is 2.57 times.

1. Provide data on users (bots) who have liked every single photo on the site (since any normal user would not be able to do this)

Syntax:

SELECT users.id,username, COUNT(users.id) As total\_likes\_by\_user

FROM users

JOIN likes ON users.id = likes.user\_id

GROUP BY users.id

HAVING total\_likes\_by\_user = (SELECT COUNT(\*) FROM photos);

|  |  |  |
| --- | --- | --- |
| ID | Username | Total\_likes\_by\_user |
| 5 | Aniya\_Hackett | 257 |
| 14 | Jaclyn81 | 257 |
| 21 | Rocio33 | 257 |
| 24 | Maxwell.Halvorson | 257 |
| 36 | Ollie\_Ledner37 | 257 |
| 41 | Mckenna17 | 257 |
| 54 | Duane60 | 257 |
| 57 | Julien\_Schmidt | 257 |
| 66 | Mike.Auer39 | 257 |
| 71 | Nia\_Haag | 257 |
| 75 | Leslie67 | 257 |
| 76 | Janelle.Nikolaus81 | 257 |
| 91 | Bethany20 | 257 |

These are Id’s who are bots because they like every single photo.