INSTAGRAM USER ANALYTICS

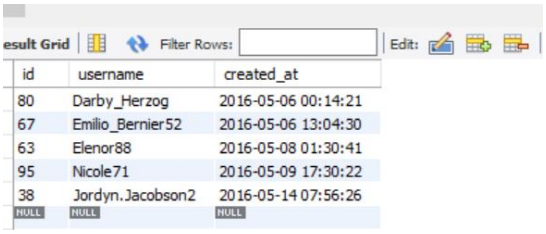
Marketing Analysis:

1. Loyal user reward:

INPUT:

```
select * from users
order by created_at  asc
limit 5
```

OUTPUT:



esult Grid | Filter Rows: | Edit:

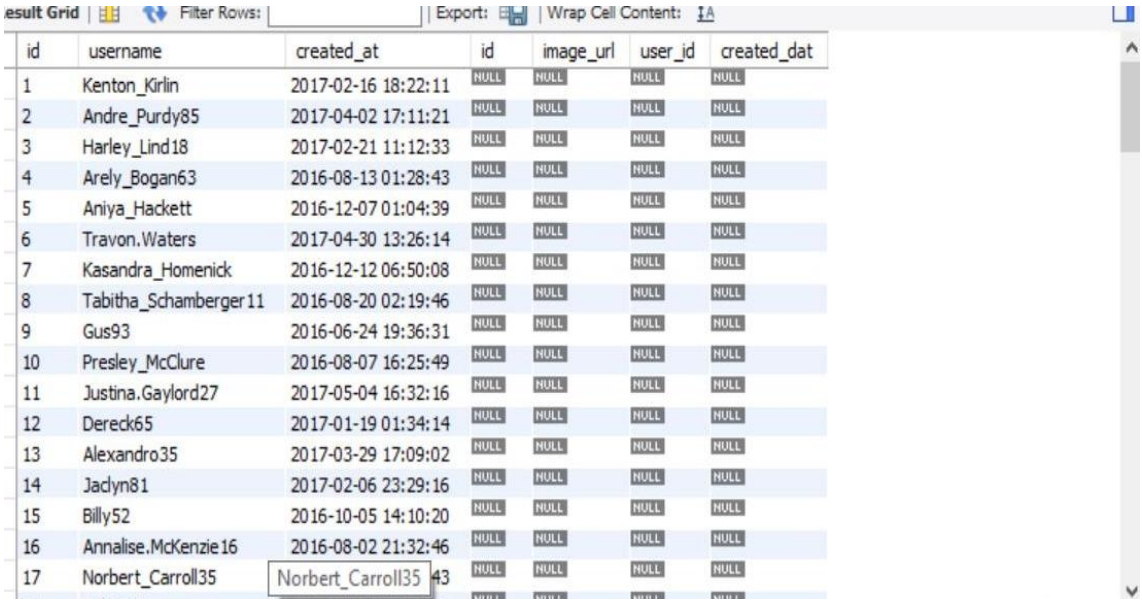
id	username	created_at
80	Darby_Herzog	2016-05-06 00:14:21
67	Emilio_Bernier52	2016-05-06 13:04:30
63	Elenor88	2016-05-08 01:30:41
95	Nicole71	2016-05-09 17:30:22
38	Jordyn.Jacobson2	2016-05-14 07:56:26
NULL	NULL	NULL

2.Who Have never Photo on Instagram Inactive Engagement

INPUT:

```
select * from users as a
left join photos as b on
a.id = b.user_id and
b.user_id is null
```

OUTPUT:



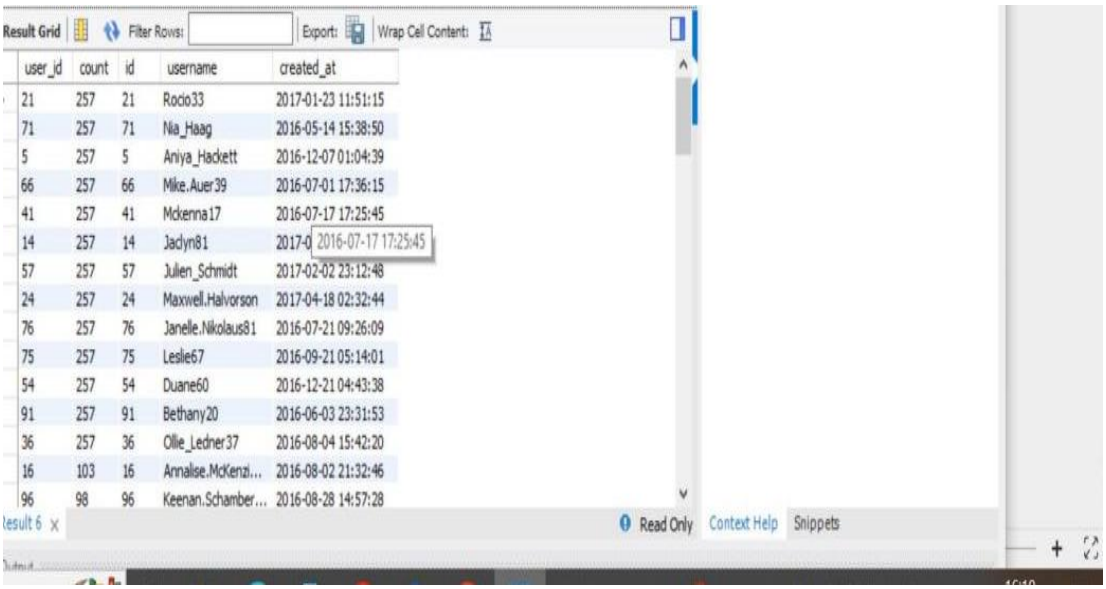
id	username	created_at	id	image_url	user_id	created_dat
1	Kenton_Kirlin	2017-02-16 18:22:11	NULL	NULL	NULL	NULL
2	Andre_Purdy85	2017-04-02 17:11:21	NULL	NULL	NULL	NULL
3	Harley_Lind18	2017-02-21 11:12:33	NULL	NULL	NULL	NULL
4	Arely_Bogan63	2016-08-13 01:28:43	NULL	NULL	NULL	NULL
5	Aniya_Hackett	2016-12-07 01:04:39	NULL	NULL	NULL	NULL
6	Travon.Waters	2017-04-30 13:26:14	NULL	NULL	NULL	NULL
7	Kasandra_Homenick	2016-12-12 06:50:08	NULL	NULL	NULL	NULL
8	Tabitha_Schamberger11	2016-08-20 02:19:46	NULL	NULL	NULL	NULL
9	Gus93	2016-06-24 19:36:31	NULL	NULL	NULL	NULL
10	Presley_McClure	2016-08-07 16:25:49	NULL	NULL	NULL	NULL
11	Justina.Gaylord27	2017-05-04 16:32:16	NULL	NULL	NULL	NULL
12	Dereck65	2017-01-19 01:34:14	NULL	NULL	NULL	NULL
13	Alexandro35	2017-03-29 17:09:02	NULL	NULL	NULL	NULL
14	Jaclyn81	2017-02-06 23:29:16	NULL	NULL	NULL	NULL
15	Billy52	2016-10-05 14:10:20	NULL	NULL	NULL	NULL
16	Annalise.McKenzie16	2016-08-02 21:32:46	NULL	NULL	NULL	NULL
17	Norbert_Carroll35	Norbert_Carroll35	NULL	NULL	NULL	NULL

3.Declaration winner of contest:

INPUT:

```
select * from
(select user_id , count(photo_id)as count from likes
group by user_id
order by count desc) as a
left join users as b on a.user_id = b.id
```

OUTPUT:



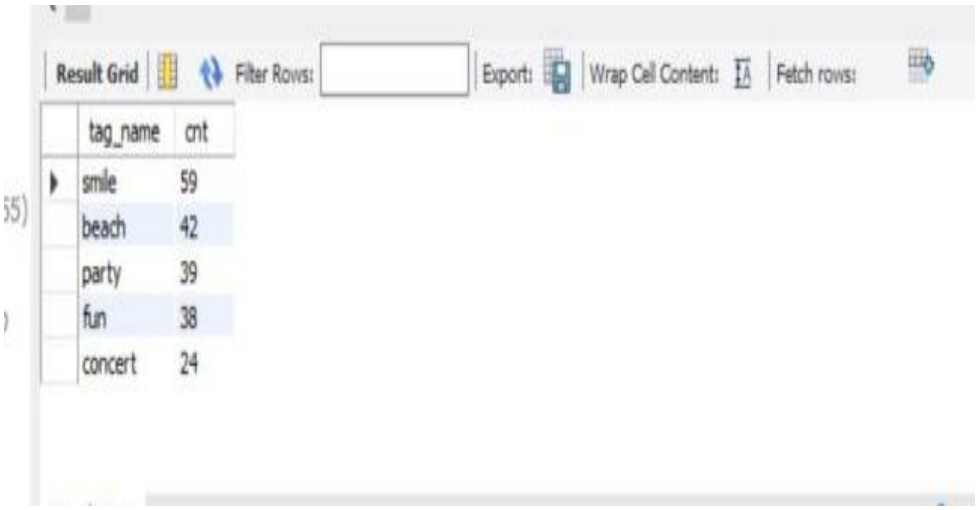
user_id	count	id	username	created_at
21	257	21	Rocio33	2017-01-23 11:51:15
71	257	71	Nia_Haag	2016-05-14 15:38:50
5	257	5	Aniya_Hackett	2016-12-07 01:04:39
66	257	66	Mike.Auer39	2016-07-01 17:36:15
41	257	41	Mckenna17	2016-07-17 17:25:45
14	257	14	Jaclyn81	2017-0 2016-07-17 17:25:45
57	257	57	Julien_Schmidt	2017-02-02 23:12:48
24	257	24	Maxwell.Halvorson	2017-04-18 02:32:44
76	257	76	Janelle.Nikolaus81	2016-07-21 09:26:09
75	257	75	Leslie67	2016-09-21 05:14:01
54	257	54	Duane60	2016-12-21 04:43:38
91	257	91	Bethany20	2016-06-03 23:31:53
36	257	36	Ollie_Ledner37	2016-08-04 15:42:20
16	103	16	Annalise.McKenzi...	2016-08-02 21:32:46
96	98	96	Keenan.Schamber...	2016-08-28 14:57:28

4. Hashtag Research

INPUT:

```
select a.tag_name , count(b.tag_id) as cnt from tags as a
left join photo_tags as b
on a.id = b.tag_id
group by a.tag_name
order by cnt desc limit 5
```

OUTPUT:

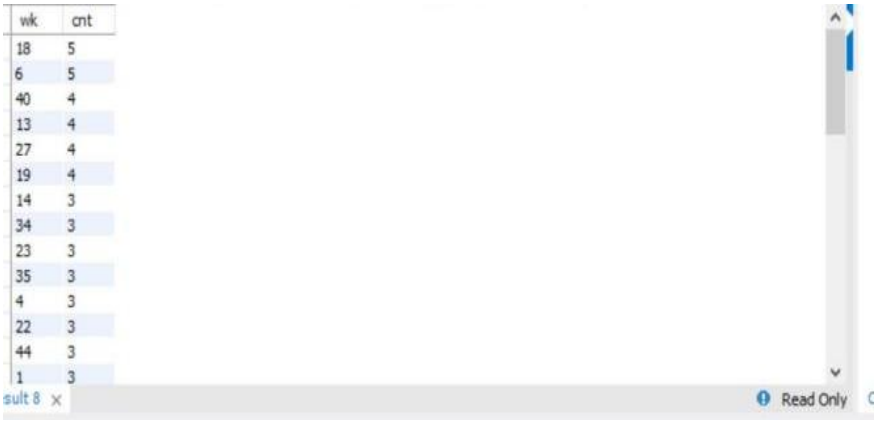


5. Ad Campaign Launch

INPUT:

```
select week(created_at) as wk ,
count(week(created_at)) as cnt from users
group by wk
order by cnt desc
```

OUTPUT:



wk	cnt
18	5
6	5
40	4
13	4
27	4
19	4
14	3
34	3
23	3
35	3
4	3
22	3
44	3
1	3

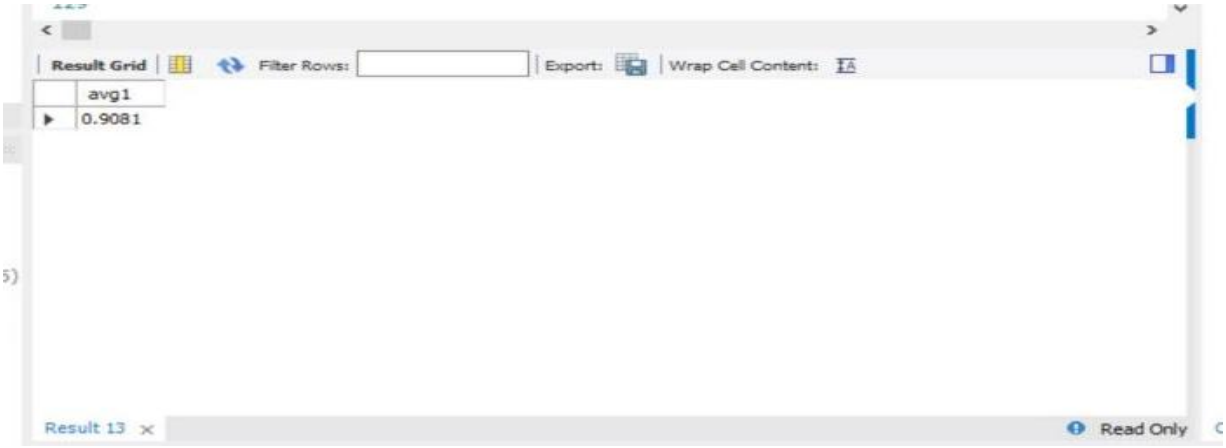
sult 8 × Read Only

B.INVESTOR MARTIX

6.USER ENGAGEMENT

INPUT:

```
select count(b.image_url) / count(a.id) as avg1 from users as a
left join photos as b
on a.id = b.user_id
```



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

avg1
0.9081

Result 13 × Read Only

7. Bots & Fake Accounts:

INPUT:

```
create table false_id
select user_id,count(photo_id) as cnt_likes from likes
group by user_id
order by cnt_likes desc
```

OUTPUT:

user_id	cnt_likes
21	257
71	257
5	257
66	257
41	257
14	257
57	257
24	257
76	257
75	257
54	257
91	257
36	257
16	103

Result 10 | Read Only | Context Help | Snippets

Output

INPUT:

```
select count(*) from fake_id

where cnt_likes ='257'
```

OUTPUT:

count(*)
13