INSTAGRAM USER ANLAYTICS PROJECT REPORT

1. INTRODUCTION

This project report provides an insight on what the project is about and its real-world implications. The implications will be apparent in the queries written during the project.

The implications ranged from a marketing point of view to an investor point of view. In the sections to come we will cover what the project entails, how we are going to tackle the problem statement and using what tech stack do we use tackle the same. Finally, I will also note down my insights and learnings during the completion of this project.

2. PROJECT SCOPE

The project works on the manipulation of the 'Instagram Users Database' provided to us. We succeed with this very manipulation by writing queries that help us tackle real world situations in this domain.

Further we explore real world implications of data; the power of data. The objectives of the project are to be able to complete all the tasks provided to us so the stakeholders that are the investors and the users can work with the responses provided in the project.

3. APPROACH

My approach towards this project was the traditional approach of a software engineer. Starting off by looking into the tasks involved for the completion of the project.

Based on the analysis, I decided the requirements for the project, next I plan my approach towards the tasks. Finally, I code the queries and test them. All these phases of the project will be deep dived in the later stages of the report:

- Requirement Analysis
- Planning
- Coding
- Testing

4. TECH-STACK USED

This section of the report builds on the requirement analysis phase of the project. So, we start by analysing the problem statement and in doing so we can clearly see that we have been provided with the database and we just need to decide on an SQL engine to run our queries to complete the tasks at hand. I chose to install MySQL and run the queries on that DBMS. I installed it from: "https://dev.mysql.com/downloads/file/?id=516927"

Then I built the database on MySQL and ran my queries on: "MySQL Workbench 8.0 CE" My purpose of using it were its great characteristics; ranging from easily accessible documentation to its easy portability and its strong & active community.

5. INSIGHTS

This section of the report builds on the coding & testing phase of the project. It'll also include my personal learnings with the completion of each task. We will move from one task the next so in the first five tasks, I understood how to manipulate data and help the marketing team

using SQL learnings of various operators, aggregate and sorting functions and join operations. In the next two tasks I helped the stakeholders by doing the exactly same.

All in all, I understood the power of data and its real-world implications and the application of SQL. Using each of the queries coded by me all the tasks can be completed without fail.

6. RESULT

This section of the report builds on the inference of the project development on me. Experience is the first word that pops up in my head, I have always felt knowledge learnt is a job half completed. On the other hand, knowledge learnt and knowledge implemented is a job full done; the development of the project Instagram User Analytics provided me with that very opportunity. I learnt a lot in the process.

7. DRIVE LINK

This section of the report provides the link to access the ".SQL" file which is the project itself and a separate PDF including just the queries. "https://drive.google.com/drive/folders/1cI--Bz4P61oFA2XoFKCJHiYDpCJtN0zh?usp=share_link "