

INSTAGRAM USER ANALYTICS QUERIES

/*DONE WITH ALL THE PRELIMINARY TASKS
WORKING ON TASKS AT HAND*/

/*A) Marketing: The marketing team wants to launch some campaigns, and they need your help with the following:

Rewarding Most Loyal Users: People who have been using the platform for the longest time.
Your Task: Find the 5 oldest users of the Instagram from the database provided

--TASK 01*/

```
SELECT ID,USERNAME FROM USERS ORDER BY CREATED_AT ASC LIMIT 5;
```

/*Remind Inactive Users to Start Posting: By sending them promotional emails to post their 1st photo.
Your Task: Find the users who have never posted a single photo on Instagram

--TASK 02*/

```
SELECT USERS.ID,USERS.USERNAME FROM USERS  
LEFT JOIN PHOTOS  
ON USERS.ID=PHOTOS.USER_ID  
WHERE IMAGE_URL IS NULL;
```

/*Declaring Contest Winner: The team started a contest and the user who gets the most likes on a single photo will win the contest now they wish to declare the winner.
Your Task: Identify the winner of the contest and provide their details to the team

--TASK 03*/

```
SELECT USERS.ID,USERS.USERNAME FROM USERS  
INNER JOIN LIKES  
ON USERS.ID=LIKES.USER_ID  
ORDER BY LIKES.CREATED_AT ASC  
LIMIT 1;
```

/*Hashtag Researching: A partner brand wants to know, which hashtags to use in the post to reach the most people on the platform.

Your Task: Identify and suggest the top 5 most commonly used hashtags on the platform

--TASK 04*/

```
SELECT TAGS.TAG_NAME, COUNT(TAGS.ID) AS REACH  
FROM TAGS INNER JOIN PHOTO_TAGS  
ON TAGS.ID=PHOTO_TAGS.TAG_ID  
GROUP BY TAGS.TAG_NAME  
ORDER BY REACH DESC  
LIMIT 5;
```

/*Launch AD Campaign: The team wants to know, which day would be the best day to launch ADs.
Your Task: What day of the week do most users register on? Provide insights on when to schedule an ad campaign

--TASK 05*/

```
SELECT DAYNAME(CREATED_AT) AS xDAY, COUNT(USERNAME) AS REACH  
FROM USERS GROUP BY xDAY  
ORDER BY REACH DESC LIMIT 1;
```

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/*B) Investor Metrics: Our investors want to know if Instagram is performing well and is not becoming redundant like Facebook, they want to assess the app on the following grounds

User Engagement: Are users still as active and post on Instagram or they are making fewer posts

Your Task: Provide how many times does average user posts on Instagram.

Also, provide the total number of photos on Instagram/total number of users

--TASK 06*/

/*PART I*/

```
SELECT AVG(COUNTER) AS 'AVERAGE POSTS' FROM  
(SELECT COUNT(PHOTOS.ID) AS 'COUNTER'  
FROM USERS LEFT JOIN PHOTOS  
ON USERS.ID=PHOTOS.USER_ID  
GROUP BY USERS.ID) AS TABLEAU;
```

/*PART II*/

```
SELECT COUNT(DISTINCT(PHOTOS.ID))/COUNT(DISTINCT(USERS.ID)) AS 'AVERAGE POSTS'  
FROM USERS LEFT JOIN PHOTOS  
ON USERS.ID=PHOTOS.USER_ID;
```

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

Your Task: 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).

--TASK 07*/

```
SELECT USERS.ID,USERS.USERNAME, COUNT(LIKES.PHOTO_ID) AS 'NO_OF_LIKES',  
COUNT(*) AS 'NO_OF_POSTS'  
FROM USERS INNER JOIN LIKES  
ON USERS.ID=LIKES.USER_ID  
GROUP BY USERS.ID  
ORDER BY COUNT(LIKES.PHOTO_ID) DESC;
```