INSTAGRAM USER ANALYSIS

SHRISTY PANDEY

PROJECT DISCRIPTION

01

Find out user's engagement and interaction with our product (software and mobile application to drive business insight for marketing product and development team.

02

Find out the success of the app by measuring user engagement and improve the experience altogether while helping the business grow.

APPORACH

- Firstly we have to download the database file which is provided.
- Then the second approach should be how to use MYSQL to create that table and input values.
- Then we will work on how to create table.
- Before creating the table we have to gather some insight of database.
- After that we write the Queries to find the questions and answer.
- Then we analyse the information and make decision.
- The last step should be to make decision.

All the above mentioned point are help us to create an analysis report with better understanding. It will also easy our work to execute the plan.

Tech Stack Used

MYSQL server 8.0.28

MYSQL workbench 8.0.28

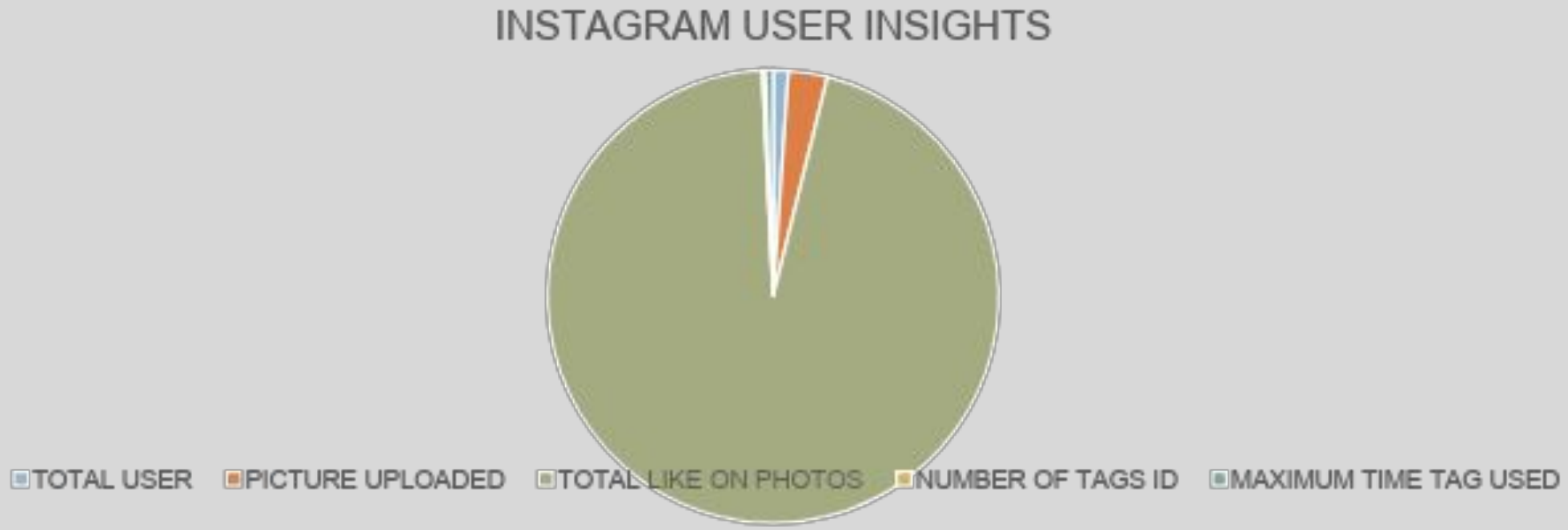
MS Excel 2020

MS Word

Paint Application

INSIGHTS

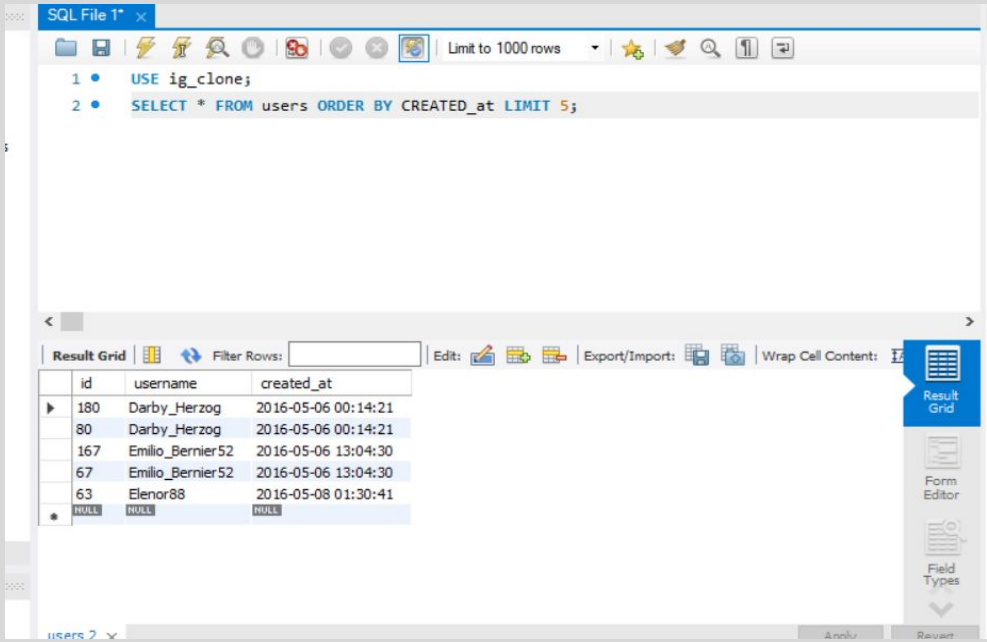
- The main insight of this project is to find the users, total uploaded pictures on Instagram as well as like on photos,, number of tags, and how many times of tag is used. Here I have tried to show you some data by using pie chart.



Part A (Marketing)

1. Find the 5 oldest users of the Instagram from the database provided

SELECT * FROM users ORDER BY created_at LIMIT 5;



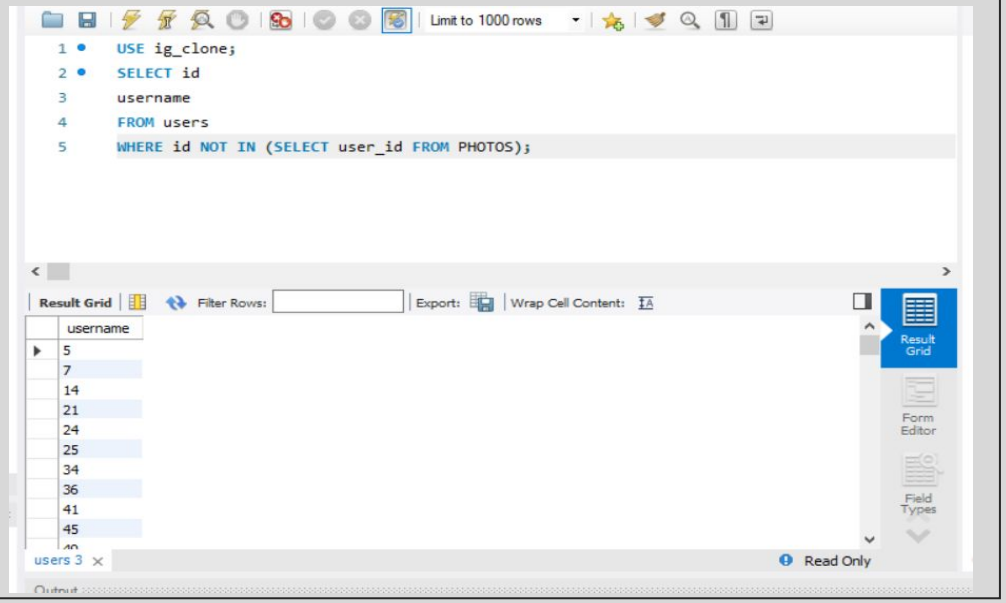
2. Find the users who have never posted a single photo on Instagram

SELECT I'd

Username

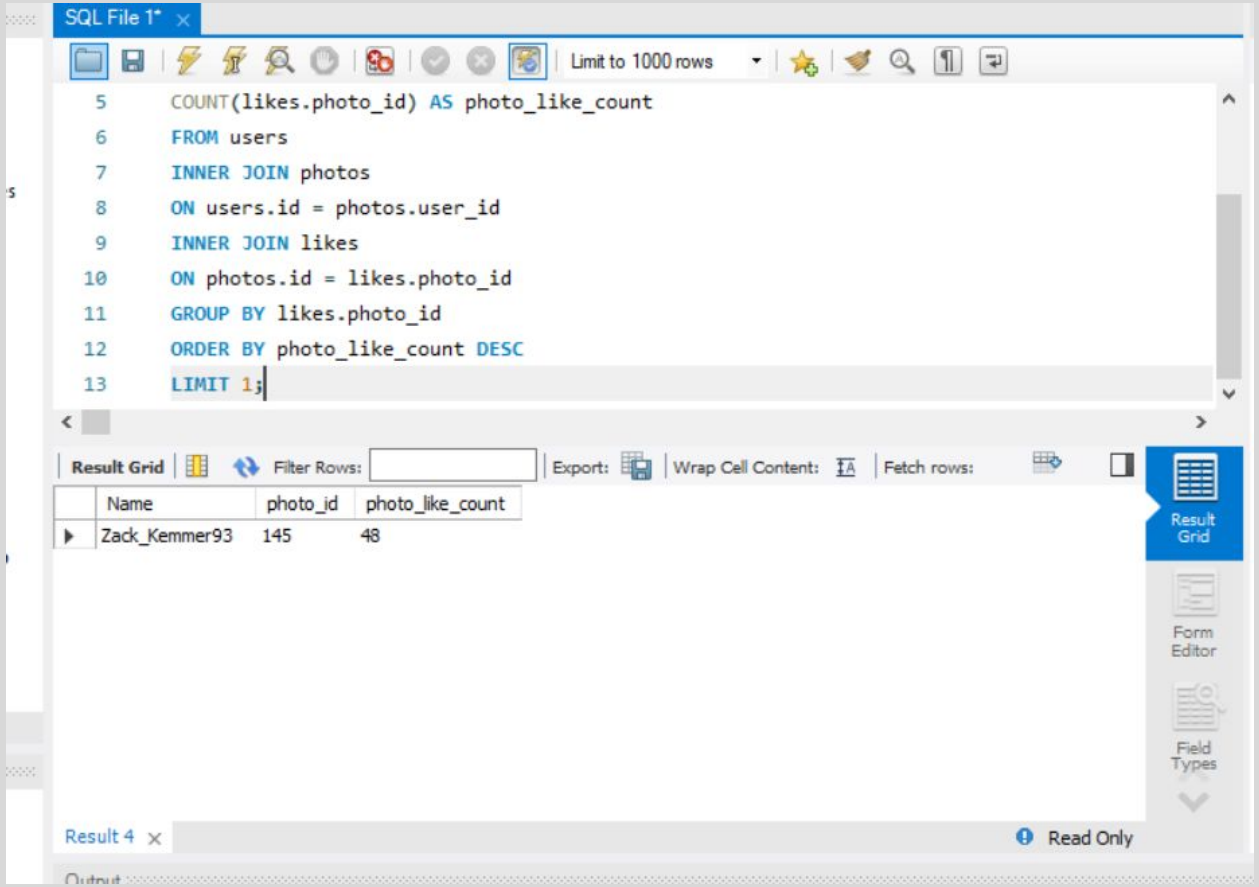
FROM users

WHERE id NOT IN (SELECT user_id FROM photos);



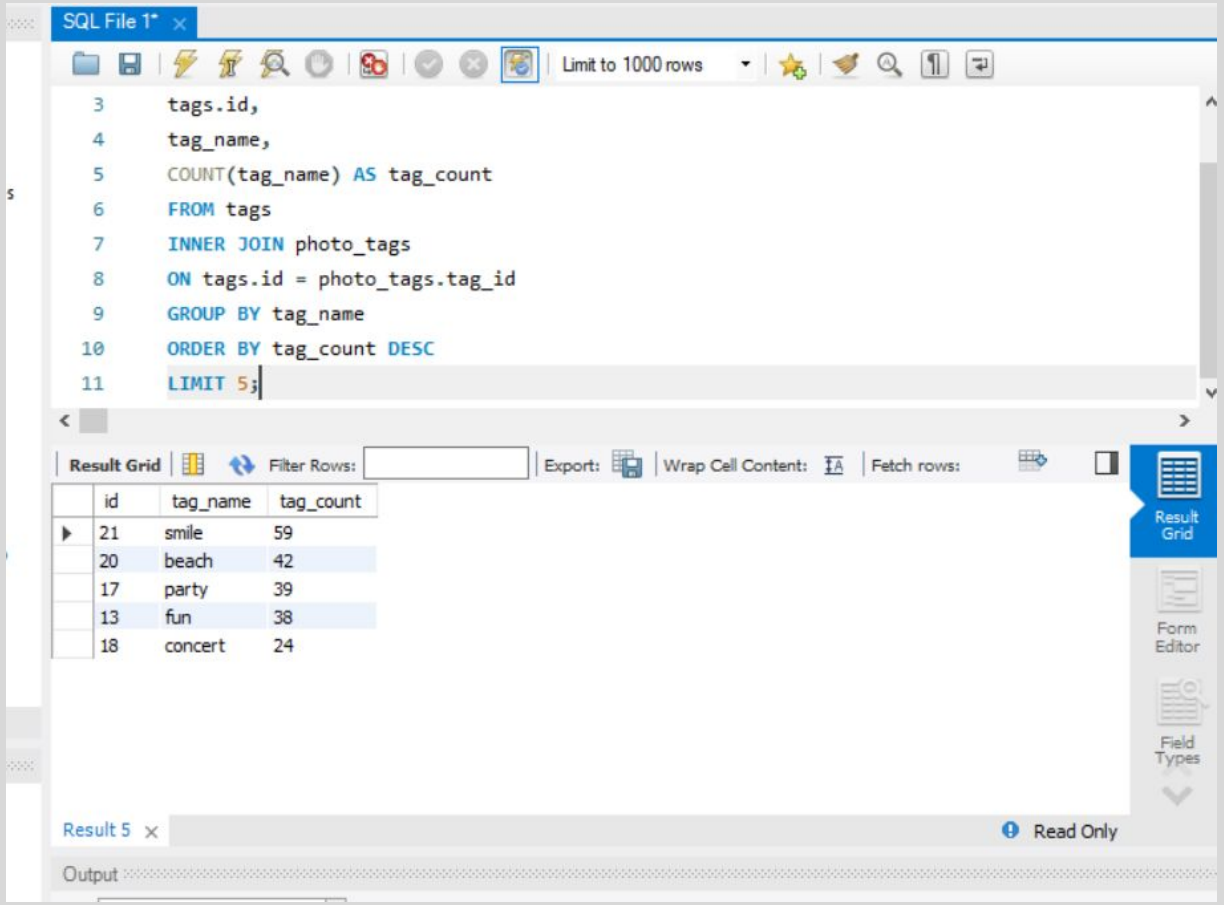
3. Identify the winner of the contest and provide their details to the team

```
SELECT
users.username AS Name
likes.photo_id AS photo_id,
COUNT(likes.photo_id) AS phot_like_count
FROM users
INNER JOIN photos
ON users.id = photos.user_id
INNER JOIN photos
ON photos.id = likes.photo_id
GROUP BY likes.photo_id
ORDER BY photo_like_count  DESC
LIMIT 1;
```



4. Identify and suggest the top 5 most commonly used hashtags on the platform

```
SELECT
tags.id,
COUNT(tag_name) AS tag_count
FROM tags
INNER JOIN  photo_tags
ON tags.id = photo_tags.id
GROUP BY tag_name
ORDER BY tag_count DESC
LIMIT 5;
```



5. What day of the week do most users register on? Provide insights on when to schedule an ad campaign

SELECT

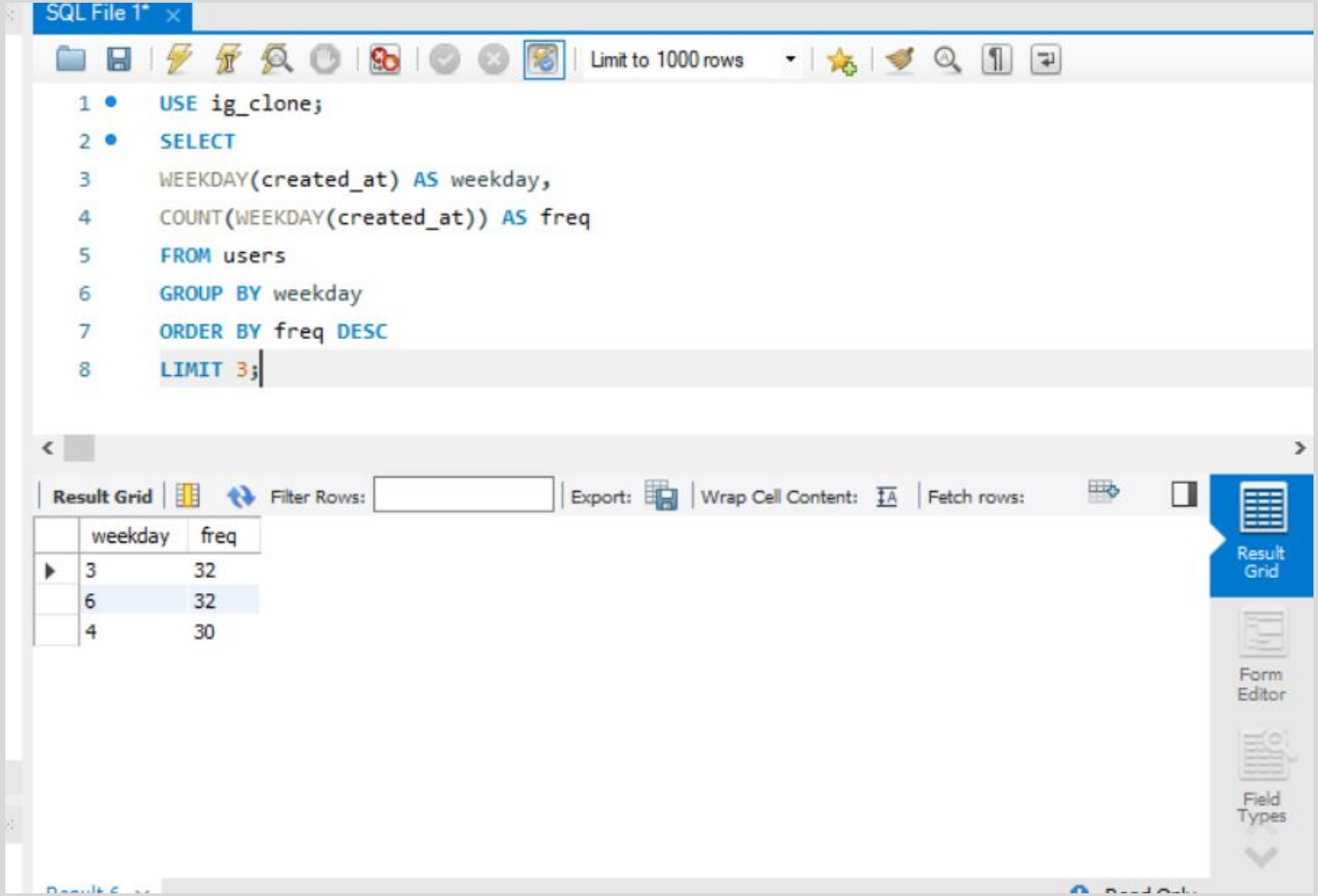
WEEKDAY (created_at)) AS freq

FROM users

GROUP BY weekday

ORDER BY freq DESC

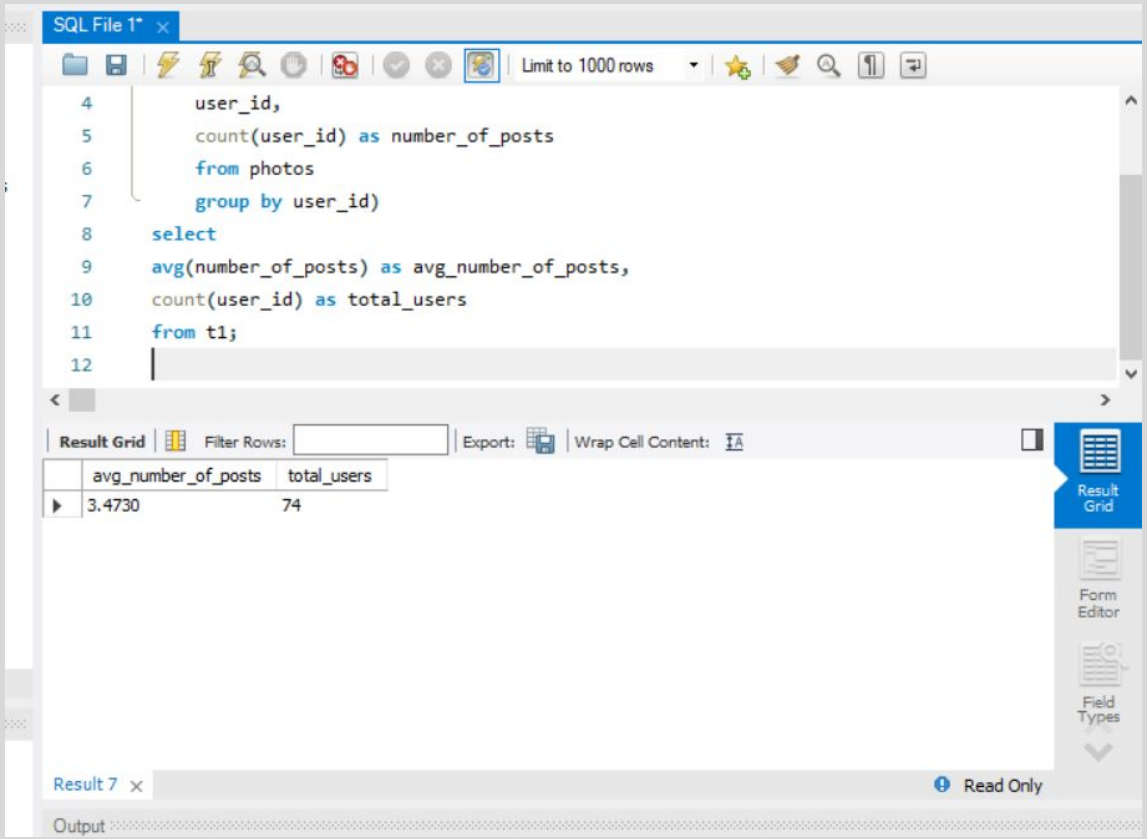
LIMIT 3;



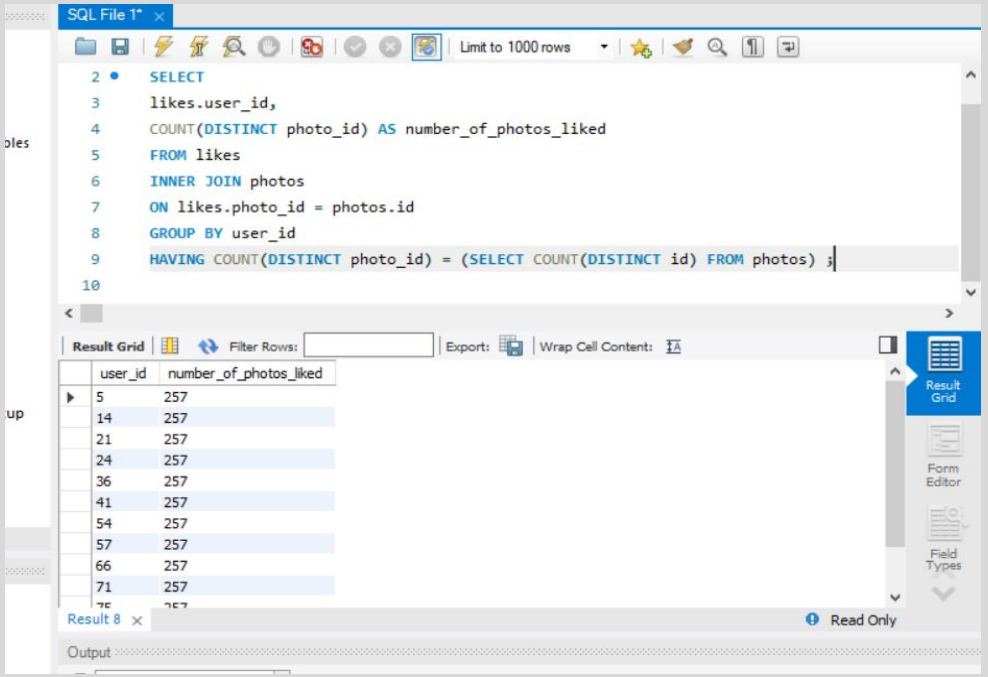
Part B (Investor Metrics)

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

```
With t1 as
        (select
         user_id,
         count(user_id) as number_of_posts
         from photos
         group by (users_id)
  select
Avg(number_of_posts) as avg_number_of_posts,
Count(user_id) as total_users
From t1;
```



2. 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).



SELECT

Likes.user_id,

COUNT(DISTINCT photo_id) AS number_of_photos_liked

FROM likes

INNER JOIN photos

ON like.photo_id = photo.id

GROUP BY user_id

HAVING COUNT(DISTINCT photo_id) = (SELECT COUNT(DISTINCT id) FROM photos) ;

RESULT

- Rewards oldest users for there activities.
- Work on more personalized and interactive feature.
- Held more n more campaigns for more users activation.
- Also we can send promotional email for the 1st photo post on insta, who never uploaded any post.
- Make more smile related positive tags.
- Campaigns held on Sunday and Thursday.


THANK YOU :)