

Project 2:

Instagram user analytics

To track how users engage and interact with digital products in an attempt to derive business insights for marketing, product & development teams.

These insights are then used by teams across the business to launch a new marketing campaign, decide on features to build for an app, and track the experience altogether while helping the business grow.

Approach :

- To develop a database using the resources provided and understand the data given with respect to how each table is related to another table with respect to the primary keys and foreign keys.
- To understand the questions that are needed to be answered using the database
- Write simple and understandable codes and get the desirable answers required to develop the business.

Tech used :

Used MYSQL workbench to write statements and filter different outcomes.

Insights :

There were some insights from the project.

Create a database and connect the different table with each other, by using the users table found out the 5 oldest customers of the app.

By joining the users and photos table could find the users who haven't posted a single photo in a long time.

By using the photo_tags and tags table the commonly used tags were found, similarly using photos and likes table and joining them total likes were calculated.

By this fashion also the comments can be calculated.

The most number of users creation was done on Thursday that is one of the key points to schedule an ad campaign on **Thursday**

Result :

The question needed to be answered in the project have been answered and required results have been achieved.

Made a csv copy of all the results achieved.

Total username : 100

Total photos : 257

Average post per person : 0.3891