**📊 Instagram User Analytics – Summary**

**A) Marketing Analysis**

1. **Loyal User Reward***:*

|  |
| --- |
| * Darby\_Herzog |
| * Emilio\_Bernier52 |
| * Elenor88 |
| * Nicole71 |
| * Jordyn.Jacobson2 |

These are the 5 most loyal users to be rewarded.

1. **Inactive User Engagement**  
     
   List of usernames with no uploaded photos:

|  |
| --- |
| * Aniya\_Hackett |
| * Kasandra\_Homenick |
| * Jaclyn81 |
| * Rocio33 |
| * Maxwell.Halvorson |
| * Tierra.Trantow |
| * Pearl7 |
| * Ollie\_Ledner37 |
| * Mckenna17 |
| * David.Osinski47 |
| * Morgan.Kassulke |
| * Linnea59 |
| * Duane60 |
| * Julien\_Schmidt |
| * Mike.Auer39 |
| * Franco\_Keebler64 |
| * Nia\_Haag |
| * Hulda.Macejkovic |
| * Leslie67 |
| * Janelle.Nikolaus81 |
| * Darby\_Herzog |
| * Esther.Zulauf61 |
| * Bartholome.Bernhard |
| * Jessyca\_West |
| * Esmeralda.Mraz57 |
| * Bethany20 |

Targeted email campaigns can encourage them to start engaging.

1. **Contest Winner Declaration**  
   photo with the maximum likes and its owner:

* https://jarret.name
* Zack\_Kemmer93

1. **Hashtag Research**  
   Top 5 most frequent hashtags in tags joined with photo\_tags.

|  |
| --- |
| * smile |
| * beach |
| * party |
| * fun |
| * concert |

These hashtags are best suited for brand campaigns.

1. **Ad Campaign Launch**  
   Day with the highest registrations.

|  |  |
| --- | --- |
| * Thursday |  |

Ideal to schedule ads on that day.

**B) Investor Metrics**

**1. User Engagement**  
  
Average posts per user : 2.57  
Indicates healthy engagement if > 2 posts.

1. **Bots & Fake Accounts**  
   Users who liked **every photo**.

|  |
| --- |
| * Aniya\_Hackett |
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| * Julien\_Schmidt |
| * Leslie67 |
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| * Nia\_Haag |
| * Ollie\_Ledner37 |
| * Rocio33 |

These accounts are flagged as bots/dummies.

**Project Approach**

* Built ig\_clone schema (users, photos, comments, likes, follows, tags, photo\_tags).
* Ran SQL queries in **MySQL Workbench**.
* Extracted insights, validated with joins, groupings, and aggregations.

**Tech Stack**

* **MySQL Workbench** – schema creation & queries.
* **SQL** – core querying language.

**What is Done(Quick Glance)**

### ****Marketing Analysis****

* Identified the most loyal users for reward-based campaigns.
* Detected inactive users to re-engage through promotional outreach.
* Declared the contest winner with the most likes on a photo.
* Suggested the top-performing hashtags for brand visibility.
* Recommended the best day for launching ad campaigns based on user sign-ups.

### ****Investor Metrics****

* Calculated the average posts per user to measure overall engagement.
* Analyzed total posts-to-users ratio to highlight content activity trends.
* Flagged potential bot accounts by identifying users who liked every photo.