PROJECT-2

INSTAGRAM USER ANALYTICS

My project is on Instagram user analytics, In this project I have drawn insights on the questions which are asked by the management.

In this project I have created a database by using some commands and then I used MySQL to write queries to get the information. The things I got to find out in the project is:

1.finding the 5 oldest users in the Instagram provided in the database

2.find the users who never posted a single photo in Instagram

3.identify the winner of the contest and provide their details

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

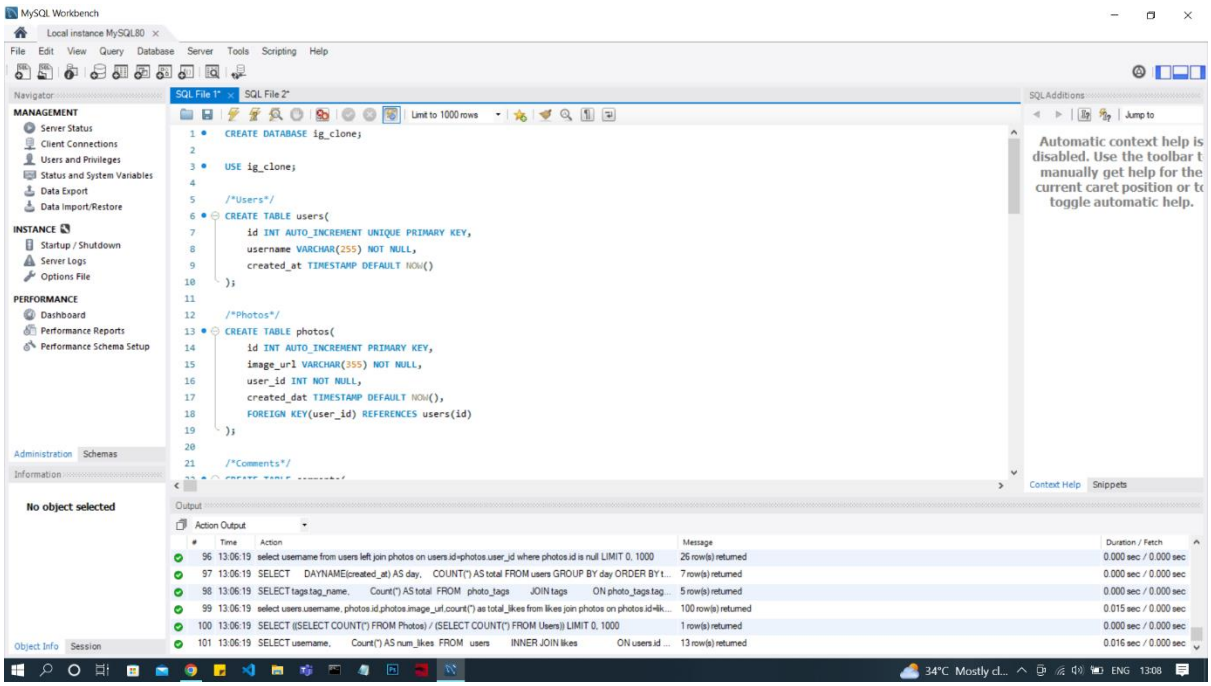
5.what day of the week do most users are registered on

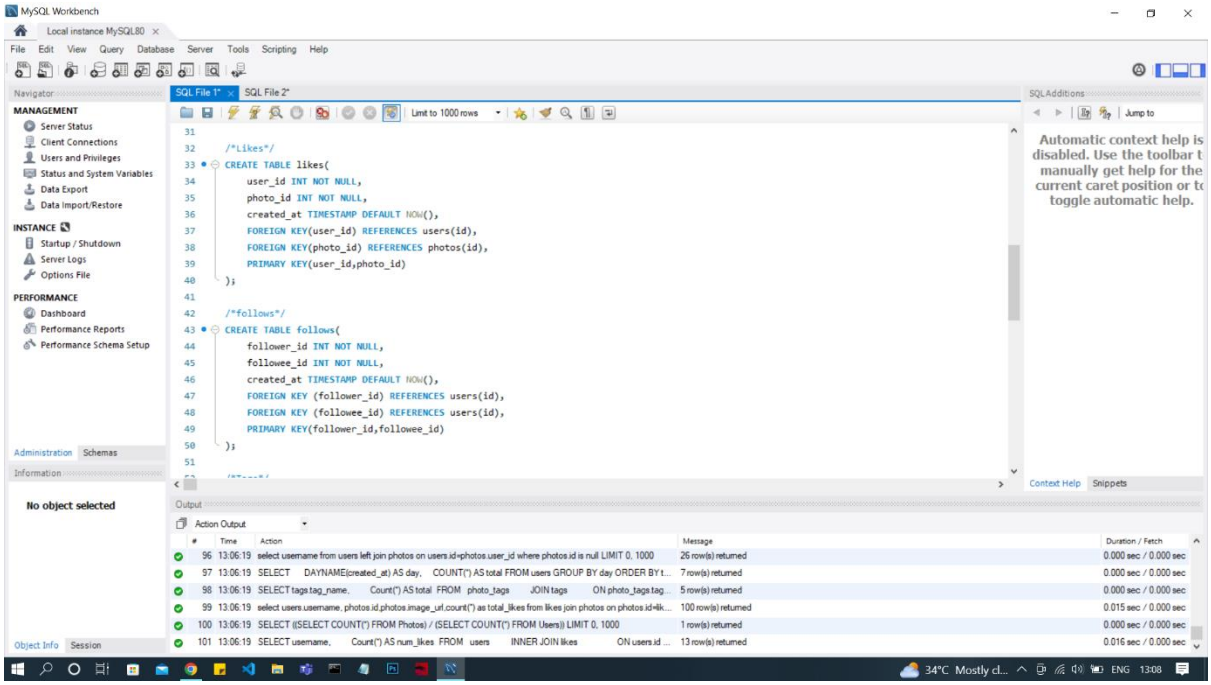
6.how many times does average user posts on Instagram

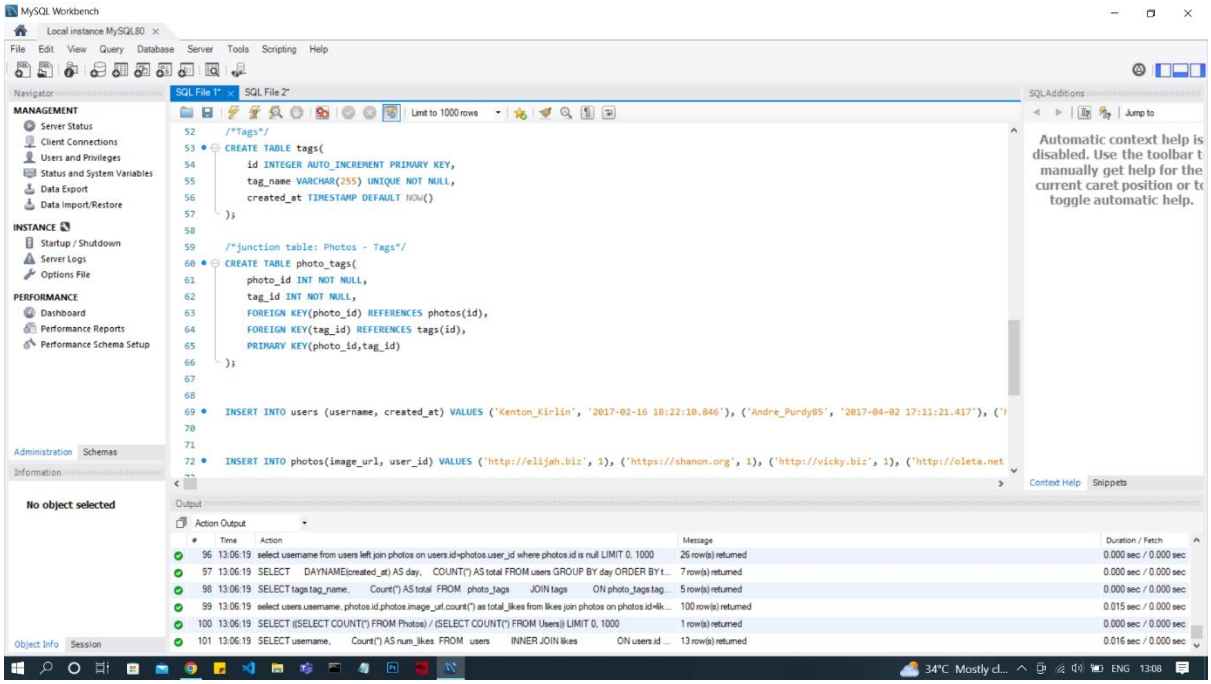
7.who liked every single photo on the site.

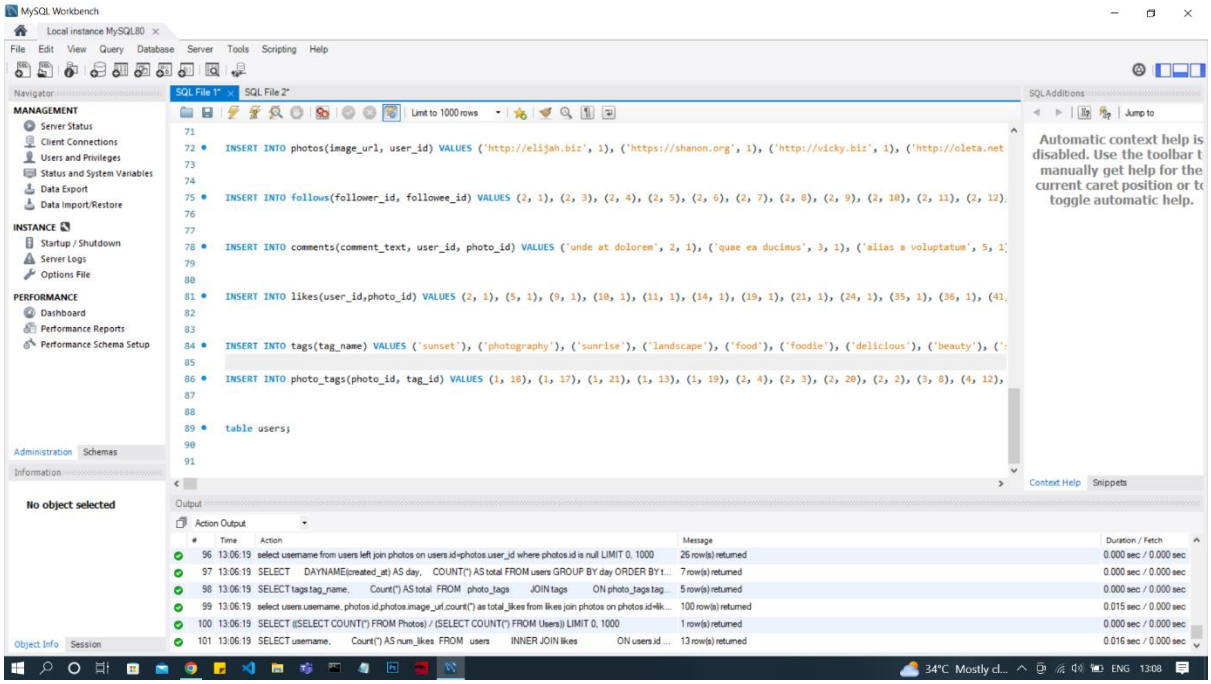
Tech-stack used is MySQL for this project and it helped me to create a database and it helped me to retrieve some data and wrote queries to get some insights on this project.

APPROACH: Firstly, I have installed MySQL in my pc, and then I created a database which trainity has provided by giving commands

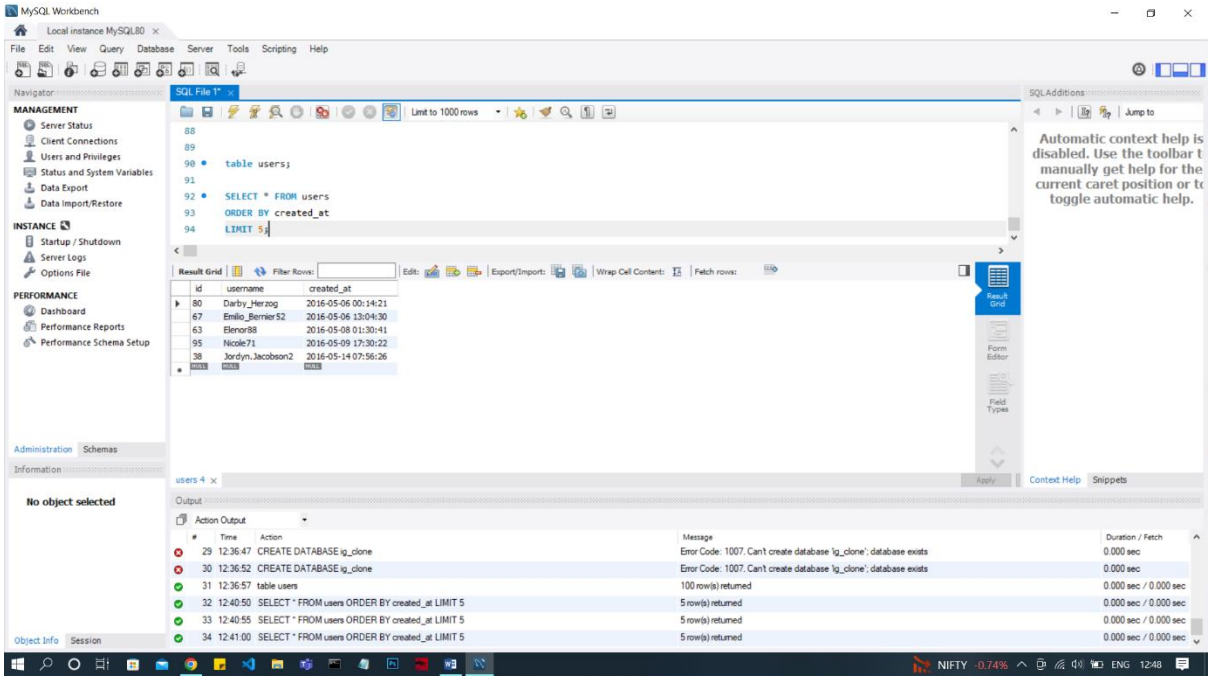




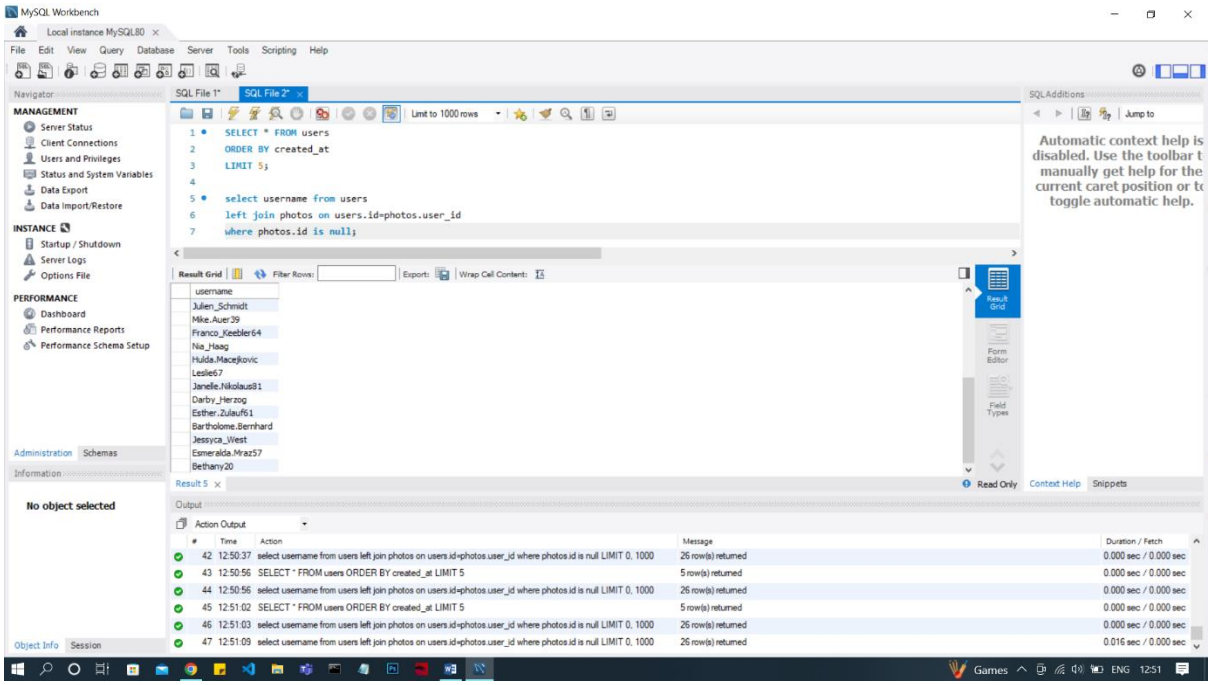




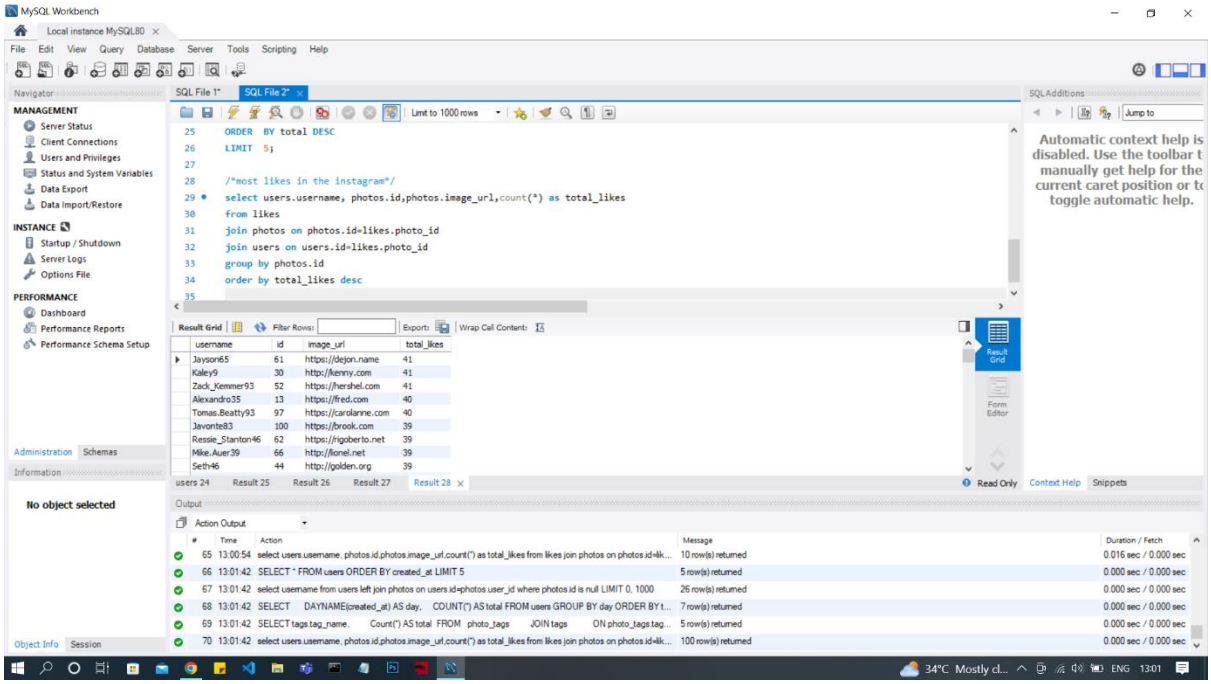
After creating database then I started writing queries to retrieve some data. The first question is who is the oldest user in Instagram.



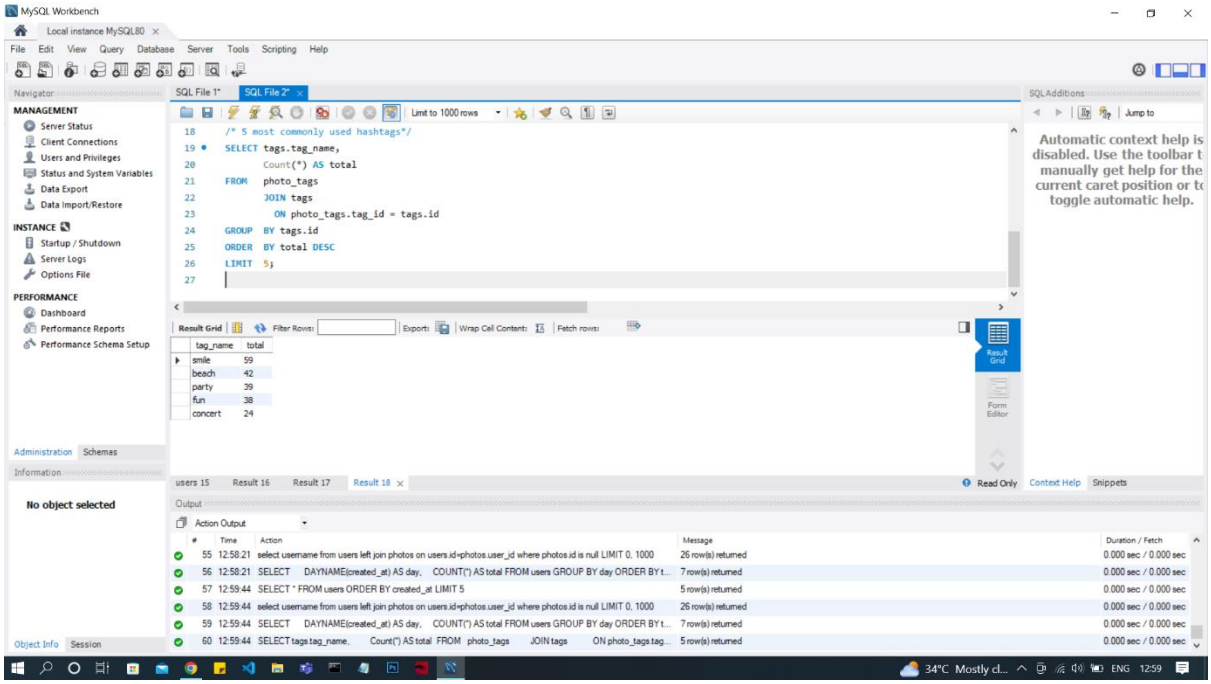
2nd question is who never posted a single photo on Instagram



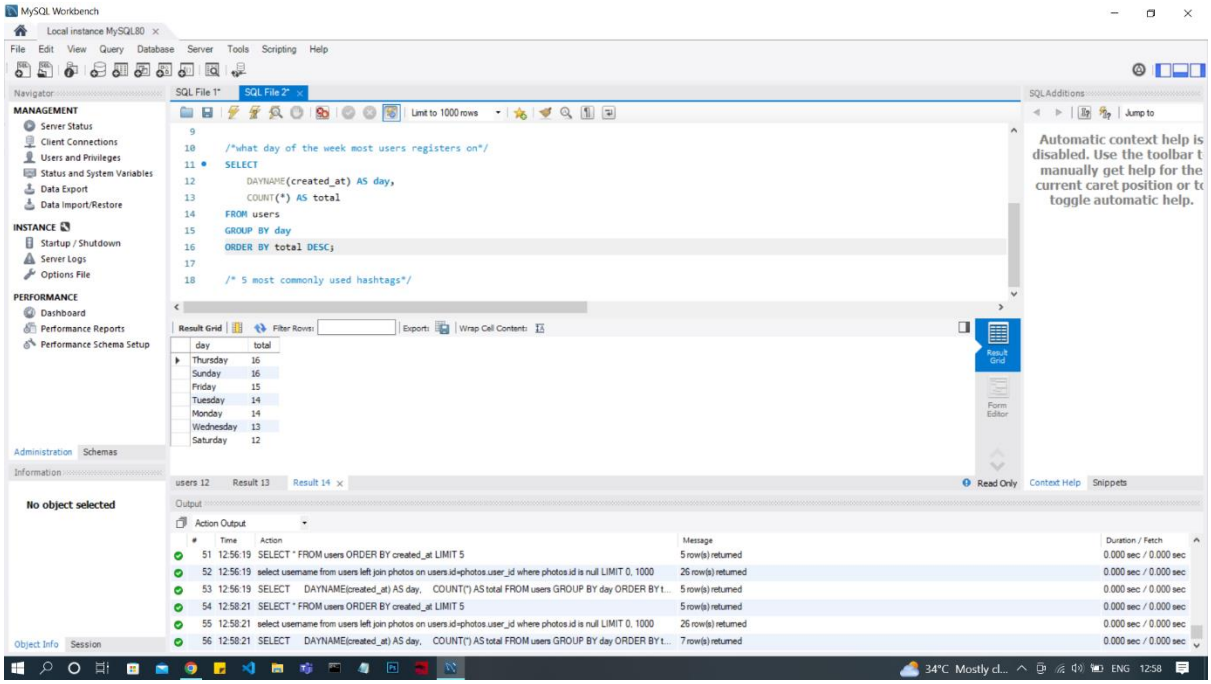
3rd question is identifying the winner in a context



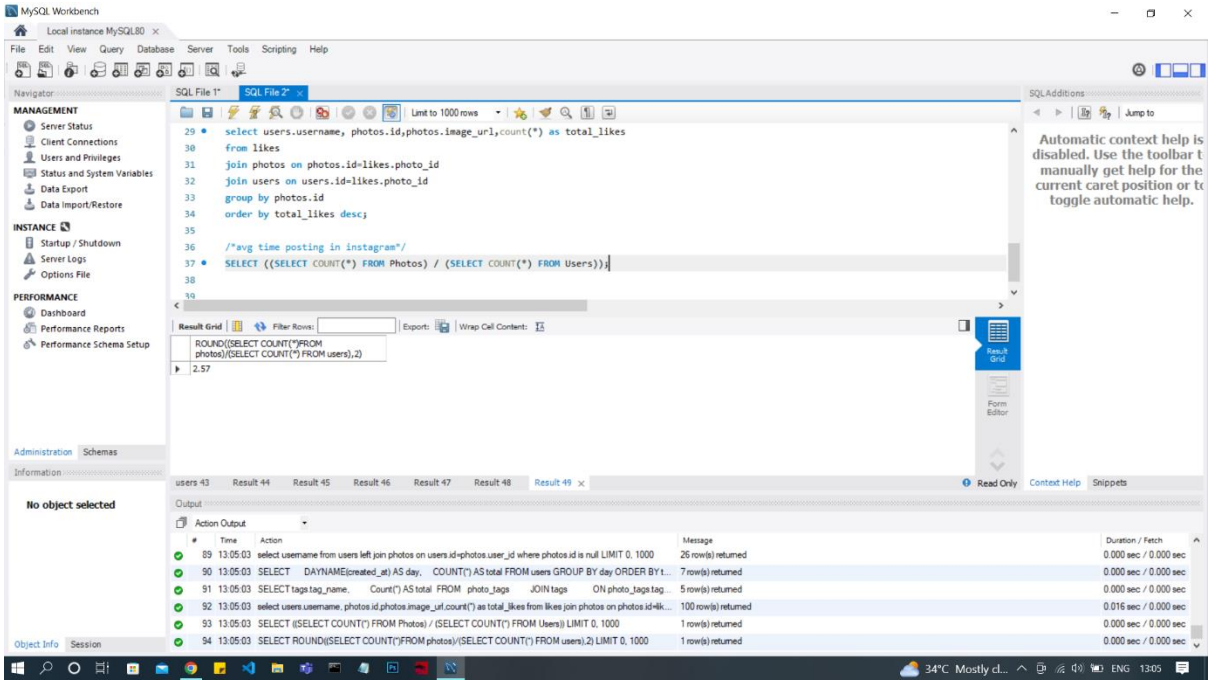
4th question is 5 commonly most used hashtags



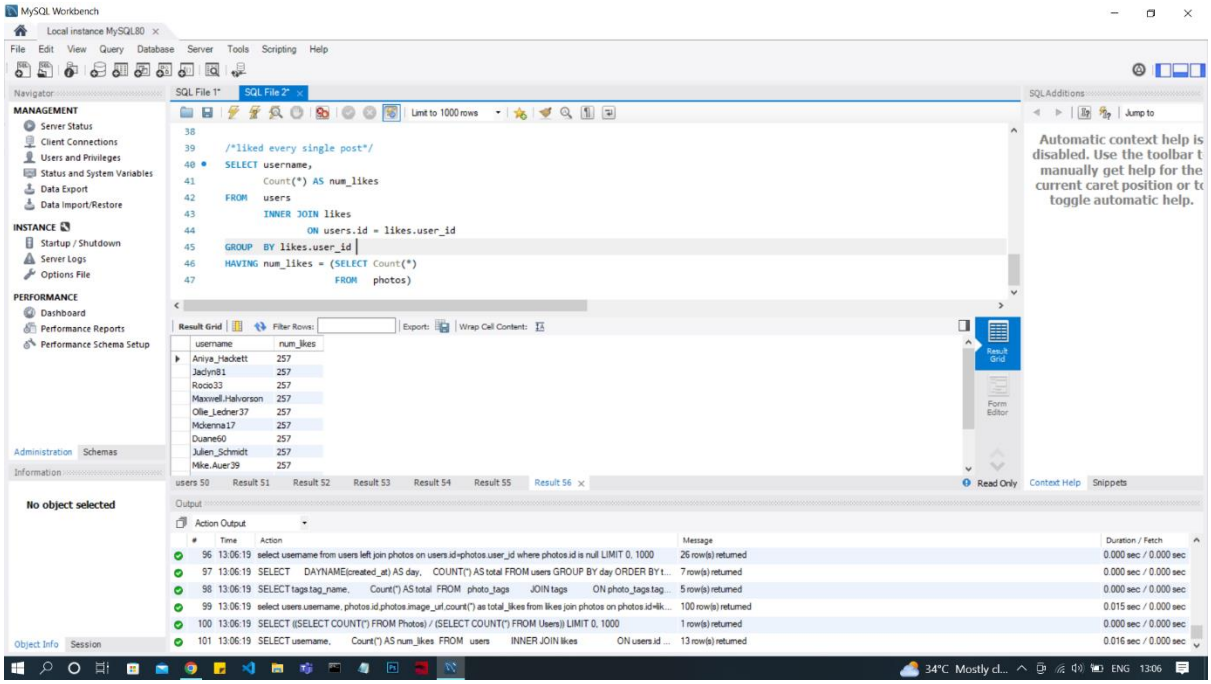
5th question is What day of the week do most users register on



6th question is Provide how many times does average user posts on Instagram



7th question is who liked every single photo on the site



The insights and the knowledge I gained while making this project is how efficiently we can use sql to gain information on certain topics, and how we can retrieve particular data of our choice by writing queries from the whole data.

This project helped me in knowing how to use sql, gave me hands-on practice how to use a database and how to retrieve it, and also helped me to improve my logical thinking and critical thinking. While making this project I had a great experience with sql and whenever I got stuck I referred some videos in trainity. Overall I had a great experience while learning and doing the project.