INSTAGRAM USER ANALYTICS

Project Description:

The main aim of this project is to gain detailed insights for the Marketing Team and Investors. These insights are then used by teams across the business to launch a new marketing campaign, decide on features to build for an app, track the success of the app by measuring user engagement and improve the experience altogether while helping the business grow.

The insights required for marketing team include finding most loyal users, reminding inactive users to start posting, finding the most liked photo, to find top 5 hashtags used most commonly, to find what day of week most users register and when can the Ads be launched.

The insights required for investors are to find fake accounts and also check whether users are still as active as before.

Approach:

I've approached this problem statements one by one and wrote queries that can help me find the solution required for particular problem statement.

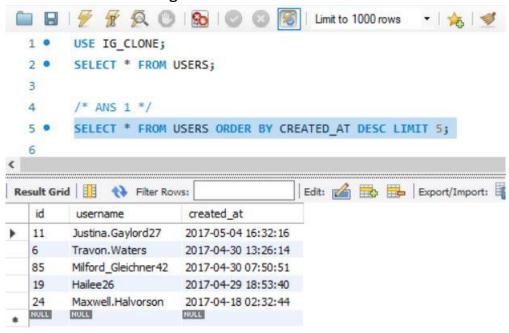
Tech-Stack Used:

In this project, MySQL version 8.0CE was used for accessing the datasets and writing queries.

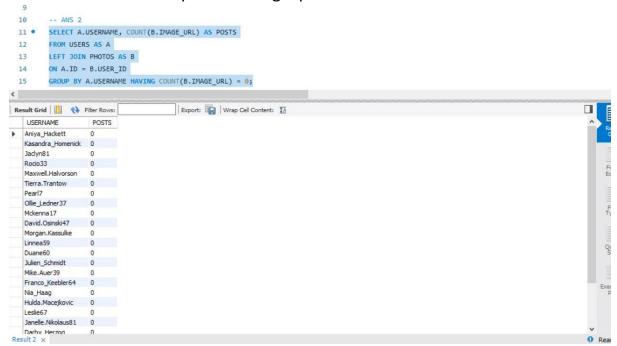
Insights:

A] Marketing:

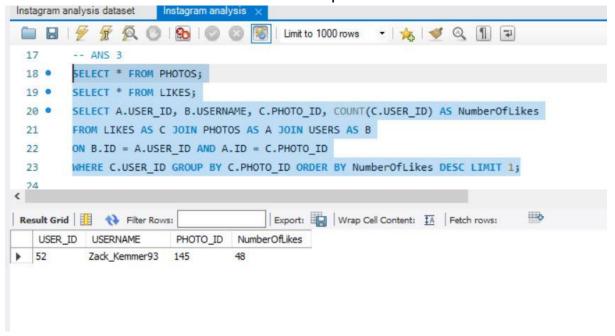
1. 5 oldest users of Instagram from the data are:



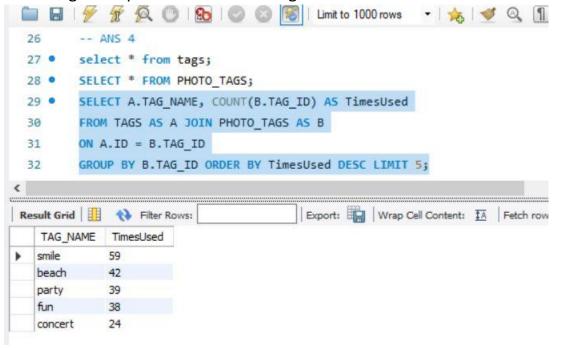
2. Users who have never posted a single photo:



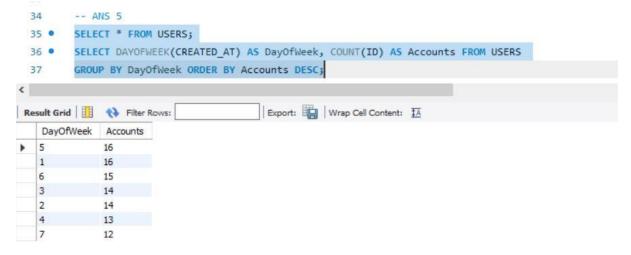
3. Winner of the contest with most likes on a post is:



4. Following are top 5 most used hashtags



5. Following are the days of the week when most of the users register.



B] Investor Metrics:

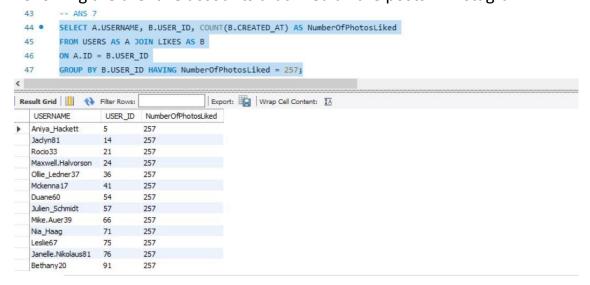
1. Number of posts per user



Total number of users = 100.

Total number of photos = 257

2. Following are the fake accounts that liked all the posts in Instagram



Results:

This project helped me to increase my skills in MySQL commands and also now I am able to write queries more efficiently and solve problems more quickly than before.