#### **INSTAGRAM USER ANALYTICS**

#### **Marketing Analysis:**

1. **Loyal user reward:**

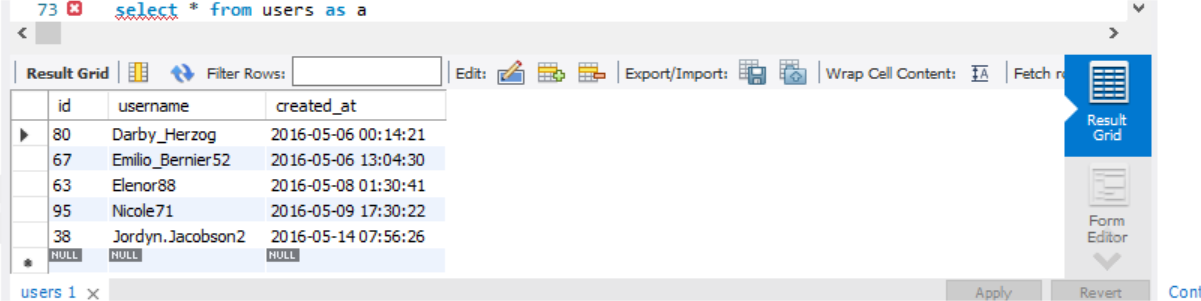
**INPUT:**

select \* from users

order by created\_at asc

limit 5

**OUTPUT:**



2.Who Have never Photo on Instagram Inactive Engagement

**INPUT:**

select \* from users as a

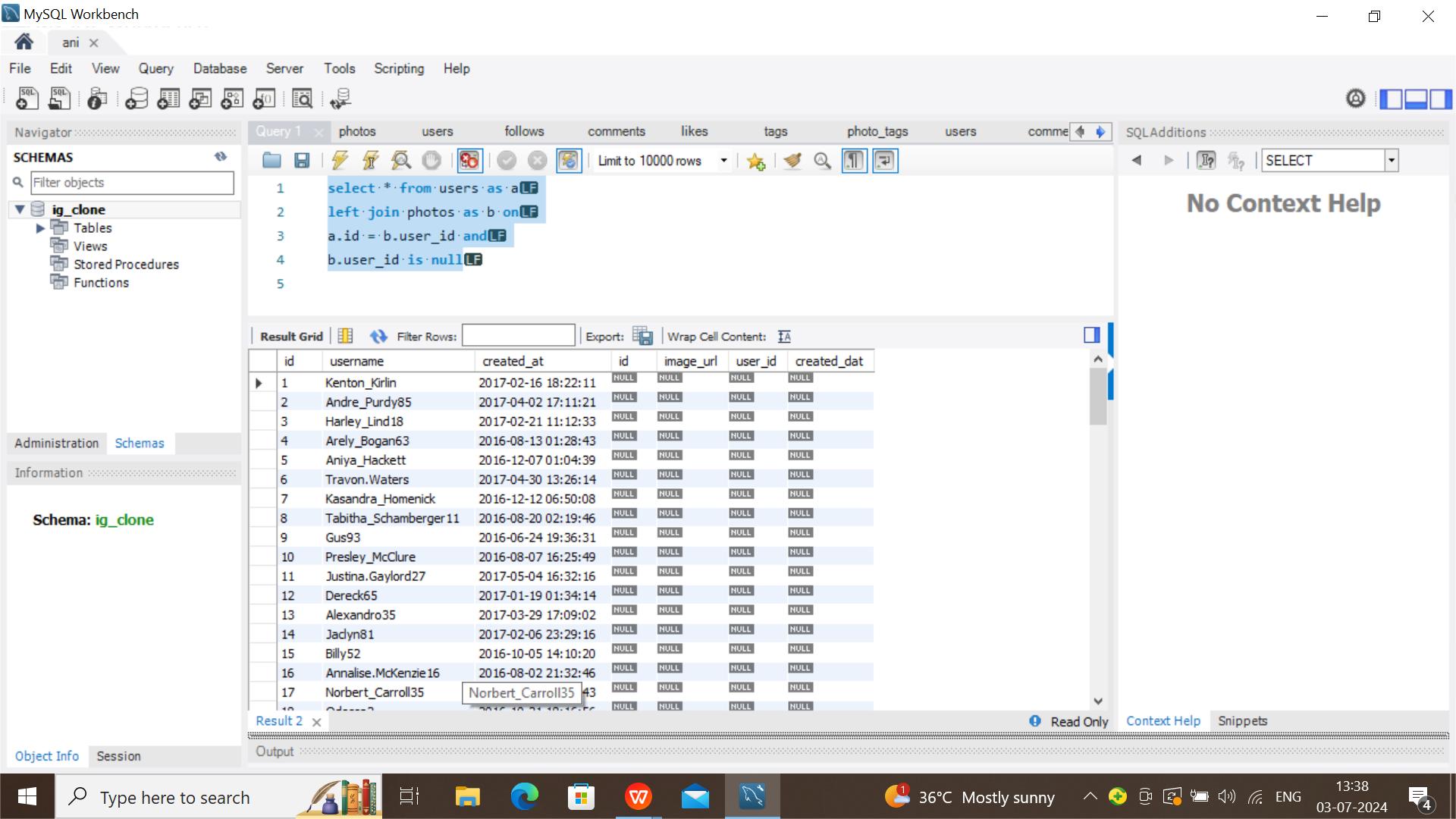
left join photos as b on

a.id = b.user\_id and

b.user\_id is null

|  |  |  |  |
| --- | --- | --- | --- |
|  |  |  |  |

**OUTPUT:**

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**3.Declaration winner of contest:**

**INPUT:**

**select \* from**

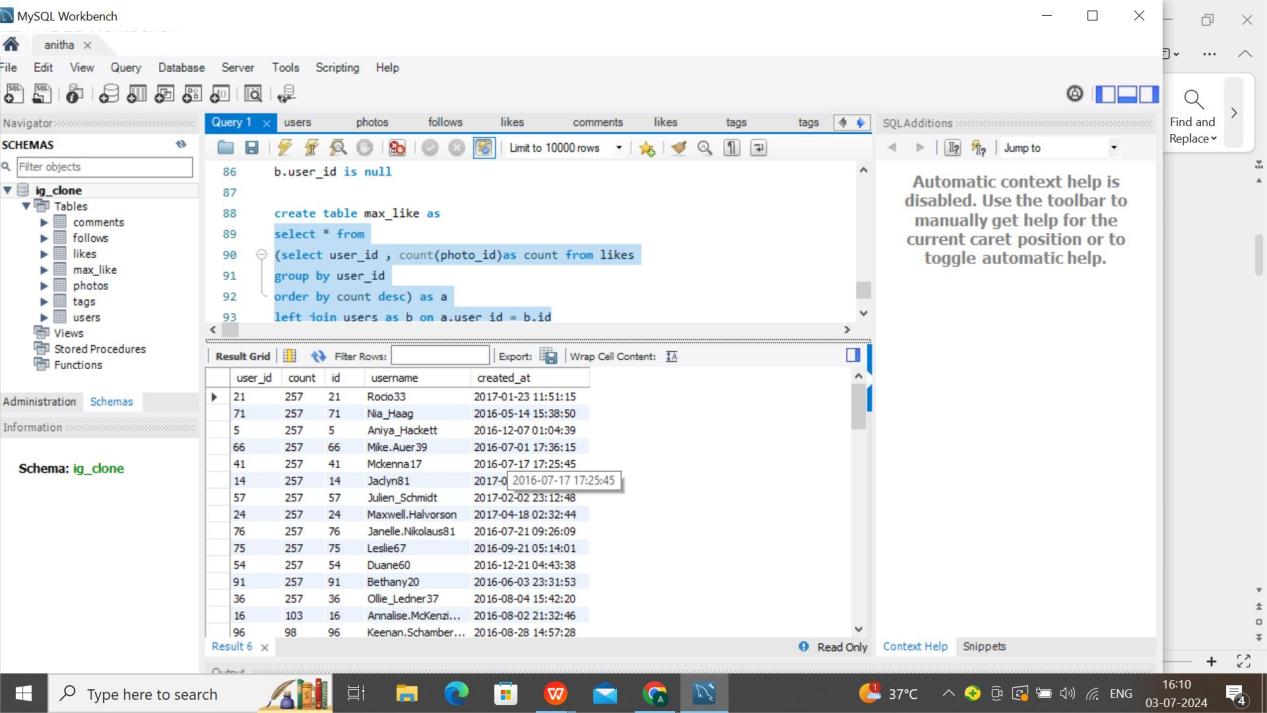
**(select user\_id , count(photo\_id)as count from likes**

**group by user\_id**

**order by count desc) as a**

**left join users as b on a.user\_id = b.id**

**OUTPUT:**

****

**4. Hashtag Research**

**INPUT:**

**select a.tag\_name , count(b.tag\_id) as cnt from tags as a**

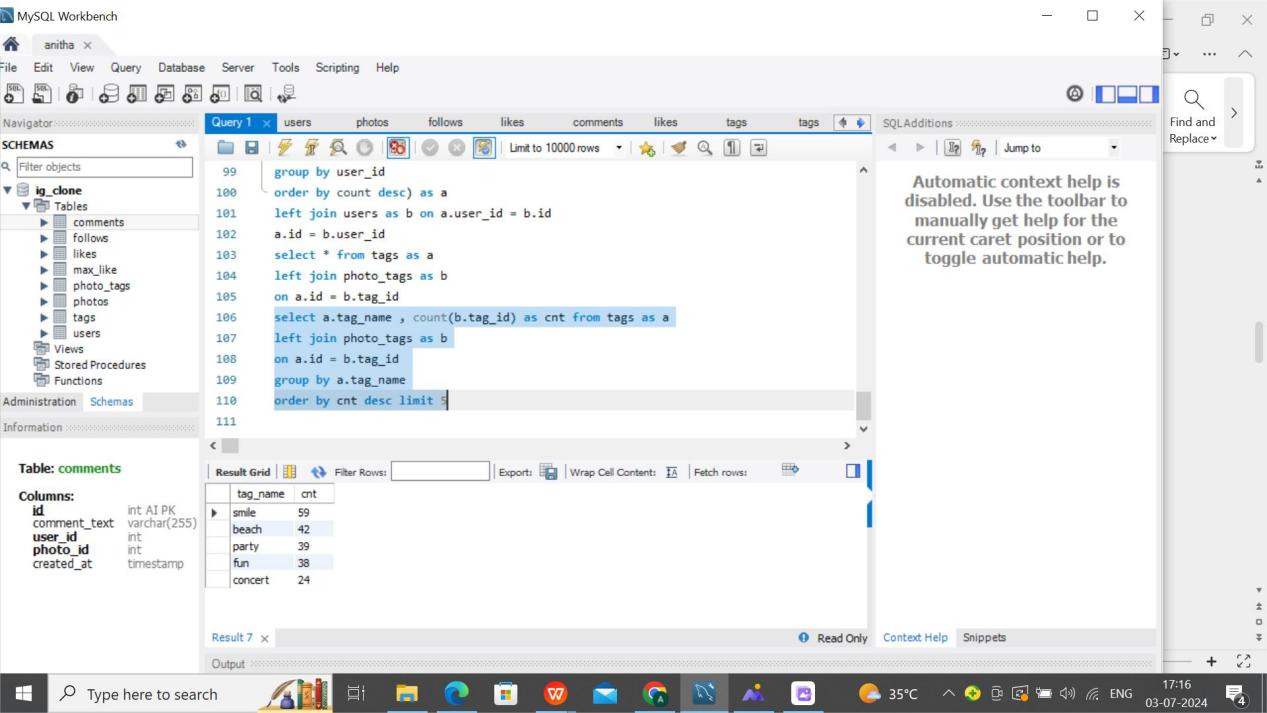
**left join photo\_tags as b**

**on a.id = b.tag\_id**

**group by a.tag\_name**

**order by cnt desc limit 5**

**OUTPUT:**

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1. **Ad Campaign Launch**

**INPUT:**

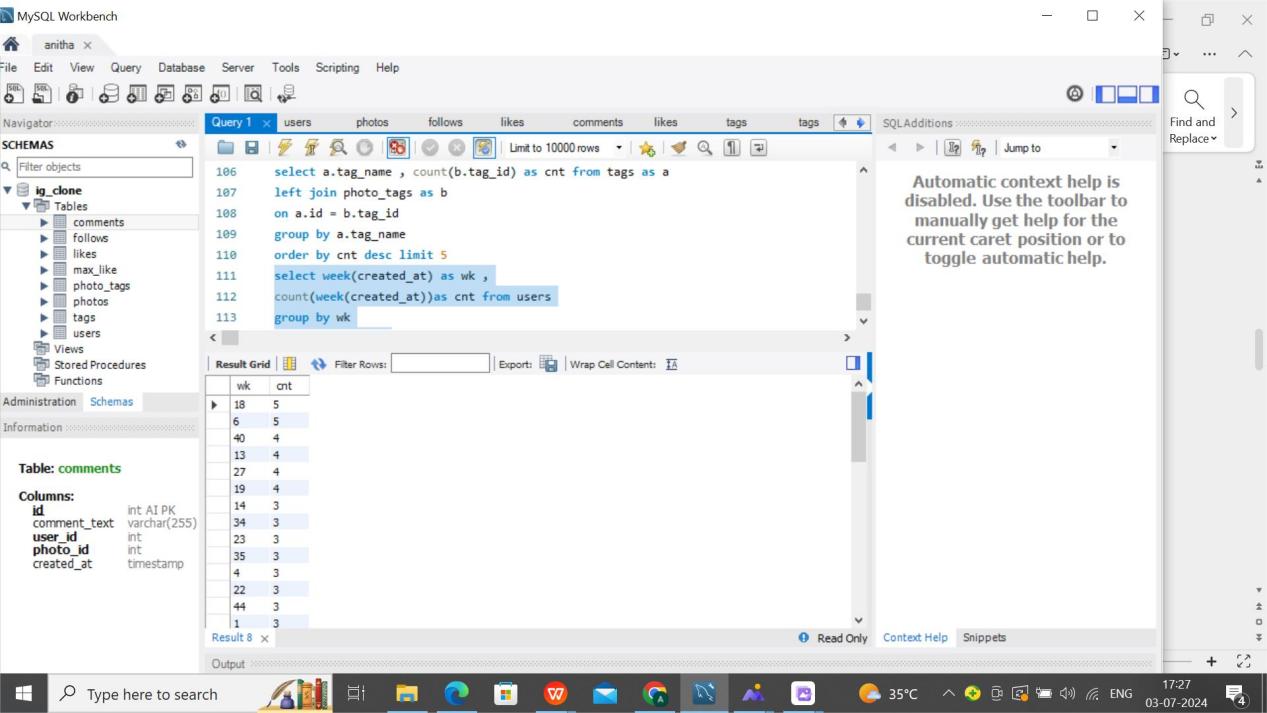
**select week(created\_at) as wk ,**

**count(week(created\_at))as cnt from users**

**group by wk**

**order by cnt desc**

**OUTPUT:**

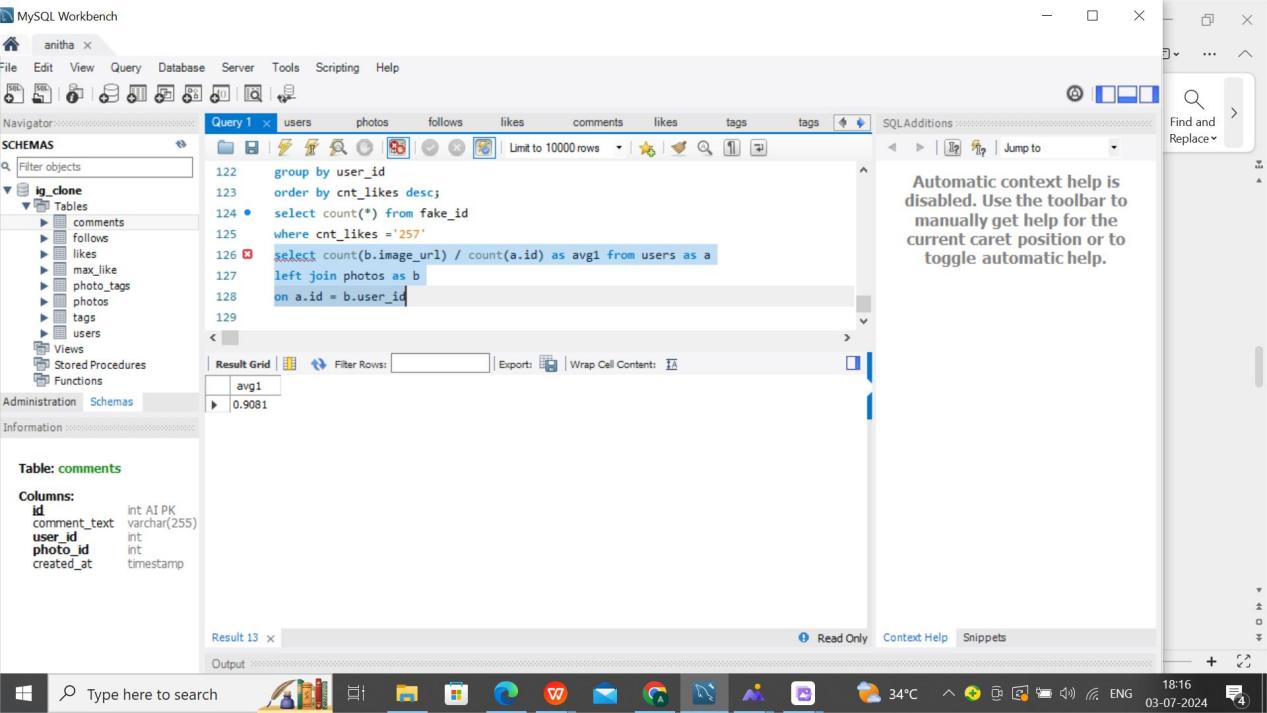
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1. **Investor Metrics**
2. **User Engagement:**

**select count(b.image\_url) / count(a.id) as avg1 from users as a**

**left join photos as b**

**on a.id = b.user\_id**

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**7. Bots & Fake Accounts:**

**INPUT:**

**select b.user\_id , count(a.id) from users as a**

**left join photos as b**

**on a.id = b.user\_id**

**group by b.user\_id**

#### **OUTPUT:**

#### Screenshot (12)(1)

#### select count(\*) from fake\_id

#### where cnt\_likes ='257'

