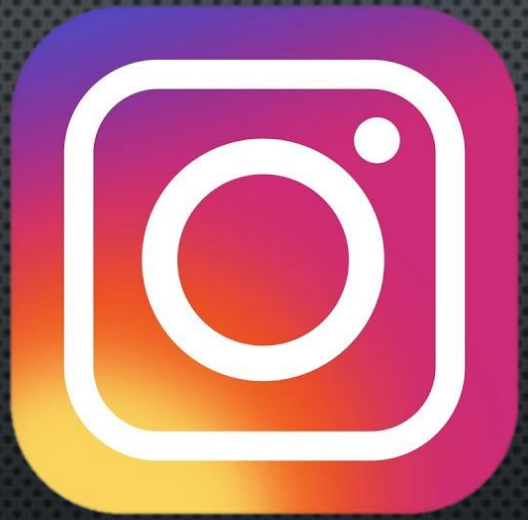
INSTAGRAM USER ANALYTICS



FROM

Meta

MARKETING INSIGHTS

1. 5 oldest users of the instagram.

```
4 •  select username,created_at FROM ig_clone.users
5    order by created_at asc
6    limit 5;
```

OUTPUT →

username	created_at
Darby_Herzog	2016-05-06 00:14:21
Emilio_Bernier52	2016-05-06 13:04:30
Elenor88	2016-05-08 01:30:41
Nicole71	2016-05-09 17:30:22
Jordyn.Jacobson2	2016-05-14 07:56:26

2. Users who have never posted a single photo on instagram.

```
SELECT username,id FROM ig_clone.users
where id not in (SELECT user_id FROM ig_clone.photos);
```

OUTPUT →

username	id
Kasandra_Homenick	7
Jadyn81	14
Rocio33	21
Maxwell.Halvorson	24
Tierra.Trantow	25
Pearl7	34
Ollie_Ledner37	36
Mckenna17	41
David.Osinski47	45
Morgan.Kassulke	49
Linnea59	53
Duane60	54
Julien_Schmidt	57
Mike.Auer39	66
Franco_Keebler64	68
Nia_Haag	71
Hulda.Macejkovic	74
Leslie67	75
Janelle.Nikolaus81	76
Darby_Herzog	80
Esther.Zulauf61	81
Bartholome.Bernhard	83
Jessyca_West	89
Esmeralda.Mraz57	90
Bethany20	91

3.The winner of the contest who gets most likes on a single photo and its details.

```
SELECT u.username,u.id as user_id,s2.photo_id,s2.likes
 FROM ig_clone.users as u
join
(
SELECT * FROM ig_clone.photos as p
join
(SELECT photo_id,count(user_id) as likes FROM ig_clone.likes
group by 1
order by 2 desc) as s
on p.id = s.photo_id
) as s2
on u.id = s2.user_id
order by 4  desc
limit 1;
```

OUTPUT →

	username	user_id	photo_id	likes
▶	Zack_Kemmer93	52	145	48

4. The top 5 most commonly used hashtags on the platform.

```
SELECT t.tag_name,s.tag_use_count
FROM ig_clone.tags as t
join
(SELECT tag_id ,count(*) as tag_use_count
FROM ig_clone.photo_tags
group by 1
order by 2 desc) as s
on t.id = s.tag_id
order by 2 desc
limit 5;
```

OUTPUT →

tag_name	tag_use_count
smile	59
beach	42
party	39
fun	38
food	24

5. Day of the week do most users register on.

```
select s.day_of_week,s.day_name ,count(s.day_of_week) as register_count
from
(select dayofweek(created_at) as day_of_week ,dayname(created_at) as day_name
FROM ig_clone.users)as s
group by 1,2
order by 3 desc
```

OUTPUT →

day_of_week	day_name	register_count
5	Thursday	16
1	Sunday	16
6	Friday	15
3	Tuesday	14
2	Monday	14
4	Wednesday	13
7	Saturday	12

INVESTOR METRICS

1.Average user posts on instagram. Also, the total number of photos on instagram/total number of users

```
7  select ceil(sum(s.count_of_photos)/count(s.user_id)) as avg_post_count
8   from
9   (SELECT  user_id,count(id) as count_of_photos FROM ig_clone.photos
10  group by user_id)as s
11  ;
```

OUTPUT →

avg_post_count
4

```
SELECT  count(id)/( SELECT count(id) FROM ig_clone.users)
as 'total_photos/total_users' FROM ig_clone.photos
```

OUTPUT →

total_photos/total_users
2.5700

2.Users (bots) who have liked every single photo on the site (since any normal user would not be able to do this).

```
select u.* , s.likes_count
FROM ig_clone.users as u
join
(
SELECT user_id, count(photo_id) as likes_count FROM ig_clone.likes
group by 1
having count(photo_id) = (select count(id) from  ig_clone.photos)
) as s
on u.id = s.user_id
```

OUTPUT →

id	username	created_at	likes_count
5	Aniya_Hackett	2016-12-07 01:04:39	257
14	Jaclyn81	2017-02-06 23:29:16	257
21	Rocio33	2017-01-23 11:51:15	257
24	Maxwell.Halvorson	2017-04-18 02:32:44	257
36	Ollie_Ledner37	2016-08-04 15:42:20	257
41	Mckenna17	2016-07-17 17:25:45	257
54	Duane60	2016-12-21 04:43:38	257
57	Julien_Schmidt	2017-02-02 23:12:48	257
66	Mike.Auer39	2016-07-01 17:36:15	257
71	Nia_Haag	2016-05-14 15:38:50	257
75	Leslie67	2016-09-21 05:14:01	257
76	Janelle.Nikolaus81	2016-07-21 09:26:09	257
91	Bethany20	2016-06-03 23:31:53	257