Exploratory Data Analysis – Facebook Data

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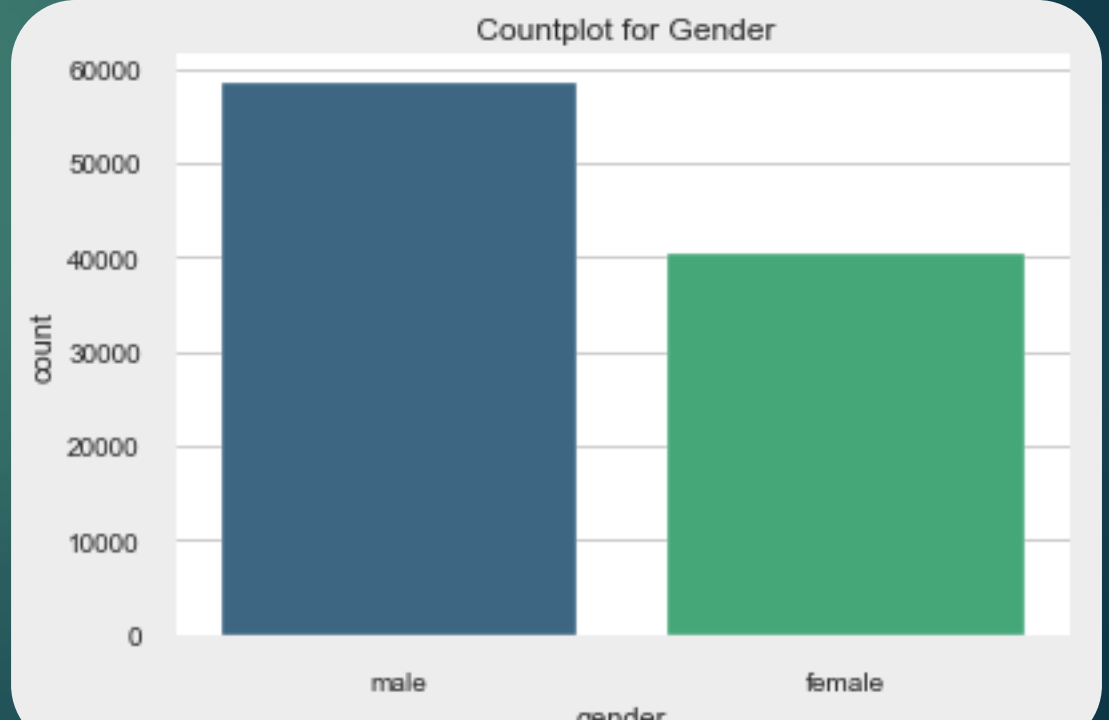
Prepared by Abiniu Chawang

User Count –Gender Wise

Males user count are more than female
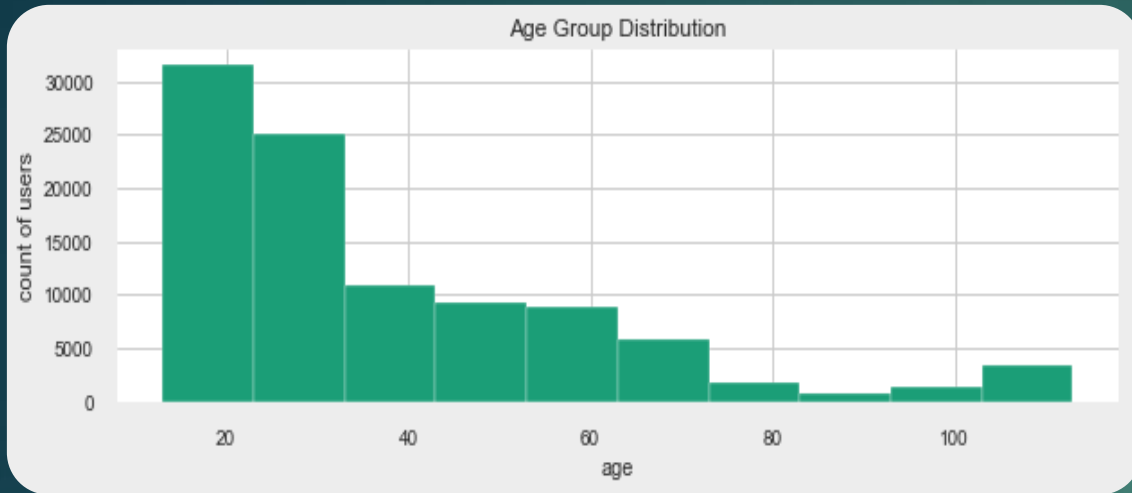
58552 user belongs to male
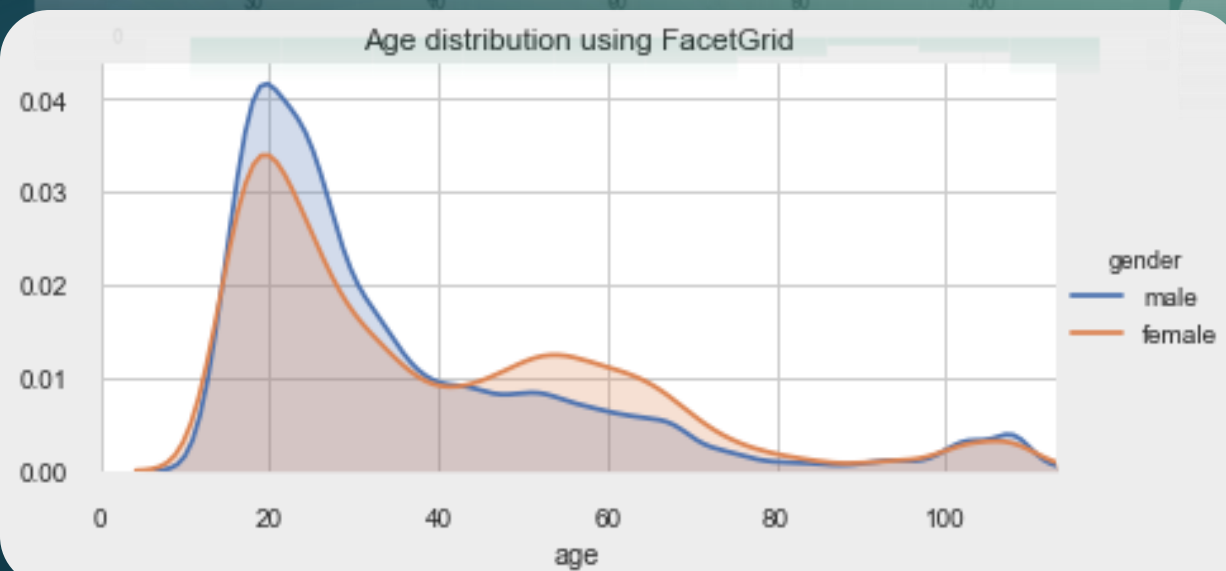
40241 user belongs to female

```
]: fb['gender'].value_counts()

]: male      58552
   female    40241
   Name: gender, dtype: int64
```
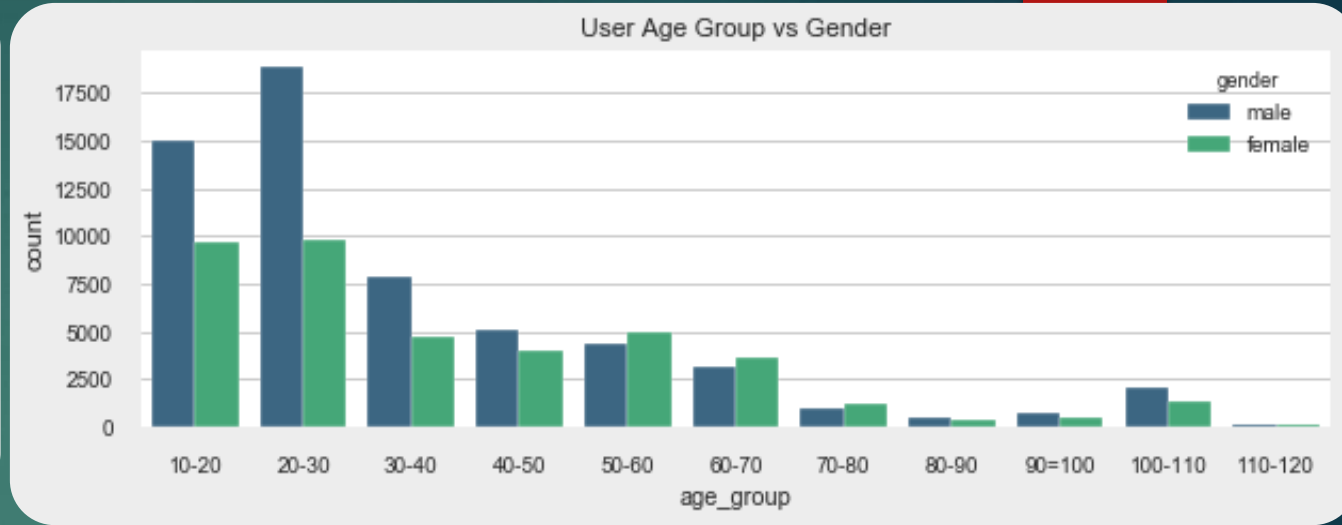

Countplot for Gender

Age Group Distribution

User Age Group vs Gender

Age distribution using FacetGrid

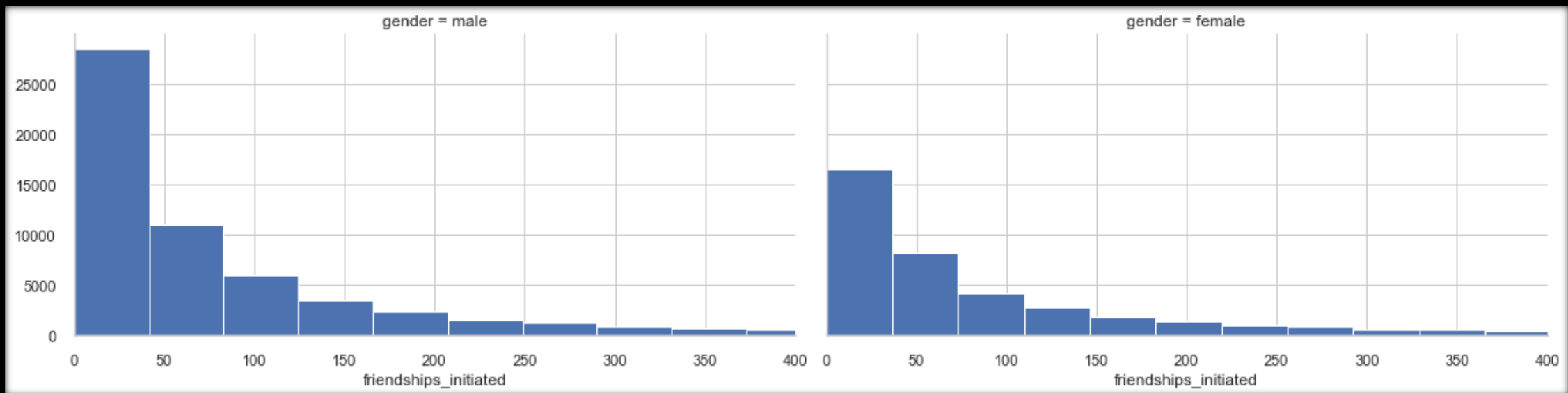Most of the user belong to 20-30 age group.

Male users are more in most of the age group however female users belonging to age group 50-70 are slightly more than male.

There are declining trend in user after age 30.

Minimum user age is 13.

Maximum user age is 113

Who Initiated Friendship more?

gender = male

gender = female

Males seems to be more open and initiated friendship more than female. It could be because male user count are more than female as well.
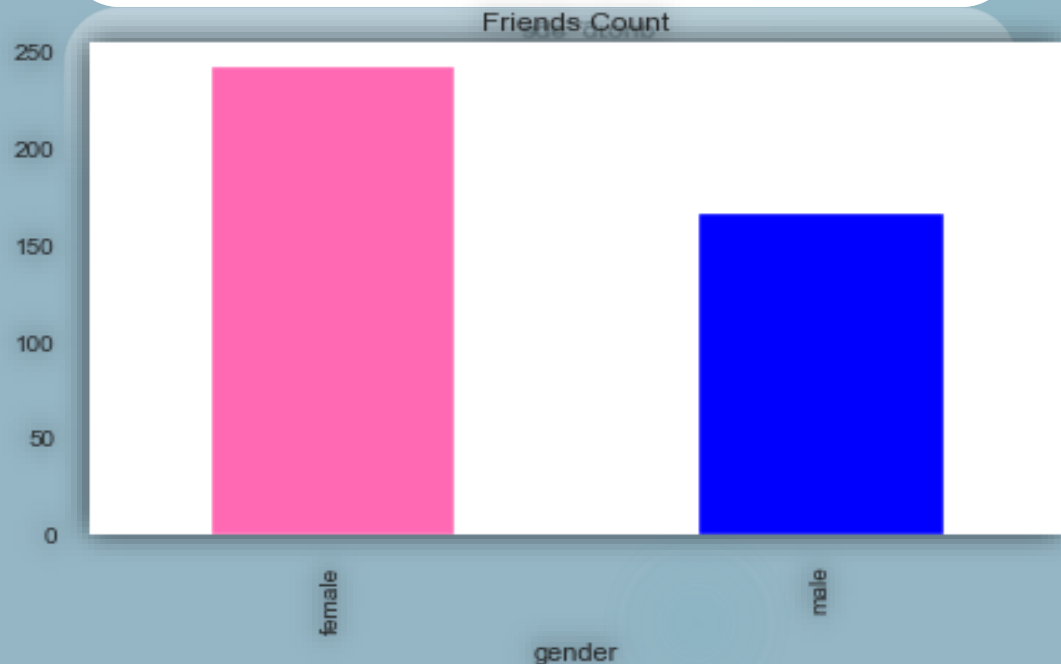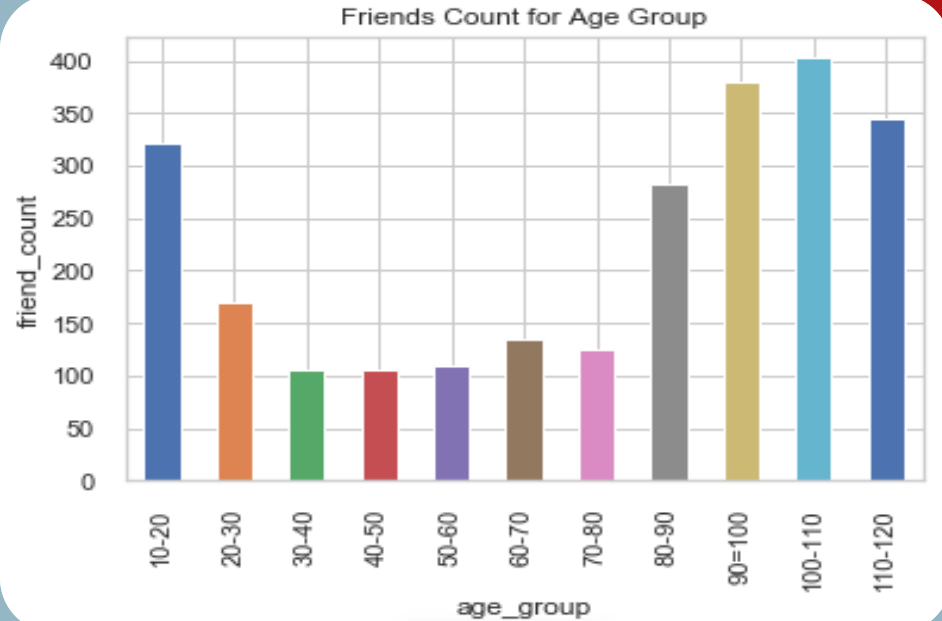
```
fb.groupby('gender').friendships_initiated.describe()
```

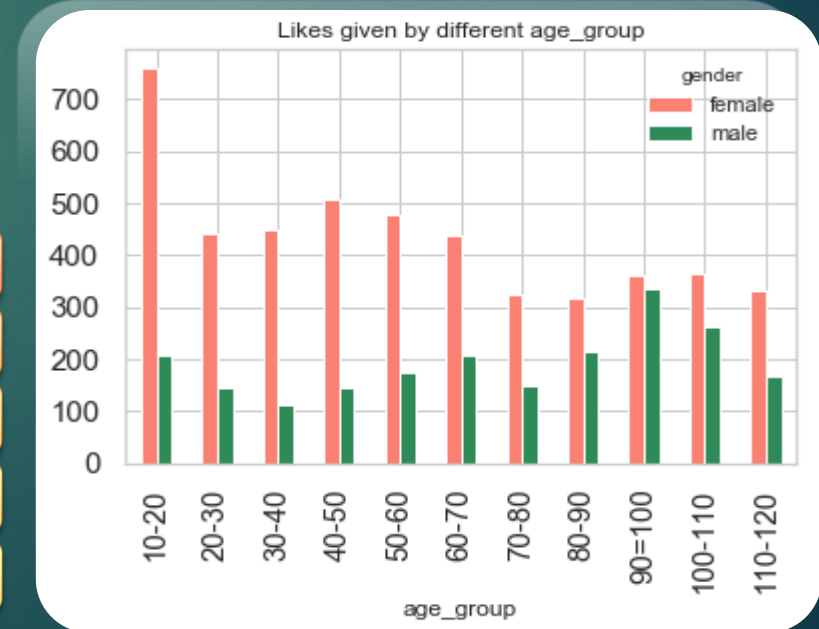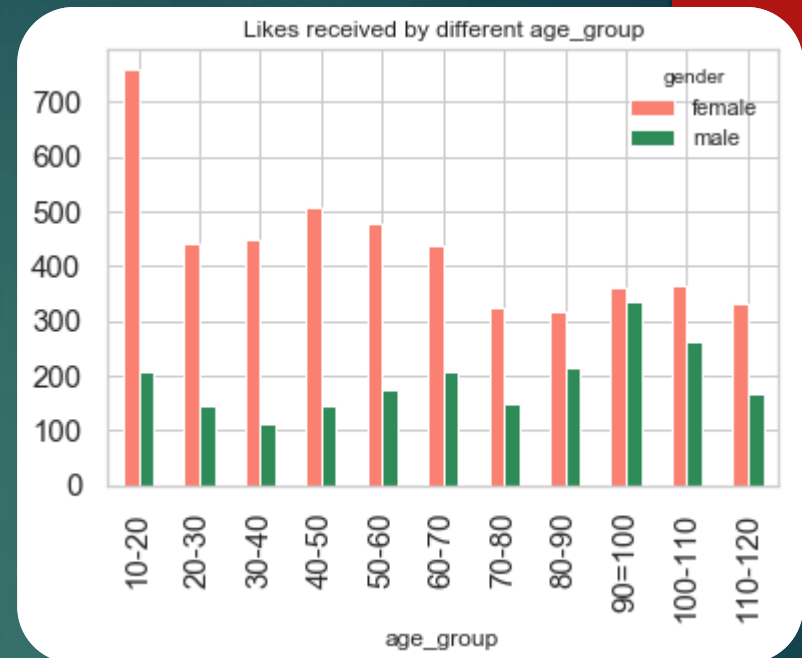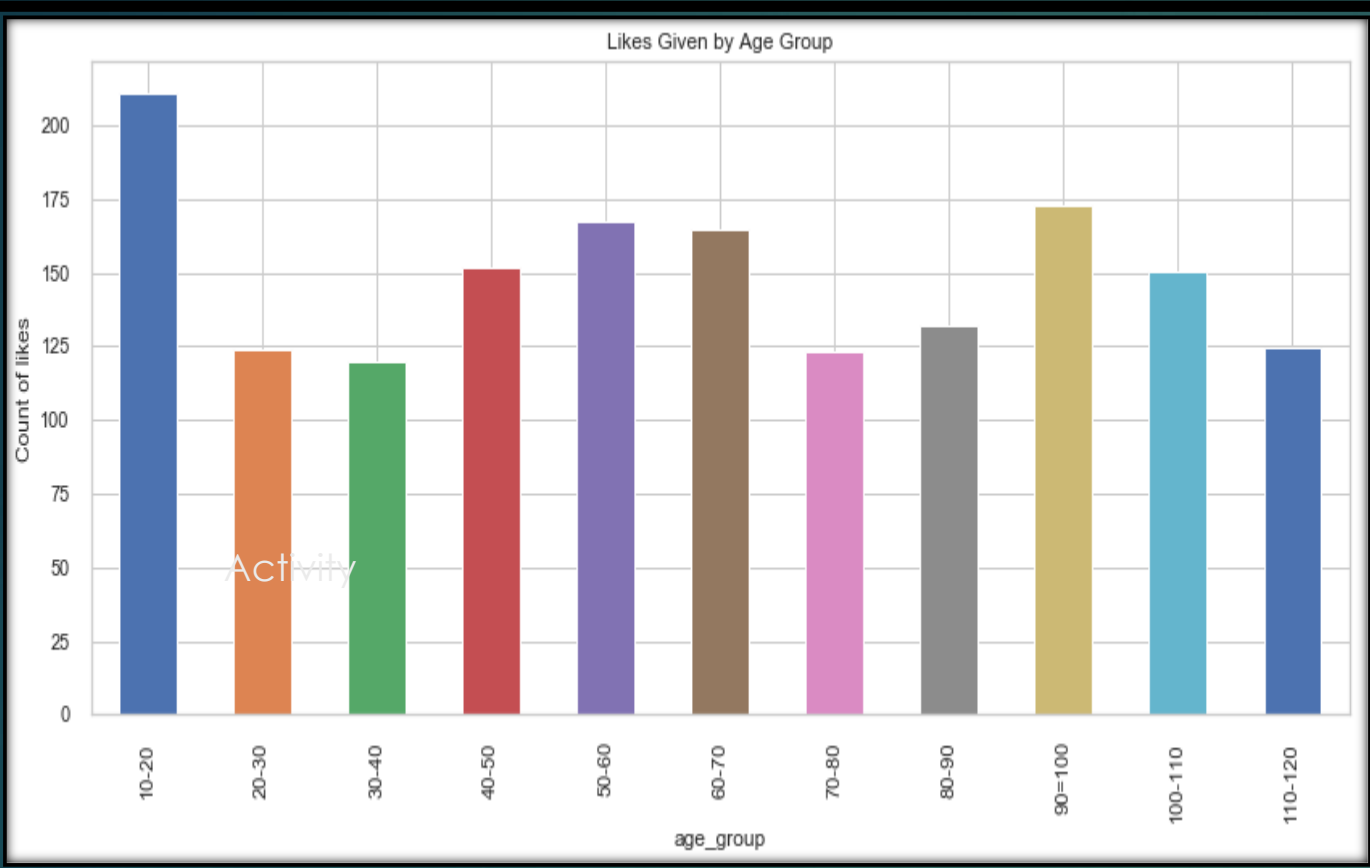| gender	count	mean	std	min	25%	50%	75%	max
female	40241.0	113.933575	195.161156	0.0	19.0	49.0	125.0	3654.0
male	58552.0	103.105325	184.316359	0.0	15.0	44.0	111.0	4144.0

FRIENDS COUNT

FRIENDS COUNT
FEMALE HAS MORE FRIENDS THAN MALE
AGE GROUP 10-20 HAS MORE FRIENDS AND THERE'S STEEP DECLINED FROM AGE 20-80
AGE GROUP 100-110 HAS MAXIMUM FRIENDS.

Activities

Likes Given by Age Group

Likes received by different age_group

Likes given by different age_group

This plot shows the activity for different age group vs gender

Maximum likes is given by age group 10-20

There's slight decline in activity for age group between 20-40

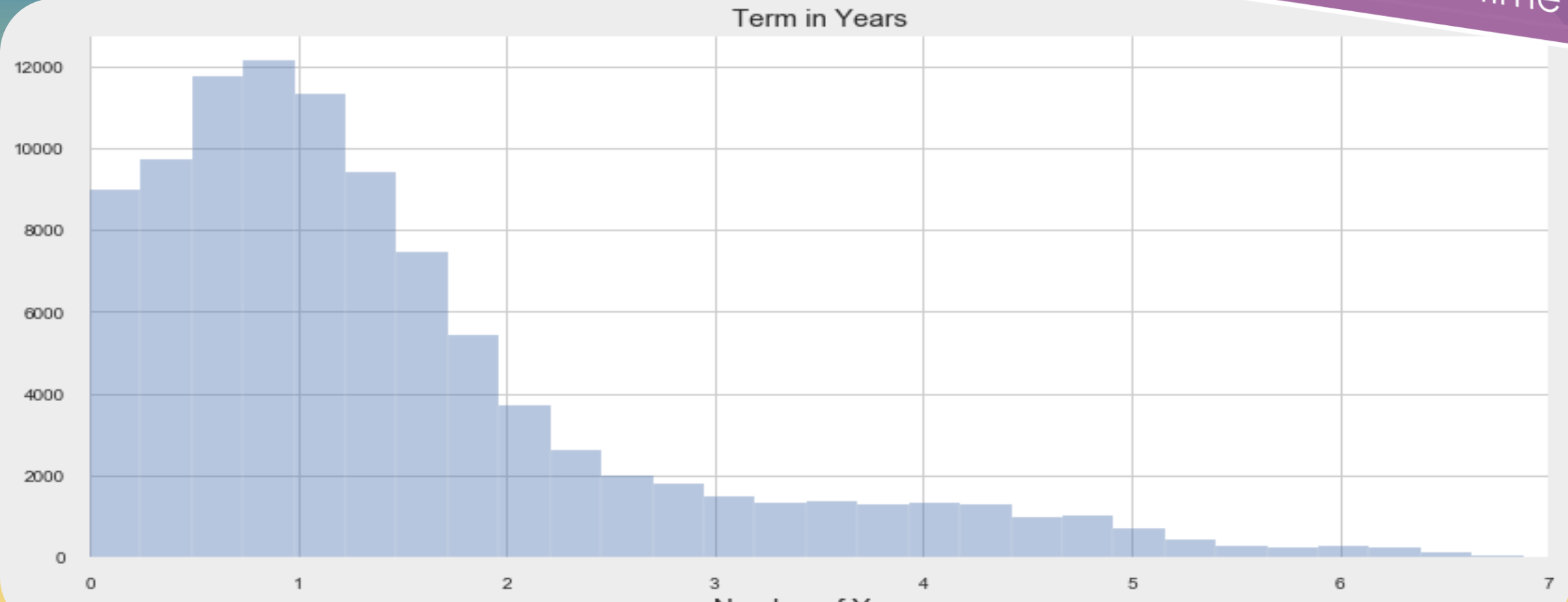Female user gave more likes, this shows female user are more active than male

Female user received more likes than male across all the age groups

Tenure

```
fb.tenure.describe()
count      98793.000000
mean         535.828682
std          454.228764
min            0.000000
25%          226.000000
50%          412.000000
75%          673.000000
max         3139.000000
Name: tenure, dtype: float64
```
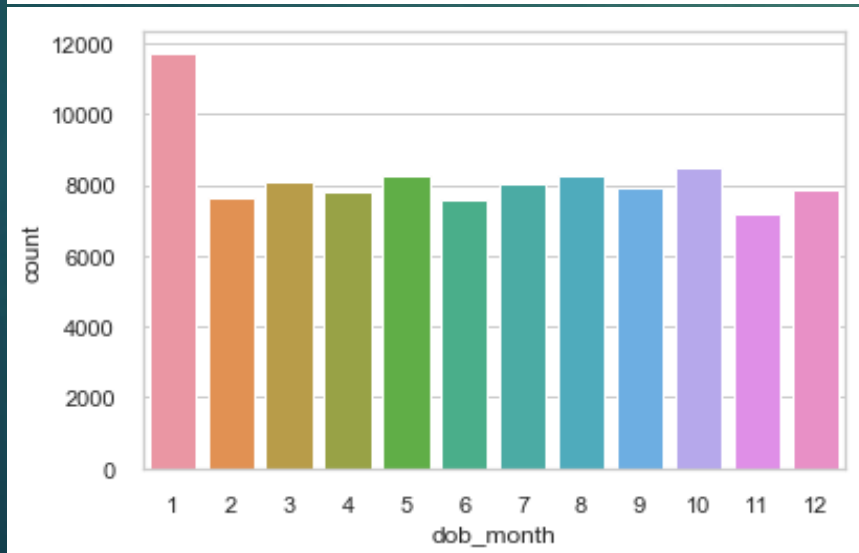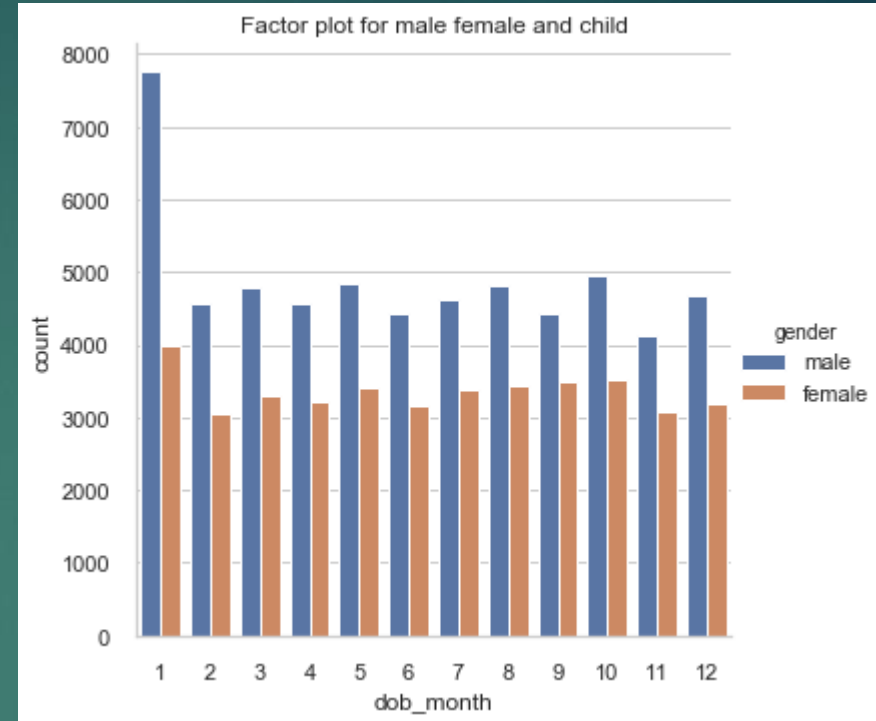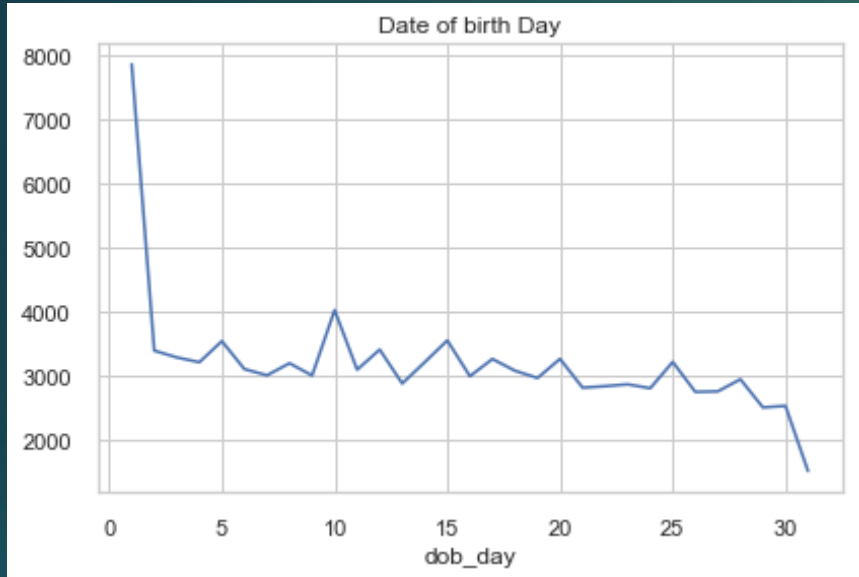
This plot shows user mostly are active for 1-2yrs. New user are more active than old user. There's steep decline in activity as time goes

Term in Years

Which day has maximum birthday

Date of birth Day

Factor plot for male female and child

❖ This plot shows most of the users registered their birthday as 1st Jan both for male & female

❖ Count for rest of the month are fairly the same

Conclusions

- Minimum age registered is 13
- Maximum age registered is 113
- Male user count are more than female
- Most of the registered users belong to age group 10-20
- Male initiate more friendship however female has more friends
- Female are more active and popular and gave more likes
- Most of the user have registered their birthday as 1st Jan
- Most of the user are active for 1-2yrs

Thank you