



GLOBAL INTERNET USAGE



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GLOBAL INTERNET USAGE

INTRODUCTION

- Internet is essential for connecting people, businesses, and governments.
- Global usage is rising with billions online daily.
- Drives communication, education, entertainment, and economy.
- Usage differs due to infrastructure, cost, and digital literacy.
- Studying trends helps bridge divides and support innovation.

PROBLEM STATEMENT

- Internet access is uneven across countries and regions.
- Some enjoy wide access, others face infrastructure gaps.
- Analysis highlights digital divides and inclusion needs.
- Insights guide policymakers and educators to promote equal access.



GLOBAL OVERVIEW



Country

All

Total Population

412436M

Total Internet Users

223602M

Top 1 Region

Europe

Top 1 Country

UK

Avg Data Usage

104

Region

All

Top 5 Countries by Internet Users

Country

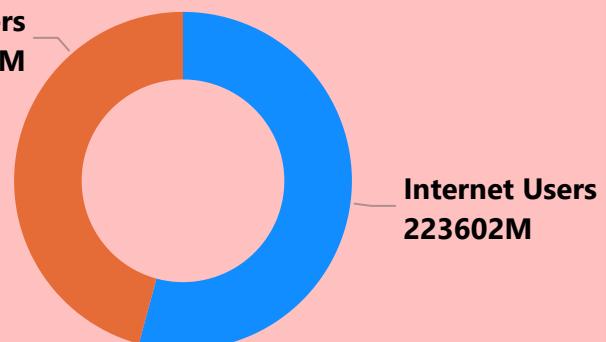


Global Internet Users Over Time

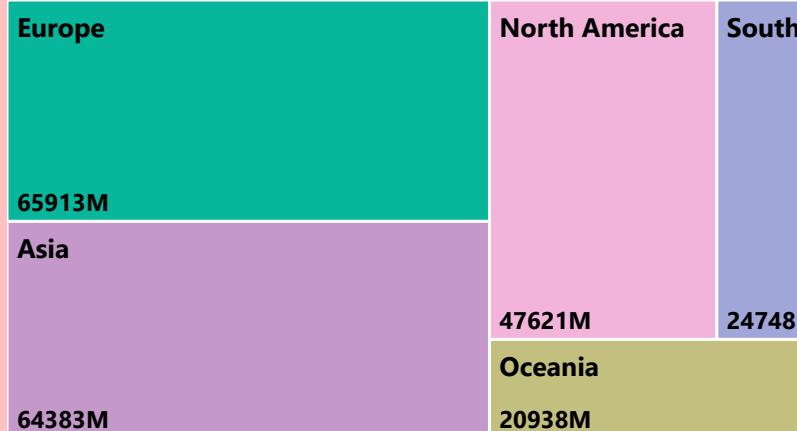


Internet Users Vs Non Internet Users

Non-Internet Users
188834M



Internet Users by Region



Avg Data usage by Region

110

100

90

Asia

Europe

North America
Region

Oceania

South America

105

100

95

90



DEMOGRAPHICS



Male Users

29935%

Female Users

30065%

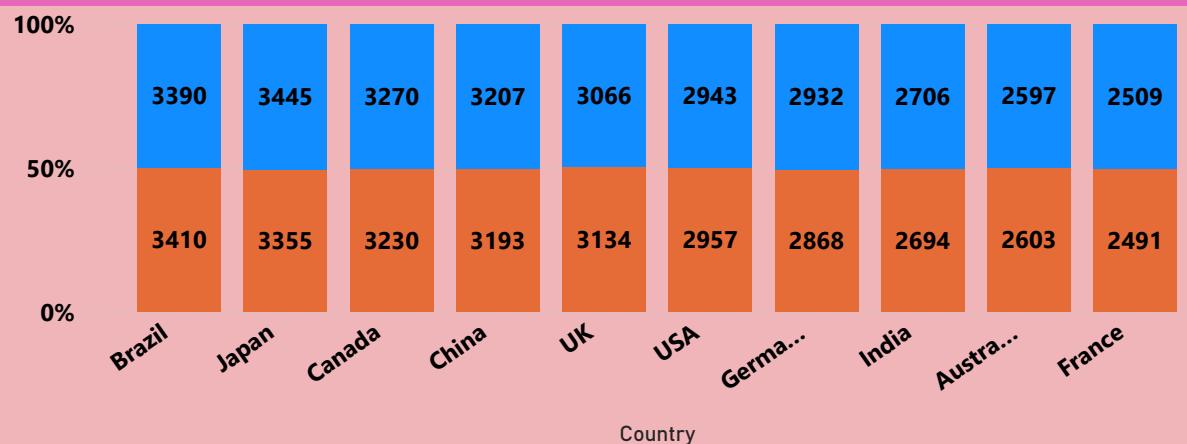
Urban Users

36326%

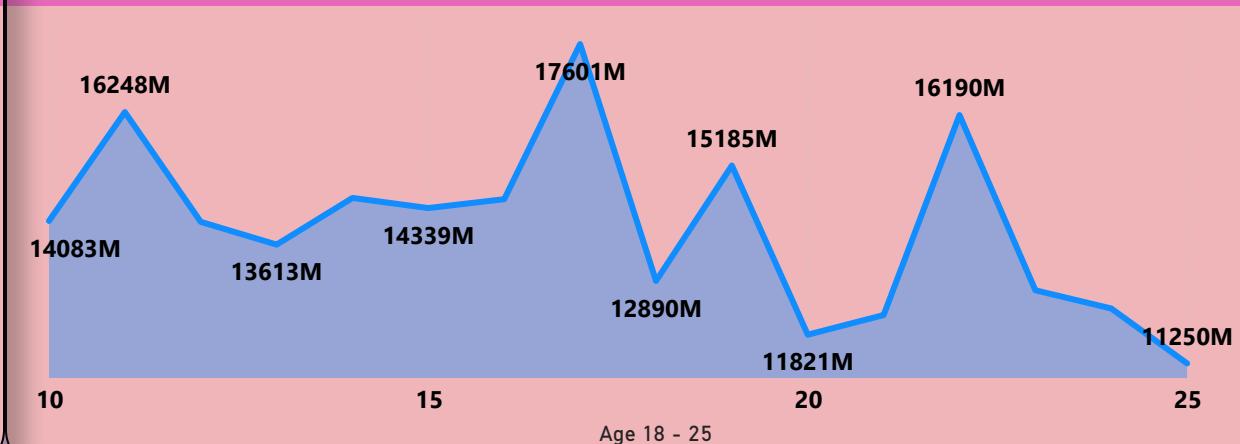
Rural Users

23674%

Male vs Female by Internet Usage



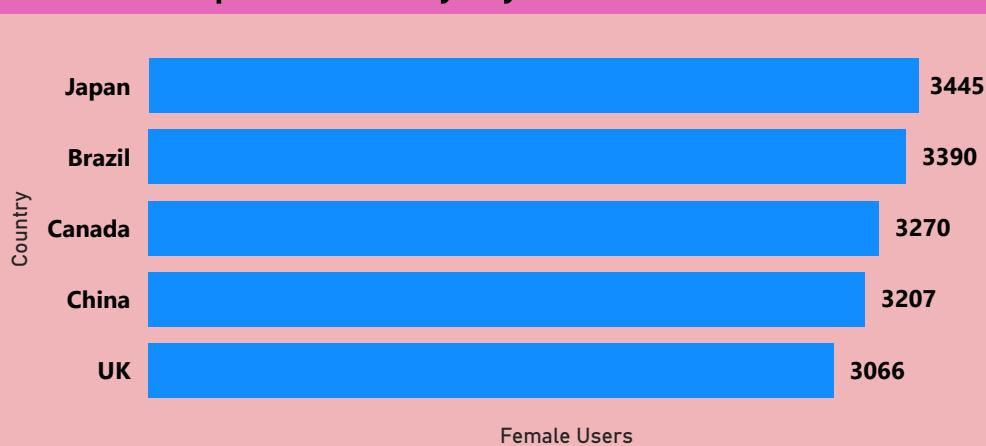
Internet Usage by Age Group



Urban vs Rural Users



Top 5 Country by Female Users



Male Users

All

Female Users

All

Urban Users

All

Rural Users

All



DIGITAL ADOPTION



Social Media

36088%

Streaming

33358%

Ecommerce

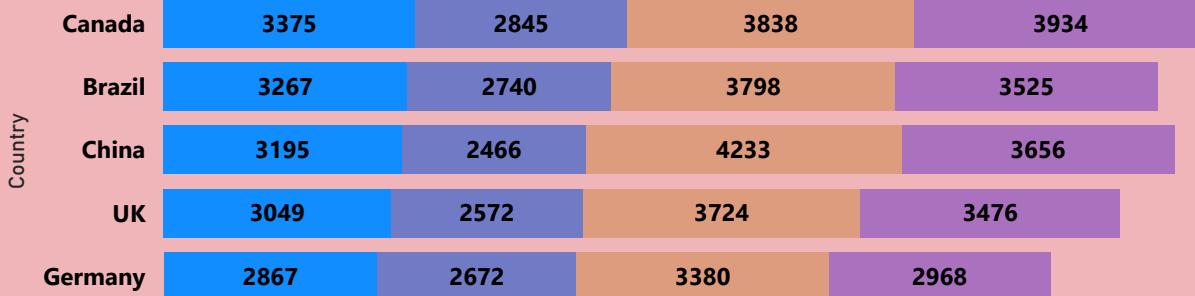
30207%

Gaming

24907%

Digital Adoption by Country

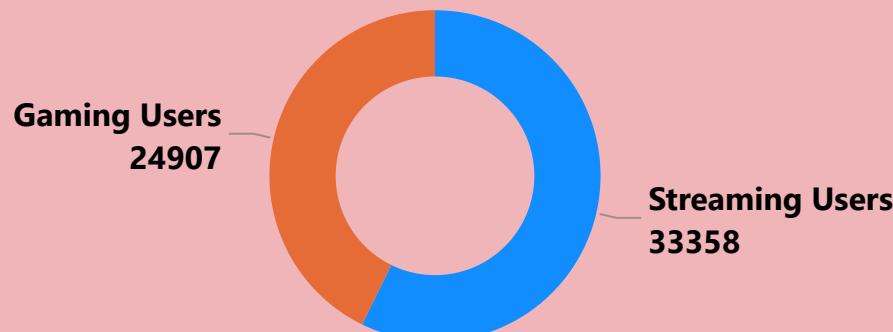
● Ecommerce Users ● Gaming Users ● Social Media Users ● Streaming Users



Ecommerce Users by Region



Streaming VS Gaming Users



Social Media Trends Over Time



Social Media

- All
- Streaming
- Ecommerce
- Gaming



INSIGHTS

Global Overview Dashboard

- **Top 5 Countries by Internet Users:** UK, Canada, and Brazil lead globally.
- **Global Internet Users Over Time:** Steady rise, peak in 2020, slight dip after.
- **Internet Users vs Non-Internet Users:** Majority are users, but non-users remain.
- **Internet Users by Region:** Europe & Asia dominate usage.
- **Avg Data Usage by Region:** Oceania records highest usage; Europe shows lowest.

Demographics Dashboard

- **Male vs Female by Internet Usage:** Female slightly higher than male users.
- **Internet Usage by Age Group:** Young adults (17) are top users.
- **Urban vs Rural Users:** Urban adoption far exceeds rural.
- **Top 5 Countries by Female Users:** Japan, Brazil, and Canada lead.

Digital Adoption Dashboard

- **Digital Adoption by Country:** Canada & Brazil lead across platforms.
- **Ecommerce Users by Region:** Asia has the largest share.
- **Streaming vs Gaming Users:** Streaming dominates over gaming.
- **Social Media Trends Over Time:** Rapid rise till 2020, then small dips.