



# 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

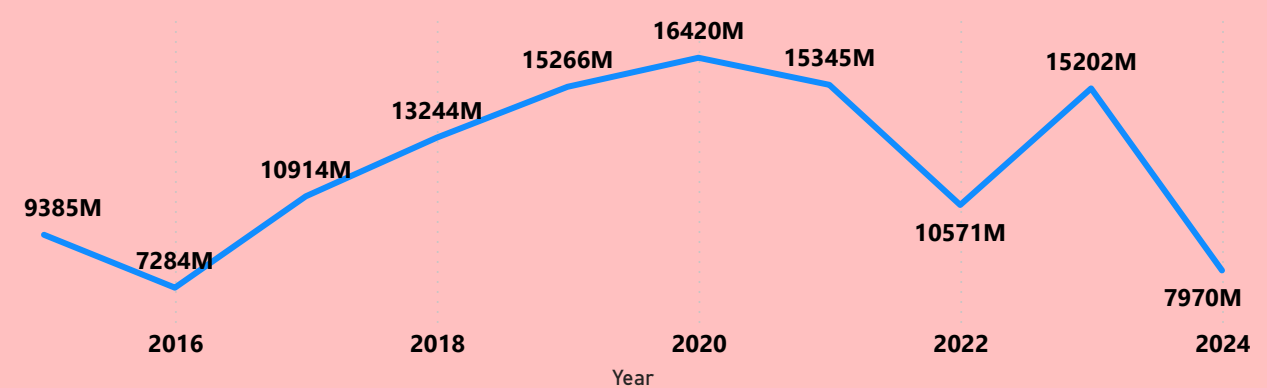
Region

All

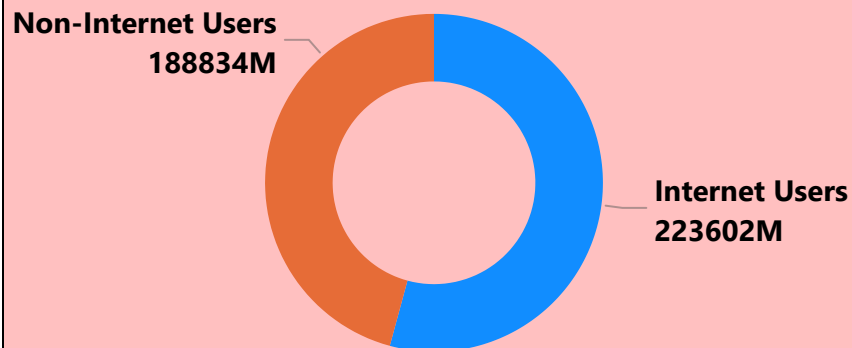
## Top 5 Countries by Internet Users



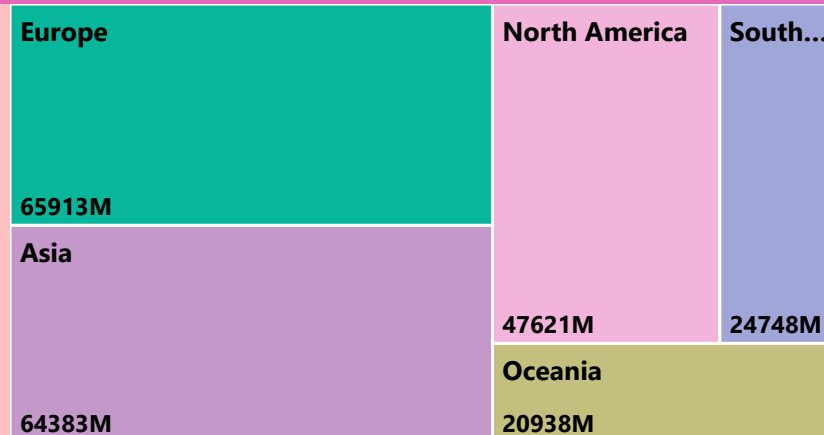
## Global Internet Users Over Time



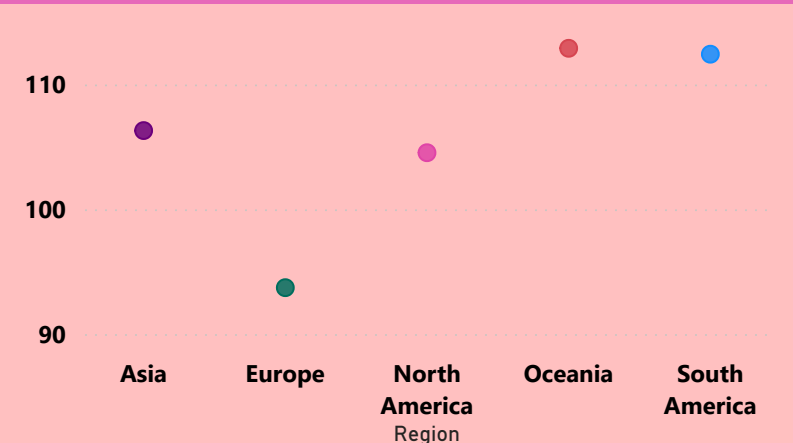
## Internet Users Vs Non Internet Users



## Internet Users by Region



## Avg Data usage by Region





# DEMOGRAPHICS



## Male Users

29935%

## Female Users

30065%

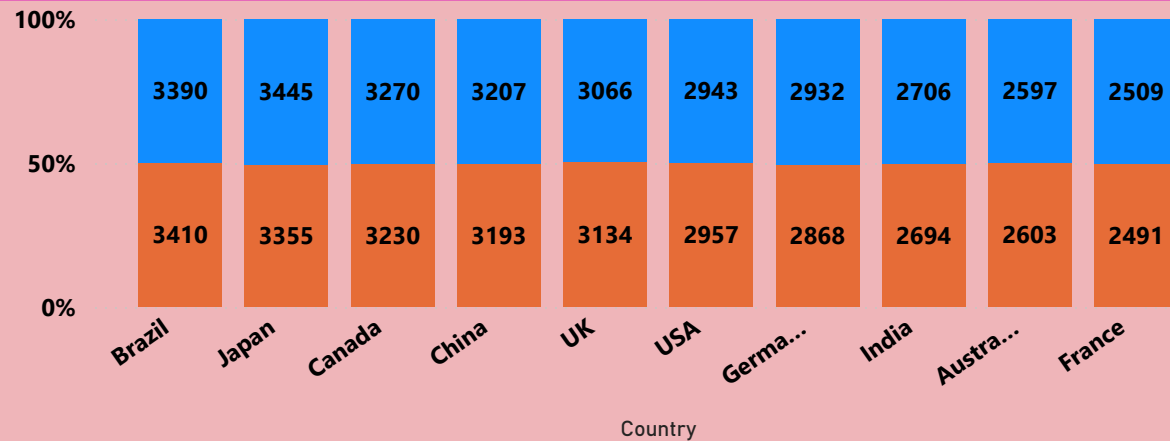
## Urban Users

36326%

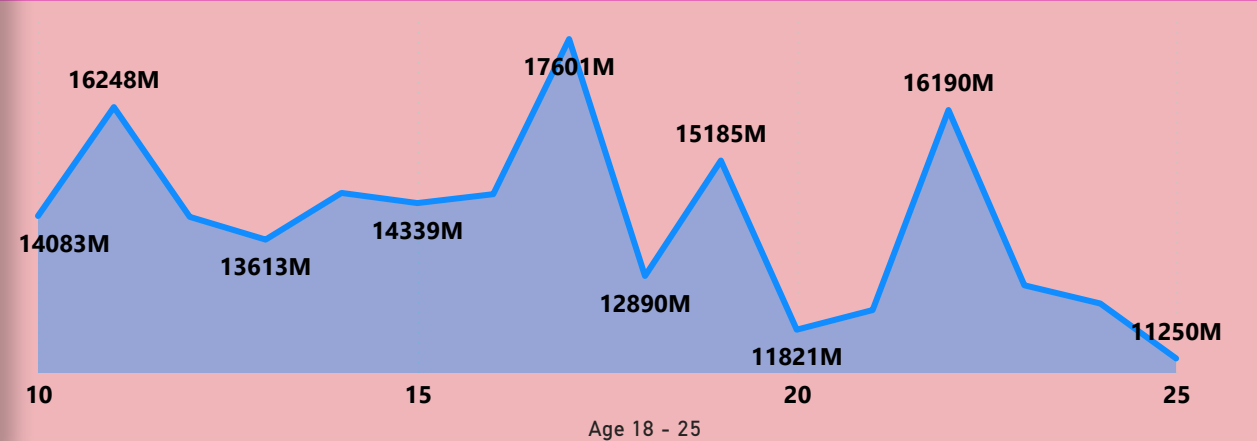
## Rural Users

23674%

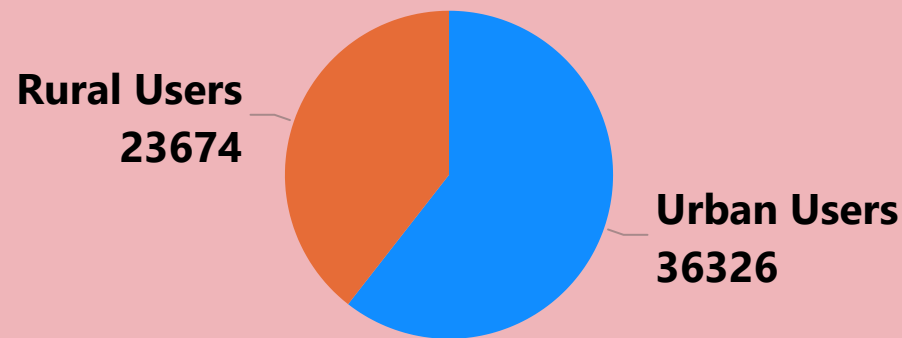
## Male vs Female by Internet Usage



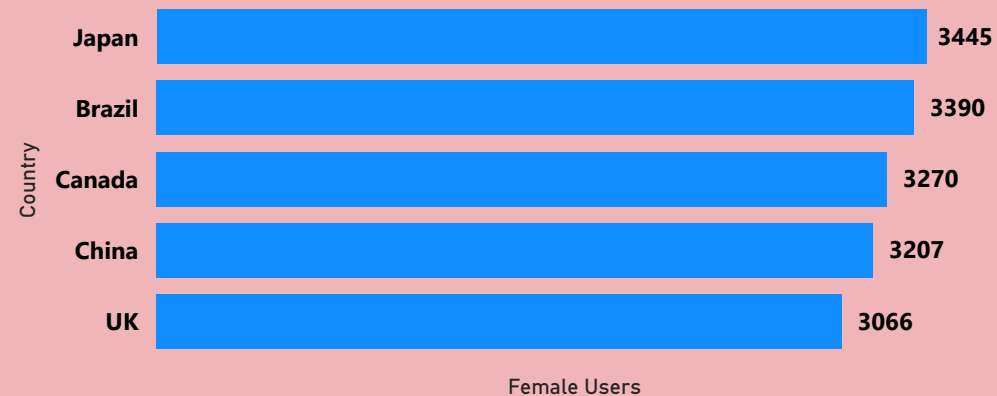
## Internet Usage by Age Group



## 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

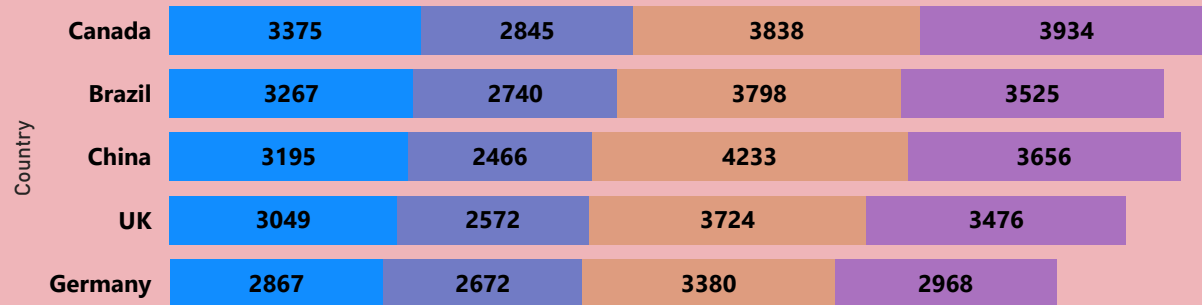
30207%

## Gaming

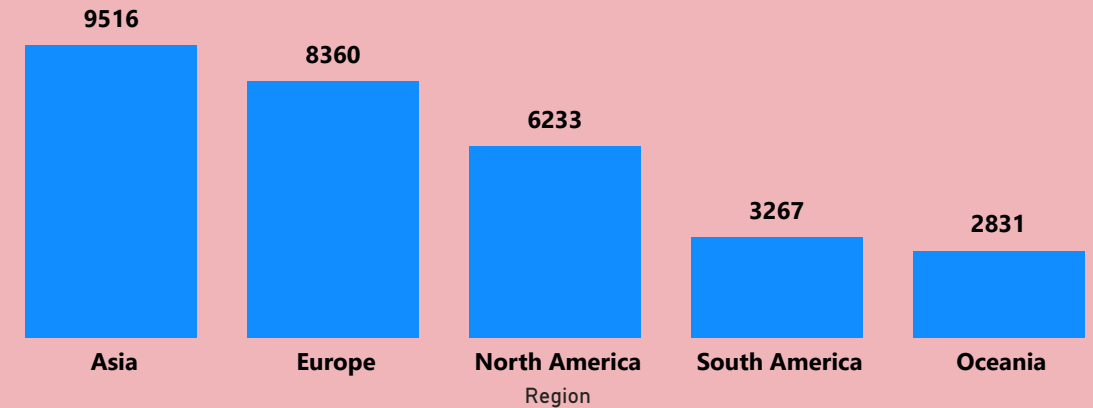
24907%

## Digital Adoption by Country

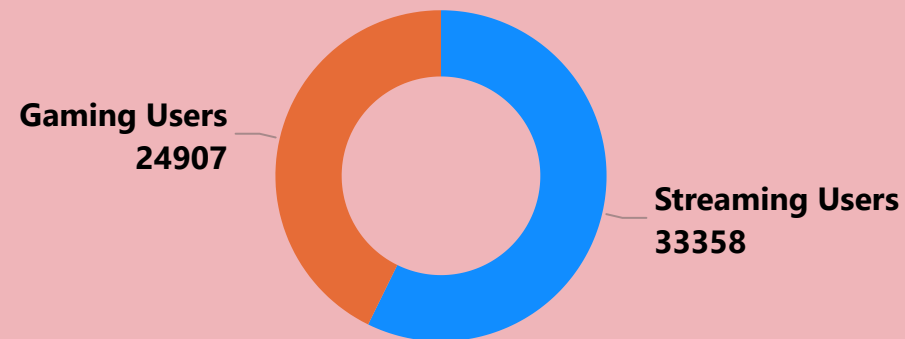
● Ecommerce Users ● Gaming Users ● Social Media Users ● Streaming Users



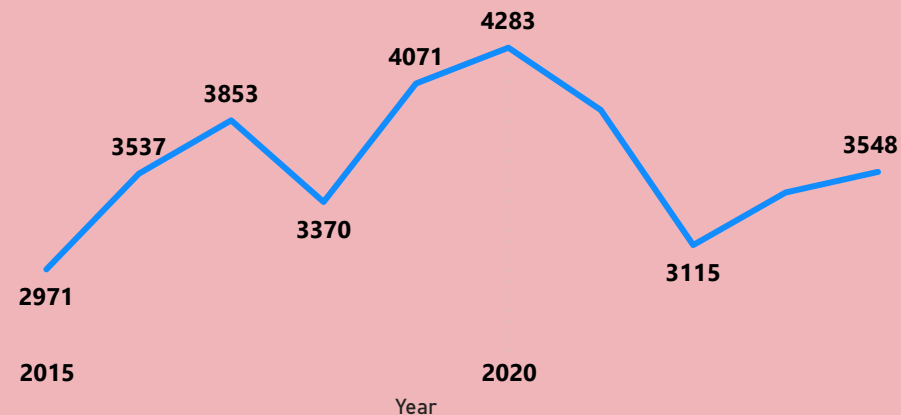
## Ecommerce Users by Region



## Streaming VS Gaming Users



## Social Media Trends Over Time



## Social Media

All

## Streaming

All

## Ecommerce

All

## Gaming

All



# 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:** Canda & 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.