**The Dataset: Average Time Spent By A User On Social Media**

1. **Mission One Data Dive(10 points)**

**Step one: Importing the data set:**

Having downloaded the dataset, i imported it into the Mysql database by first creating a database called social\_media\_users. I then right clicked on the created database, selected ‘Table Data Import’ Wizard option, browsed through my files and selected the csv file containing the data I wanted to analyze then followed the instructions given until the data was finished importing. During the procees, I renamed the table that will contain the data as average\_social\_media\_usage.

**Difficulties**

* Ensuring the CSV file is correctly formatted (e.g., handling special characters and ensuring consistent delimiters).
* Mapping the CSV columns accurately to the MySQL table schema.

**Interesting thing about the data**

* One interesting thing about this dataset is the diverse range of professions and interests across different age groups and locations e.g. there are many software engineers who have varied interests from sports to lifestyle, spread across different countries.

1. **Mission Two: Data Fun(20 Points)**

**Cool Hidden Facts In The Data**

1. **Most Popular Platform**

Instagram was the most popular platform among user with a count of 363.

1. **Averag Time Spent On Social Media**

The average time spent on social media was 5.0290 hours.

1. **Mission Three: Ask Away(20 Points):**

**Q1: Which profession has the highest average income?**

The analysis showed that students had the highest average income with 15265.7314 followed by Marketer Manager(14927.3352) and Software Engineer (14876.5119).

**Q2: Distribution of users owning a car across different Platforms**

The analysis shows Instagram had the most users owning a car with 190 car owners followed by YouTube(188 car owners) and Facebook (161 car owners).

**Mission Four Visualization:**

**Most Popular Social Media Platform**

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**Average\_Income\_by Profession**

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**Car ownership across Pltform**

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**Project Summary**: "In this project, I analyzed a social media users dataset to uncover insights about platform popularity, user demographics, and financial status. I used SQL queries to extract meaningful information and visualized the findings using charts in Excel.

**Key Takeaways:** Key findings include Instagram being the most popular platform, certain professions having higher average incomes, and varied car ownership distribution across platforms.