Please type narrative text here.

The above visualization shows a line graph visualization of the Annual Revenue of Social Media Platforms Over Time. In this visualization, the x-axis is labelled as year whereas the y-axis is labelled as Revenue in (Billions). The range of years on the x-axis is from 2016 to 2021. On the other hand, the Revenue in Billions ranges from $0 to $120. In this particular line graph visualization, we are going to observe the annual revenue over time of popular social media platforms like Facebook (represented by Dark blue), Instagram (represented by light pink), Twitter (represented by Blue), Snapchat (represented by yellow), Pinterest (represented by Red). In 2016, we can note that apps such as Pinterest, Snapchat, Twitter, and Instagram made a little more than a billion dollars whereas Facebook had revenue of nearly 30 billion dollars making it the most profitable of all. In 2017, Twitter, Snapchat, and Pinterest had almost the same revenue as in 2016 whereas Instagram seems to have jumped by a few billion dollars. Facebook continued to dominate the annual revenue in 2017, with a jump to nearly 45 billion dollars. In the year 2018, Twitter, Snapchat, and Pinterest continue to have the same revenue as in 2016 and 2017 but Instagram’s annual revenue takes a leap from 3 or 4 billion dollars to a little shy of 15 billion dollars (approximately 12 or 13 billion). On the contrary, Facebook experiences a jump of almost 15 billion dollars in its annual revenue (i.e. 45 billion to 60 billion). In the year 2019, Twitter, Snapchat, and Pinterest continue to have the same revenue as in 2016, 2017, and 2018 whereas Instagram undergoes a boost of more or less 5 billion dollars reaching the revenue limit of nearly 18 billion dollars. We can observe a steady jump in the annual revenue of Facebook of roughly 15 billion dollars (i.e. 58 billion to 73 billion). In 2020, Snapchat, Pinterest and Twitter collect the same revenue as in 2016, 2017, 2018 and 2019. Instagram experiences a leap of close to 30 billion dollars. Facebook’s revenue bounces to nearly 88 billion dollars. In the year 2021, we observe that social media platforms like Twitter, Snapchat, and Pinterest undergo a small-scale jump in revenue in comparison to the past years. Instagram receives a bigger leap in revenue to nearly 47 billion dollars from close to 30 billion dollars making it a boost of approximately 17 billion dollars. Facebook instead takes on the largest jump in revenue from around 88 billion dollars to practically 120 billion dollars. From the above visualization, we can discern that Facebook has always had a positively increasing slope over the years indicating a gradual rise in its revenue annually. Instagram had close to a zero slope from 2016 to 2017 but then saw a gradual increase in slope over the next few years. The rest of the platforms like Pinterest, Snapchat and Twitter had a zero slope throughout the span of 5 years.