Project Proposal Phase 1

- **Participants Names**

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- **Project Name**

  - Average Time spent by a user on Social Media

- **Target Data Set**

  - Kaggle
  - https://www.kaggle.com/datasets/imyjoshua/average-time-spent-by-a-user-on-social-media

- **Project Proposal Summary**

  - Our project seeks to visually represent the average duration users spend on social media platforms. We'll analyze diverse user characteristics including age, gender, demographics, interests, device preferences, location, platform usage, occupation, income, indebtedness, homeowner status, and car ownership. By correlating these factors with social media activity, we aim to unveil insights into user behaviors and engagement trends.

- **Questions**

  1. How does social media usage duration differ among various age groups and genders?
  2. What patterns and tendencies do users exhibit based on their demographic characteristics, interests, and geographical location?
  3. To what extent do factors such as device preference, platform selection, occupation, income level, debt, homeownership, and car ownership impact patterns of social media engagement?
  4. Are there discernible trends or connections between these user attributes and their behaviors on social media platforms?

- **Target users of your visualization system**

  1. Social media marketers and advertisers seeking insights into their target audience to refine and optimize their campaigns effectively.

2. Platform developers striving to improve user experience and engagement by leveraging demographic and behavioral insights.
3. Researchers investigating digital behavior and its societal and individual implications.
4. The general public interested in understanding their personal social media habits and how they align with broader trends.

● **End goals of your project**

  ○ The ultimate aim of this project is to comprehend user interaction patterns across various social media platforms, considering different attributes such as age, gender, and location. These patterns can be effectively showcased through the following data visualization methods:

    ■ Line Chart: Depicting the average time spent on social media over time.
    ■ Bar Chart: Comparing the average time spent on different social media platforms and examining the variations in time spent on a specific platform among different demographic groups.
    ■ Histogram: Presenting the distribution of average time spent across different time intervals.
    ■ Pie Chart: Illustrating the proportion of time allocated to various activities within social media.
    ■ Heatmap: Visualizing peak usage times and identifying the most active days of the week for users.