

# Global social media usage and trends

T. Vamsi Krishna (RA2111031010117)  
M.REDDY KULADEEP (RA2111031010072)

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## 1 Abstract:

The objective of this project is to visually represent global social media usage and trends in an informative and engaging manner. By utilizing various data visualization techniques, we aim to present the patterns, demographics, and impact of social media on a global scale. The project will involve collecting and analyzing data from reputable sources such as social media analytics platforms, market research firms, and academic studies.

project will primarily focus on visualizing key social media indicators, including the number of active users, user demographics, engagement metrics, and popular platforms in different regions. Through the use of interactive charts, graphs, maps, and infographics, we will strive to convey the global landscape of social media and highlight the evolving trends and preferences of users.

To enhance the project's impact, we will incorporate additional contextual information such as the influence of social media on politics, marketing, and cultural phenomena. By presenting this data alongside the social media usage statistics, we aim to provide a comprehensive understanding of the role and implications of social media in today's society.

The project will be implemented using modern data visualization tools and programming languages such as Python, R, and Tableau. These tools will enable us to create dynamic and interactive visualizations that can be easily shared and accessed online. Furthermore, we will ensure the project's reproducibility by providing detailed documentation and open-sourcing the code.