

## **Process**

My “problem” was more of a curiosity. So many people I know have a Facebook, and many of them only have a Facebook, and only use it. I got my data set from Kaggle by searching “Facebook users by country,” and it pulled up a table with over 200 countries. Some of the data I got was from simple Google searches since it’s all numerical data I am looking for, but most of it I got from the table.

## **Analysis**

My analysis was rather straightforward. Using things such as google sheets, I can use sum functions, charts, and filters (such as max and min), to answer my questions and prove/disprove my hypothesis. Things the data couldn’t answer, a simple Google search was how I got the answer.

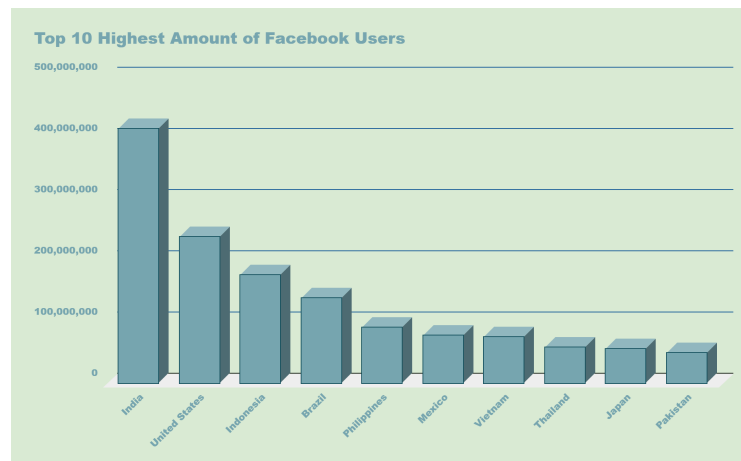
## Question & Answers

1. How many users worldwide does Facebook have?

2.96 Billion, which is a lot more than I was expecting. That's about 36.7% of the population of the world, which is a massive amount when it comes to social media platforms. Especially one known for such terrible data leaks.

2. Which Country has the most users?

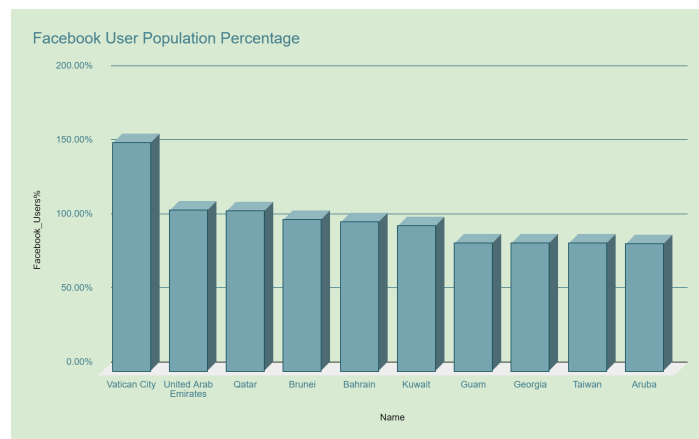
Despite my hypothesis, India has the most users, but I guess I should have guessed that since they have almost 4 times the US Population.



3. Which country has the most users per country population?

Surprisingly, based on the data, none of the countries with the highest user count don't have very high percentages.

Vatican City had the highest percentage, which leads me to believe there are either over 100 business accounts in the country, or there is a miscount in the data.



While I was getting this data set, I accidentally put the filter to min-max, which showed me North Korea had the smallest user population percentage, which, was not surprising. At 0.05% population to user percentage, the most surprising number was the fact North Korea had 14K users.

## **Hypotheses Answers**

- There are over 1 million users per country, or at least for most countries.

This was only partially correct, most countries did indeed have over 1M users, but a lot more than I was expecting had fewer.

- Being an American-based company, I would guess the US has the most users.

This was false, India had the most, and as I learned it makes sense since their population is over 1 billion.

- America probably has the highest percentage as well.

This was false as well and the most surprising one. Vatican City had the highest percentage despite the lowest population.

- Countries with fewer electronics (such as phones and computers) will have fewer users.

This one is still a grey area that was left relatively unanswered.