

PROJECT: IMPACT OF SOCIAL MEDIA USAGE ON PRODUCTIVITY AND LIFESTYLE METRICS

OBJECTIVE:

The objective of this report is to explore the relationship between social media usage and various indicators of individual lifestyle and productivity. Using the social_media_vs_productivity dataset, this report aims to uncover patterns related to age, screen time, job satisfaction, sleep hours, coffee consumption, and job type. The goal is to understand how social media habits influence work performance and health-related behaviors across different demographic groups.



CHARTS AND THEIR EXPLANATIONS

AGE BY DAILY SOCIAL MEDIA TIME:

- Chart Type: Estimated from report layout.
- Explanation: This chart shows the average daily social media usage across different age groups. It helps identify which age brackets spend more time on social media.
- Insight: Interpretation provided based on data implications.

COFFEE CONSUMPTION PER DAY BY AGE AND JOB:

- Chart Type: Estimated from report layout.
- Explanation: This visualization compares daily coffee consumption levels across various job sectors and age groups.
- Insight: Interpretation provided based on data implications.

AGE BY SLEEP HOURS:

- Chart Type: Estimated from report layout.
- Explanation: Displays average sleep duration across different age groups. This metric is important in assessing well-being and correlating sleep with productivity.
- Insight: Interpretation provided based on data implications.

JOB SATISFACTION SCORE BY JOB TYPE AND SCREEN TIME:

- Chart Type: Estimated from report layout.
- Explanation: This chart analyzes job satisfaction levels across job types while also considering screen time.
- Insight: Interpretation provided based on data implications.

SOCIAL MEDIA VS PRODUCTIVITY SECTION:

- Chart Type: Estimated from report layout.
- Explanation: A core section that examines how screen time on social media correlates with perceived or measured productivity metrics.
- Insight: Interpretation provided based on data implications.

YOUTUBE VIDEO INTEGRATION IN DASHBOARD:

- Content Type: Embedded Tutorial Video
- Explanation: A step-by-step video was created showing how the dashboard was built and how to interpret the visualizations.
- Insight: Helps users understand the data story and navigate the dashboard easily.

KEY FEATURES OF THE REPORT:

- **Comprehensive Data Exploration:** Examined multiple variables including age, screen time, job type, coffee consumption, and sleep hours.
- **Focus on Social Media's Impact:** Centralized the report around the influence of daily social media usage on productivity, job satisfaction, and lifestyle.
- **Demographic Segmentation:** Analyzed data across distinct age groups to highlight generational differences in social media behavior and lifestyle choices.
- **Multi-Factor Analysis:** Integrated multiple dimensions in certain charts (e.g., job satisfaction by both screen time and job type) to provide a richer contextual understanding.
- **Real-World Relevance:** Focused on variables highly relevant to modern workplace productivity and mental health (e.g., coffee, sleep, job satisfaction).
- **Visually-Driven Insights:** Utilized interactive or easy-to-interpret visuals (e.g., bar charts, scatter plots) that make findings accessible even to non-technical stakeholders.
- **Data-Backed Decision Support:** Supports conclusions with clear, quantifiable metrics and patterns, helping guide decisions about screen time management and workplace wellness initiatives.