

Daily INTERNET

Usage Analysis by Age Groups

Based on a MySQL and Excel dashboard analysis

Source: daily_internet_usage_by_age_groups (kaggle dataset)



O N T E R I S

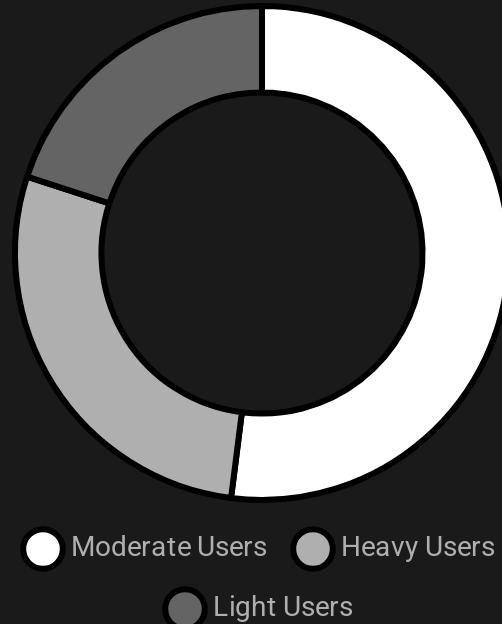
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What the analysis shows (by age)

- Daily internet behavior varies mainly by age and lifestyle; working-age users (26–45) show the highest overall and intensive usage.
- Work/study time stays ~4 hours/day across age groups.
- Younger users (13–25) spend slightly more time on social media.
- Entertainment declines for 60+ users.
- Device & connectivity preferences differ by age (mobile/laptop/tablet; WiFi vs mobile data).

Usage Intensity Distribution



Moderate users form the largest segment across all age groups



Business problem and value

Problem Statement

- Analyze daily internet usage patterns across age groups to understand differences in device type, internet connection type, and activity categories (social media, work/study, entertainment).
- Derive insights to help telecom companies and digital platforms optimize services and plans.

Why This Problem Matters (Business Context)

- Design age-specific data plans
- Optimize network usage (WiFi vs Mobile Data)
- Target users with relevant content and pricing strategies
- Link to outcomes: revenue and customer satisfaction

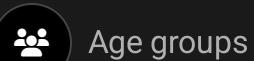


Dataset used

🔗 Dataset Source

<https://www.kaggle.com/datasets/jayjoshi37/daily-internet-usage-statistics-by-age-group>

Data focus (as analyzed)



Age groups



Daily usage by activity category (social / work-study / entertainment)



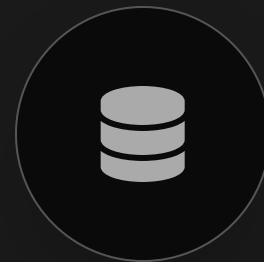
Usage intensity segments (light / moderate / heavy)



Device preference (mobile / laptop / tablet)



Connectivity type (WiFi / mobile data)

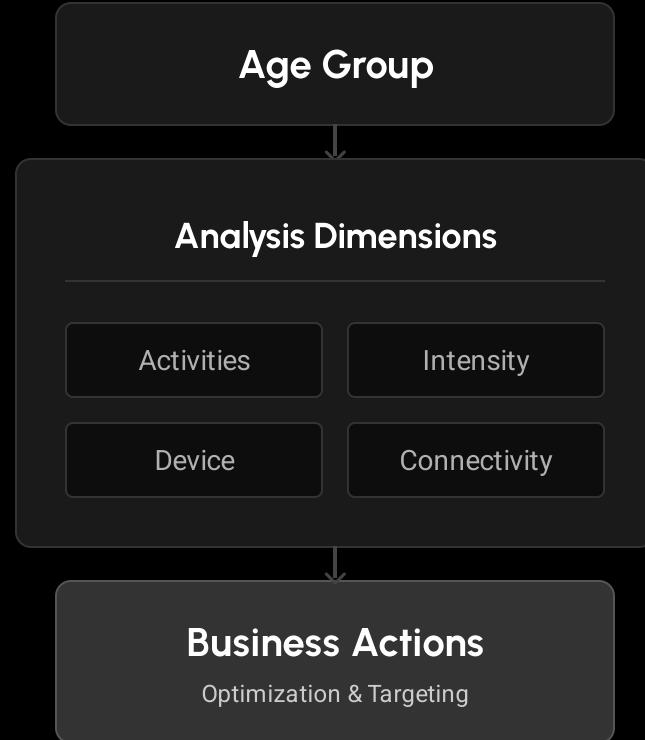


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Key questions (KPIs)

- 1 How does total daily screen time differ across age groups?
- 2 Which age groups spend more time on: Social media / Work-study / Entertainment?
- 3 What is the preferred device (Mobile, Laptop, Tablet) by age group?
- 4 How does internet type (WiFi vs Mobile Data) vary with age?
- 5 Are younger users more dependent on mobile data compared to older users?
- 6 Which age group contributes the highest overall internet consumption?





Method (Excel)

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Comprehensive Microsoft Excel project with data processing, cleaning, and visualization to showcase insights via a dashboard



Data Preparation

- Verify data for missing values and anomalies
- Ensure consistency (data type, format, values)

Analysis

- Create pivot tables aligned to the KPI questions

Dashboard

▼ SLICERS FOR DYNAMIC VIEW

- Merge pivot tables into one dashboard and add slicers for dynamic analysis



Work/study

Work/study hours remain relatively consistent across all age groups (~4 hours/day).

Social media

Slightly higher among younger groups (13–25) than older users.

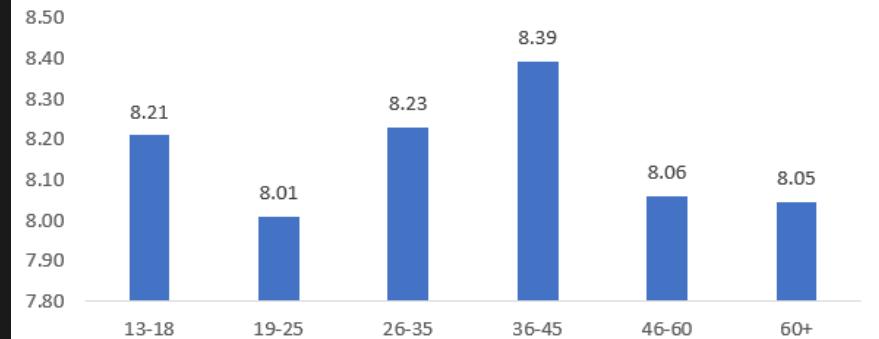
Entertainment

Gradual decline for 60+ users.

Total screen time

Working-age groups (26–45) show balanced work + entertainment. (36–45) records the highest average total screen time (combined work and entertainment).

Average Screen Time by Age Groups





Light Users

Comparatively higher among younger (13–18) and older (60+) users, reflecting lower sustained engagement.

KEY SEGMENT

13–18 & 60+



Moderate Users

Largest segment across all age groups (balanced usage patterns).

KEY SEGMENT

All Age Groups



Heavy Users

More concentrated in (26–45), indicating higher screen dependency among working-age users.

KEY SEGMENT

26–45

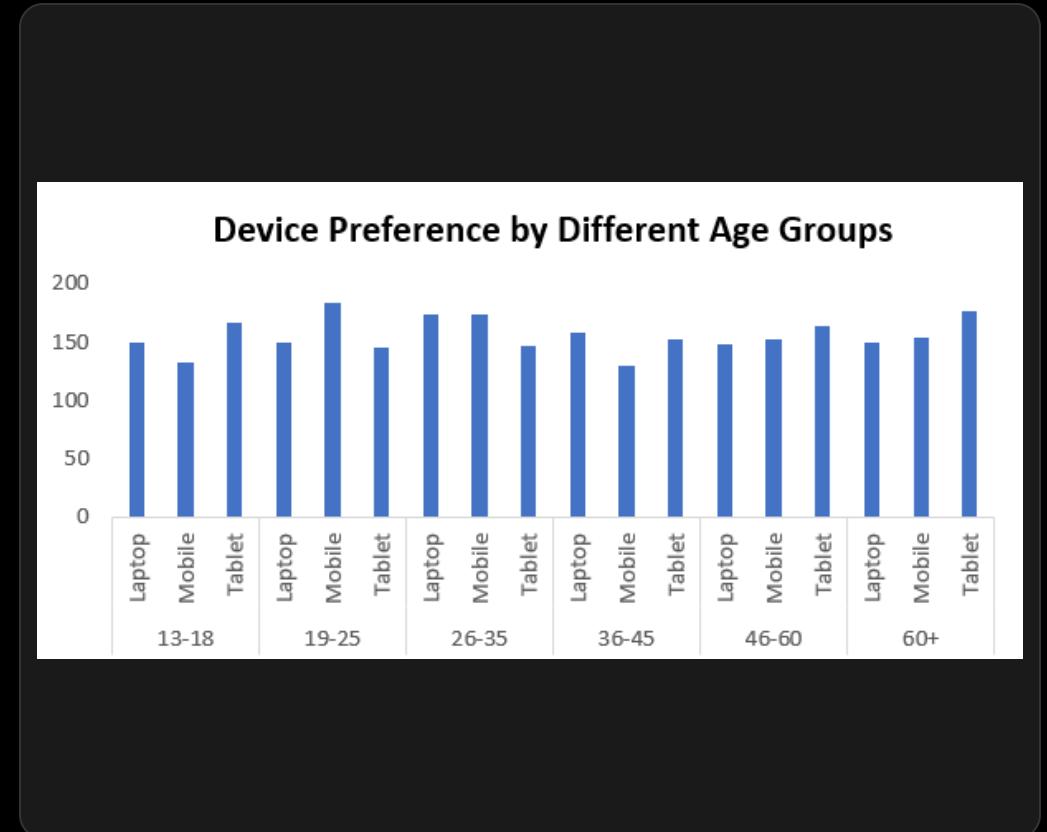


WiFi Connectivity

- Mobile data usage relatively higher among (13–19) and (46–60).
- Majority of age groups prefer WiFi over mobile data (home-based usage implication).

Devices

- Tablet usage relatively higher among (13–19) and (46+).
- Laptop usage peaks among (26–45) (professional/work-related alignment).
- Mobile devices most preferred among (19–35) (mobile-centric campaign opportunity).
- Pattern note: targeted device-based marketing could be effective by age group.



CONCLUSION

This analysis examined daily internet usage across age groups through activity distribution, usage intensity, device preference, and connectivity type.

Key conclusion: work/study is consistent; differences mainly appear in social/entertainment, total intensity, and device/connectivity choices.

Working-age users (26–45) show higher overall and intensive usage; younger and older users show lighter and more selective patterns.



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