

# Indian Kids Screen Time & Health Impact

An interactive Power BI dashboard analyzing screen time habits of 9,000+ Indian children and their associated health impacts. Understanding digital consumption patterns to promote healthier habits.



# The Growing Digital Challenge

## Why This Matters

Rising screen time among children poses significant health and behavioral concerns. With smartphones, TVs, and laptops becoming ubiquitous, understanding usage patterns is critical for child well-being.

This analysis examines over 9,000 records to uncover trends that can guide parents, educators, and policymakers in making informed decisions.



# Key Business Problems Addressed



## Rising Usage

Screen time among children is increasing rapidly, creating health and behavioral concerns that need urgent attention.



## Device Overuse

Smartphones, TVs, and laptops dominate daily routines, potentially causing negative physical and mental health impacts.



## Health Issues

Poor sleep, anxiety, eye strain, and reduced physical activity are commonly reported among heavy screen users.



## Data Gaps

Lack of structured analysis makes it difficult to identify urban vs rural, gender, and age-wise screen usage patterns.

# Dashboard Goals & Approach



## Measure Usage

Track daily average screen time across different demographics and age groups.



## Device Analysis

Identify most frequently used devices including TVs, smartphones, and laptops.



## Location Insights

Compare urban versus rural screen time patterns and device preferences.



## Health Impact

Highlight health issues directly linked to prolonged screen exposure.



## Critical Findings

**4.9**

**Hours Daily**

Average screen time exposure among Indian children

**9K+**

**Records Analyzed**

Comprehensive dataset from Kaggle covering diverse demographics

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**Top Health Issues**

Poor sleep, eye strain, and anxiety most commonly reported

# Urban vs Rural: A Digital Divide

## Key Differences

**Urban children** show significantly higher screen exposure compared to their rural counterparts, driven by greater device availability and internet access.

**Smartphones and TVs** dominate both settings, but usage intensity varies dramatically.

Understanding these patterns helps tailor interventions for different communities and socioeconomic contexts.



### Urban Areas

- Higher average daily screen time
- Multiple device ownership common
- Greater health impact reporting



### Rural Areas

- Lower but growing screen usage
- TV remains primary device
- Limited awareness of health risks



# Health Impact Breakdown



## Poor Sleep Quality

Most frequently reported issue. Screen exposure before bedtime disrupts natural sleep cycles and reduces rest quality in children.



## Eye Strain

Prolonged screen time causes digital eye strain, headaches, and vision problems that can affect learning and development.



## Anxiety

Excessive digital consumption linked to increased anxiety, stress, and emotional regulation challenges among children.



## Reduced Activity

Screen time replaces physical activity, contributing to sedentary lifestyles and potential long-term health consequences.

# Taking Action Together

01

## For Parents

Set screen time limits, encourage outdoor activities, and create device-free zones at home, especially during meals and bedtime.

03

## For Researchers

Continue longitudinal studies on screen time impacts and develop evidence-based guidelines for healthy digital consumption.

**Tools Used:** Power BI, DAX, PostgreSQL, Excel/CSV | **Data Source:** Kaggle (9000+ records, 7+ attributes)

02

## For Educators

Integrate digital wellness education into curriculum and promote balanced technology use in learning environments.

04

## For Policymakers

Create regulations promoting healthy screen habits and fund programs supporting digital wellness initiatives for children.