Social Media Engagement Analysis

Page 1

Page 2

Country

Device_Type ▼

Gender •

Preferred_Entertai...

Age_Group

Avg Daily Screen Time (hrs)

7

Max (hrs) Min (hrs)

12 2

Most Used Social Media Platform: TikTok

Used by 60,301 of
the respondents,
that is 20.1% of

the total

respondents.

Average Subscription Platforms per User

2.51

Max per User

Min per User

0

Impact of Daily Screen Time on Social Media Fatigue by Age group

Age_Group

Age_Group

6

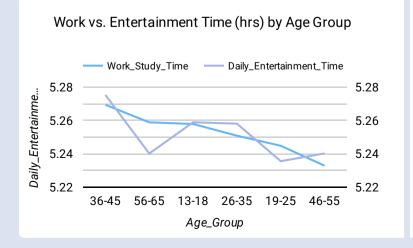
6.98

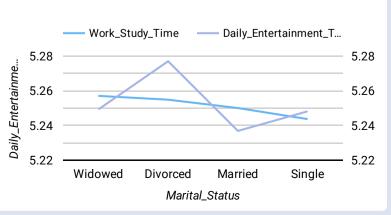
6.99

7

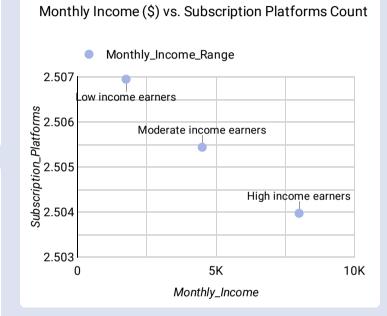
Screen_Time

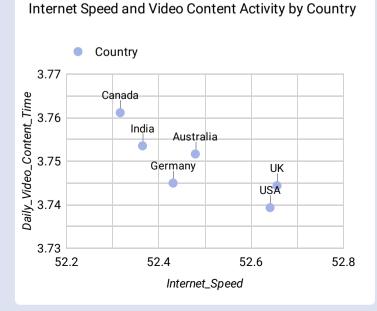
Most Popular Social Media Platform by Age Group TikTok Twitter Facebook YouTube Instagram 46-55 936-45 926-35 919-25 13-18 0 20K 40K 60K Record Count





Work vs. Entertainment Time (hrs) by Marital Status





Page 1

Page 2

24.71%

25.18%

24.95%

25.16%

Low

Country

Device_Type ▼

Gender **▼**

Preferred_Entertai...

Age_Group

Preferred Devices by Tech-Savviness Level

24.87%

24.98%

25.1%

25.05%

Medium

Tech_Savviness_Level_Range

PC

Smart TV

100%

50%

25%

Record Count

Smartphone

24.98%

24.85%

25.13%

25.04%

High

Average Monthly Income per User (\$)

5,257

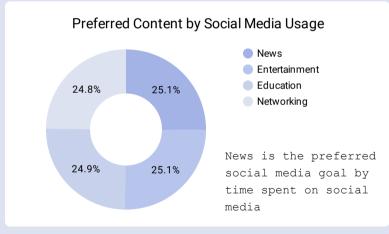


Most Used Entertainment Platform: Netflix

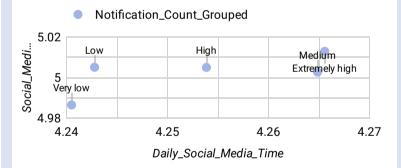
Used by 75,238 of the respondents, that is 25.1% of the total respondents. Social Media Fatique Score



5



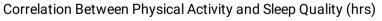
Impact of Notifications on Social Media Fatigue (hrs) & Time Spent Onli...



Digital Well-being Awareness: Educational & Entertainment Platfor...



There's a a significant difference in digital well-being awareness between users who spend more time on educational platforms versus entertainment platforms.



Users with higher physical activity are reporting better sleep quality

