

Advertising The Product

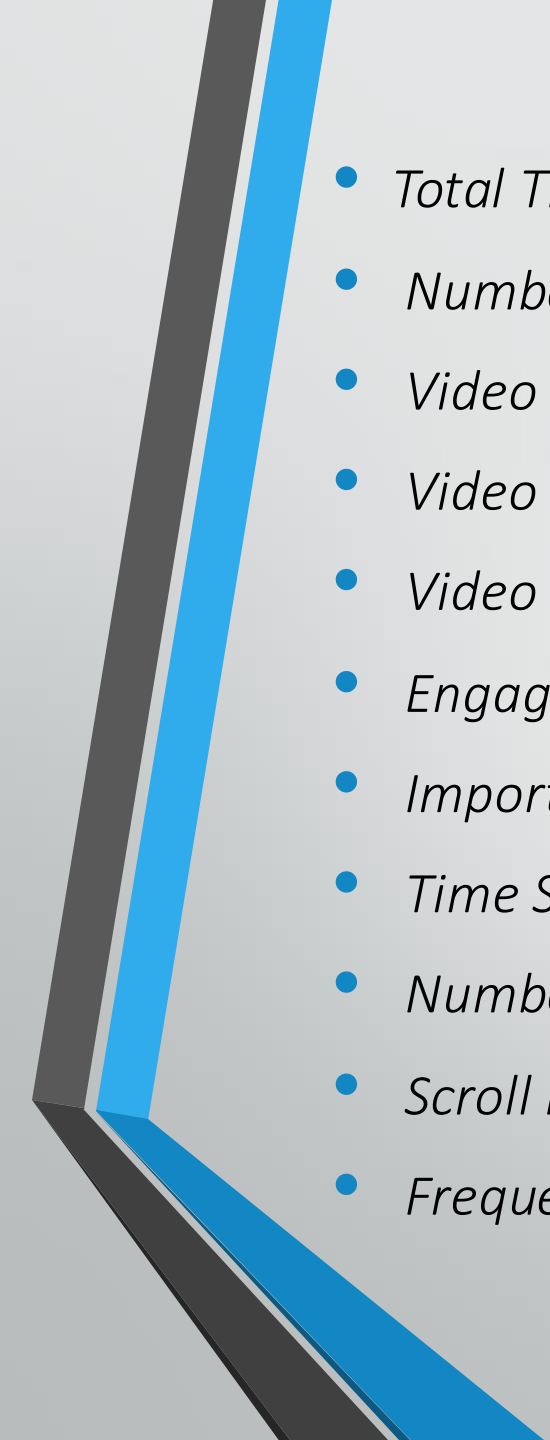
Presented by:
Muhammad Shaan KC

INTRODUCTION

- *In this presentation we will explore the data on "Distractions On Social Media".*
- *We will look at time spend on social media, platforms, frequency, addiction level, satisfaction and see how these have changed over time and across different countries.*
- *Our aim is to provide insights that can help to advertise our product efficiently, ie Best time, best platform.*

Column Description

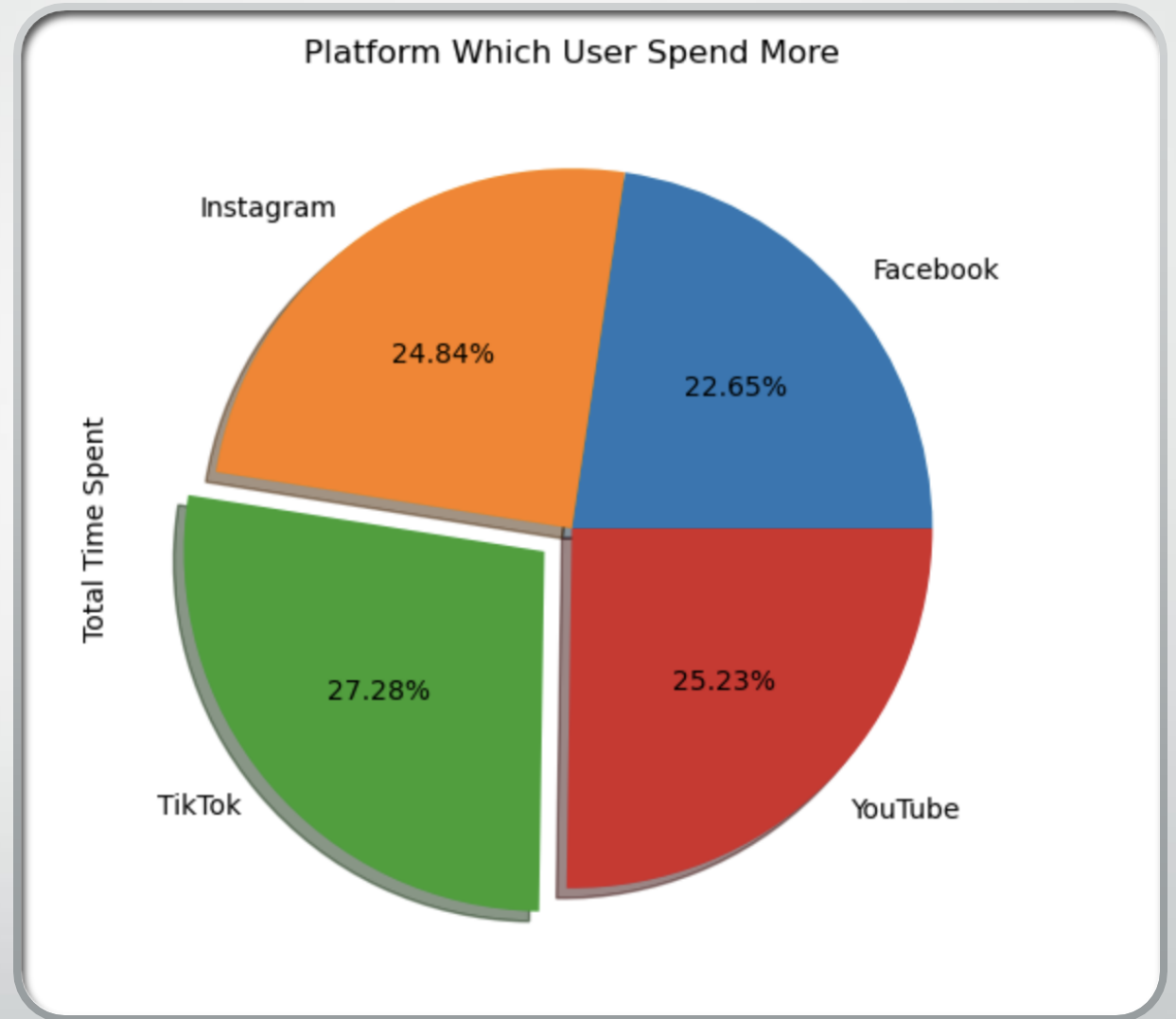
- *UserID: Unique identifier assigned to each user.*
- *Age: The user's age. - Gender: The user's gender (e.g., male, female, non-binary).*
- *Location: Geographic location of the user.*
- *Income: The user's income level.*
- *Debt: Amount of debt the user has.*
- *Owns Property: Indicates whether the user owns property.*
- *Profession: The user's occupation or job.*
- *Demographics: Statistical data about the user (e.g., age, gender, income).*
- *Platform: The platform the user is using (e.g., website, mobile app).*

- 
- *Total Time Spent: The total time the user spends on the platform.*
 - *Number of Sessions: The number of times the user has logged into the platform.*
 - *Video ID: Unique identifier for a video.*
 - *Video Category: The category or genre of the video.*
 - *Video Length: Duration of the video.*
 - *Engagement: User interaction with the video (e.g., likes, comments, shares).*
 - *Importance Score: A score indicating how important the video is to the user.*
 - *Time Spent On Video: The amount of time the user spends watching a video.*
 - *Number of Videos Watched: The total number of videos watched by the user.*
 - *Scroll Rate: The rate at which the user scrolls through content.*
 - *Frequency: How often the user engages with the platform.*

- 
- *Productivity Loss: The impact of platform usage on the user's productivity.*
 - *Satisfaction: The user's satisfaction level with the platform or content.*
 - *Watch Reason: The reason why the user is watching a video (e.g., entertainment, education).*
 - *Device Type: The type of device the user is using (e.g., smartphone, tablet, desktop).*
 - *OS: The operating system of the user's device (e.g., iOS, Android, Windows).*
 - *Watch Time: The time of day when the user watches videos.*
 - *Self Control: The user's ability to control their usage of the platform.*
 - *Addiction Level: The user's level of dependency on the platform.*
 - *Current Activity: What the user is doing while watching the video.*
 - *Connection Type: The type of internet connection the user has (e.g., Wi-Fi, cellular).*

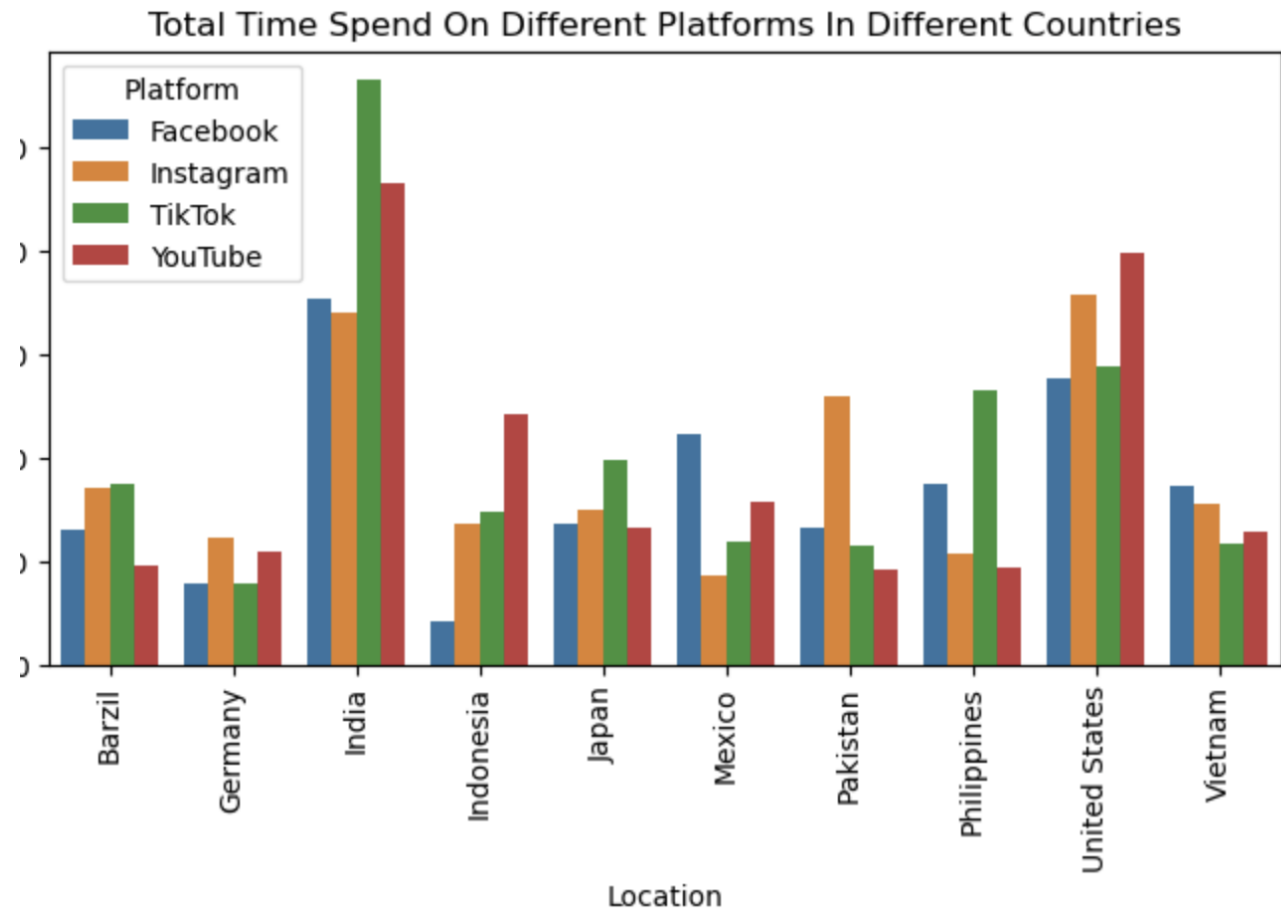
Platform Which User Spends More Time Globally

- *The plot shows that TikTok is the platform where users spend more time.*
- *Globally we need to focus on the platform TikTok for understanding the trends ongoing.*
- *By understanding these we can advertise through this platform effectively.*
- *But the least one Facebook is more used in different countries, so we need to look towards the differentiation on the basis of countries.*



Total Time Spend On Different Platforms In Different Countries

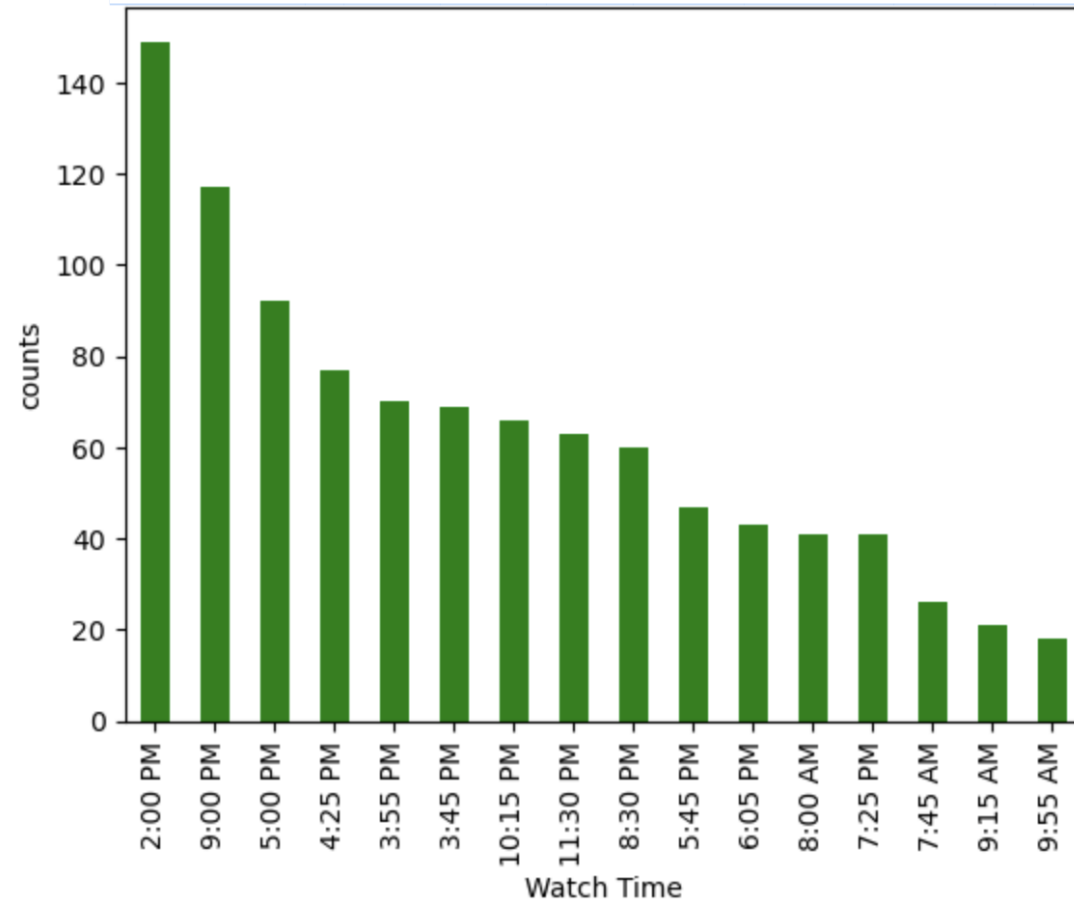
- The plot shows that total time spend on different platforms across different countries.
- So by analyzing these we can advertise our product through different platforms depending on the countries
- For eg: In india the best platform to advertise is TikTok.



Distribution Of Video Watch Time Across Different Times Of Day

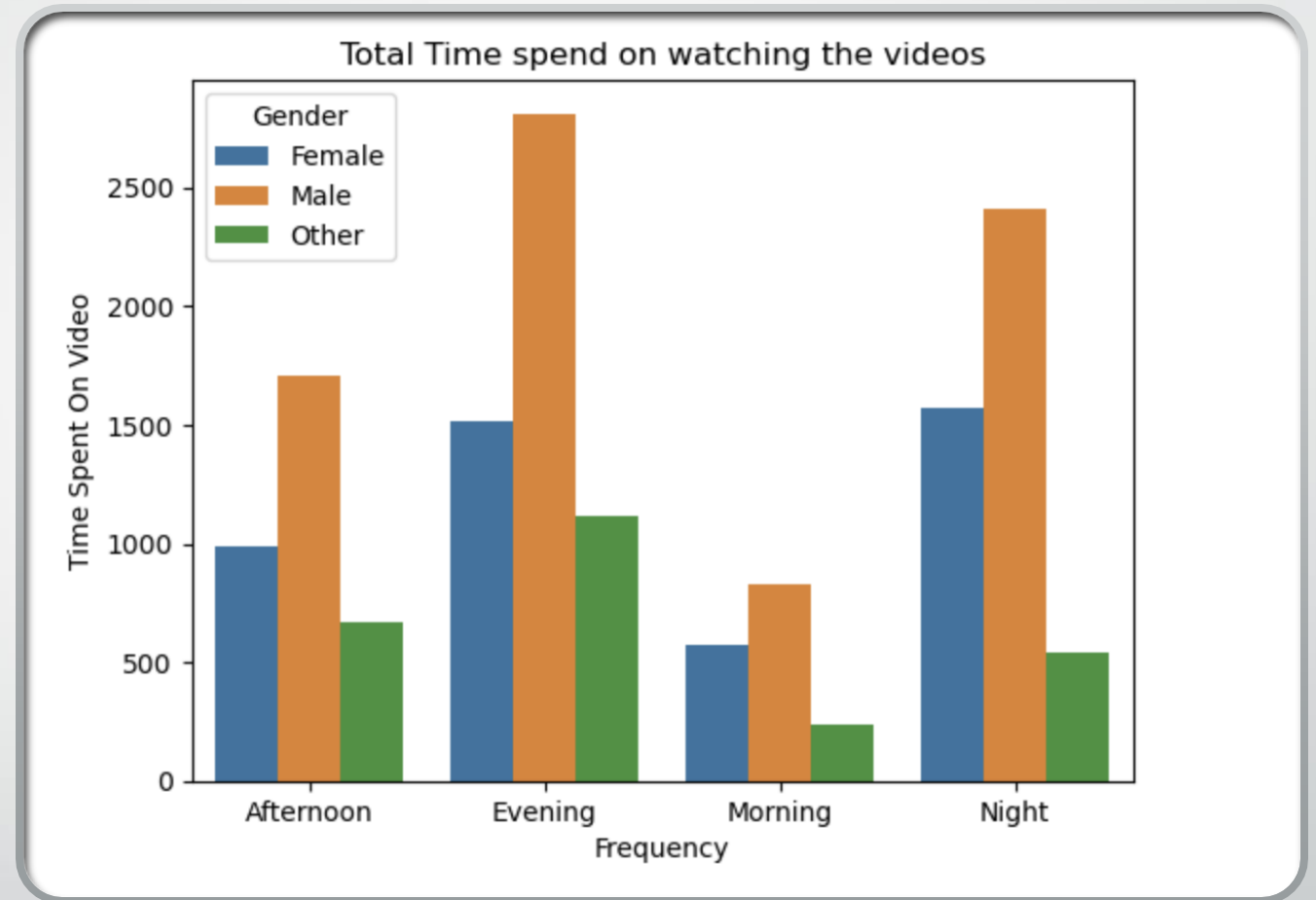
- *The plot shows the watch time of the users.*
- *At 2.00 pm there is more users using social media.*
- *So it is the best time for advertising our product through different platforms*

Distribution of video watch time across different times of day



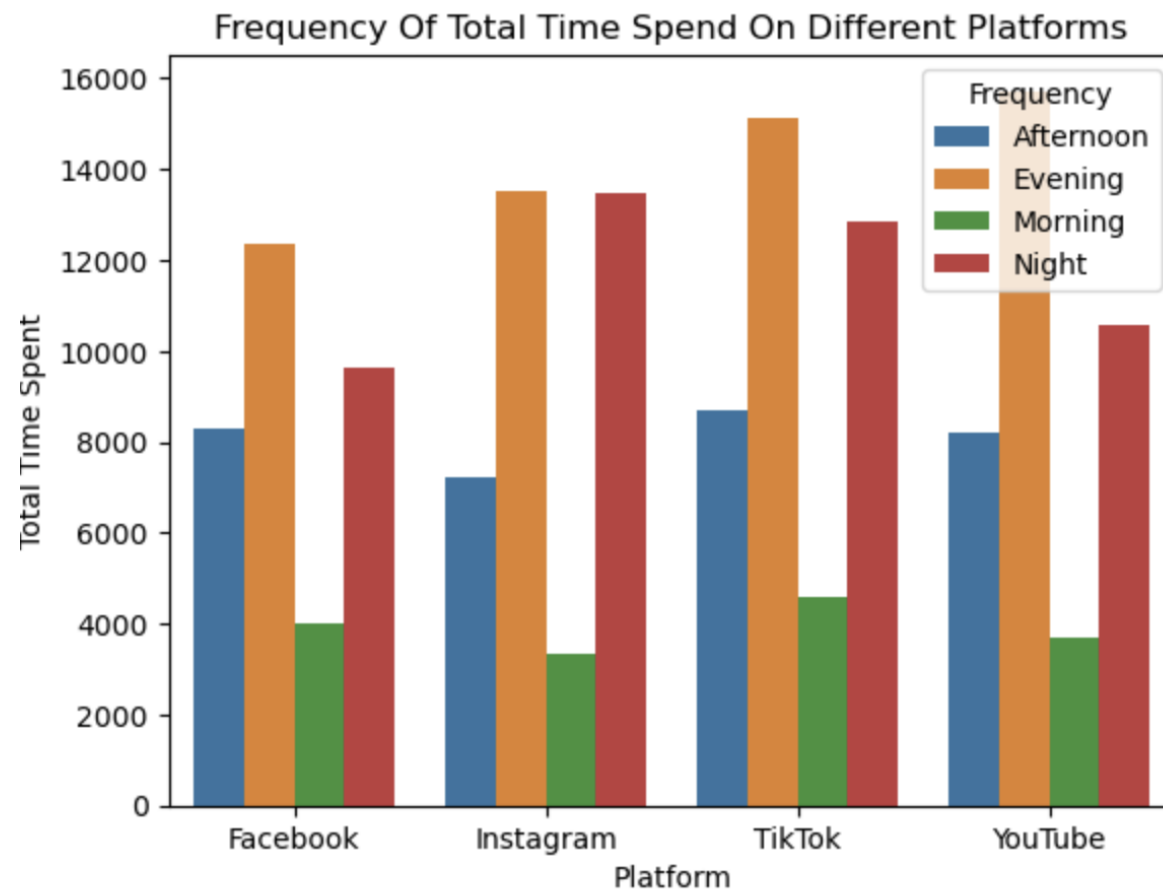
Gender Base Total Time On Spending Time On Social Media

- *The plot shows that evening is the best time for males and others for spending time on social media and night is the best time for females.*
- *So when we are focusing on women we could probably market our product at night.*



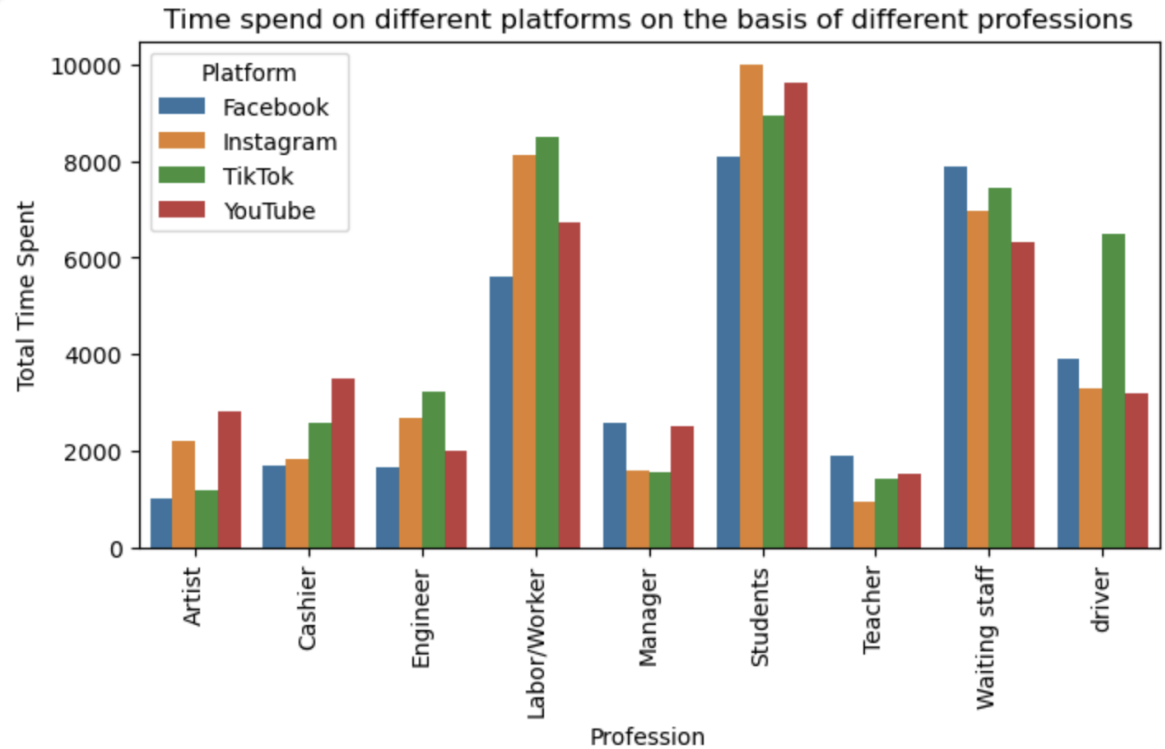
Total Time Spend On Different Platforms At Different Times

- *The figure helps us to find the best time to advertise our product on different platforms.*
- *When we need to advertise at night YouTube is the best platform for it.*



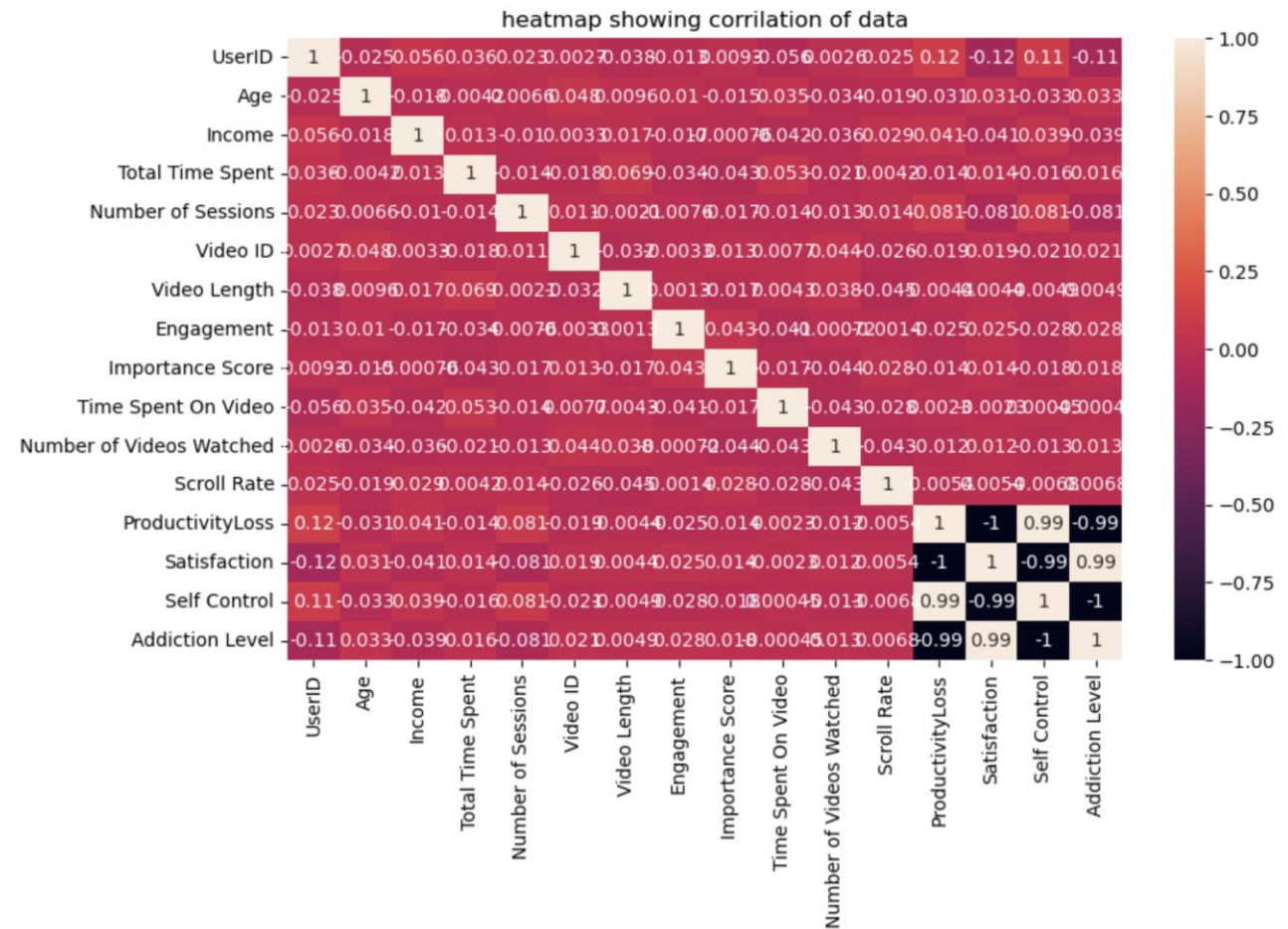
Time Spend On Different Platforms On The Basis Of Different professions

- *The plot shows a genuine idea about users professions.*
- *So when we need to focus on students, the plot gives which platform more students spend time with.*
- *So we can easily prioritize these platforms for focusing students.*



Relationship Between Different Scenarios

- The correlation matrix shows that Satisfaction - Addiction Level and ProductivityLoss - Self Control are highly correlated.
- In contrast ProductivityLoss - Addiction Level and Satisfaction - Self Control have lowest correlation.



Suggestions For Advertising

- *Retrieve details about the platforms users use most.*
- *Analyse these platforms by different countries. So only we can advertise through that platforms at different countries.*
- *Check the peak time users spends more time on social media. By analyzing these we can advertise more on that specific time.*
- *Study the purpose of the product, wheather it is used by male or female and retrieve the details of the times when male and female uses social media more.*
- *Need to study about the customers, wheather the customer is capable to buy the product that means that the customer is a working professional and not in debt or in other issues.*



THANK YOU