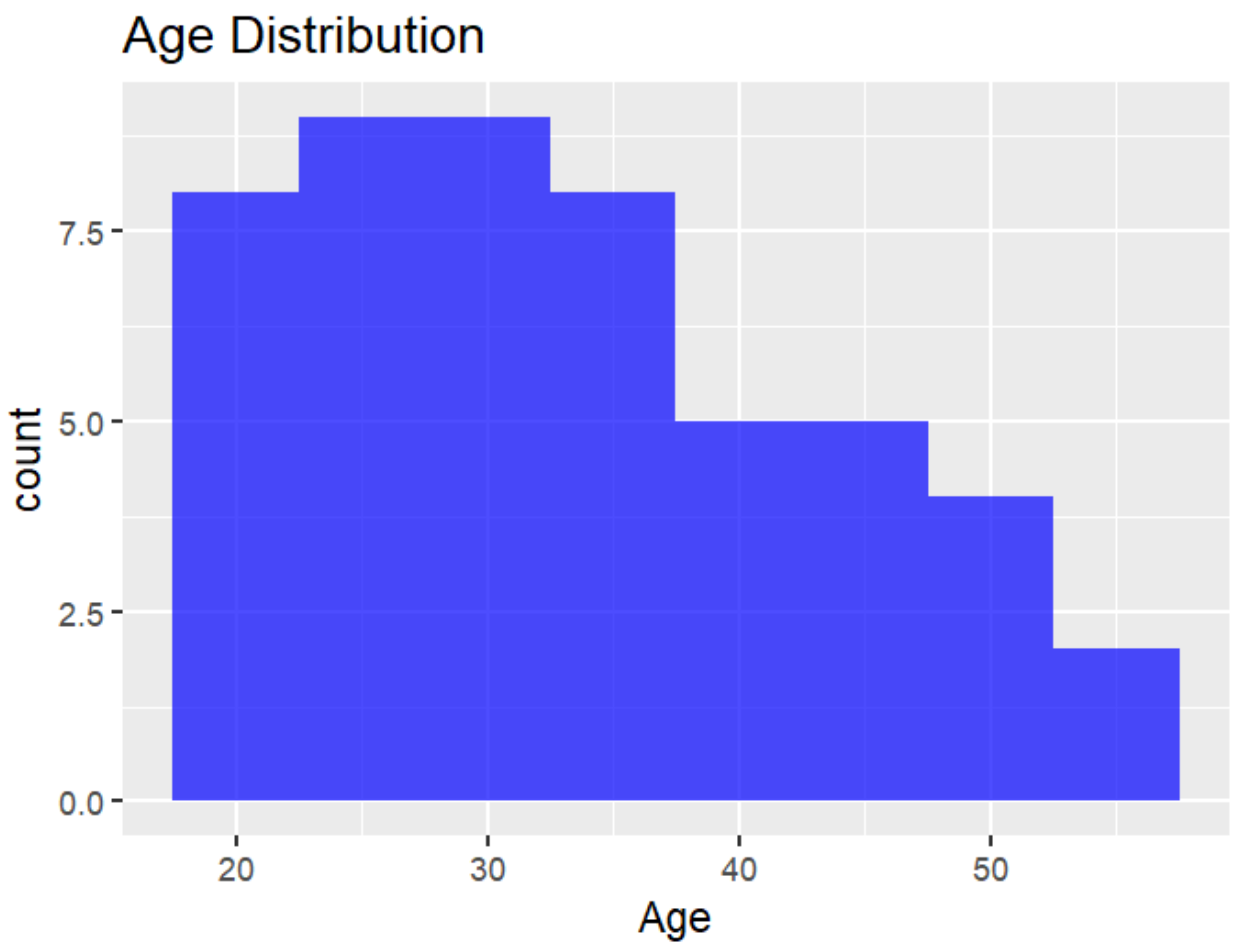
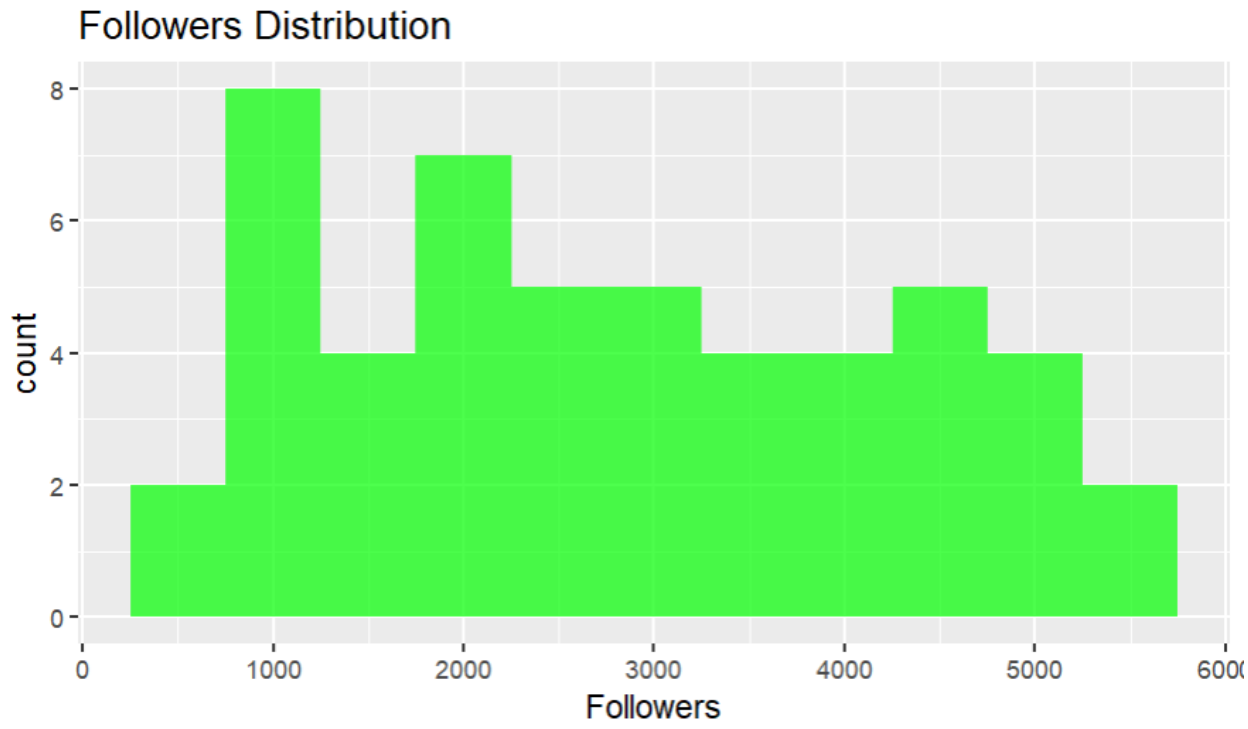
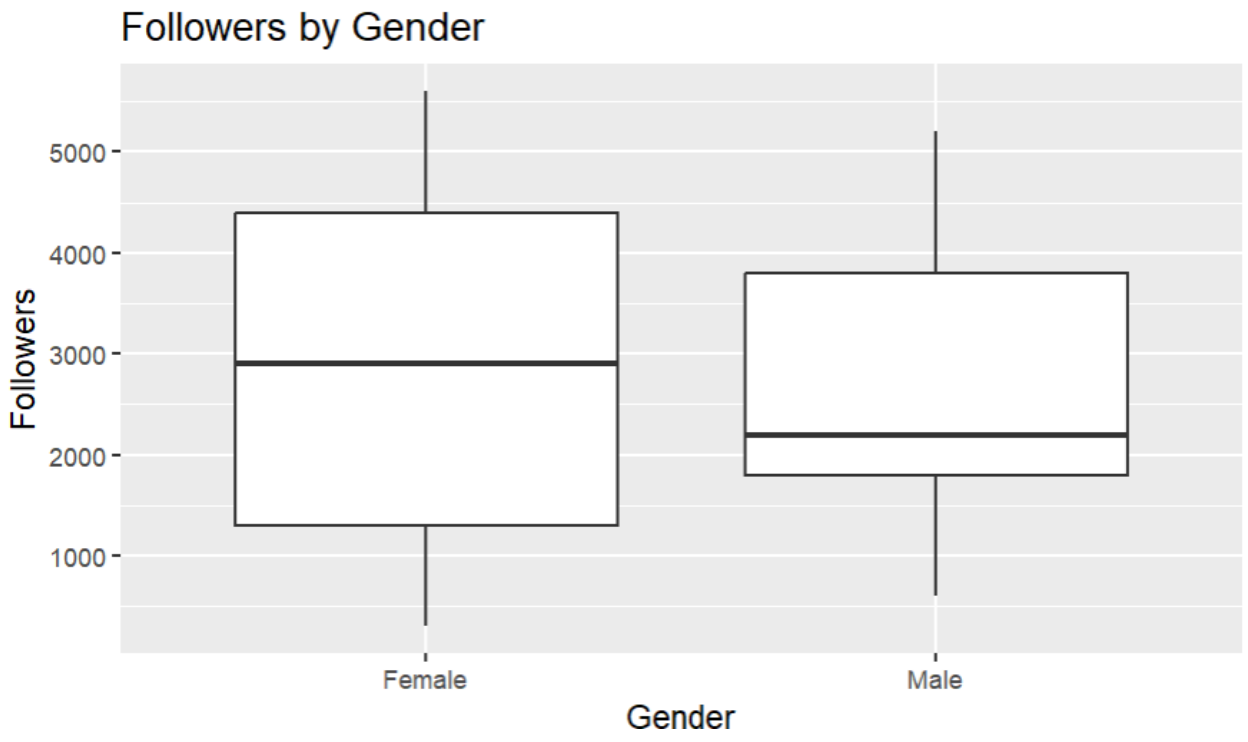
```
> # Using read.csv in base R
> my_data <- read.csv("C:\\Users\\tanvi\\Downloads\\SocialMediaAnalysis - Sheet1.csv")
```

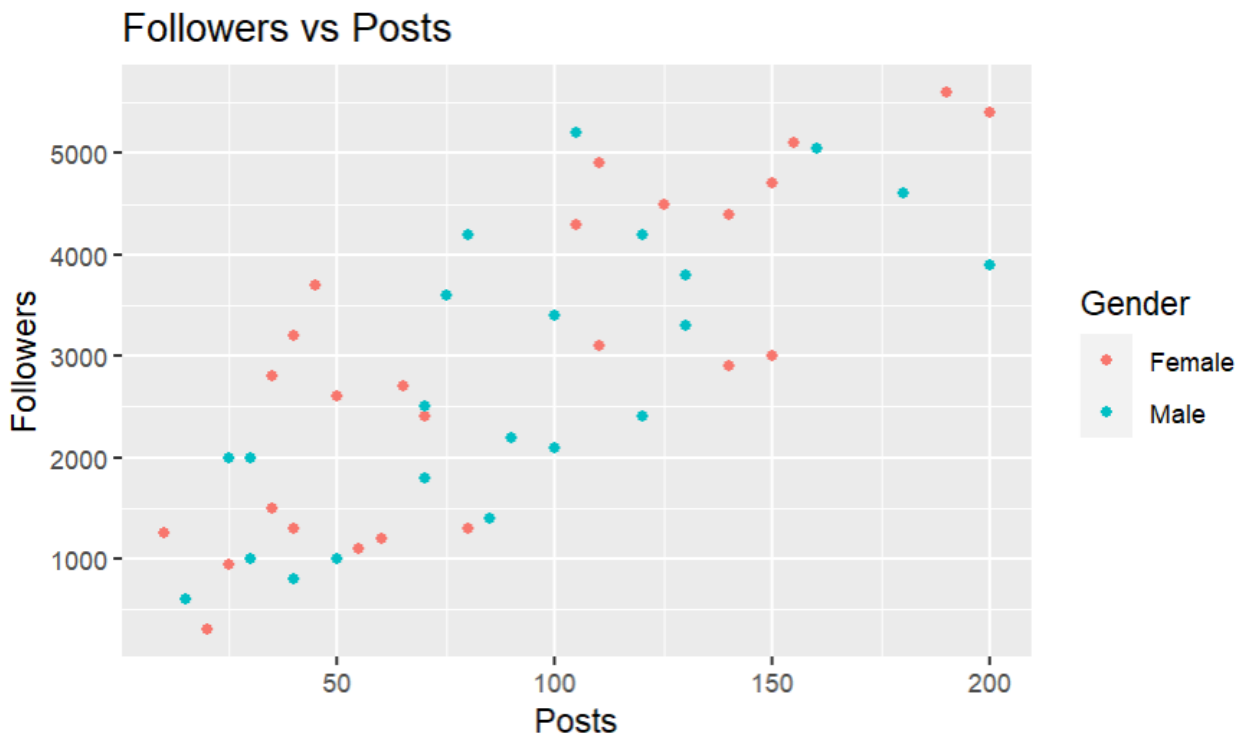
```
> head(my_data)
  UserID Age Gender Followers Following Posts EngagementRate
1      1  22   Male      1200       150    60           0.05
2      2  34 Female      5400       220   200           0.04
3      3  19   Male      2100       130   100           0.10
4      4  45 Female       300        50    20           0.02
5      5  25   Male       800        80    40           0.03
6      6  32 Female      4700       200   150           0.07
```

```
> summary(my_data)
     UserID           Age           Gender            Followers      Following     
 Min.   : 1.00   Min.   :18.00   Length:50          Min.   : 300   Min.   : 50.00  
 1st Qu.:13.25   1st Qu.:25.25   Class :character   1st Qu.:1425   1st Qu.: 86.25  
 Median :25.50   Median :32.00   Mode  :character   Median :2650   Median :120.00  
 Mean   :25.50   Mean   :33.48                      Mean   :2815   Mean   :130.40  
 3rd Qu.:37.75   3rd Qu.:40.75                      3rd Qu.:4125   3rd Qu.:178.75  
 Max.   :50.00   Max.   :55.00                      Max.   :5600   Max.   :230.00  
     Posts        EngagementRate  
 Min.   : 10.00   Min.   :0.0100  
 1st Qu.: 46.25   1st Qu.:0.0300  
 Median : 82.50   Median :0.0500  
 Mean   : 89.20   Mean   :0.0524  
 3rd Qu.:123.75   3rd Qu.:0.0700  
 Max.   :200.00   Max.   :0.1000
```


Age Distribution
count
7.5
5.0
2.5
0.0
20
30
40
50
Age


Followers Distribution
count
8
6
4
2
0
0
1000
2000
3000
4000
5000
6000
Followers


Followers by Gender
Followers
5000
4000
3000
2000
1000
Female
Male
Gender




```
> print(cor_matrix)
                      Age  Followers   Following      Posts EngagementRate
Age            1.00000000 0.03939502 -0.01503875 -0.1480893     -0.1373167
Followers      0.03939502 1.00000000  0.48132664  0.7763526      0.3116041
Following     -0.01503875 0.48132664  1.00000000  0.5824640      0.4048007
Posts         -0.14808931 0.77635261  0.58246404  1.0000000      0.2510872
EngagementRate -0.13731675 0.31160412  0.40480069  0.2510872      1.0000000
> 
```