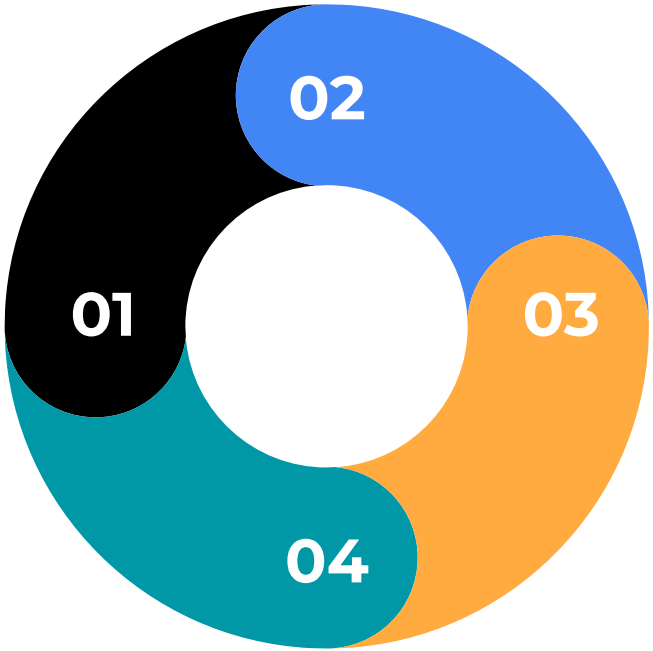
Social Media Usage Analysis

This presentation provides an analysis of social media usage.

AIM

Social media has become an integral part of our daily lives.

This presentation aims to analyze the usage patterns and trends in social media .



Understanding these patterns can help individuals and businesses make informed decisions.

Let's dive into the analysis!

Abstract

This project aims to analyze a dataset obtained from Kaggle with attributes such as country, city, date of birth, interests, and gender. The analysis will be implemented and visualized using Tableau.

The project will focus on the following key areas:

- Identifying trends and patterns in the data. This will involve analyzing the distribution of variables, correlations between variables, and changes over time.

- Segmenting the data into meaningful groups. This will be done based on factors such as demographics, interests, and behavior.

- Developing data visualizations. Tableau will be used to create interactive and informative visualizations that communicate the key findings of the analysis.

TOOLS USED

1. Tableau - Creation of interactive dashboards
2. Kaggle- To obtain the dataset

About the dataset

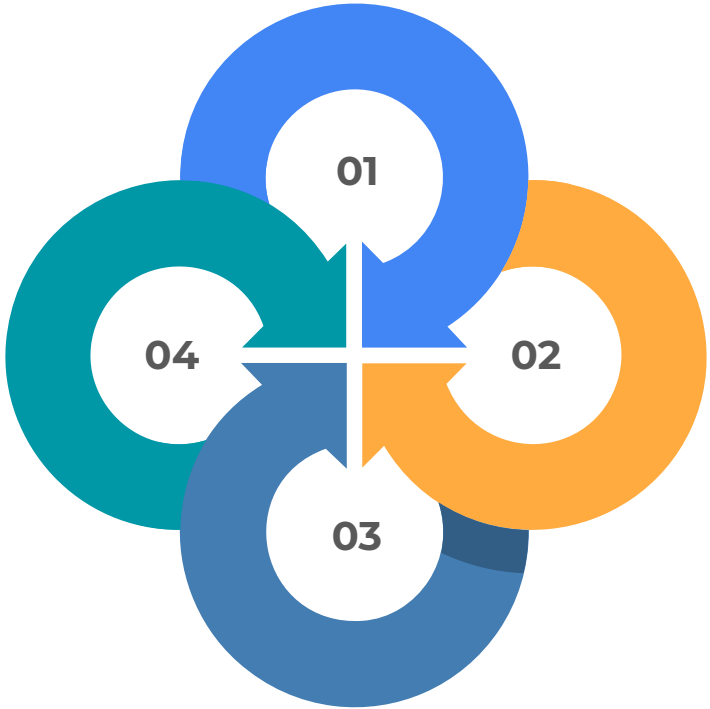
- We have utilized a dataset obtained from kaggle to perform analysis using tableau software
- This dataset contains information about users for a social media usage analysis project
- It includes fields such as UserID, Name, Gender, Date of Birth (DOB), Interests, City, and Country.
- The dataset aims to capture diverse user profiles and their characteristics in terms of personal information, interests, and geographical locations.

Link to the dataset:
https://www.kaggle.com/datasets/arindamsahoo/social-media-users

Trends and Insights

We will analyze the dynamic trends and interests of users and their geographical presence

Staying updated with these trends can help marketers and individuals stay relevant in the digital landscape.



Social media trends are constantly evolving.

This slide highlights the latest trends and insights in social media usage.

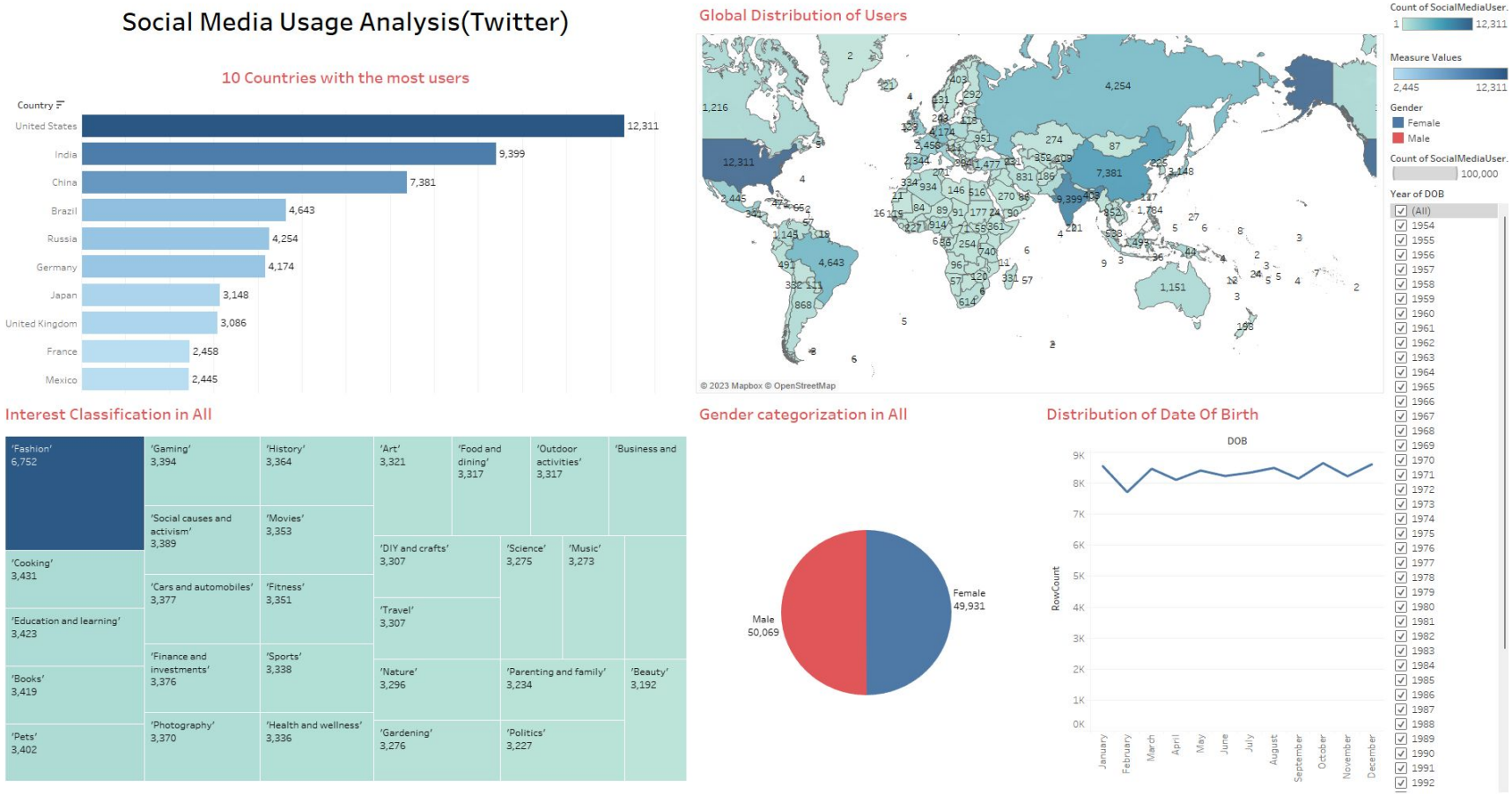
Types of Inferences

Interest Analysis: By exploring the Interests field, you can gain insights into the interests and preferences of your users. This analysis can help you understand their preferences, personalize content, and improve user engagement.

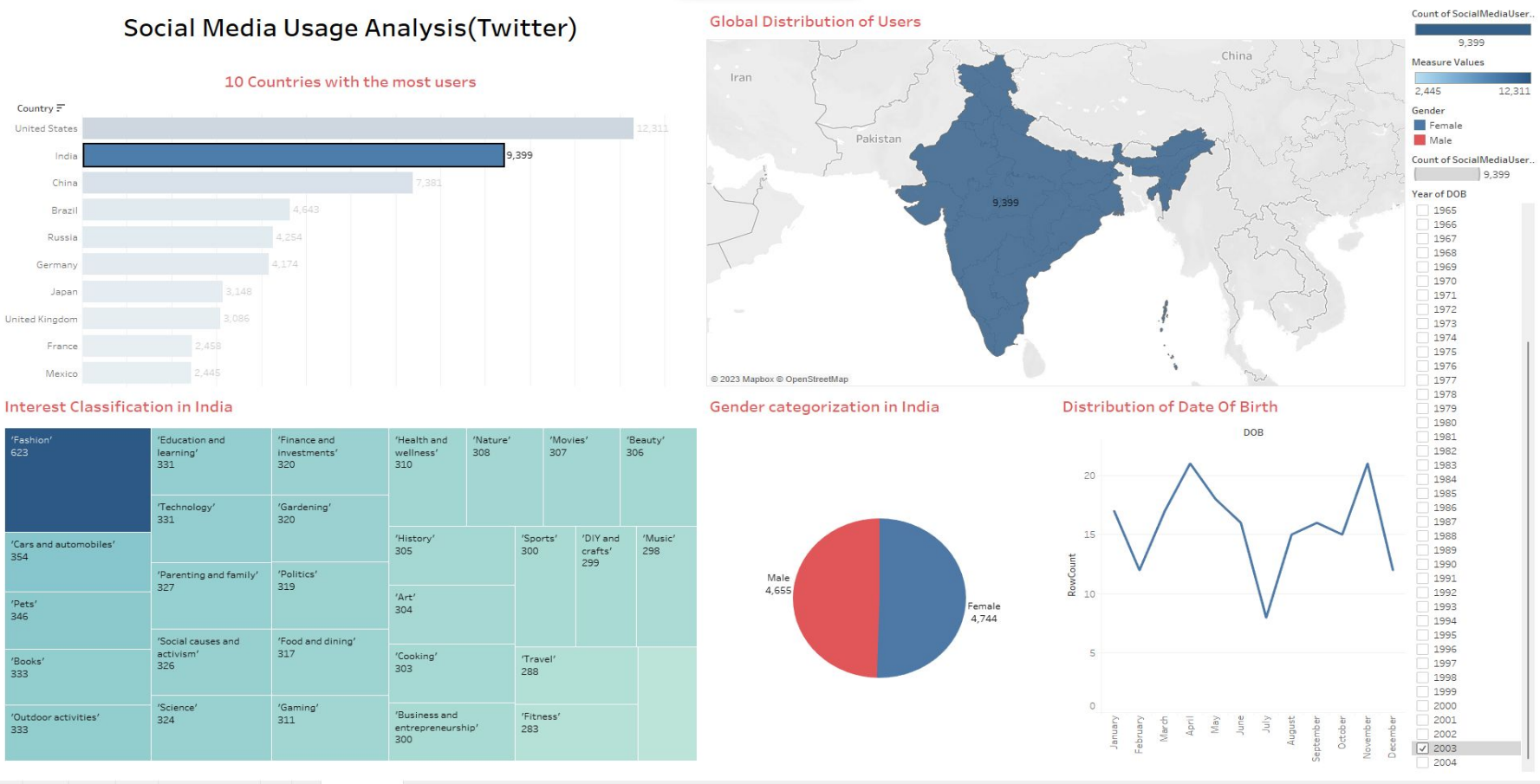
Demographic Analysis: By analyzing fields like Gender, Date of Birth, City, and Country, you can gain insights into the demographics of your users. This information can help you understand who your target audience is and tailor your products or services accordingly.

Geographical Analysis: Analyzing the distribution of users across different cities and countries can provide valuable information about your user base's geographic reach. This analysis can help you identify areas of high user concentration and target specific regions for marketing or expansion.

Sample Outputs: Dashboard



Dashboard in which India is filtered using filter option



Conclusion

- An analysis of Twitter usage was conducted, focusing on several key aspects.
- The top 10 countries with the highest number of users were identified to determine the primary geographic locations of Twitter's user base.
- Additionally, a study was undertaken to uncover the most prevalent interests among users for more effective advertising and marketing strategies.

- Furthermore, a comprehensive assessment of the global distribution of users was conducted, alongside a categorization based on gender to gauge the diversity of Twitter usage.

- These insights provide a comprehensive overview of Twitter's performance, offering valuable data to make informed decisions and prioritize targeted improvements for the platform.

- The findings not only shed light on user demographics and interests but also equip Twitter with crucial information to enhance user experience, tailor content, and implement strategies that align with the diverse user base.

- This approach ensures that Twitter can continually evolve to meet the changing needs and preferences of its global audience.

THANKYOU

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