

The background of the slide is a large, stylized Facebook logo in a dark blue color. In the top left corner, there are two blue speech bubbles. In the top right corner, there is a white search bar with a magnifying glass icon. On the right side, there is an illustration of a woman with red hair in a ponytail, wearing a red shirt and green pants, and using a blue VR headset. She is pointing her right index finger towards the search bar and has her left fist clenched in a celebratory gesture. The main title is written in large, bold, black letters on the left side of the slide.

The Analytics of Facebook

(as of 2019)

Our Data (Found on Kaggle)

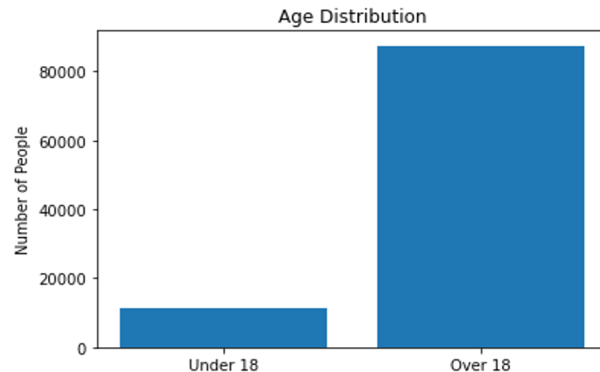
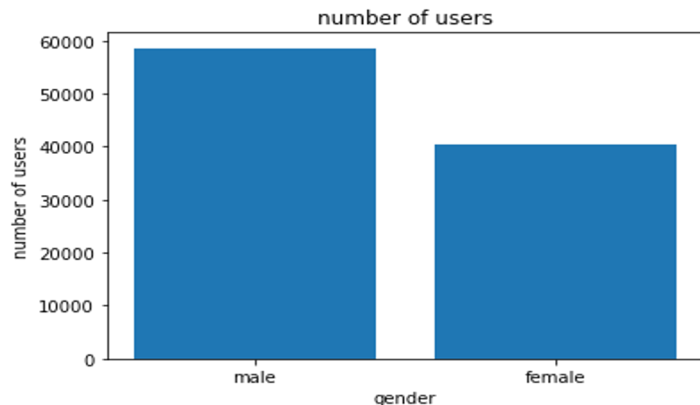
- There are 15 columns, 98k+ rows and more than 1.4 million data elements. According to our analysis, there are over 11k minors and over 87k are adults.

Number of rows: 98,826

Number of columns: 15

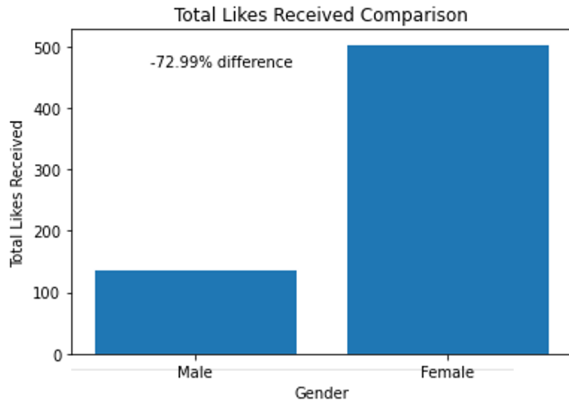
Number of data elements: 1,482,390

- Based on the dataset there are 58k+ male users & over 40k female users.

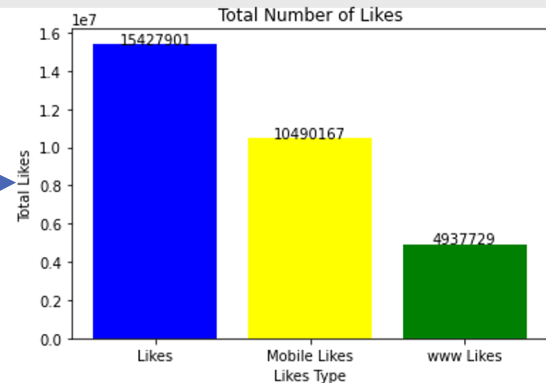


Differentiation and Analysis of Likes

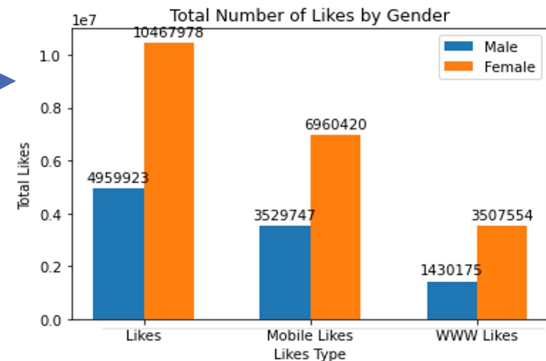
- Based on the dataset, it presents that the number of likes received by females is significantly more than the number of likes received by males.



- This histogram represents the amount of likes in the data set which includes Total likes from mobile and likes of world wide web (website).

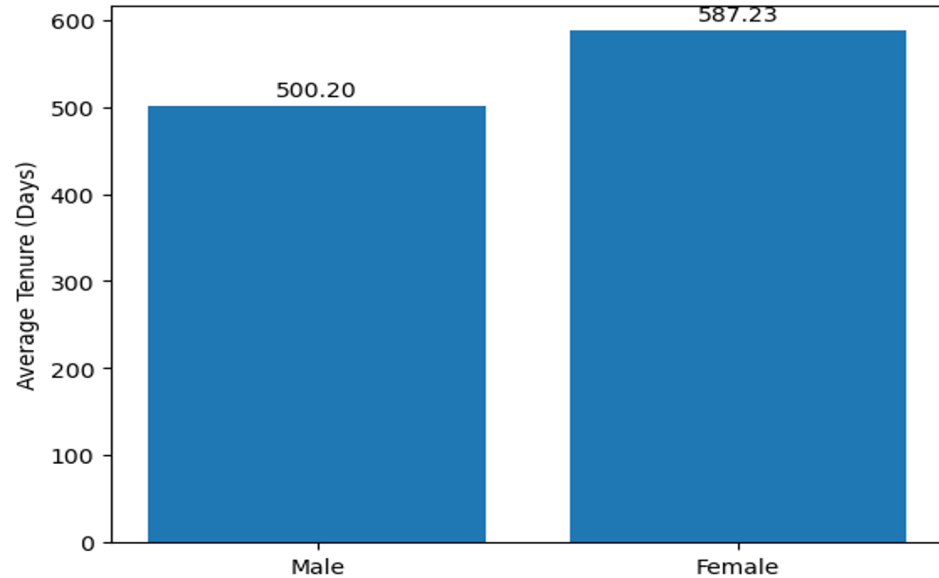


- The comparison of likes received by Males and Females in percentage.



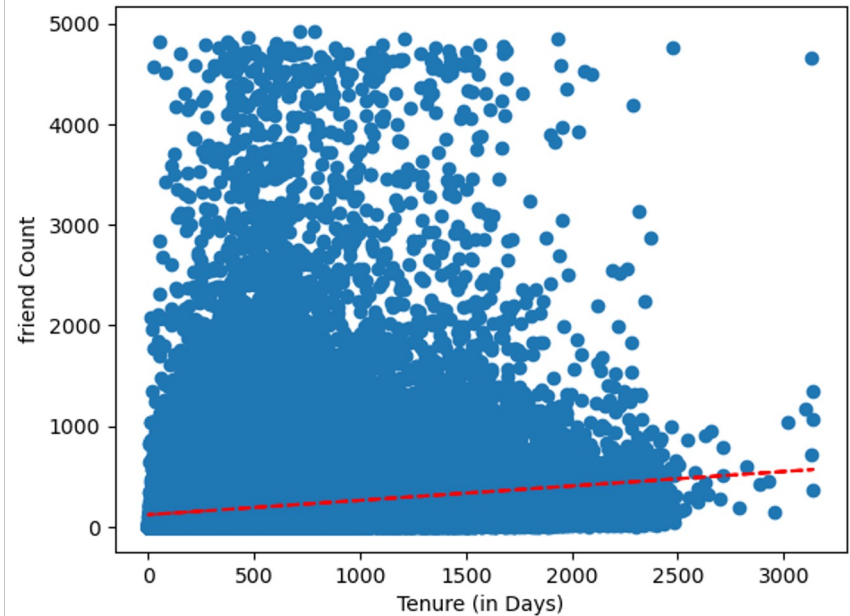
Tenure Data

Average Tenure for Male and Female Facebook Users



- Gap between the two is minimal
- Indicates that both male and female users are very enthusiastic about using Facebook
- It is difficult to attribute usage differences to gender differences based on these results.

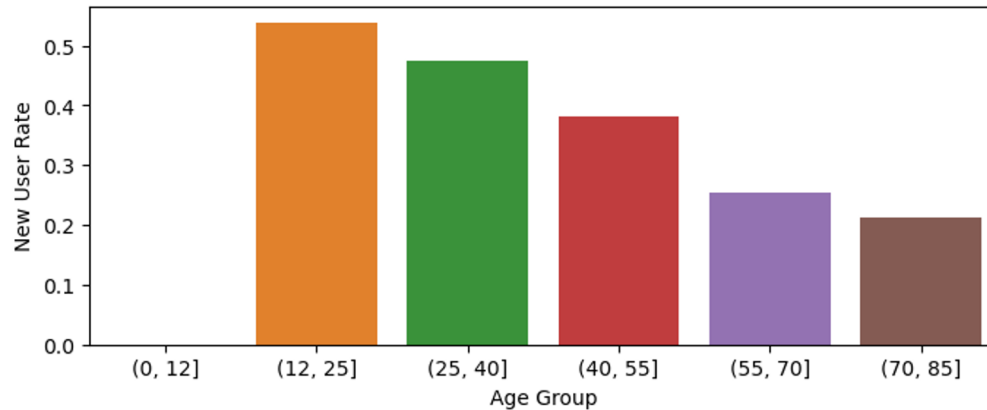
Tenure vs Friend Count



- Low positive correlation between when a user created an account and how many friends they added.
- Conclusion → Users meet more people as they use Facebook more, but it is not a drastic amount.
- We can assume that people do not socialize more on Facebook and prefer other options (Instagram, Snapchat)

New User Rate

New User Rate by Age

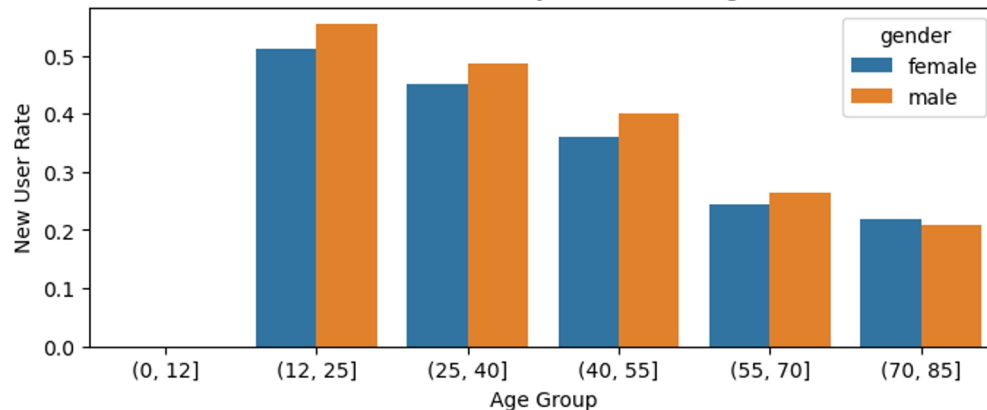


- After creating the new user rate of < 365 days, we compared tenure with age and gender.

Results

- Users who are in their teens and early twenties are most likely to create an account.
- Most active age group is 12-25.
- *Note: This data can have caveats since some users are new, while some users are churned.*

New User Rate by Gender and Age



- Relating to gender, more males are new to the website.
- Trends during 2019 can help us conclude that more people got access to the internet, which explains why more teenagers are logging on Facebook.
- *Note: The age group (0,12] is empty because the minimum age requirement to use FaceBook is 13.*

Thank you for your attention!