**KEY QUESTIONS**   
  
**Evaluation criteria**

* UI/UX design
* Depth of insights generated
* Decision making value
* Interactivity of the report

**Task is to create a 2-page interactive report using Power BI**

**Submission**

* Submit your report to the power bi peer review hub group on LinkedIn
* Follow Data Crunch Ltd and Power Bi Peer Review Hub on LinkedIn

**Deadline**

Feb 16th, 2025

**These questions must be answered in the chart displayed**

 **User Behavior and Preferences**

* What is the correlation between daily screen time and social media fatigue levels?
* hich social media platform is most commonly used as the primary platform across different age groups?

 **Demographics and Digital Usage**

* How does internet speed (Mbps) vary by country, and does it influence time spent on online activities like video content, gaming, or messaging?
* What is the relationship between monthly income and the number of subscription platforms a user subscribes to?

 **Time Management and Productivity**

* How does time spent on work/study compare with time spent on entertainment activities across different age groups or marital statuses?
* Are users with higher physical activity time also reporting better sleep quality?

 **Engagement with Content and Platforms**

* What type of preferred content (educational, entertaining) leads to higher daily social media time?
* How does the number of notifications received daily affect social media fatigue levels or time spent on digital platforms?

 **Tech Savviness and Device Usage**

* What devices are preferred by users with high tech-savviness levels for consuming entertainment content?
* Is there a significant difference in digital well-being awareness between users who spend more time on educational platforms versus entertainment platforms?

**🟢 PAGE 1: User Behavior, Demographics & Productivity**

**1️⃣ User Behavior and Preferences**

📌 **Chart:** **Scatter Plot**  
**Question:** What is the correlation between daily screen time and social media fatigue levels?  
**Columns:** **Social Media Fatigue Level** & **Screen Time**  
**Why?** A **heatmap** will show patterns clearly by color intensity instead of using a scatter plot.

📌 **Chart:** **Stacked Column Chart**  
**Question:** Which social media platform is most commonly used as the primary platform across different age groups?  
**Columns:** **Primary Platform** & **Age Group (Binned)**  
**Why?** A stacked column chart makes it easy to compare platforms across different age groups.

**2️⃣ Demographics and Digital Usage**

📌 **Chart:** **Map with Bars (Choropleth Map + Bar Chart)**  
**Question:** How does internet speed (Mbps) vary by country, and does it influence time spent on online activities like video content, gaming, or messaging?  
**Columns:** **Country**, **Internet Speed**, **Daily Gaming Time**, **Daily Video Content Time**, **Daily Messaging Time**  
**Why?** A **map** will show regional internet speeds, while a **bar chart** beside it can compare digital activities.

📌 **Chart:** **Scatter plot**   
**Question:** What is the relationship between monthly income and the number of subscription platforms a user subscribes to?  
**Columns:** **Monthly Income**, **Subscription Platforms**  
**Why?** A **box plot** will show income distribution and subscription behavior.

**3️⃣ Time Management and Productivity**

📌 **Chart:** **Grouped Bar Chart**  
**Question:** How does time spent on work/study compare with time spent on entertainment activities across different age groups or marital statuses?  
**Columns:** **Age Group**, **Marital Status**, **Work/Study Time**, **Preferred Entertainment Platform**  
**Why?** This allows easy comparison of work/study vs. entertainment time.

📌 **Chart:** **Stacked Column Chart**  
**Question:** Are users with higher physical activity time also reporting better sleep quality?  
**Columns:** **Sleep Quality**, **Physical Activity Time**  
**Why?** A **stacked column chart** can group users by physical activity level and display sleep quality.

**🔵 PAGE 2: Content Engagement, Tech Usage & Digital Well-being**

**4️⃣ Engagement with Content and Platforms**

📌 **Chart:** **100% Stacked Bar Chart**  
**Question:** What type of preferred content (educational, entertaining) leads to higher daily social media time?  
**Columns:** **Preferred Content Type**, **Daily Social Media Time**, **Primary Social Media Goal**  
**Why?** This allows a clear comparison of social media time based on content preferences.

📌 **Chart:** **Column Chart with Trend Line**  
**Question:** How does the number of notifications received daily affect social media fatigue levels or time spent on digital platforms?  
**Columns:** **Notifications Received Daily**, **Social Media Fatigue Level**  
**Why?** A **column chart with a trend line** will show whether more notifications increase fatigue.

**5️⃣ Tech Savviness and Device Usage**

📌 **Chart:** **Stacked Column Chart**  
**Question:** What devices are preferred by users with high tech-savviness levels for consuming entertainment content?  
**Columns:** **Preferred Device for Entertainment**, **Tech Savviness Level**  
**Why?** A **stacked column chart** can categorize entertainment devices by tech-savviness.

📌 **Chart:** **Grouped Bar Chart**  
**Question:** Is there a significant difference in digital well-being awareness between users who spend more time on educational platforms versus entertainment platforms?  
**Columns:** **Digital Well-being Awareness**, **Time Spent on Educational Platforms**, **Time Spent on Entertainment Platforms**  
**Why?** A **grouped bar chart** will allow easy comparison.

**🔹 INTERACTIVITY SUGGESTIONS**

🔹 **Filters:** Add slicers for **Age Group, Country, Primary Platform, Occupation, Preferred device for entertainment and Gender** to allow dynamic filtering.  
🔹 **Drill-throughs:** Clicking on a country in the map can show digital usage breakdown.  
🔹 **Buttons:** Use **Next Page & Back Page buttons** for easy navigation.