Visu

Segment type:

* This section indicates whether or not an individual was part of a larger segmented group which was surveyed exclusively for that specific question.
* We have:
  + Mobile: In the "Social Influence on Shopping" dataset from data.world, the "Mobile" segment type is used to categorize social media influencers based on the type of content they create and share on mobile-based platforms, such as Instagram or TikTok. This segment type includes influencers who primarily create and share content on mobile devices, as opposed to desktop or laptop computers.
  + Web : Overall, the "Web" segment type in the "Social Influence on Shopping" dataset is a way of categorizing social media influencers based on the type of content they create and share on their own websites or blogs, and is used to analyze how these influencers impact shopping behavior among their followers based on their web-based content.
  + Gender: The purpose of the "gender" segment type is to analyze how social media influencers of different genders impact shopping behavior among their followers. By categorizing influencers into male and female segments, researchers can identify patterns and trends in consumer behavior that are influenced by these influencers based on their gender identity.
  + University : In summary, the "university" segment type in the "Social Influence on Shopping" dataset refers to a specific group of social media influencers who have a connection to universities or colleges and is used as a standardized way of categorizing influencers based on common characteristics.
  + Custom : Overall, the "custom" segment type in the "Social Influence on Shopping" dataset is a way of categorizing social media influencers based on custom criteria or attributes and is used to create tailored segments of influencers that are relevant to specific research or marketing objectives.

Segment:

* Here you will find a description of the segment population who were surveyed for each question listed in “Question” above. We have 289 diff values

Answers:

* + Facebook
  + Instagram
  + Snapchat
  + Twitter
  + None

Is there one social media that has more influence on University / overall?

What is the correlation between social media influence and shopping behavior for customers who primarily use Instagram?

Q.1

Analyze the effects of social media influence on shopping. Are there any detectable trends?”

Analyze the effects of social media influence on shopping. Does the actual situation and background (family, school, etc…) of the user affect media influence and shopping behavior?

Is there one social media that has more influence on University?

Q.2

The dataset “Social influence on Shopping” is provided by Whatsgoodly, a millennial social polling company. It allow us to access data that they get from their polls.

In the data provided, we have 5 columns which are questions, segment type, segment description, answer, count. The question is: “What social platform has influenced your online shopping most? ”. To answer this question, the data has a segment type which show if whether or not an individual was part of a larger segmented group which was surveyed exclusively for that specific question. The groups are Mobile, Web, Gender, University and Custom. It comes with a segment description which is a description of the segment population who were surveyed for each question listed in “Question” above. There are 289 unique values. We also have the answers to the questions which are the social media Snapchat, Twitter, Facebook, Instagram or none. And then we have the count and the percentage for each group surveyed.

The data types for the segment type, the segment description and answers are qualitative nominal data. The count is a quantitative discrete data and percentage are quantitative continuous data.

The strength of this data is that it easy to understand, to analyze to find a pattern and does not have null of missing data. The weakness of this data is that we don’t what is the date when the data was retrieved which is an important parameter. It is also has too many segments type so the data does not have much more and deeper information about some groups. I could be interesting to know the location of where the user did the survey from.