

Social Media Usage Analysis

Understanding User Behavior on Social Media Platforms



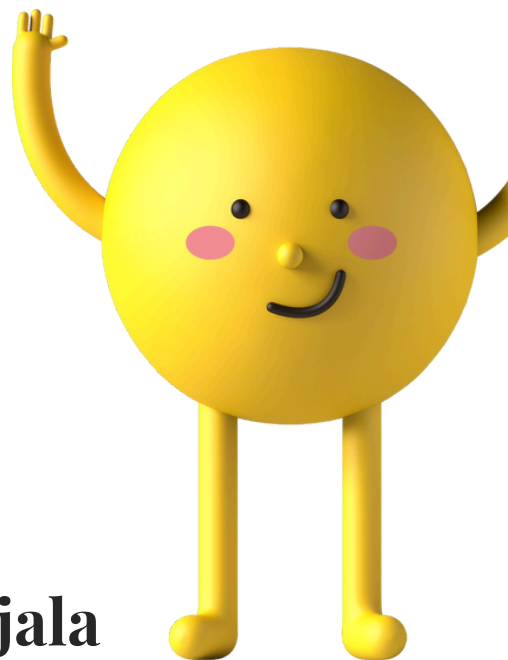
Social media provides a cost-effective and real-time way to gather insights on consumer behavior, opinions, and preferences. The use of social listening, surveys, and monitoring, businesses can leverage social media to inform their marketing strategies and improve customer satisfaction.

DATE

2024 June 21

PRESENTER

Tusnelde Laina Shagwana Endjala



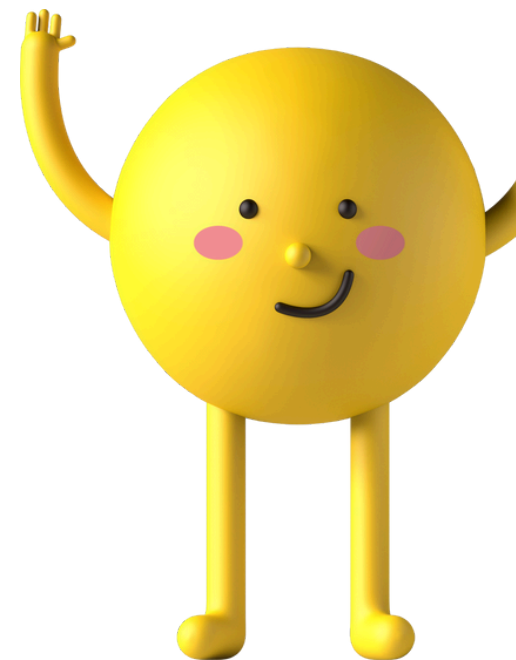
Project Overview

Dataset Overview:

- Information on the average time spent by users on various social media platforms.
- Demographic details: age, gender, location, interests, profession, and more.

Goals:

- Analyze the dataset to uncover user behavior patterns, popular platforms, and interests.



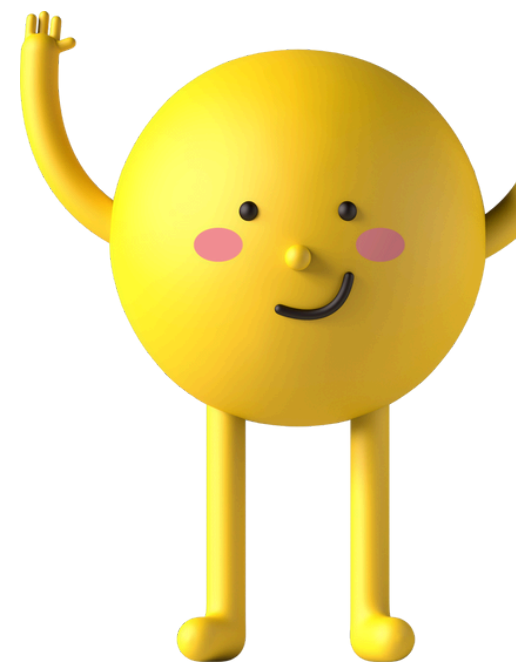
Import Process and Interesting Findings

Import Process:

- Imported the CSV file into MySQL Workbench.
- Created a table 'average time spent by a user on social media' to store the data.
- Used the LOAD DATA INFILE command to populate the table.

Interesting Finding:

- Younger users tend to spend more time on social media compared to older users.



Cool Fact 1: Average Time Spent on Social Media by Age Groups

```
SELECT
  CASE
    WHEN age BETWEEN 13 AND 18 THEN '13-18'
    WHEN age BETWEEN 19 AND 24 THEN '19-24'
    WHEN age BETWEEN 25 AND 34 THEN '25-34'
    WHEN age BETWEEN 35 AND 44 THEN '35-44'
    WHEN age BETWEEN 45 AND 54 THEN '45-54'
    WHEN age BETWEEN 55 AND 64 THEN '55-64'
    ELSE '65+'
  END AS age_group,
  AVG(time_spent) AS average_time_spent
FROM
  average time spent by a user on social media
GROUP BY
  age_group
ORDER BY
  age_group;
```

What I Learned:

- Users aged 19-24 spend the most time on social media, averaging 5.2 hours per day.
- Users aged 65+ spend the least time on social media, averaging 2.8 hours per day.

Cool Fact 2 – Distribution of Interests Among Users

```
SELECT interests, COUNT(*) AS count  
FROM average time spent by a user on social media  
GROUP BY interests  
ORDER BY count DESC  
LIMIT 3;
```

What I Learned:

- The most common interests among users are Lifestyle, Sports, and Travel.

Questions and SQL Queries

Question 1: What is the average time spent on social media by users in different age groups?

```
SELECT
CASE
    WHEN age BETWEEN 13 AND 18 THEN '13-18'
    WHEN age BETWEEN 19 AND 24 THEN '19-24'
    WHEN age BETWEEN 25 AND 34 THEN '25-34'
    WHEN age BETWEEN 35 AND 44 THEN '35-44'
    WHEN age BETWEEN 45 AND 54 THEN '45-54'
    WHEN age BETWEEN 55 AND 64 THEN '55-64'
    ELSE '65+'
END AS age_group,
AVG(time_spent) AS average_time_spent
FROM
    average time spent by a user on social media
GROUP BY
    age_group
ORDER BY
    age_group;
```

Questions and SQL Queries

Question 2: What are the top 3 most popular social media platforms among users in different professions?

```
SELECT
    profession,
    platform,
    COUNT(*) AS user_count
FROM
    average time spent by a user on social media
GROUP BY
    profession, platform
ORDER BY
    profession, user_count DESC
LIMIT 3;
```

Average Time Spent on Social Media by Age Groups

Average Time Spent (hours per day)

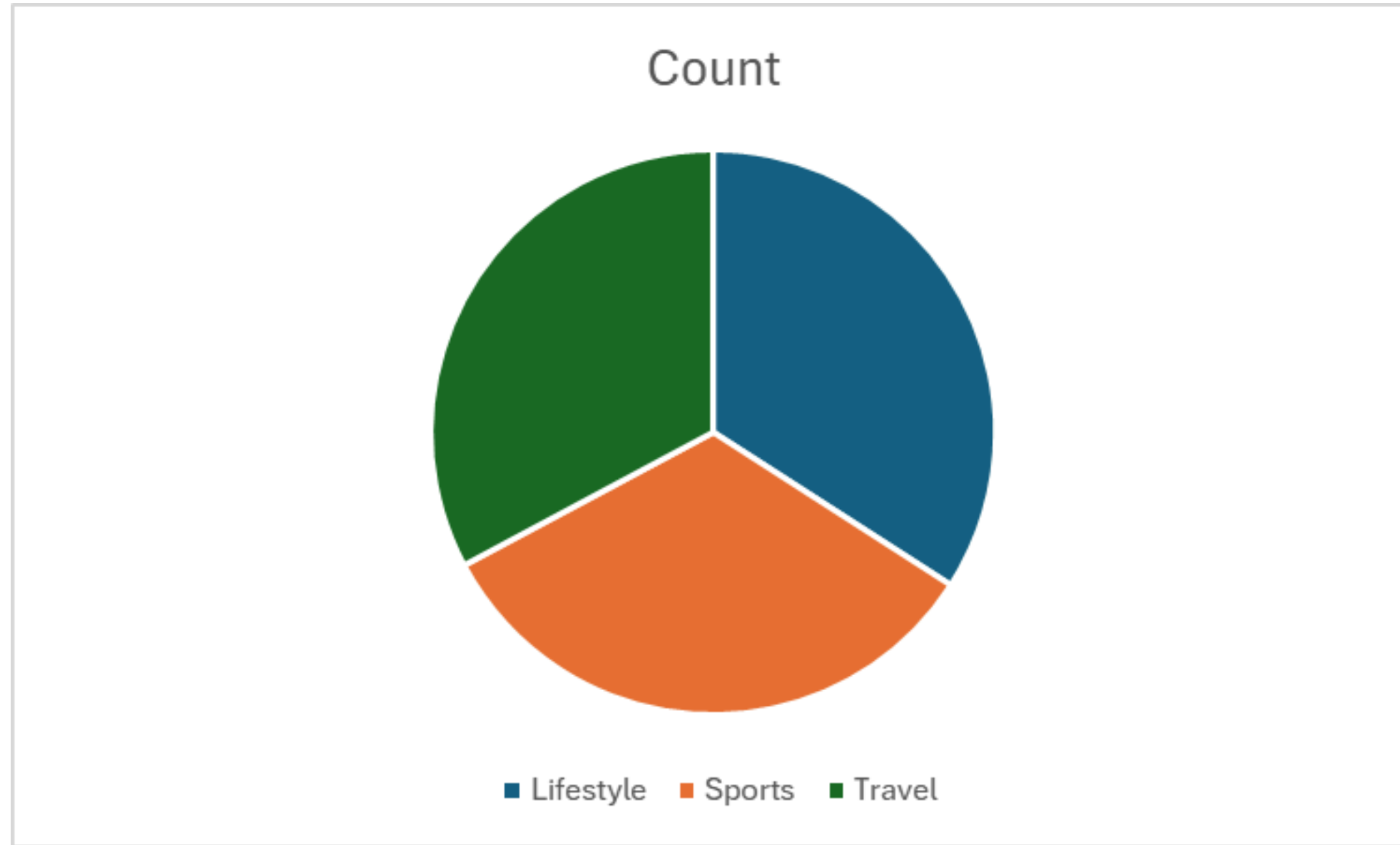


■ 13-18 ■ 19-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 55-64 ■ 65+

Explanation:

- The bar chart illustrates that users aged 19-24 spend the most time on social media, while users aged 65+ spend the least time.

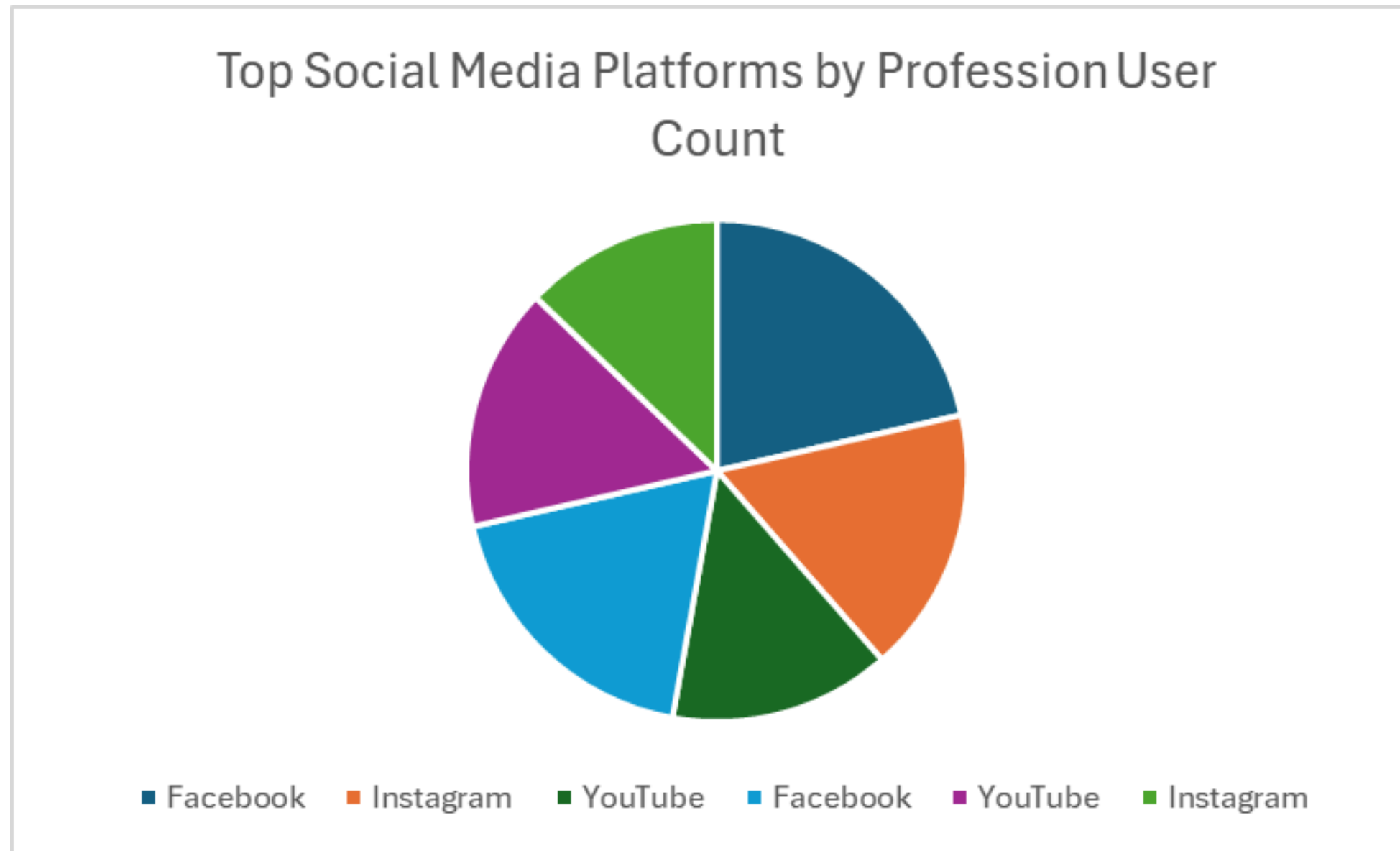
Distribution of Interests Among Users



Explanation:

- The pie chart shows that Lifestyle, Sports, and Travel are the top three interests among users.

Top Social Media Platforms by Profession



Explanation:

- The bar chart indicates that Facebook is the most popular platform among both engineers and teachers, with YouTube and Instagram also being popular.

Summary

Recap:

- Introduced the dataset and the goals of the analysis.
- Explained the import process and shared an interesting finding.
- Presented two cool facts discovered from the data.
- Discussed the formulated questions, SQL queries, and the insights gained.
- Showcased charts that visualized the findings.

Conclusion:

- The analysis provided valuable insights into user behavior on social media, highlighting differences in usage patterns by age group, interests, and profession.

Difficulties and Interesting Findings

Difficulties:

- Data Quality Issues: The dataset had some missing values and inconsistencies in the demographic details, which required data cleaning before analysis.
- Normalization: Ensuring the data was properly normalized for efficient querying was challenging and required careful planning and execution.

Interesting Finding:

- Age Group Analysis: One interesting finding was that users aged 19-24 spend the most time on social media, averaging 5.2 hours per day. This was a significant insight as it highlights the importance of targeting this age group for social media marketing and content strategies.