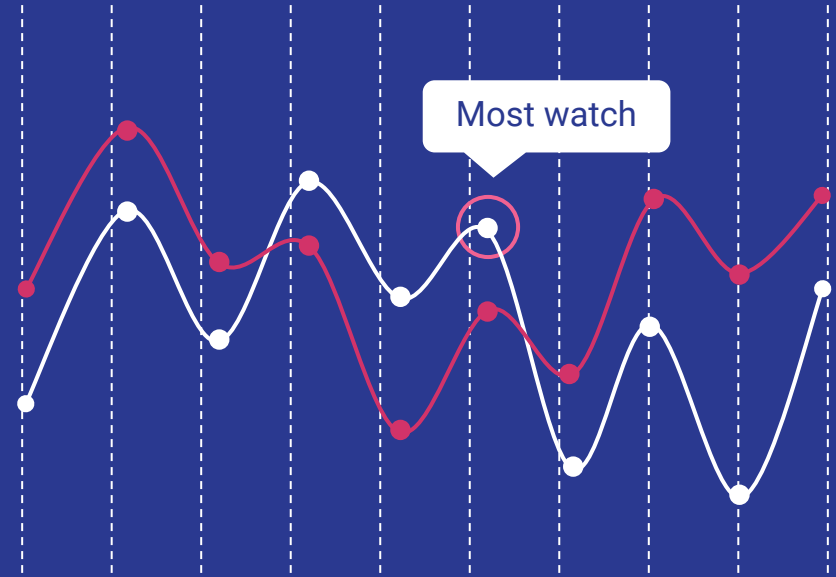


Data Analytics on Social media

- To analyze social media usage patterns and their impact on individuals.



About the data set

Data source: Kaggle

IDE used: Google Colab

Libraries used: NumPy, Pandas, Matplotlib

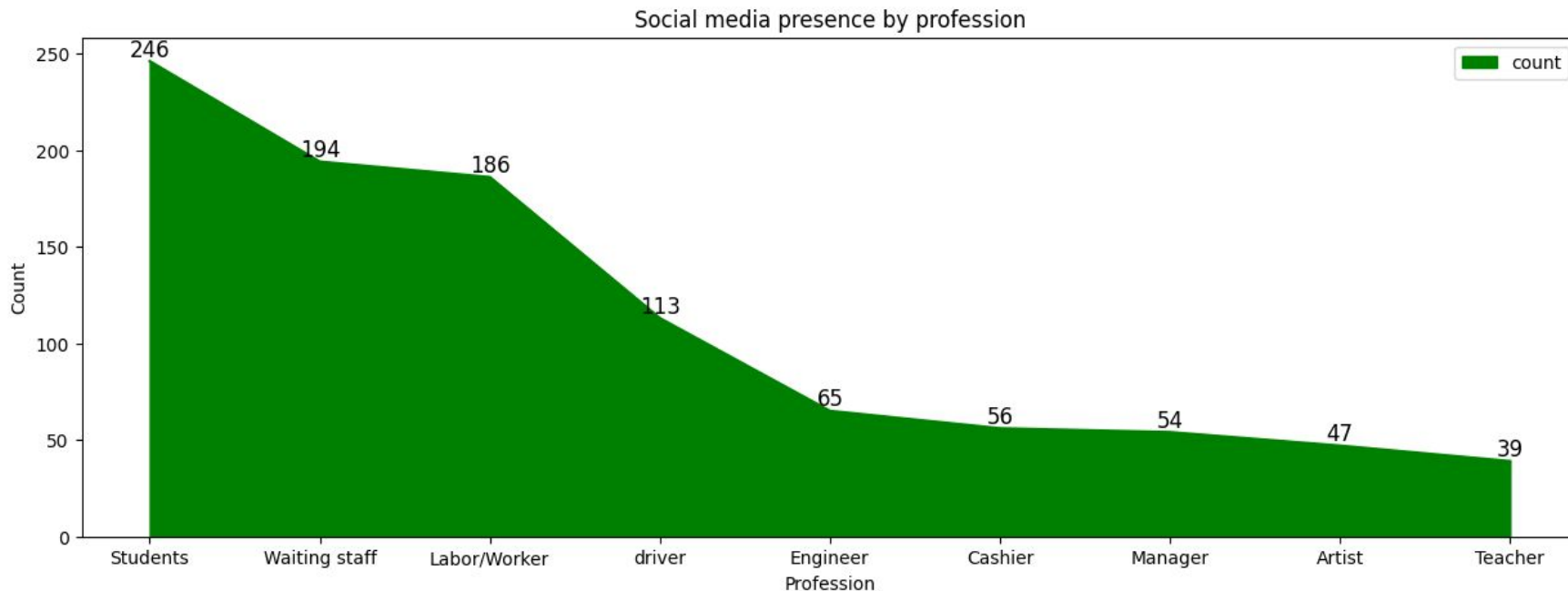
Data set name: Time-Wasters on Social Media.csv

Key Findings

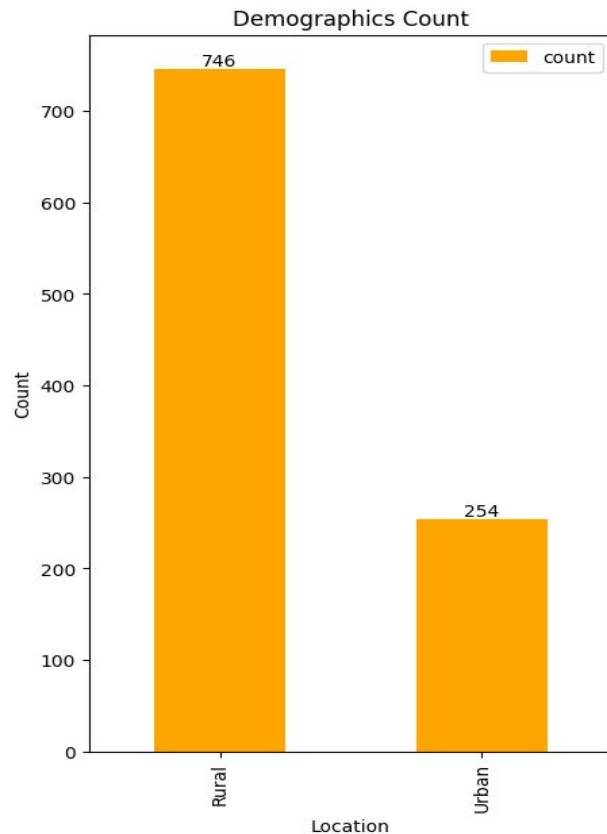
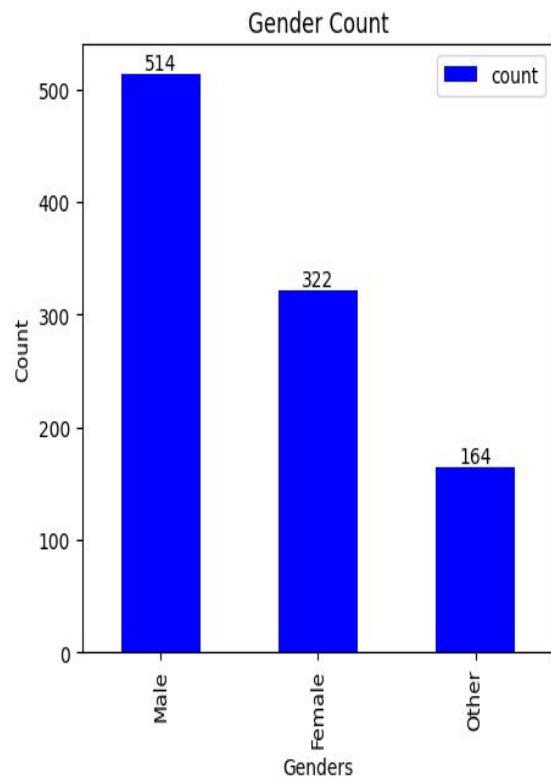
- Students spend the most time.
- Rural areas have high social media usage.
- India leads in social media usage.
- Many users have a habit.
- Males are more active on social media.
- Peak usage is around 2 PM.
- Jokes and memes are popular content.
- Facebook and Instagram have high user satisfaction.
- Android devices and mobile data are common.
- TikTok is popular on Android.
- Students and waiting staff are frequent users.

Demographics

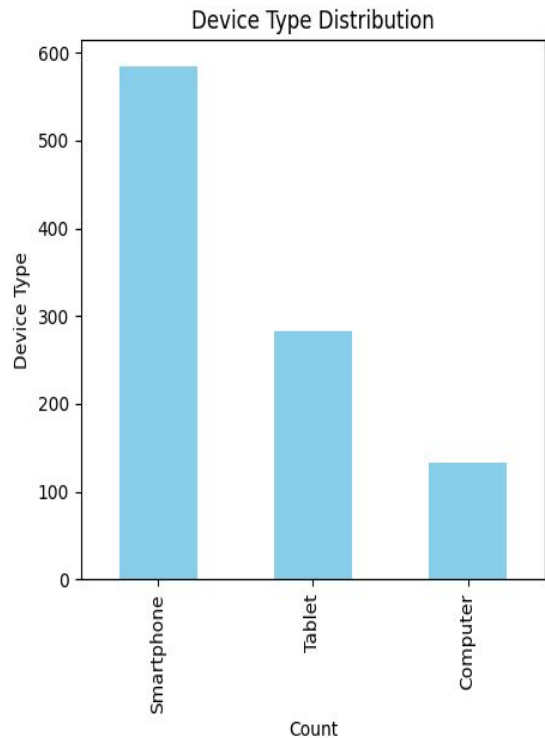
- **Location:** Rural areas show high usage.
- **Gender:** Males are more active on social media.
- **Profession:** Students and waiting staff are frequent users



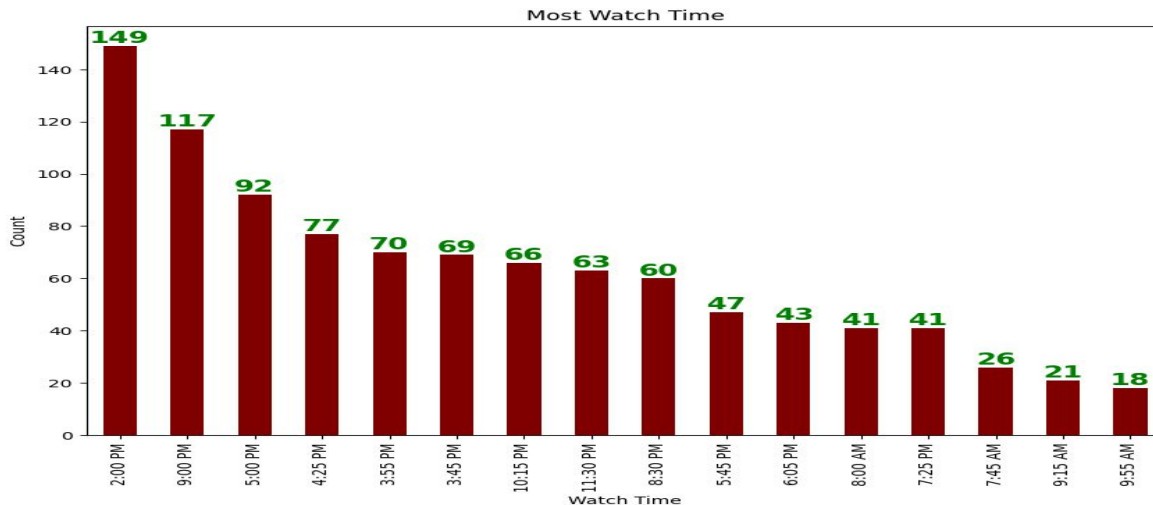
Demographics



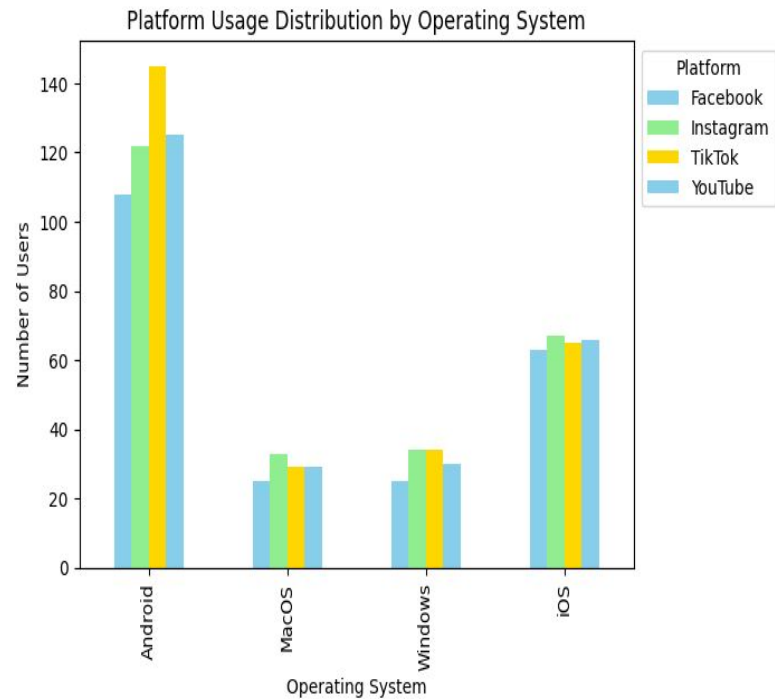
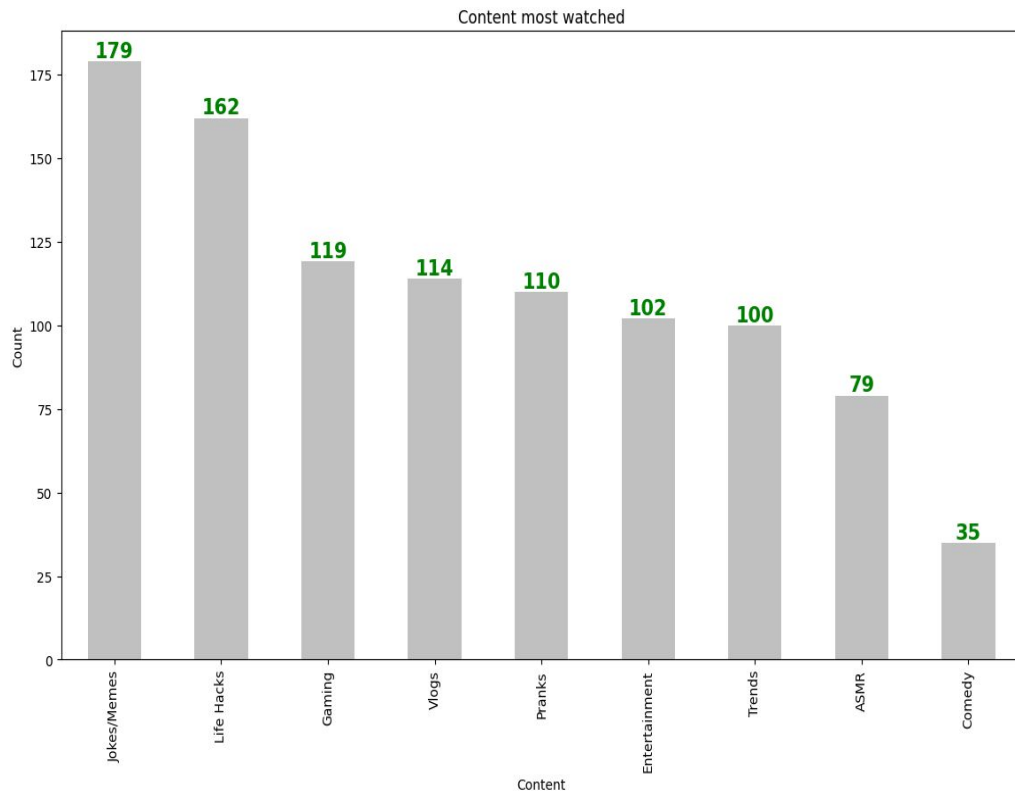
Usage Patterns



- **Time of Day:** Peak usage is around 2:00 PM.
- **Content:** Jokes and memes are the most popular content.
- **Platform:** TikTok is dominant among Android users.
- **Devices:** Android devices and mobile data networks are prevalent.

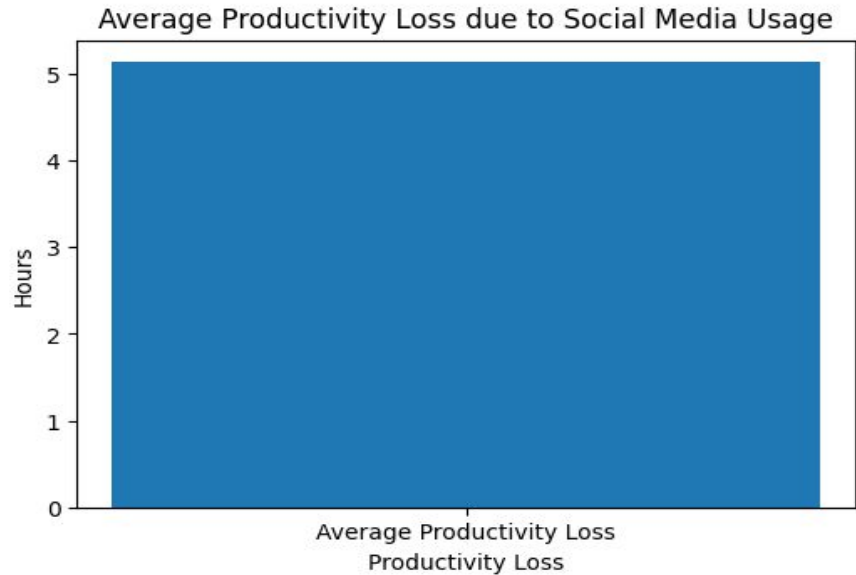
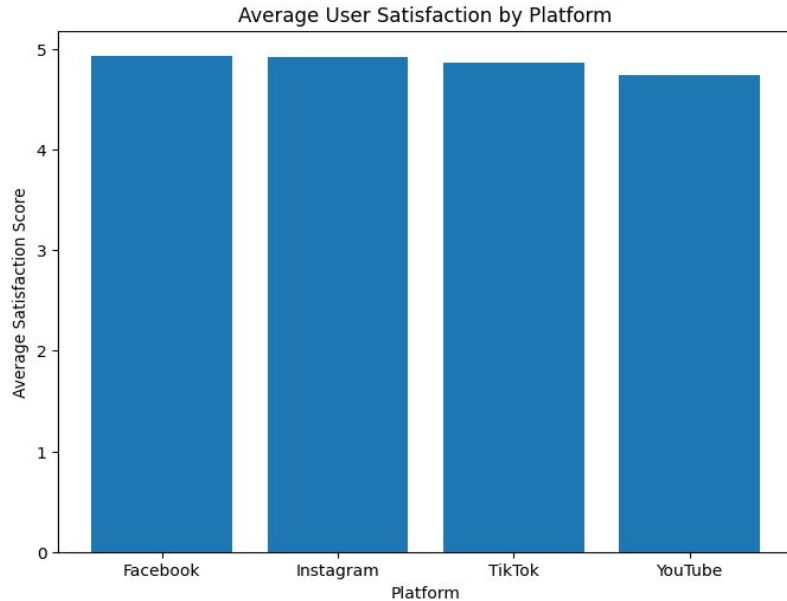


Usage Patterns

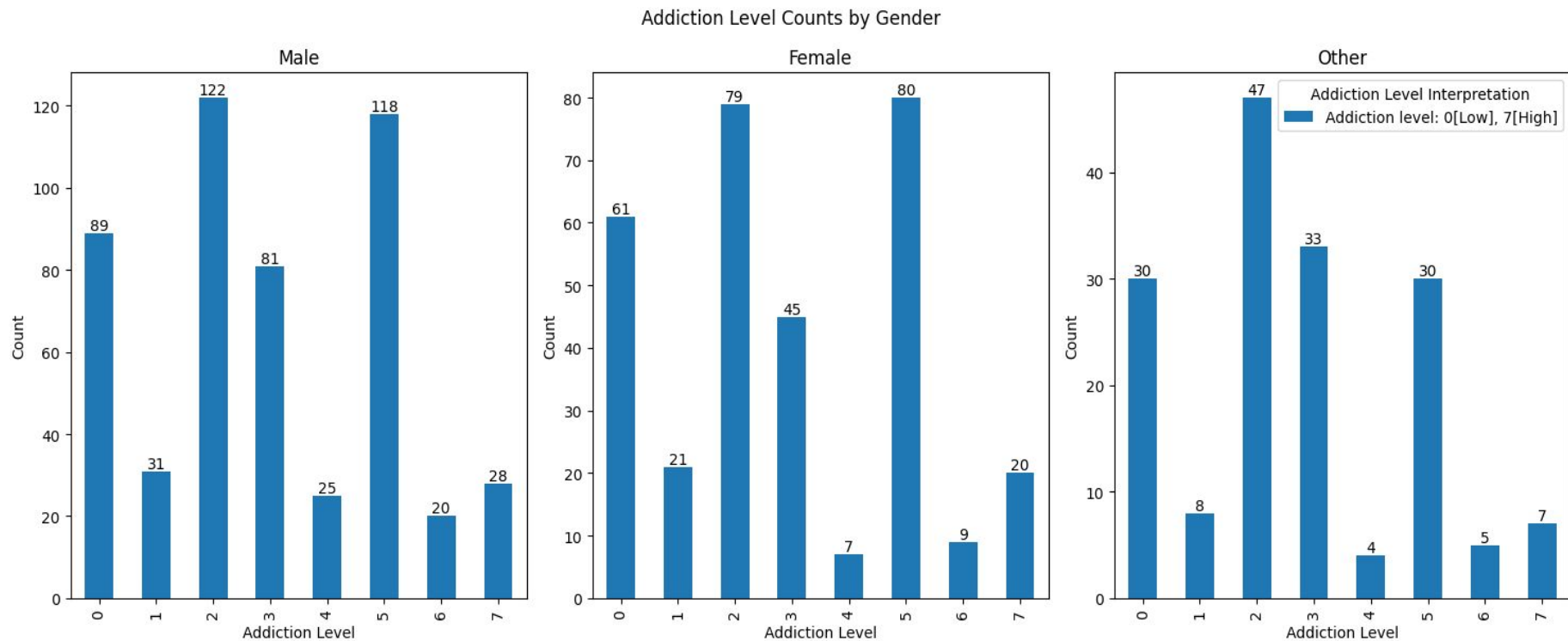


Impact

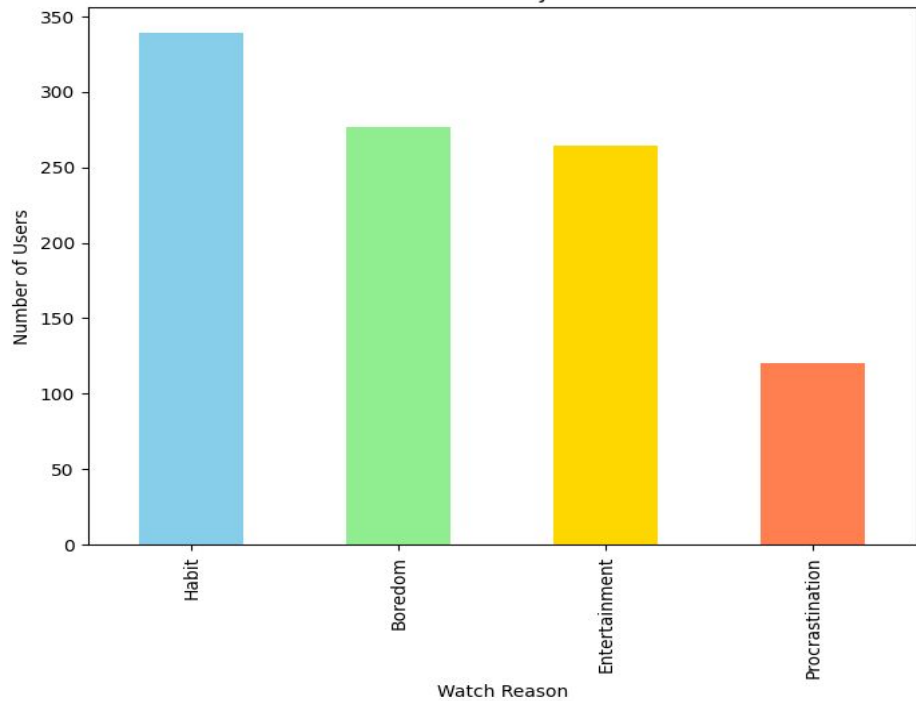
- **Satisfaction:** Facebook and Instagram have higher user satisfaction.
- **Productivity Loss:** Excessive social media use negatively affects productivity.
- **Addiction:** A significant portion of users exhibit addictive behaviors.



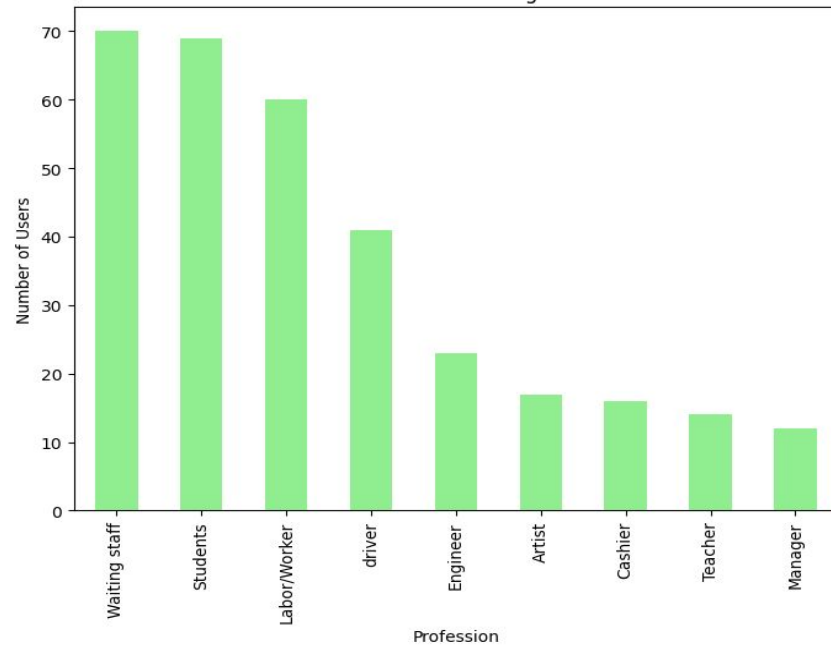
Impact



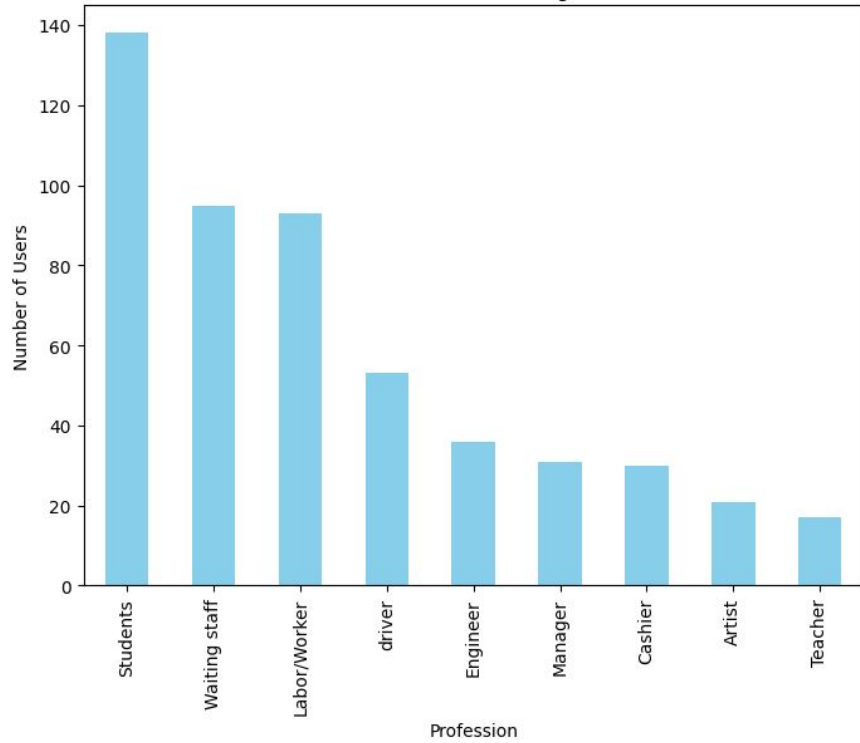
Distribution of Users by Watch Reason



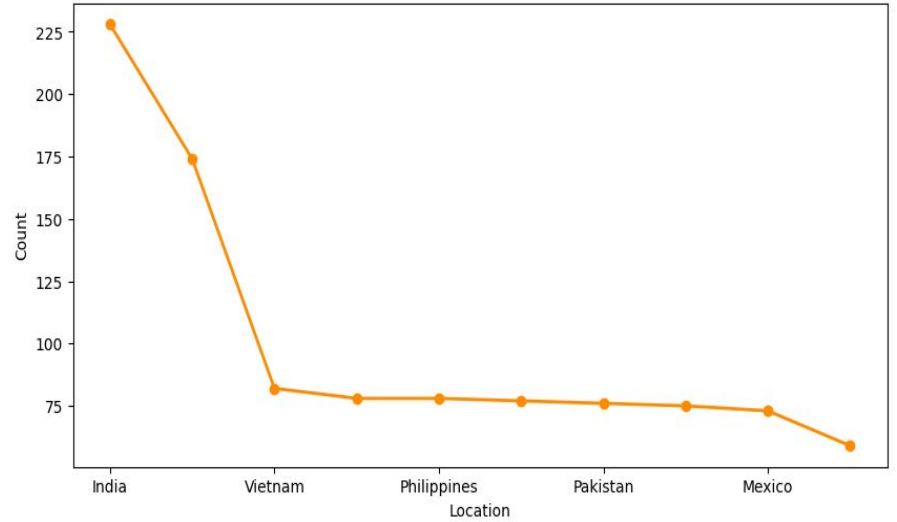
Profession Distribution among Female Users



Profession Distribution among Male Users



Location Count



Suggestions

Students: Limit social media time and engage in other activities.

Waiting Staff: Explore alternative hobbies or activities.

Post-Lunch Break: Incorporate physical activity to improve focus.

Thankyou