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DS 210
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Data Set: https://snap.stanford.edu/data/ego-Facebook.html

In order to determine how interconnected the particular Facebook data set's social network of friends is, I chose to compute the average distance between social graphs of friends for my final project. This concept and data set were suggested to me in the feedback on my project proposal.

According to the Facebook social graph data set, there was an average distance of 0.991 between every pair of nodes. This shows that an individual in the network is typically connected to 0.991 additional individuals who are not directly related to them. This result could mean that the Facebook social network is relatively highly connected, with the majority of users having a sizable number of links to other users in the network.

In general, a report on a Facebook social graph data set with an average distance of 0.991 could offer insightful details about the network's interconnection and its potential effects on the people who are a part of it. Such a report could contribute to a better understanding of the network's structure and its potential effects on its constituents by analyzing the data and summarizing the findings.

In a hypothetical marketing campaign, gauging the social network's connectivity may be used to pinpoint the most influential users and send them specialized messages. Which if in place would increase the likelihood that it would be noticed and shared by other network users. As a result, the campaign will see better engagement and a higher return on investment for the company executing it.