

# Indian Kids Screen Time Analytics - Project Overview

## Dashboard Purpose

This comprehensive analytics dashboard examines screen time patterns and digital wellness among Indian children, providing stakeholders with actionable insights into children's media consumption habits and their associated health impacts.

## Dashboard Architecture

### 1. Population Overview (Fixed Statistics)

**Purpose:** Provides baseline context for the entire dataset

- Average daily screen time across age groups, genders, and residence areas
- Comparative analysis between demographics (Age Group vs Residence, Gender vs Residence, Age vs Gender)
- Population-wide benchmarks that remain constant regardless of filtering

### 2. Filter Controls

**Purpose:** Enables targeted analysis of specific population segments

- **Age Group Filter:** Analyze specific age cohorts
- **Gender Filter:** Focus on male/female patterns
- **Residence Area Filter:** Compare urban/rural/semi-urban trends

### 3. Key Indicators (Dynamic KPIs)

**Purpose:** Real-time metrics that update based on selected filters

- **Total Kids:** Population size of filtered segment
- **Average Daily Screen Time:** Mean usage for selected group
- **% of Kids Over Limit:** Proportion exceeding recommended screen time

### 4. Usage Patterns (Detailed Breakdowns)

**Purpose:** Deep-dive analysis of device and content consumption

- Screen time distribution across device types (mobile, tablet, TV, etc.)
- Content consumption patterns by category
- Over/under limit analysis by device and content type

## 5. Health Outcomes (Wellness Assessment)

**Purpose:** Correlates screen time with health indicators

- **Sleep Issues:** Percentage experiencing sleep disturbances
- **Anxiety Issues:** Mental health impact metrics
- **Obesity Risk:** Physical health correlations
- **Eye Strain:** Vision-related concerns
- **Detailed Analysis:** Health outcomes segmented by screen time ranges and recommendation compliance

## Key Insights & Business Value

### Demographic Intelligence

- **Age-Based Patterns:** Identify which age groups have highest/lowest screen time
- **Gender Disparities:** Understand consumption differences between boys and girls
- **Urban vs Rural:** Compare digital habits across residence types
- **Intersection Analysis:** Discover compound demographic effects

### Device & Content Strategy

- **Device Preferences:** Which devices dominate children's screen time
- **Content Impact:** How different content types affect usage patterns
- **Risk Segmentation:** Identify high-risk device/content combinations

### Health Impact Assessment

- **Correlation Analysis:** Direct relationship between screen time and health issues
- **Risk Thresholds:** Identify screen time levels where health risks spike
- **Targeted Interventions:** Understand which groups need immediate attention
- **Preventive Insights:** Early warning indicators for health deterioration

### Policy & Intervention Opportunities

- **Recommendation Effectiveness:** How many children exceed safe limits
- **Geographic Targeting:** Which areas need digital wellness programs
- **Age-Specific Guidelines:** Tailored recommendations by age group
- **Device-Specific Policies:** Platform-specific intervention strategies

## Stakeholder Applications

### Parents & Educators

- Benchmark their children against population averages
- Understand health risks associated with current usage patterns

- Make informed decisions about device and content restrictions

## **Healthcare Professionals**

- Identify at-risk populations for targeted screening
- Understand prevalence of screen time-related health issues
- Develop evidence-based treatment protocols

## **Policy Makers & NGOs**

- Design targeted digital wellness programs
- Allocate resources to high-risk demographics or regions
- Create evidence-based screen time guidelines for Indian children

## **Technology Companies**

- Understand user behavior patterns for responsible product design
- Implement appropriate parental controls and time limits
- Develop age-appropriate content strategies

## **Data-Driven Decision Making**

This dashboard transforms raw screen time data into actionable intelligence, enabling stakeholders to:

- Move from assumptions to evidence-based strategies
- Identify intervention priorities based on health risk correlations
- Monitor the effectiveness of digital wellness initiatives
- Create targeted, demographic-specific solutions

The comprehensive filtering and cross-sectional analysis capabilities ensure that insights can be tailored to specific use cases while maintaining population-level context for benchmarking and comparison.