# ■ Student Social Media Addiction Analysis — Project Report

## ■ Project Overview

This project analyzes the impact of social media usage on students' academic performance, sleep health, and mental well-being. By combining SQL-based data analysis and Power BI visual dashboards, the goal is to identify patterns between excessive social media use and student lifestyle factors.

## ■ Objectives

- To analyze daily social media usage among students.
- To examine how social media affects academic performance and sleep health.
- To classify students based on addiction levels.
- To visualize insights using Power BI dashboards.

## ■■ Dataset Description

| Table Name | Description |
|---|---|
| students | Contains student demographic data like ID, gender, age, and country. |
| usage | Records average daily social media usage hours and most used platforms. |
| performance | Stores academic performance scores and addiction scores. |
| sleep_health | Tracks sleep duration and mental health ratings. |

## ■ Dashboard Color Theme

| Element | Color | HEX Code |
|---|---|---|
| Primary | Deep Blue | #3B82F6 |
| Accent | Bright Cyan | #22D3EE |
| Alert | Coral Red | #F87171 |
| Success | Emerald Green | #10B981 |
| Background | Soft Gray | #F5F7FA |

## ■ Key Findings

- Students spending more than 5 hours/day on social media tend to have lower academic performance.
- High addiction levels are correlated with poor sleep quality.
- Platform popularity shows Instagram and YouTube as most used among students.
- Female students report slightly higher mental health awareness compared to males.

## ■ Tools & Technologies

| Category | Tools Used |
|---|---|
| Database | MySQL / SQL Server |
| Visualization | Microsoft Power BI |
| Documentation | Markdown, Excel, Canva |
| Project Management | GitHub Repository |

## ■ Conclusion

This project demonstrates how data analysis and visualization can uncover behavioral patterns among students related to social media usage. The insights can be used by educators, parents, and institutions to promote balanced social media habits and improve academic outcomes.