

SOCIAL MEDIA IMPACT ANALYSIS (EXCEL)

The background of the slide is a solid black field. It is decorated with abstract, flowing, ribbon-like shapes. On the left side, there are vibrant red waves that curve upwards and outwards. On the right side, there are bright blue waves that curve downwards and outwards. These waves appear to be part of a continuous, fluid motion, creating a dynamic and modern aesthetic.

OBJECTIVE

- *To understand the extent and patterns of social media usage among students.*
- *To assess the impact of social media on students' academic performance and mental well-being.*
- *To identify peak usage times and platform preferences.*
- *To highlight correlations between social media addiction, sleep duration, and mental health.*
- *To provide actionable insights that can inform the development of digital wellness programs and promote healthier social media habits among students.*

OVERVIEW

This dashboard analyzes social media usage patterns among students, focusing on the duration and purpose of use, platform preferences, and its impact on academic performance, mental health, and sleep habits. By leveraging various visualizations—such as line charts, pie charts, clustered column charts, donut charts, and tree maps—it provides an insightful view into how social media influences students' daily lives. The data helps identify critical trends and behavioral patterns among different age groups and genders.

BUSINESS PROBLEM

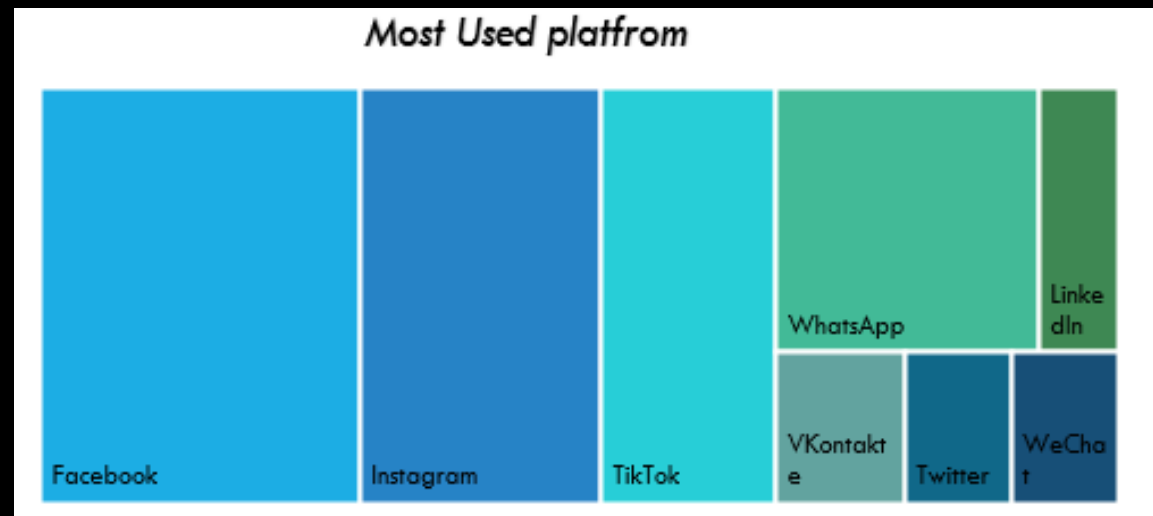
To analyze the impact of social media usage on students' academic performance, mental health, daily routine, and sleep patterns, with the goal of identifying harmful usage trends and promoting healthier digital habits.



KEY INSIGHTS FROM THE DASHBOARD

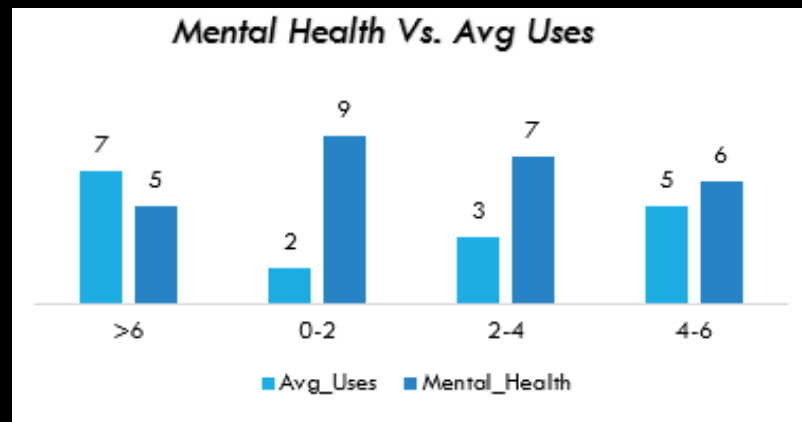
1. PLATFORM POPULARITY

- **Facebook, Instagram, Tik-Tok, and WhatsApp** are the top-used platforms.
- **Insight:** Students prefer entertainment and chat-based platforms over educational or professional ones like LinkedIn.



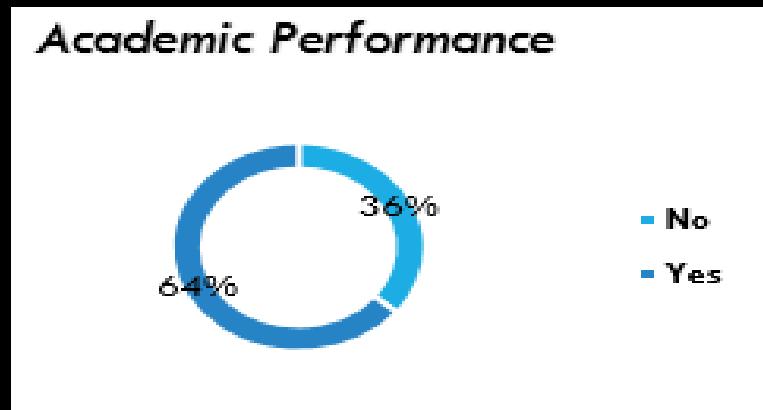
2. TIME SPENT VS MENTAL HEALTH

- Students who use social media **0–2 hours/day** have **high mental health scores (9/10)**.
- As daily usage increases, **mental health scores drop to 5/10**.
- **Insight:** There's a **negative correlation between time spent on social media and mental health**.



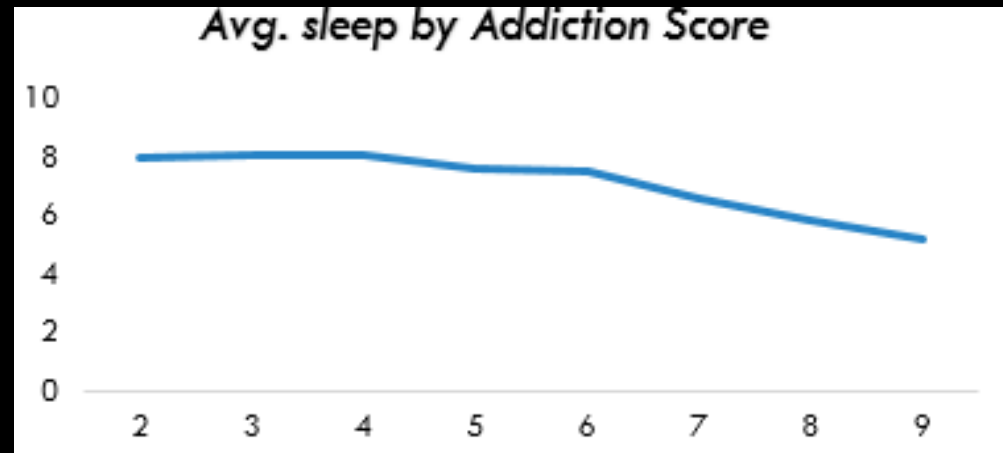
3. ACADEMIC IMPACT

- **252 out of 453 students (~64%)** report that social media affects their academic performance.
- **Insight:** Majority feel their studies are negatively impacted, which is a red flag for schools and guardians.



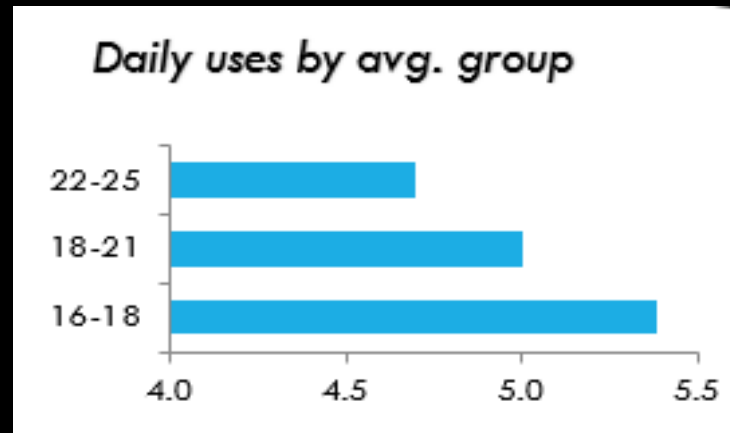
4. ADDICTION SCORE VS SLEEP HOURS

- Addiction score increases → **sleep hours drop** (from 8 to 6 hours).
- **Insight:** Higher social media addiction is linked with **poor sleep**, affecting student health and alertness.

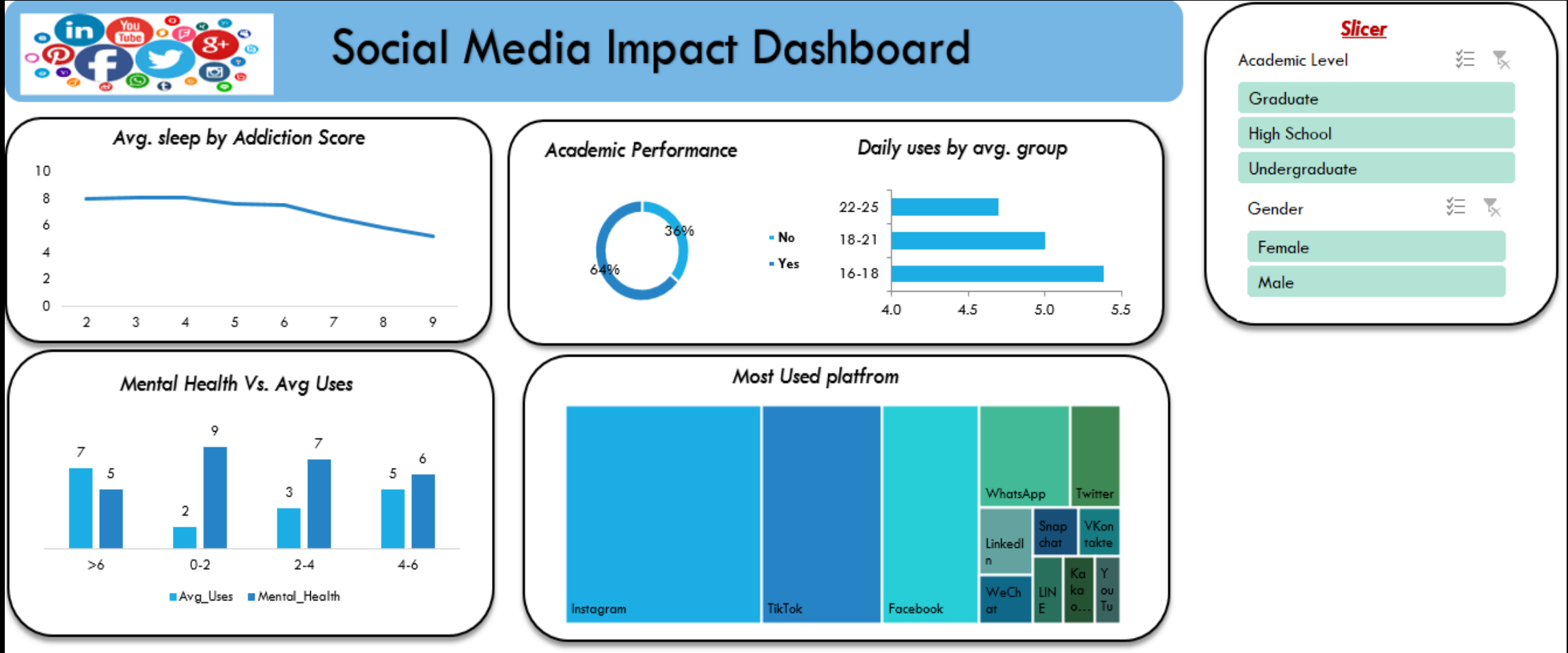


5. USAGE BY AGE GROUP

- **16–18 age group** uses social media the most (**5.4 hrs/day**), followed by **18–21 (5.0)** and **22–25 (4.7)**.
- **Insight: Younger students** are the heaviest users of social media.



DASH BOARD



OVERALL CONCLUSION

- **Facebook, Instagram, and Tik-Tok** are the most used platforms among students.
- Students aged **16–18** spend the **most time** on social media (5.4 hours/day).
- **More time on social media = lower mental health scores.**
- **Higher addiction levels = less sleep** (only 6 hours/night for high scorers).
- **Over 60%** of students say social media **negatively affects academics.**
- There's a **need for awareness programs** to promote healthy and balanced digital habits.



THANK YOU!