1. Django is popular among web developers because it allows for rapid development with its "batteries-included" philosophy, offering many built-in features like authentication and ORM right out of the box. It promotes clean, pragmatic design and adheres to the DRY (Don't Repeat Yourself) principle, making code maintenance easier. Additionally, Django has a large and active community, providing extensive documentation and support for developers.

2. **Spotify**, the music streaming service, uses Django to power its web API and manage user accounts and playlists.
   NASA, the space exploration agency, utilizes Django for various internal and external applications, including managing its public website and scientific data.
   Instagram, a social media platform for sharing photos and videos, uses Django to manage its vast amounts of data and handle millions of user interactions daily.
   Pinterest, a visual discovery and bookmarking tool, relies on Django for its scalable and flexible backend infrastructure.
   The Washington Post, a major newspaper, employs Django to run its content management system and deliver news to readers efficiently.

3. For developing a web application with multiple users, Django is a good choice because it comes with built-in user authentication and management features, making it easier to handle user accounts and permissions.

   If you need fast deployment and the ability to make changes as you proceed, Django is suitable because it promotes rapid development and has many built-in tools that reduce the time needed to set up and modify your application.

   For building a very basic application that doesn't require any database access or file operations, Django might be overkill. A simpler framework or static site generator would be more efficient and lightweight for this purpose.

   When you want to build an application from scratch and desire a lot of control over how it works, Django can still be a good choice because it is highly customizable and allows you to structure your project to fit your specific needs.

   If you're starting a big project and are concerned about getting stuck and needing additional support, Django is ideal due to its extensive documentation and large, active community, which can provide help and resources when you encounter challenges.