

# Social Media Usage Analysis

The purpose of this project is to explore and analyze social media usage, including metrics such as daily posts, likes, and followers, across various social media platforms using Tableau.

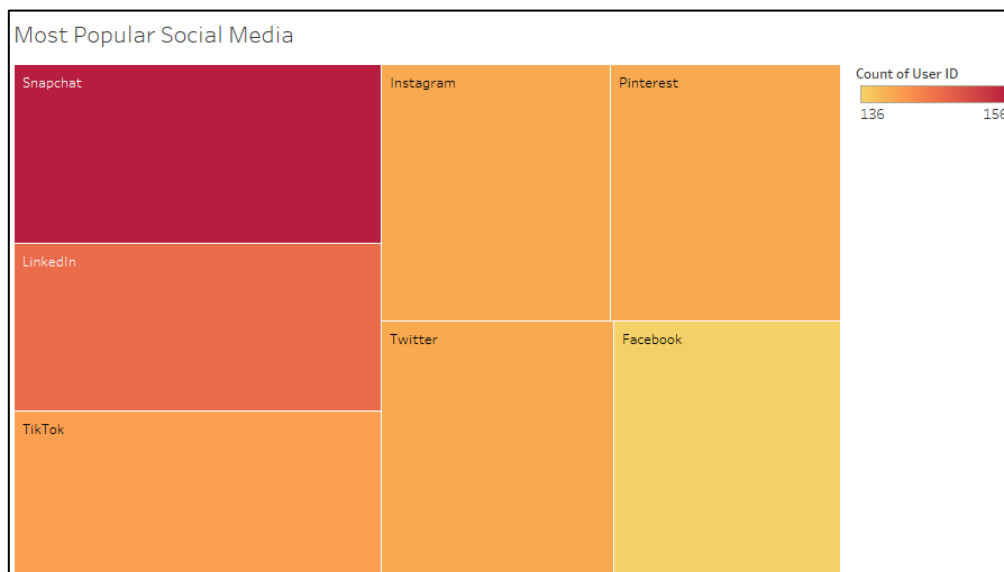
## Dataset Preview

The dataset contains information on 1.000 users, with the following columns:

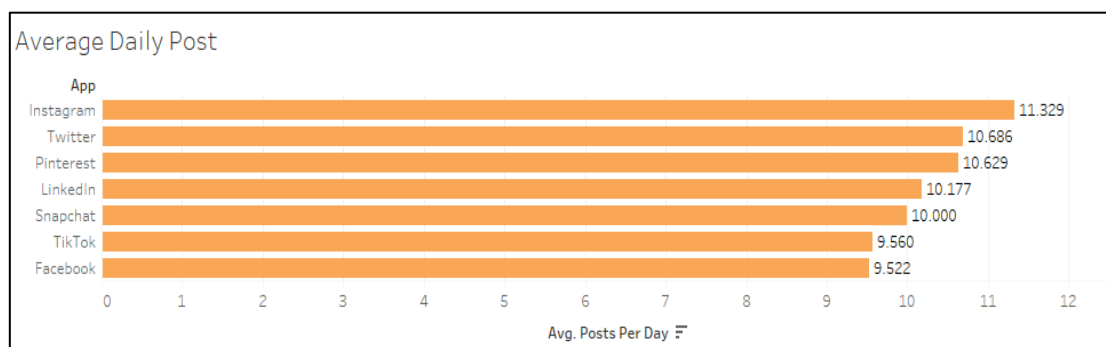
- User\_ID: unique identifier for each user.
- App: social media platform used by user.
- Daily\_Minutes\_Spent: number of minutes the user spends daily on the platform.
- Posts\_Per\_Day: number of posts the user uploads per day.
- Likes\_Per\_Day: number of likes the user receives per day.
- Follows\_Per\_Day: number of new followers the user gains per day.

Abc social_media_usage.csv	Abc social_media_usage.csv	# social_media_usage.csv	# social_media_usage.csv	# social_media_usage.csv	# social_media_usage.csv
User ID	App	Daily Minutes Spent	Posts Per Day	Likes Per Day	Follows Per Day
U_1	Pinterest	288	16	94	0
U_2	Facebook	192	14	117	15
U_3	Instagram	351	13	120	48
U_4	TikTok	21	20	117	8
U_5	LinkedIn	241	16	9	21
U_6	Twitter	464	3	137	30
U_7	LinkedIn	229	1	188	25
U_8	LinkedIn	8	19	179	48
U_9	TikTok	80	7	14	25
U_10	Snapchat	428	6	4	41
U_11	Snapchat	52	18	124	26
U_12	Facebook	314	18	132	28
U_13	LinkedIn	26	17	198	18

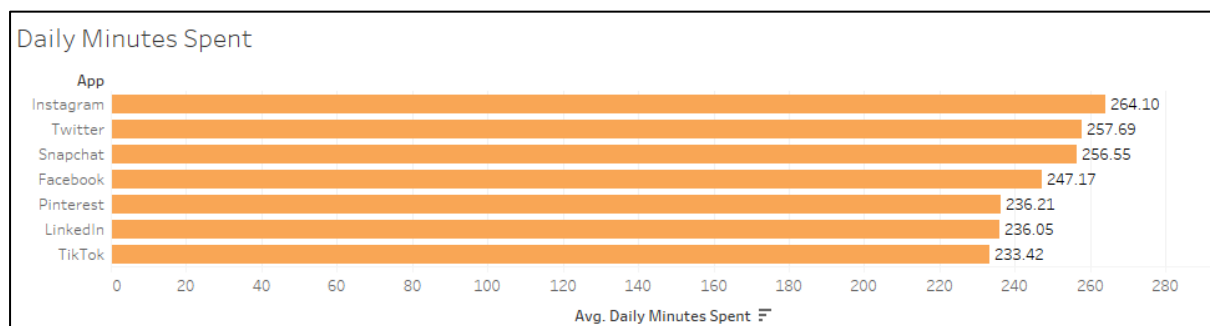
## Exploration and Analysis



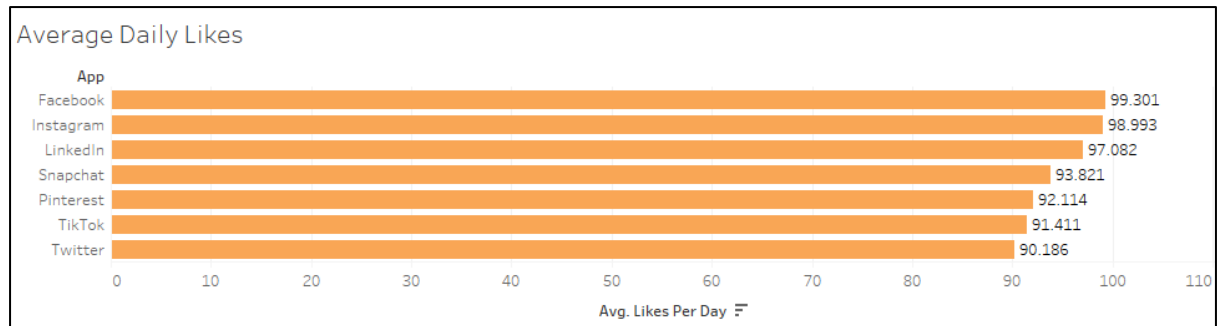
Based on the treemap chart above, Snapchat is the most popular social media platform, while Facebook is the least popular.



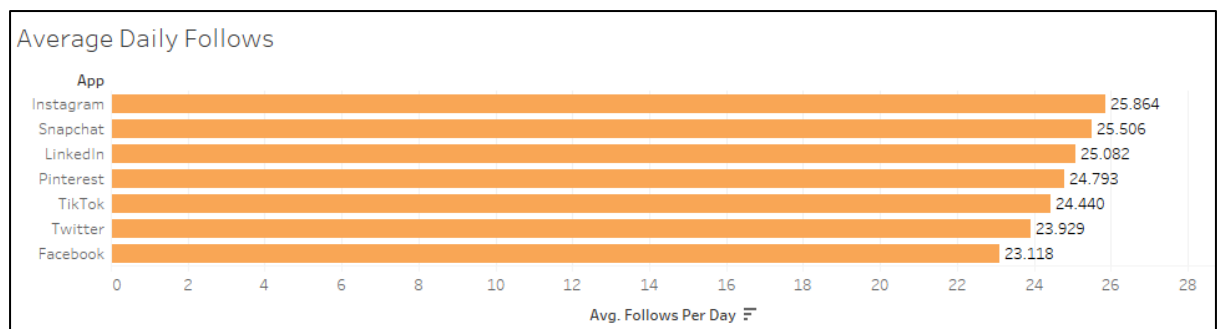
The highest average daily posts are by Instagram users, with approximately 11 posts per day, while Facebook has the lowest, with around 9 posts per day.



The platform with the highest average daily minutes spent by users is Instagram, at approximately 264 minutes per day, while TikTok has the lowest, with around 233 minutes per day.



The platform with the highest average daily likes is Facebook, with about 99 likes per day, whereas Twitter has the lowest, at approximately 90 likes per day.



The platform with the highest average daily followers gained is Instagram, with about 25 followers per day, whereas Facebook has the lowest, with approximately 23 followers per day.

## Conclusion

- The most popular social media platform in this dataset is Snapchat. However, Snapchat does not have the highest scores for daily minutes spent, posts, likes, or follower in daily usage.
- Instagram has the highest scores for daily minutes spent, and followers.
- Despite having the fewest users, Facebook surpasses other social media platforms in daily likes.

## Recommendation

Instagram is the best platform for user engagement, as the analysis shows it offers many advantages over other social media platforms.

Special thanks for **Bhadra Mohit** for providing the dataset in Kaggle site.

Dataset: <https://www.kaggle.com/datasets/bhadramohit/social-media-usage-datasetapplications>