Data Analysis and Visualisation (DS6502)
Trimester I
Assignment I

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Brief Overview

The report examines the average time spent by users on social media across different demographics and platforms. Leveraging a dataset containing information on age, gender, time spent, platform usage, location, homeownership status, the analysis aims to gain insights into social media usage patterns and their variations among various user segments.

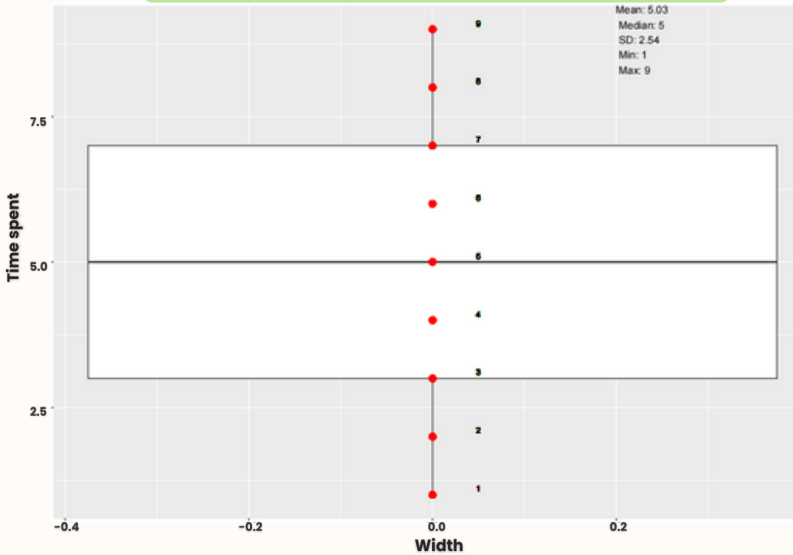**Figure 1:** Boxplot of time spent on social media
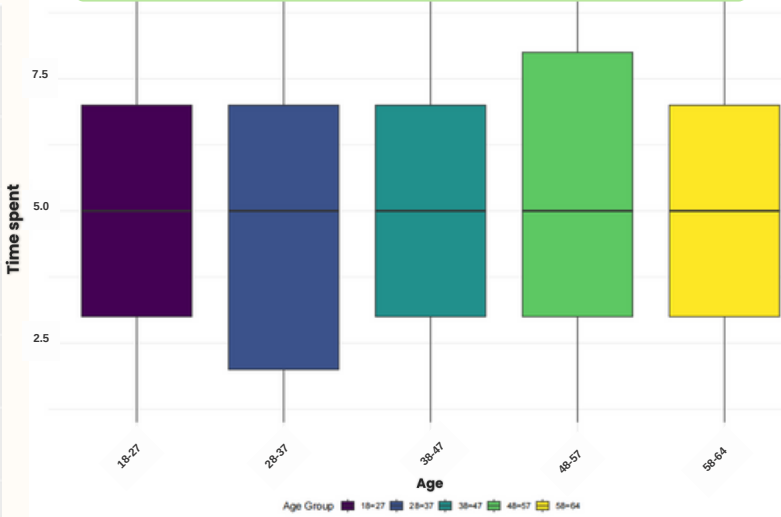

Figure 2: Boxplot of time spent per day by age groups

Figure 3: Average time spent on social media by platform

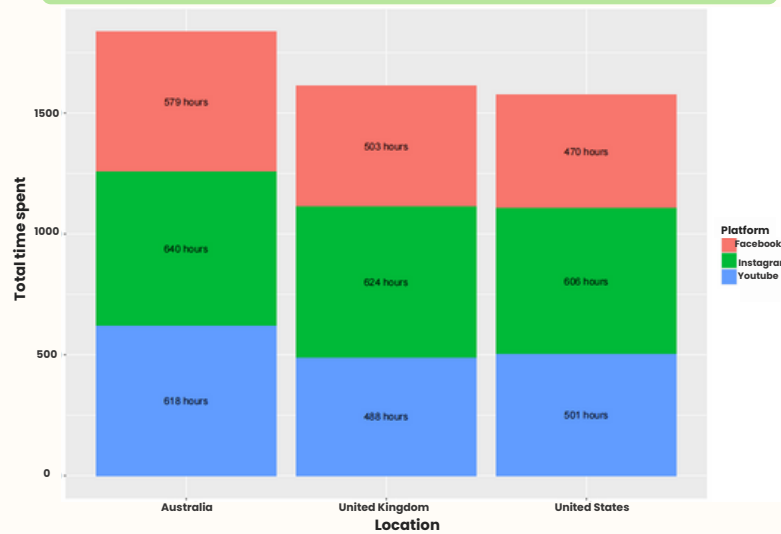**Figure 4:** Total time spent by location & social media platform

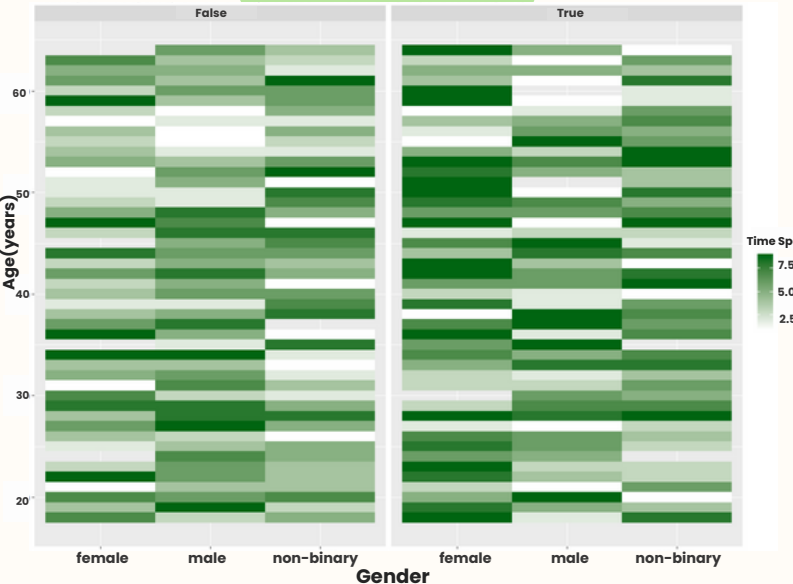**Figure 5:** Heatmap of time spent by gender & age between homeowners & renters

Figure 6: Histogram with density curve for time spent