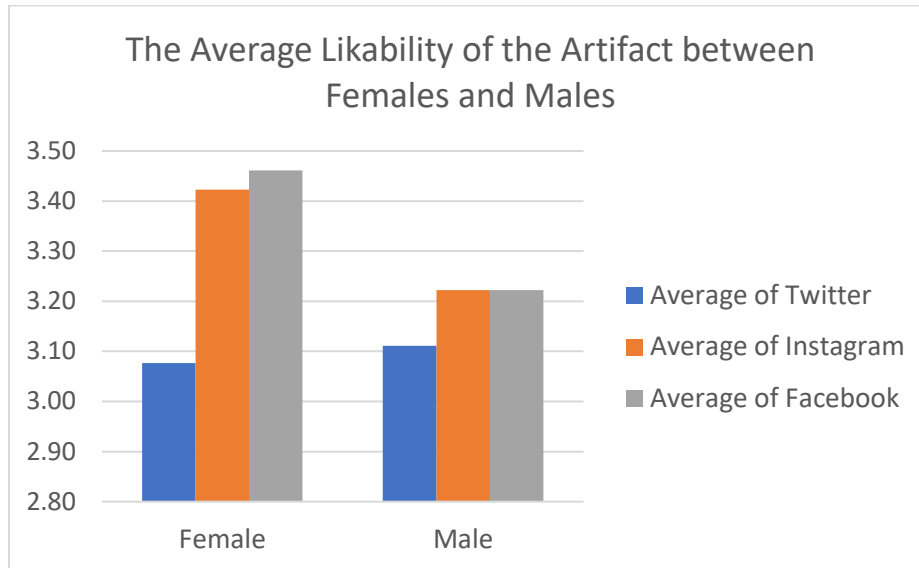


Excel and Google Data Studio Visualizations



The Average Likability of the Artifact between Females and Males

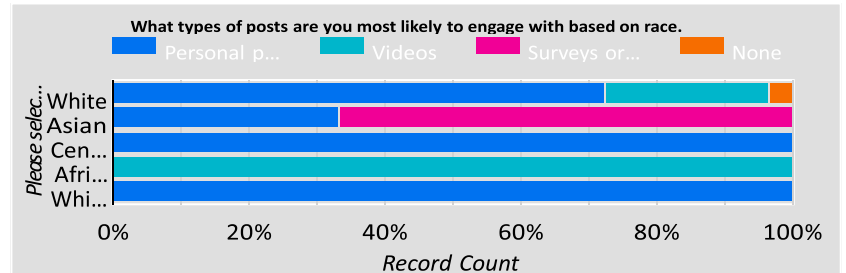
Row Labels	Average of Twitter	Average of Instagram	Average of Facebook
Female	3.08	3.42	3.46
Male	3.11	3.22	3.22
Grand Total	3.09	3.37	3.40

I have created the Pivot table to show me the Average of how each gender liked each artifact (Twitter, Instagram, and Facebook). This is important so that we can know which gender liked the artifacts the most. Then, I made the Pivot table as a basis for the column chart. This is to make the Pivot table more visible to people that quickly want to see the highest or differences between the averages.

We would focus the upgrade on the artifacts at the Twitter artifact. This is because it had the lowest average of likability. We will look at what was different between the other artifacts that made people love the Instagram and Facebook artifacts, and do the same to the Twitter one.

Excel and Google Data Studio Visualizations

Please select your ...



Which social media platform do you use most often? / Record Count									
How old are you?	Twitter / 'X'	Never	YouTube	Reddit	Snapchat	WhatsApp	Instagram	TikTok	Facebook
18-24	1	-	-	-	2	4	6	5	1
65-74	-	1	-	1	-	-	-	-	4
25-34	-	-	1	1	1	-	-	1	-
55-64	-	-	-	-	-	-	-	-	3
75 years and over	-	-	-	-	-	1	-	-	1
18 years and und...	-	-	1	-	-	-	-	-	-
Grand total	1	1	2	2	3	5	6	6	

Excel and Google Data Studio Visualizations

I created the pivot table to show what social media people use in different age groups. This is important because further into the research, we can focus on a specific social media that is correlated more with a certain age group. For example, more older adults use Facebook and WhatsApp while the younger adults don't use those apps as much. The chart was created to show what races enjoy specific types of social media.

Some things we could focus on changing of the charts and tables would be to get more data to create more specific charts.