**Which platform has the highest number of users?**

-- Instagram leads in the number of users

-- followed by Youtube and lastly by Facebook.

**What is the average age of users in each platform?**

-- The average age for users of each platform is approximately 41.

-- However, users of Youtube have the highest average age at 41.2

**Which of the 3 locations has the highest number of users?**

-- Australia has the highest number of social media users,

-- followed by United Kingdom; and

-- United States has the least number of users.

**What is the average time spent by users on social media according to demographics?**

-- sub-urban users lead at 5.27,

-- followed by rural users at 5.02 and

-- urban users trail at 4.79

**Which group of user interests (Sports, Travel, Lifestyle) spent the most time on social media?**

-- Users whose interest is Lifestyle spent, on average, more time on social media (at 5.14) than those whose interest is sports or Travel.