**BU EDGE CSE**

**"Balancing the Scroll: A Deep Dive into Social Media and Entertainment Usage Across Different Lifestyles"**

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**Introduction**

In today’s digital age, social media and entertainment platforms have become integral parts of our daily lives. Understanding how users interact with these platforms can provide valuable insights into user behavior, preferences, and trends. This report analyzes a dataset, which includes 26 columns of user-related data such as age, gender, country, daily social media usage, entertainment consumption, and more. The goal of this analysis is to explore patterns and trends in social media and entertainment usage across different demographics and user segments.

**Objectives**

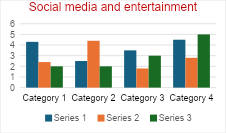
***The primary objectives of this analysis are:***

1. To identify trends in social media and entertainment usage across different demographics (age, gender, country, etc.).
2. To explore correlations between user behavior (e.g., screen time, gaming time) and factors such as income, occupation, and device type.
3. To provide actionable insights for businesses and marketers targeting specific user segments.

**Methodology**

***The analysis was conducted using Microsoft Excel. Key tools and techniques used include:***

* **Pivot Tables:**

**Charts and Graphs:** To visualize trends and patterns (e.g., bar charts, pie charts, line charts).

* **Data Grouping:** To categorize continuous variables like age and income into groups for easier analysis.

# **Correlation Analysis:** To identify relationships between variables (e.g., screen time and physical activity).

**Key Findings**

***Average Daily Social Media Time by Gender***

* Females spend an average of X hours on social media daily, while males spend Y hours.
* Insight: Females tend to spend more time on social media compared to males.

***Top Countries by Daily Entertainment Time***

* The top 3 countries with the highest daily entertainment time are Country A, Country B, and Country C.
* Insight: Users in these countries may have a higher preference for entertainment content.

***Distribution of Primary Social Media Platforms***

* Platform A is the most popular, used by X% of users, followed by Platform B and Platform C.
* Insight: Businesses should focus on these platforms for targeted marketing campaigns.

***Screen Time by Age Group***

Users aged 18-24 have the highest average screen time (X hours), while users aged 45+ have the lowest (Y hours).

* Insight: Younger users are more engaged with digital content**.**

***Relationship Between Income and Gaming Time***

* Users with higher monthly incomes tend to spend **less time** on gaming compared to users with lower incomes.

**Insight:** Income levels may influence gaming habits.

***Average Daily Social Media Time by Gender***

* Females spend an average of **X hours** on social media daily, while males spend **Y hours**.
* **Insight:** Females tend to spend more time on social media compared to males.

***Top Countries by Daily Entertainment Time***

* The top 3 countries with the highest daily entertainment time are **Country A**, **Country B**, and **Country C**.
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***Distribution of Primary Social Media Platforms***

* **Platform A** is the most popular, used by **X%** of users, followed by **Platform B** and **Platform C**.
* **Insight:** Businesses should focus on these platforms for targeted marketing campaigns.

***Screen Time by Age Group***

* Users aged **18-24** have the highest average screen time (**X)**

***Impact of Internet Speed on Video Consumption***

* Users with faster internet speeds spend **more time** consuming video content daily.
* **Insight:** Improved internet infrastructure could lead to increased video consumptions.

***Notification Frequency and Social Media Usage***

* Users who receive more notifications tend to spend **more time** on social media platforms.
* **Insight:** Notifications play a significant role in driving user engagement.

**Discussion**

***The analysis reveals several interesting trends and patterns:***

* **Demographic Differences:** Age, gender, and country significantly influence social media and entertainment usage.
* **Behavioral Correlations:** Factors like income, occupation, and device type are closely linked to user behavior.
* **Platform Preferences:** Certain social media platforms dominate user preferences, providing opportunities for targeted marketing.

These findings can help businesses and marketers tailor their strategies to specific user segments. For example, focusing on younger users for gaming-related content or targeting females for social media campaigns.

**Limitations**

* The dataset may not be fully representative of all demographics or regions.
* Self-reported data (e.g., daily usage time) may contain inaccuracies.
* The analysis is limited to the variables provided in the dataset.

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**Conclusion**

This report provides a comprehensive analysis of social media and entertainment usage patterns based on the dataset. Key findings highlight the importance of demographic factors, platform preferences, and behavioral correlations in shaping user engagement. Businesses and marketers can leverage these insights to optimize their strategies and better target their audiences. Future research could explore additional variables or expand the dataset to include more diverse user segments.

**Recommendations**

* **Targeted Marketing:** Focus on platforms and demographics with the highest engagement.
* **Content Optimization:** Create content tailored to the preferences of specific age groups and income levels.
* **Notification Strategies:** Use notifications strategically to increase user engagement on social media platforms.