

Table of CONTENTS

01

Project Overview

Key user attributes : Rank, Username, Owner, Followers, Profession/Activity, and Country

02

Libraries and Data Handling

Libraries used : Pandas, Matplotlib, Seaborn.

Data Loading and preprocessing : Loading from CSV, data cleaning, handling dates and categorical data.

03

Data Analysis Technique

Descriptive statistics : Mean, median, count, standard deviation.

04

Visual Insights

Visualization methods : Bar charts, pie charts, and heatmaps.

05

Key Findings

Top Influencers and Followers

Profession and Activity Analysis

Country Distribution

Influence on Decisions or Strategies : Leveraging Influencers, Geographic and Cultural Targeting, and Strategic Planning



Table of CONTENTS

06

Advance Analysis

Geographical insights : Categorization into continents, regional analysis.

Temporal trends: Sign-up trends over months, seasonal patterns.

07

Conclusion

Summary of insights derived implications for future strategic decisions.

Appendix

Data Source

Acknowledgements

Insights and Impact

Github Website Link :

<https://github.com/jeysiiaiii/CSEL-302-Final-Project>