

FACEBOOK USER DATA EDA

DS FOUNDATION ASSIGNMENT USING EDA

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Assignment - Introduction

Domain: Social media

Topic: Facebook users analysis

Project Introduction

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. A lot of data are generated on Facebook daily basis. Here, we are going to look at an anonymized dataset named pseudo-facebook.csv. We are interested in looking at the various trends e.g. friend count, tenure, date of birth and distribution of the parameters in our data.

Source :(<https://upxacademy.com/>)



Dataset Description and Missing Data

Attribute Information:

Userid : ID of user

Age: User's age(years)

dob_day : Day of date of birth(1-31)

dob_year : Year of date of birth

dob_month : Month of date of birth

gender : M/F

tenure : How long have facebook users been on site

friend_count : Total number of friends

friendships_initiated : Friend requests sent

likes : Total number of likes by user

likes_received : Total number of likes received by user

mobile_likes : Number of likes by user (through mobile)

mobile_likes_received : Number of likes received by user (throughmobile)

www_likes : Number of likes by user (through desktop website)

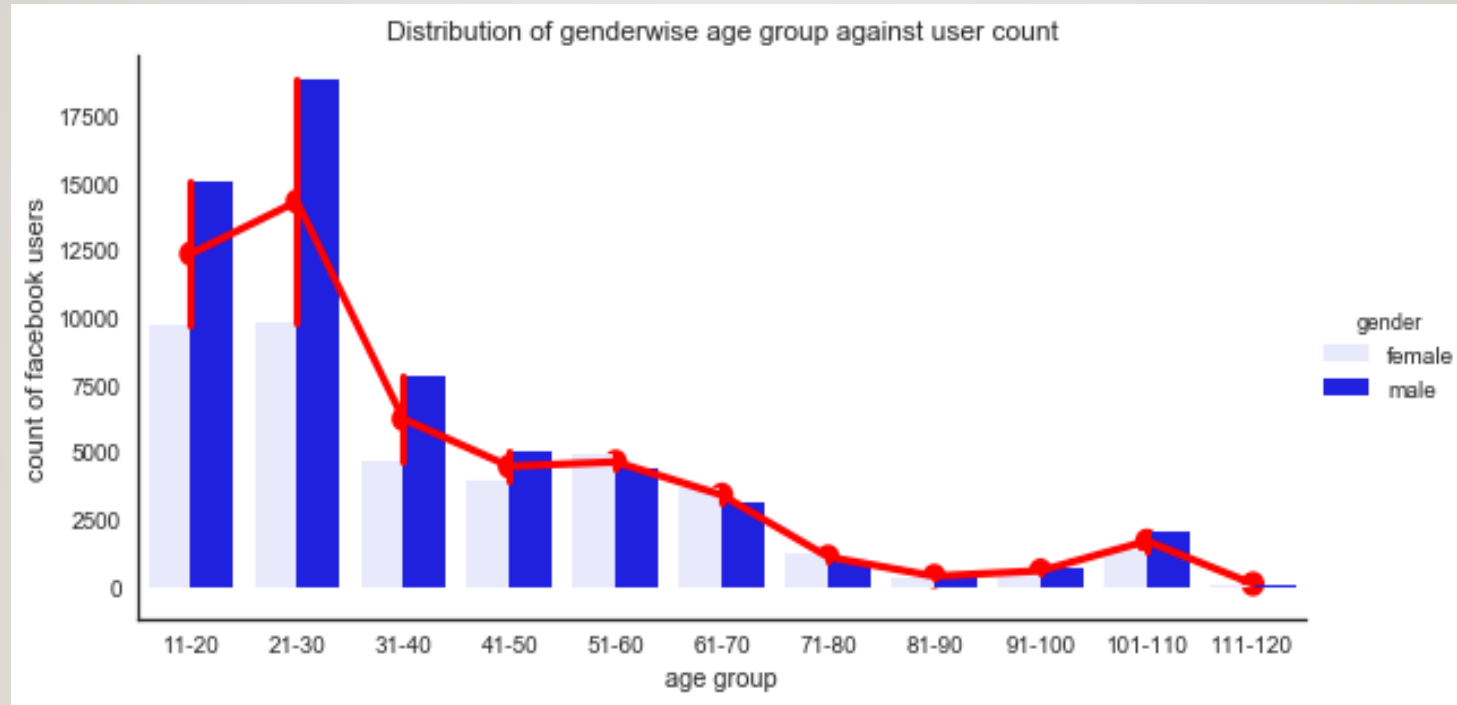
www_likes_received : Number of likes received by user (throughdesktop)



Date Of Birth Analysis

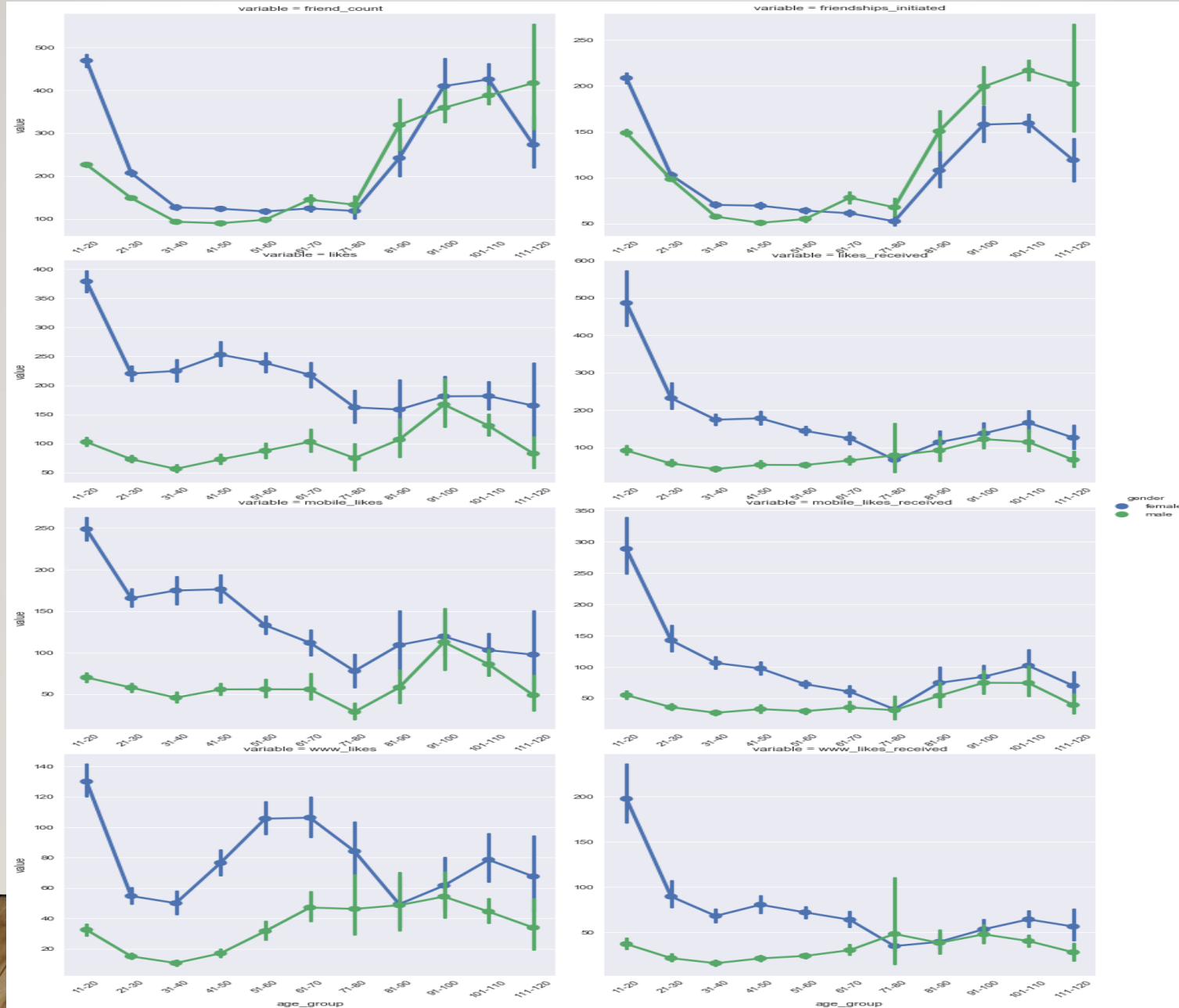
Question [1] – Approach, Finding & Visualisation

Facebook user count vary on gender basis?



Question [2] – Approach, Finding & Visualisation

Female makes more friend then male across all age group?

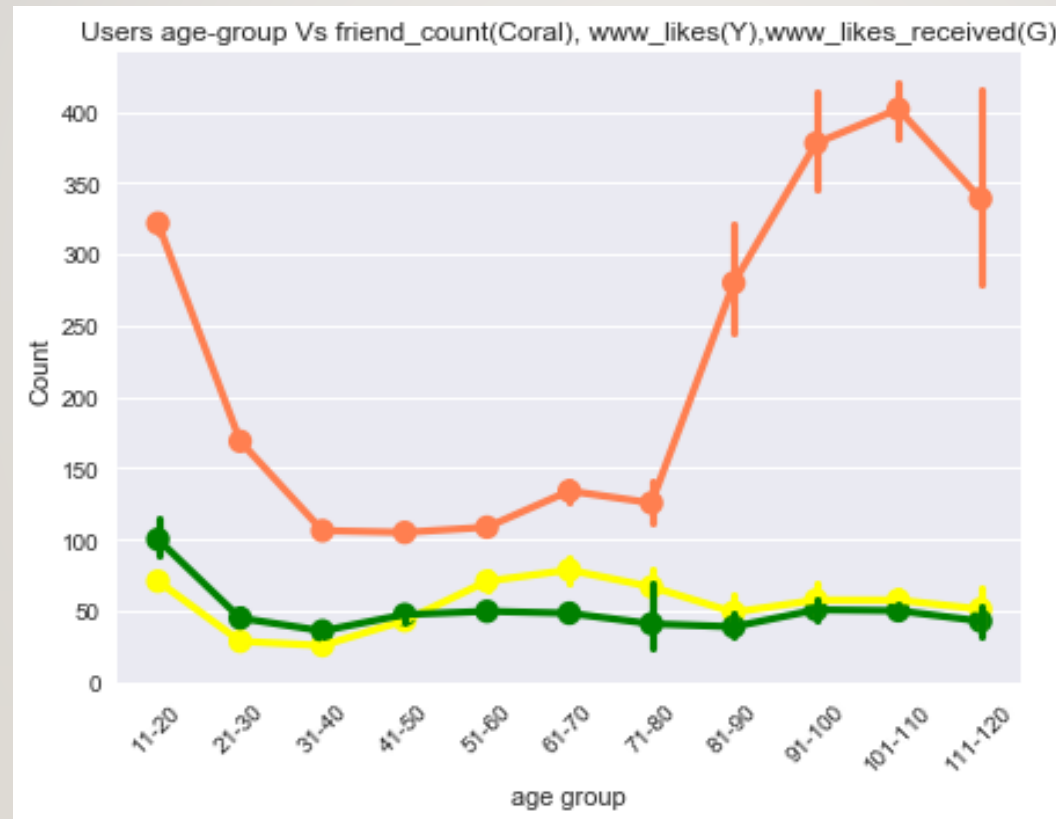


Question [3] – Approach, Finding & Visualisation

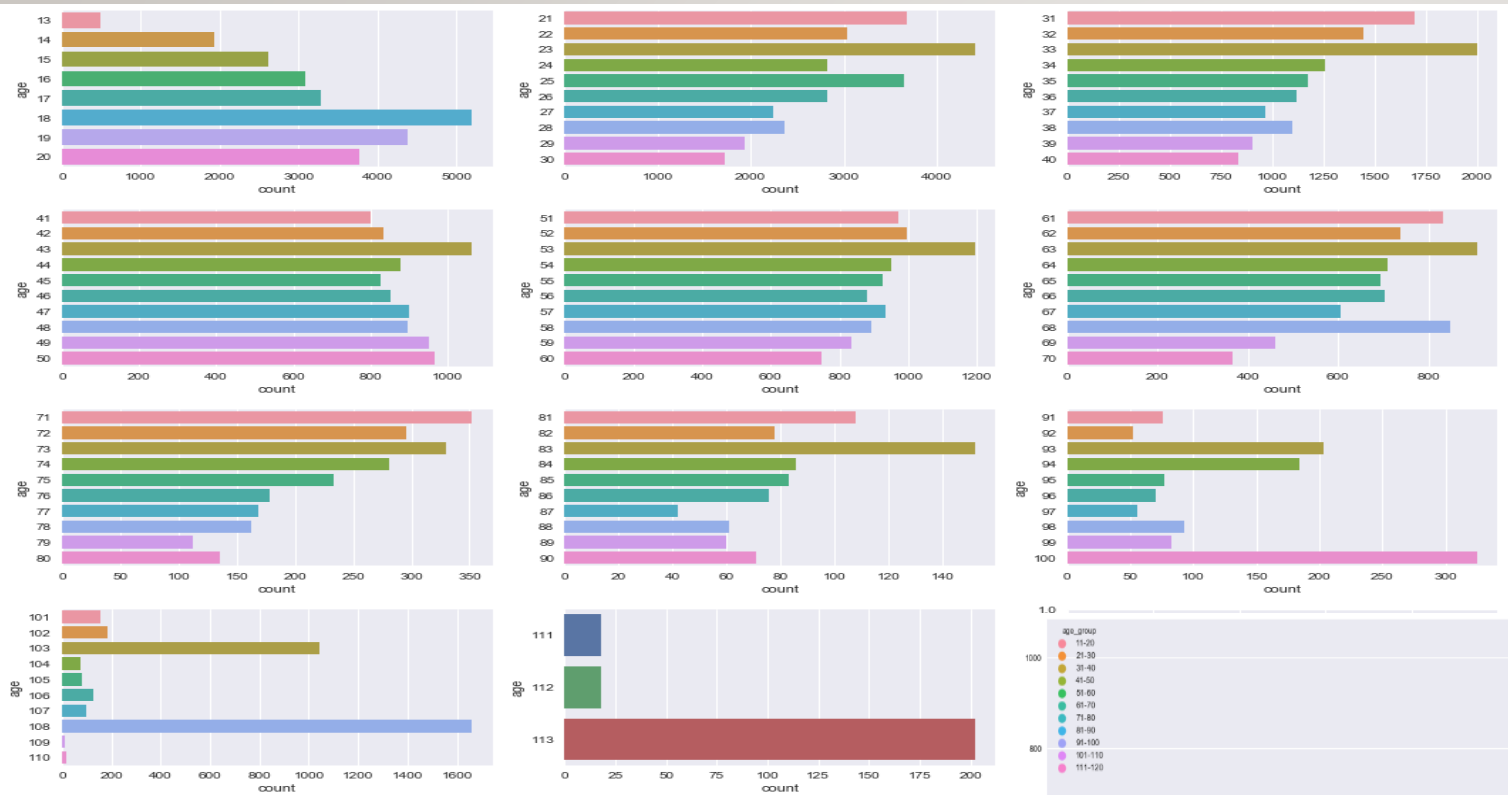
Does user age impacts uploading pictures & videos?

Does trend remain same with age increases?

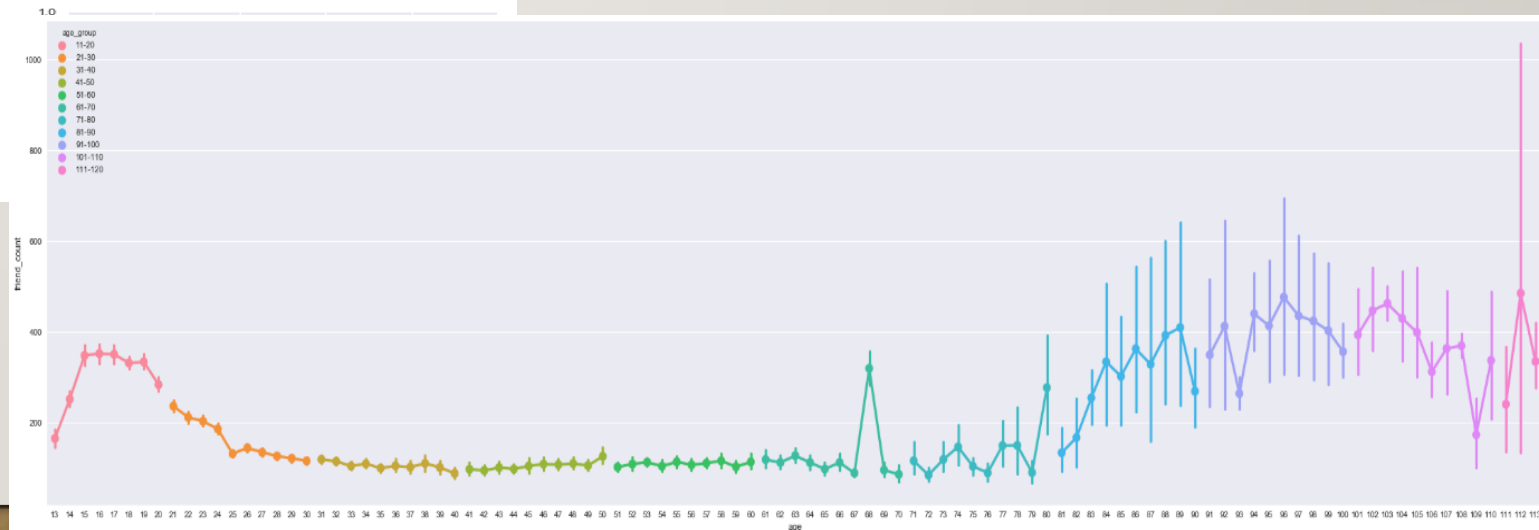
Why Young and old age user's friend count is higher compare to 31 to 80 year age group?



Question [3] – Continue ...

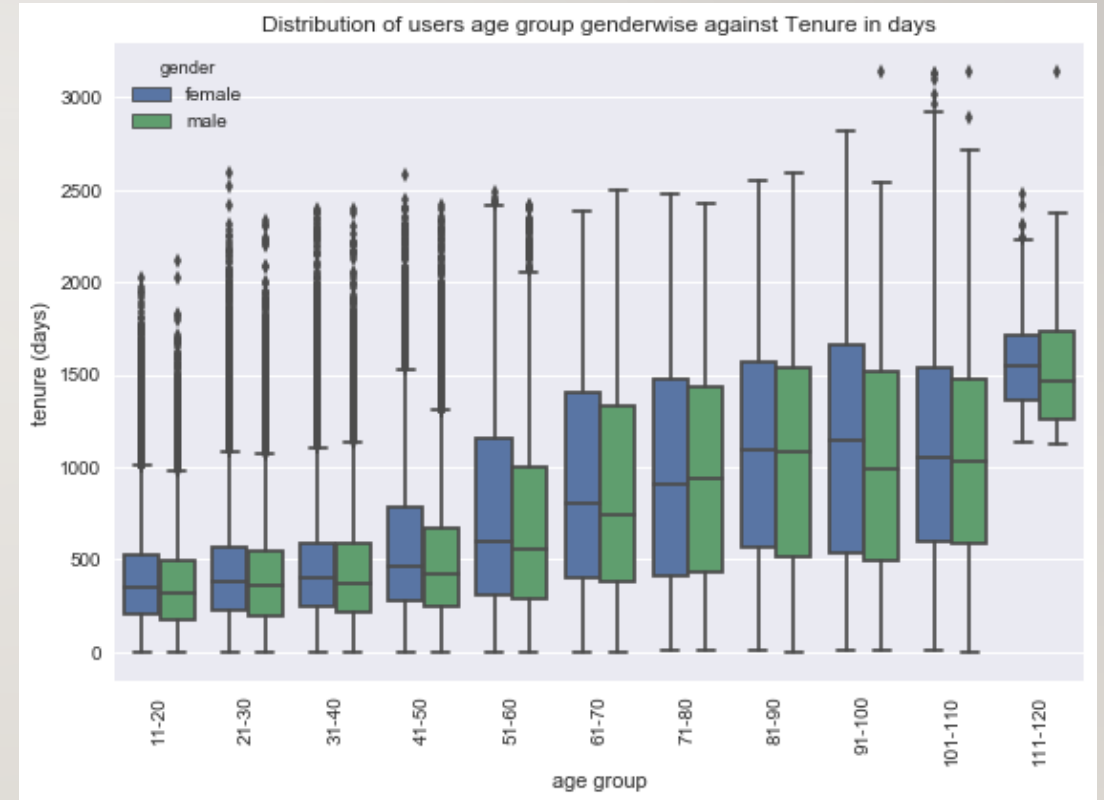
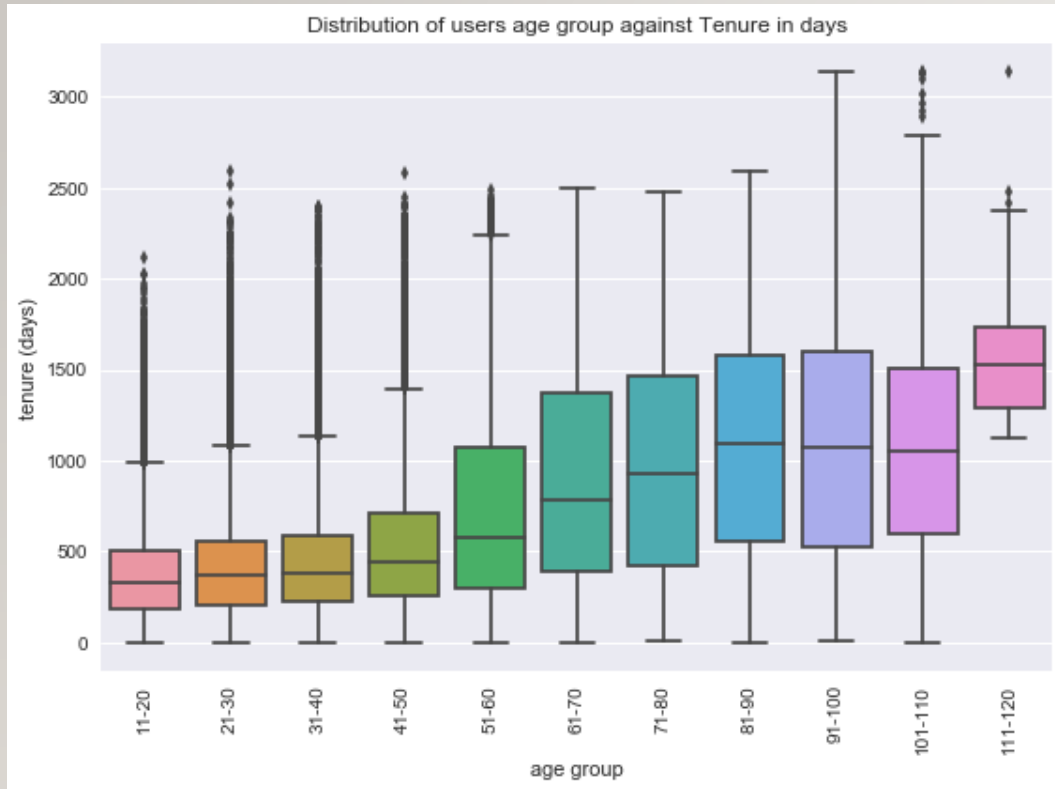


Why Young and old age user's friend count is higher compare to 31 to 80 year age group?



Question [4] – Approach, Finding & Visualisation

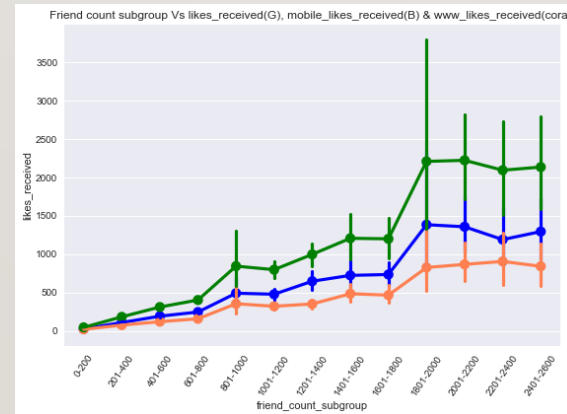
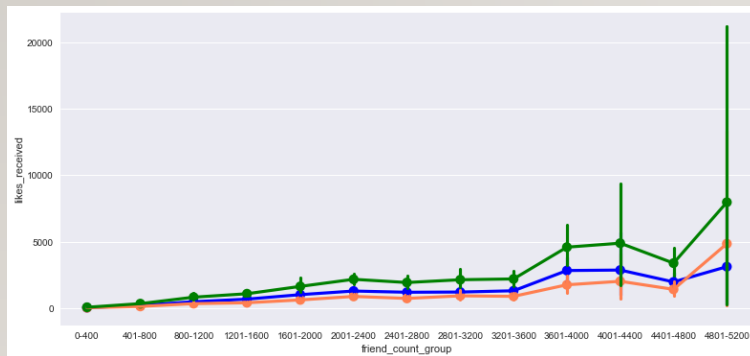
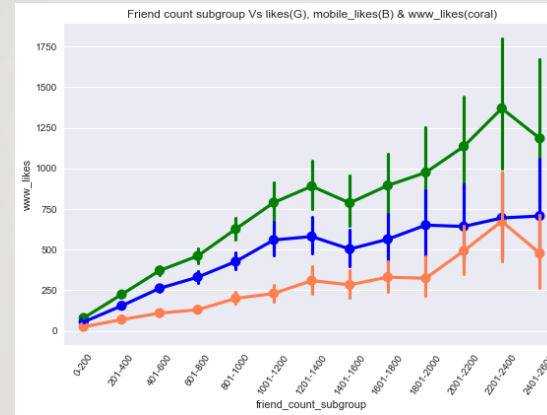
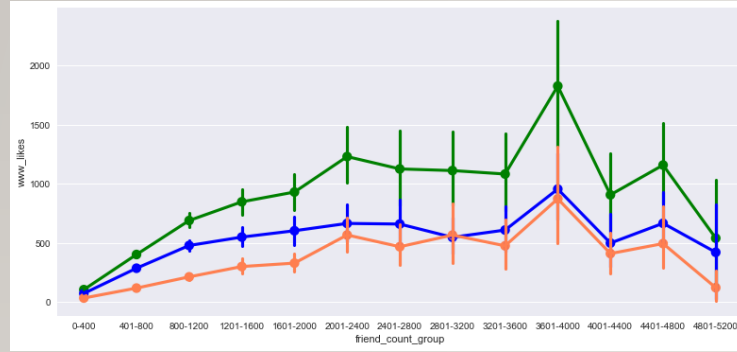
Is female are socialising more compare to men across age group?



Friend count Analysis

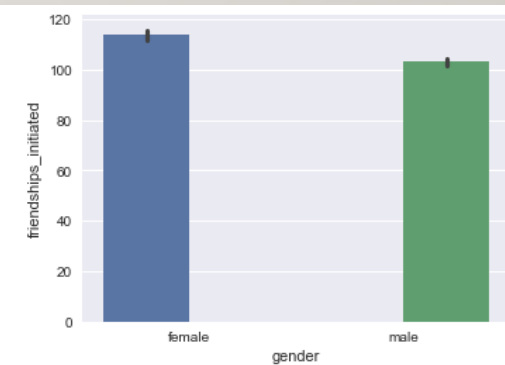
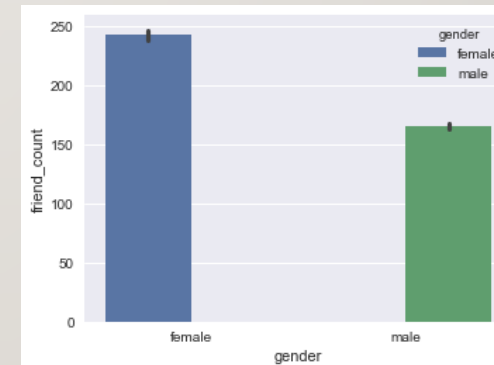
Question [5] – Approach, Finding & Visualisation

Does likes and like received is proportionate to Friend Count?



```
lens.groupby('friend_count_group').count()
```

	userid	age	DateOfBirth	dob
friend_count_group				
0-400	87802	87802	87802	8
401-800	6977	6977	6977	8
800-1200	2049	2049	2049	8
1201-1600	821	821	821	8
1601-2000	440	440	440	8
2001-2400	243	243	243	8
2401-2800	160	160	160	8
2801-3200	126	126	126	8
3201-3600	91	91	91	8
3601-4000	78	78	78	8
4001-4400	84	84	84	8
4401-4800	124	124	124	8
4801-5200	8	8	8	8



Tenure Analysis

Question [6] – Approach, Finding & Visualisation

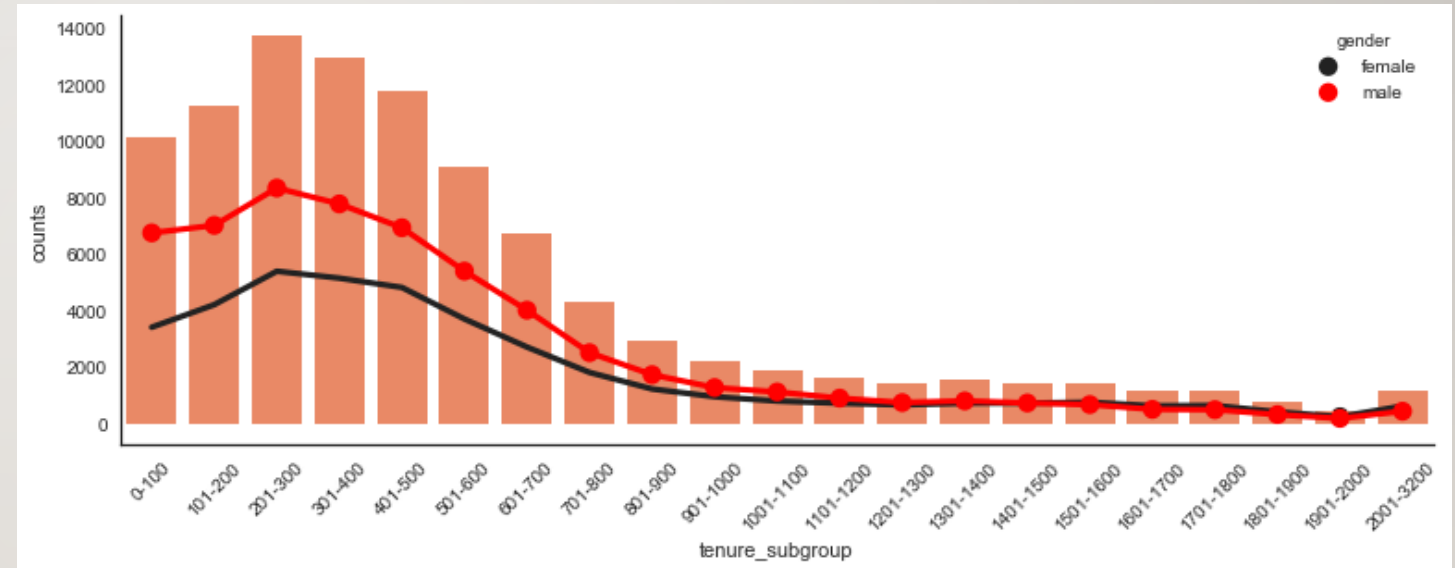
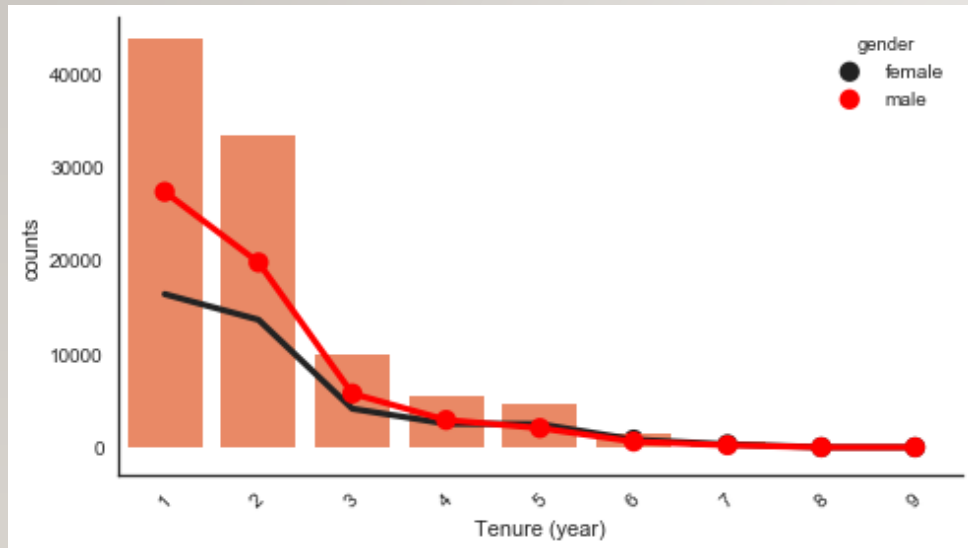
How quickly Facebook usage increased in last 6 years i.e. between 2007 and 2013 year?

Tenure (Year)	User Count
1	43658
2	33366
3	9861
4	5449
5	4557
6	1507
7	581
8	15
9	9

In last 6 years new users
usage increase 30 times

Question [7] – Approach, Finding & Visualisation

Which gender user count is high tenure-wise?



Question [8] – Approach, Finding & Visualisation

Mobile Vs.
Desktop where
users
preference is?

