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# • Objective: Analyze the distribution of user engagement metrics (likes, shares) on social
# media.
# • Dataset: Social media posts dataset.
# • Python Focus: pandas, matplotlib, seaborn.
# • Key Concepts:
#   o Calculate skewness and kurtosis of likes and shares.
#   o Visualize the distribution using histograms.
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```
#extracting data
df=pd.read_csv(url)
#displaying few lines of data set
print(df.head())
```

	Unnamed: 0.1	Unnamed: 0	\
0	0	0	
1	1	1	
2	2	2	
3	3	3	
4	4	4	

	Text	Sentiment \
0	Enjoying a beautiful day at the park!	... Positive
1	Traffic was terrible this morning.	... Negative
2	Just finished an amazing workout! 🏋️	... Positive
3	Excited about the upcoming weekend getaway!	... Positive
4	Trying out a new recipe for dinner tonight.	... Neutral

	Timestamp	User	Platform
0	2023-01-15 12:30:00	User123	Twitter
1	2023-01-15 08:45:00	CommuterX	Twitter
2	2023-01-15 15:45:00	FitnessFan	Instagram
3	2023-01-15 18:20:00	AdventureX	Facebook
4	2023-01-15 19:55:00	ChefCook	Instagram

		Hashtags	Retweets	Likes	Country \
0	#Nature #Park		15.0	30.0	USA
1	#Traffic #Morning		5.0	10.0	Canada
2	#Fitness #Workout		20.0	40.0	USA
3	#Travel #Adventure		8.0	15.0	UK
4	#Cooking #Food		12.0	25.0	Australia

	Year	Month	Day	Hour
0	2023	1	15	12
1	2023	1	15	8
2	2023	1	15	15
3	2023	1	15	18
4	2023	1	15	19

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#calculating skewness likes and shares
skewness=df['Likes'].skew()
print(f'skewness of likes:{skewness}')
skewness1=df['Retweets'].skew()
print(f'skewness of shares:{skewness1}')
```

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➡ skewness of likes:0.37813850875791316
   skewness of shares:0.36341226758224254
```

```
#calculating kurtosis of likes and shares
kurtosis=df['Likes'].kurt()
print(f'kurtosis:{kurtosis}')
kurtosis1=df['Retweets'].kurt()
print(f'kurtosis:{kurtosis1}')
```

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➡ kurtosis:0.0008659267198405374
kurtosis:-0.016312891232299176
```

```
#visualtion of likes and shares
df['Likes'].plot(kind='hist',bins=20,title='likes')
plt.xlabel('Likes')
plt.show()
df['Retweets'].plot(kind='hist',bins=20,title='Shares')
plt.xlabel('Shares')
plt.show()
```

