

Social Media User Segmentation Dashboard

10M

Sum of Follower_Count

31K

Sum of Time_Spent_Per_...

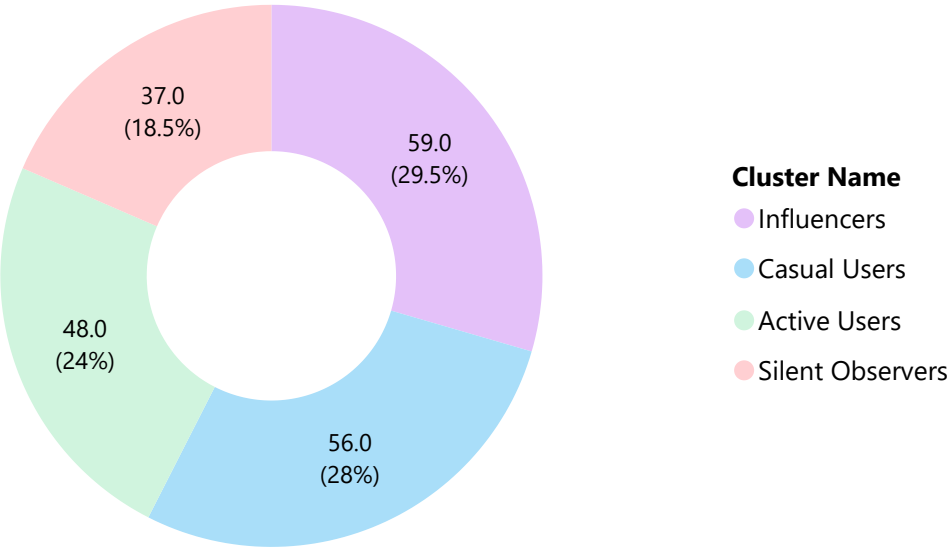
200

Count of User_ID

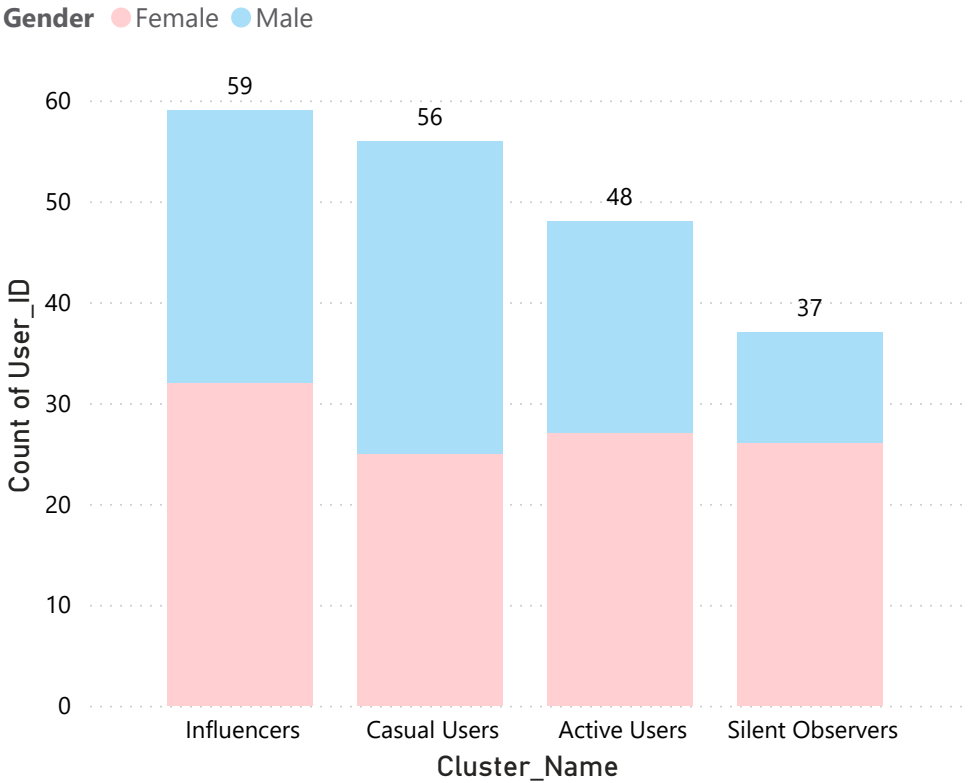
27.49K

Sum of Engagement_Score

User Distribution by Cluster



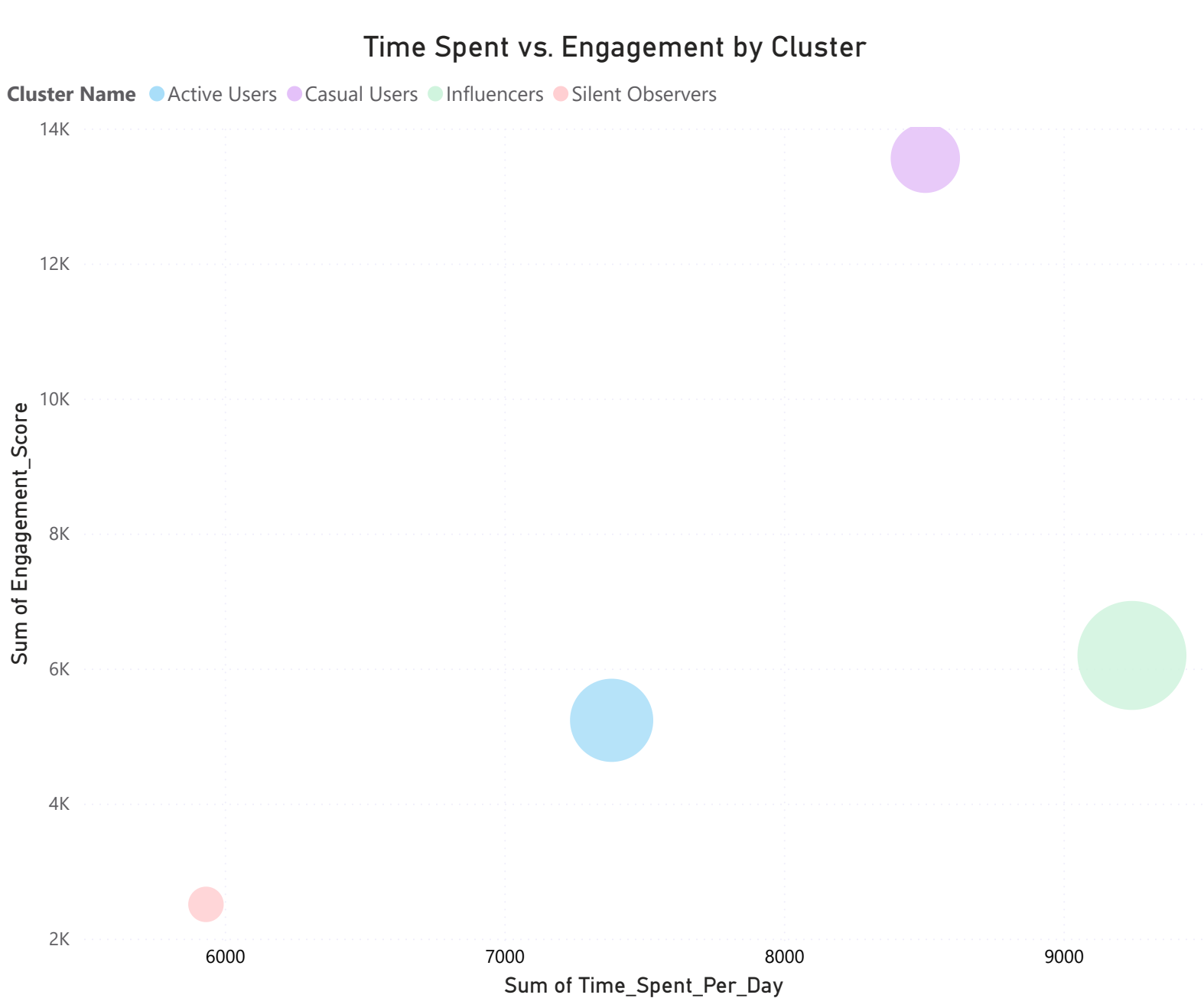
Count of User_ID by Cluster_Name and Gender



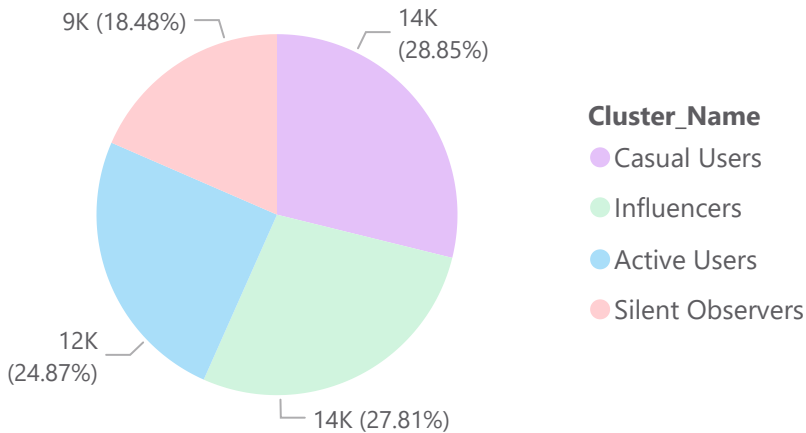
Cluster Performance Metrics

Cluster_Name	Sum of Total_Posts	Sum of Engagement_Score	Sum of Time_Spent_Per_Day	Sum of Activity_Level	Sum of Follower_Count
Active Users	12302	5,233.38	7384	123451	2824593
Casual Users	14268	13,558.26	8506	141446	1883700
Influencers	13753	6,194.53	9245	156491	5066888
Silent Observers	9138	2,507.11	5933	87888	389803
Total	49461	27,493.28	31068	509276	10164984

Detailed Cluster Analysis



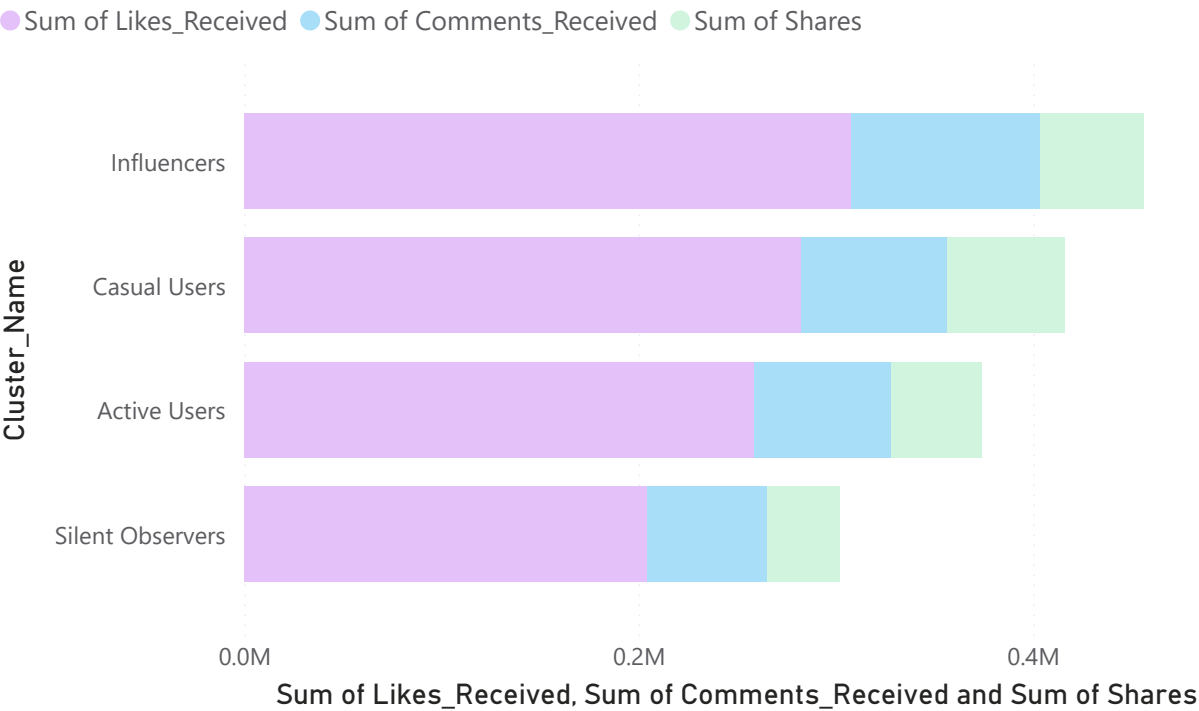
Sum of Total_Posts by Cluster_Name



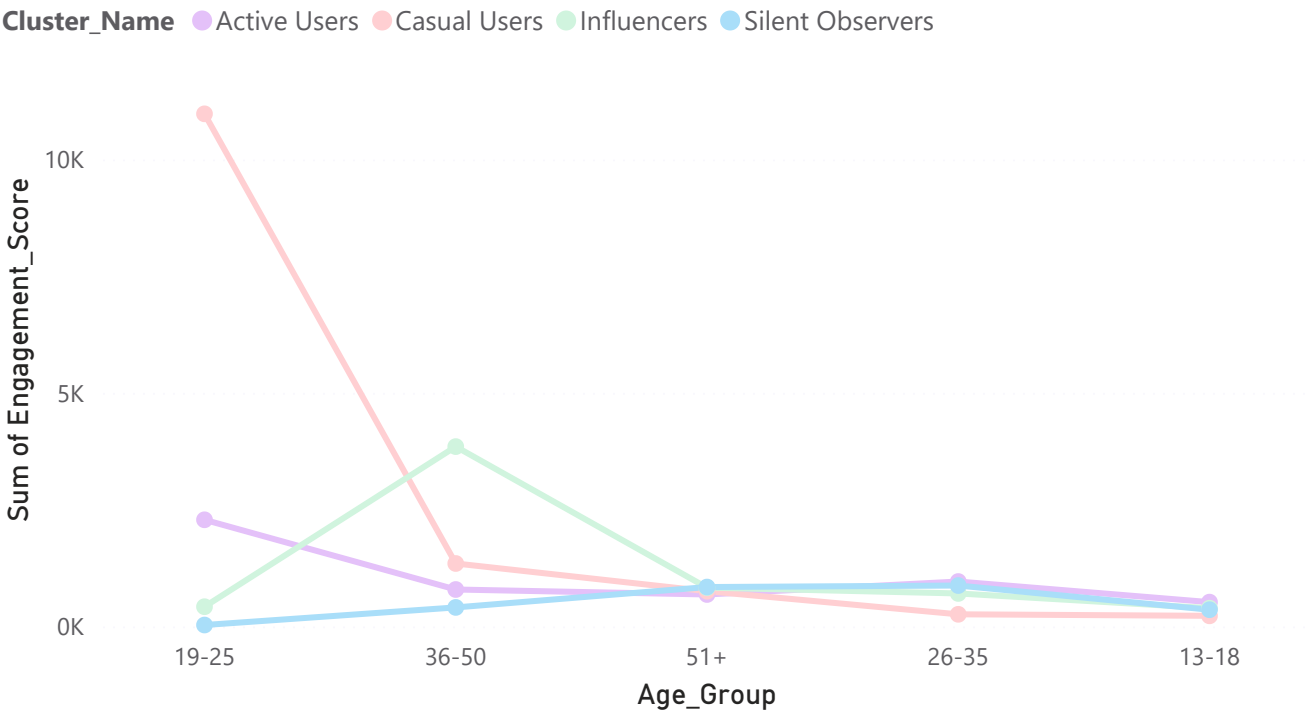
Cluster_Name	Gender	Sum of Cluster
Active Users	Female	81
Active Users	Male	63
Casual Users	Female	0
Casual Users	Male	0
Influencers	Female	32
Influencers	Male	27
Silent Observers	Female	52
Silent Observers	Male	22
Total		277

User Engagement Analysis

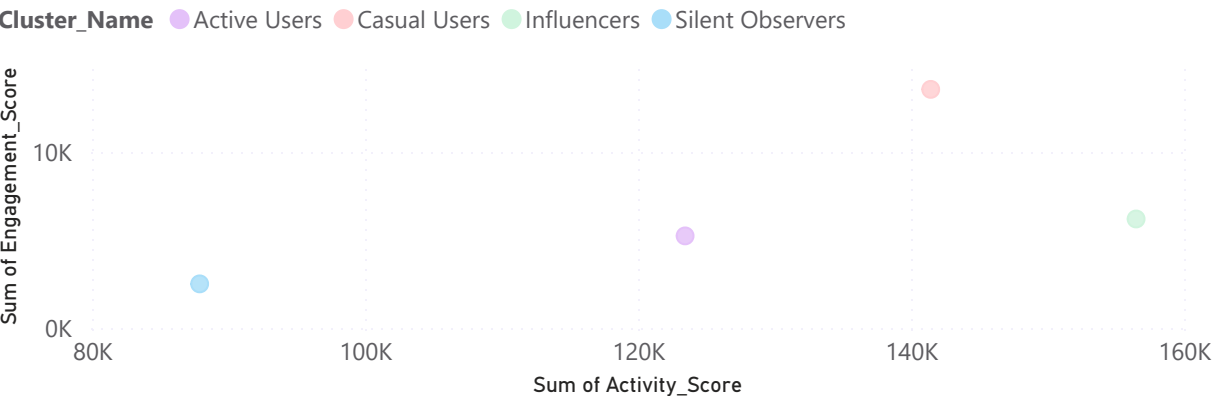
Engagement Metrics by Cluster



Engagement by Age Group



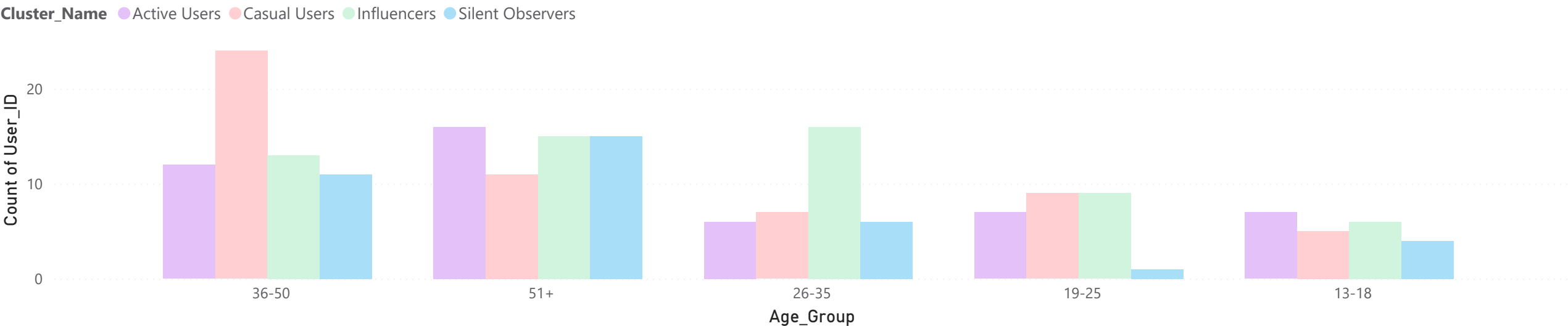
Engagement vs. Activity Level



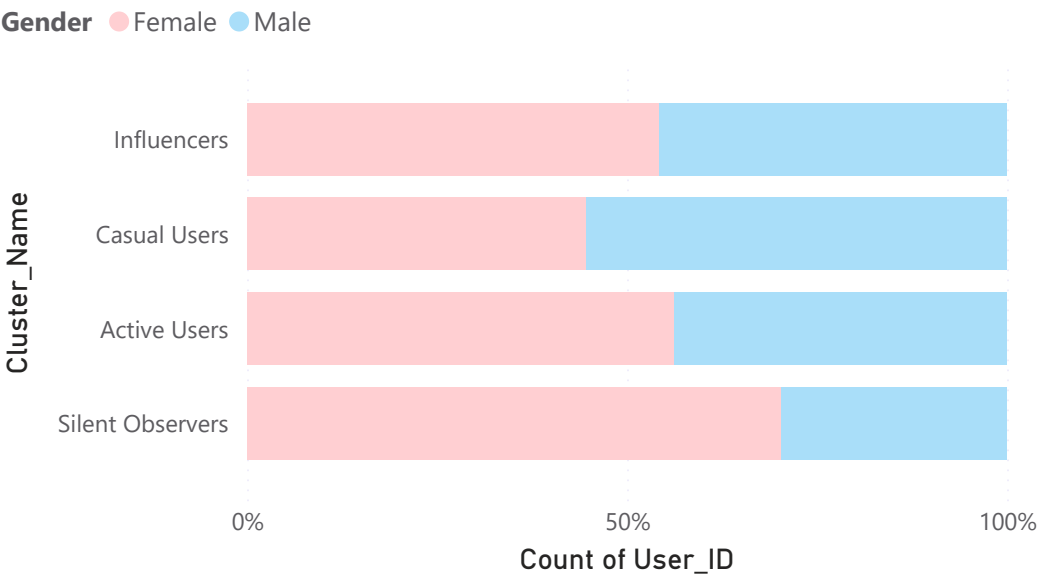
Cluster_Name	Sum of Engagement_Score
Active Users	5,233.38
Casual Users	13,558.26
Influencers	6,194.53
Silent Observers	2,507.11
Total	27,493.28

User Demographics Analysis

Age Distribution by Cluster



Gender Proportion by Cluster

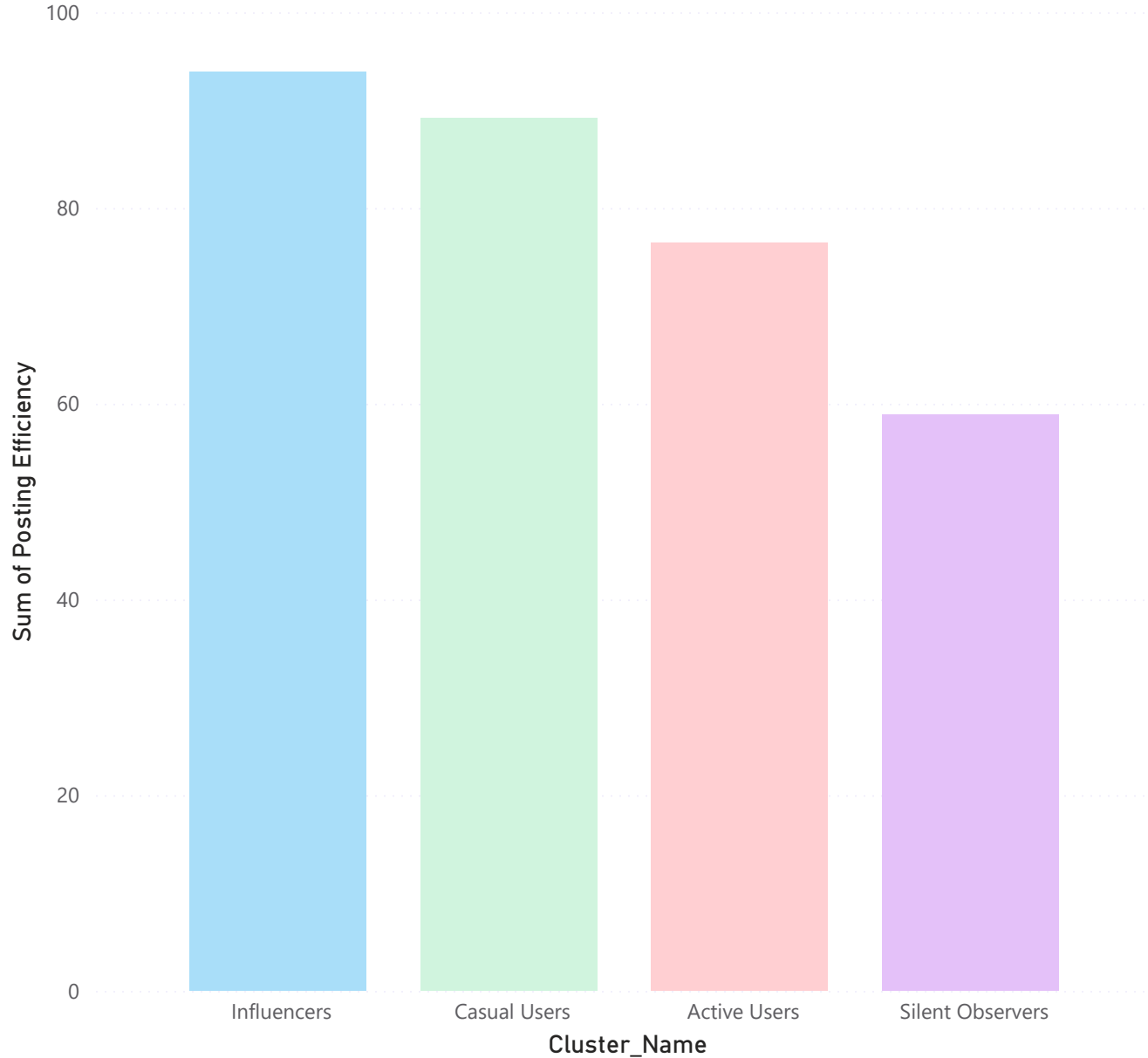


Count of User_ID	Sum of Age	Gender	Sum of Follower_Count	Sum of Engagement_Score
110	4287	Female	5447022	20,940.44
90	3398	Male	4717962	6,552.84
200	7685		10164984	27,493.28

Age_Group	Female	Male	Total
13-18	12	10	22
19-25	16	10	26
26-35	18	17	35
36-50	30	30	60
51+	34	23	57
Total	110	90	200

Activity Patterns Analysis

Posts per Minute Spent (Efficiency)



Activity Level Distribution

