

README: Social Media Preferences Among Millennials

Project Overview

This project focuses on analyzing the preferences of US millennials regarding various social media platforms. Based on a survey conducted on the Whatsgoodly mobile app, the analysis aims to understand which platforms are most favored by millennials and how this information can be leveraged for effective business and marketing strategies.

Data Source

- **Dataset:** Survey of 9,491 US millennials regarding their preferred social media platforms.
- **Publisher:** Whatsgoodly, a millennial social polling company.
- **Publication Date:** March 17, 2017.

Contents of the Project

Dataset: The raw survey data used for analysis.

Visuals:

- `popularity_of_platforms.png`: A bar chart showing the overall popularity of different social media platforms.
- `preference_by_segment_type.png`: A heatmap depicting platform preferences across various user segments.

Analysis Report: A detailed document summarizing the findings and insights from the analysis.

Key Analyses

- **Overall Popularity Analysis:** Determining the most popular social media platforms among millennials.
- **Segment-Based Preference Analysis:** Examining differences in preferences between mobile and web respondents.

- **Platform Specialization Analysis:** Assessing the unique features and audience of each platform for targeted business use.
- **Correlation Analysis:** Exploring relationships between segment types and platform preferences.
- **Competitor Analysis:** Comparing platforms to understand their competitive positioning.
- **Cross-Platform Strategy Analysis:** Developing insights on integrating multiple platforms for holistic social media strategies.

Key Findings

- Snapchat and Instagram are highly popular among millennials, particularly on mobile devices.
- Facebook maintains a consistent presence across different segments.
- LinkedIn, while less popular, serves a niche audience in professional networking and B2B marketing.

Utilizing This Project

- **Businesses and Marketers:** Leverage the insights to tailor social media strategies based on platform strengths and audience preferences.
- **Academic and Research Purposes:** Use the findings as a basis for further study on social media trends and behaviors among millennials.

How to Use

- Review the analysis report for comprehensive insights and recommendations.
- Utilize the visuals in presentations or as a reference to understand platform popularity and segment preferences.
- Apply the findings to inform and enhance your social media marketing strategies.