

facebook

Exploratory Data Analysis

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Introduction

The current era is about the rapid development of the internet & technology, and Facebook is one of the great examples of it. As technology uses is rapidly growing the competitor of Facebook also growing so Facebook needs to keep up with this rapid growth and implement a new strategy and improve user experience to keep up with the trend.

So we have analysis the Facebook user behavior based on age, gender and Likes and the platform they using for developing new strategy.



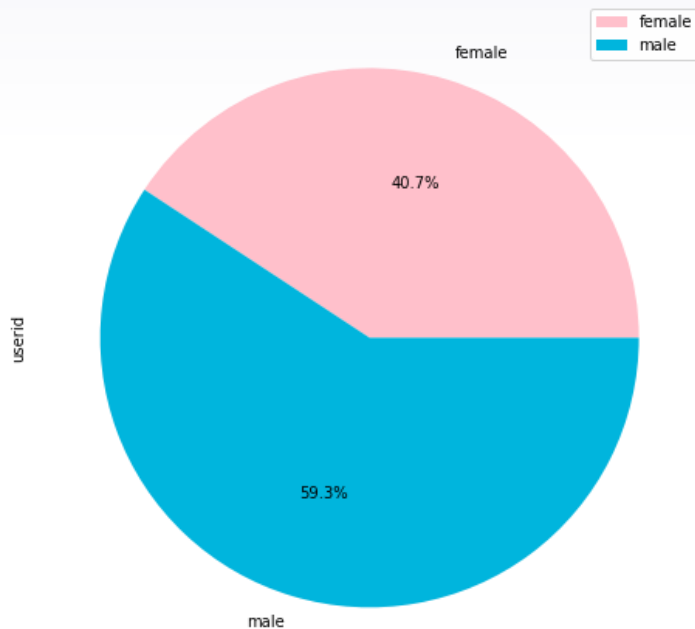
Analysis base on Variables

- ▶ Age
- ▶ UserID
- ▶ Gender
- ▶ Dob Year
- ▶ Friend Count
- ▶ Likes / Mobile/ WWW



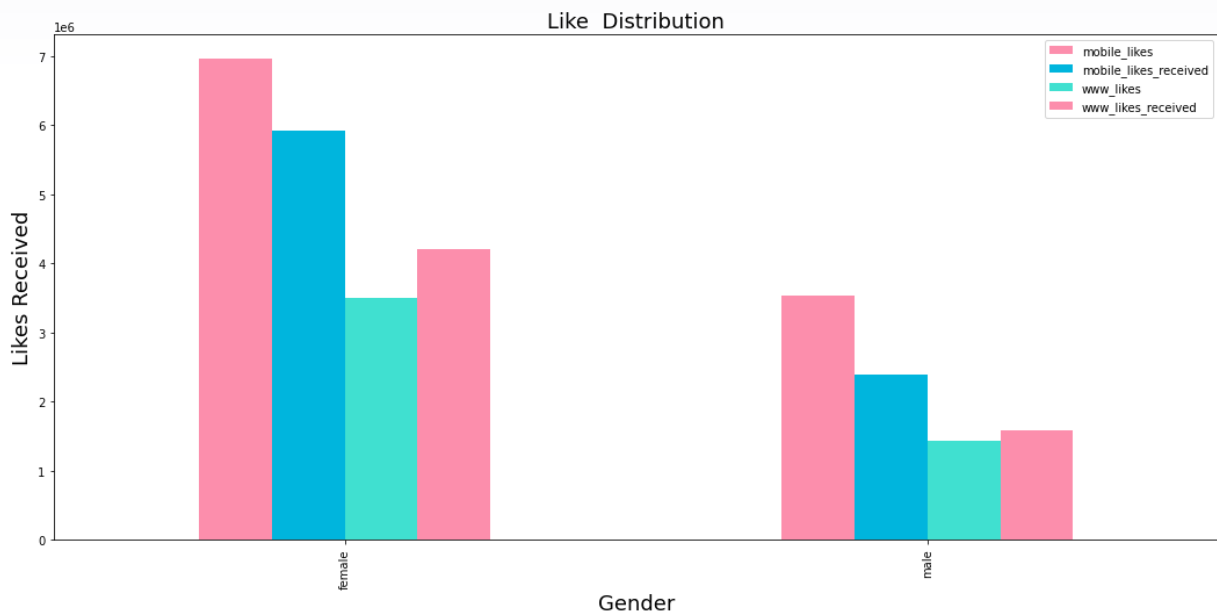
User Base

Male user presence on Facebook is higher, comprising about 59.3% of total users



Likes Distribution

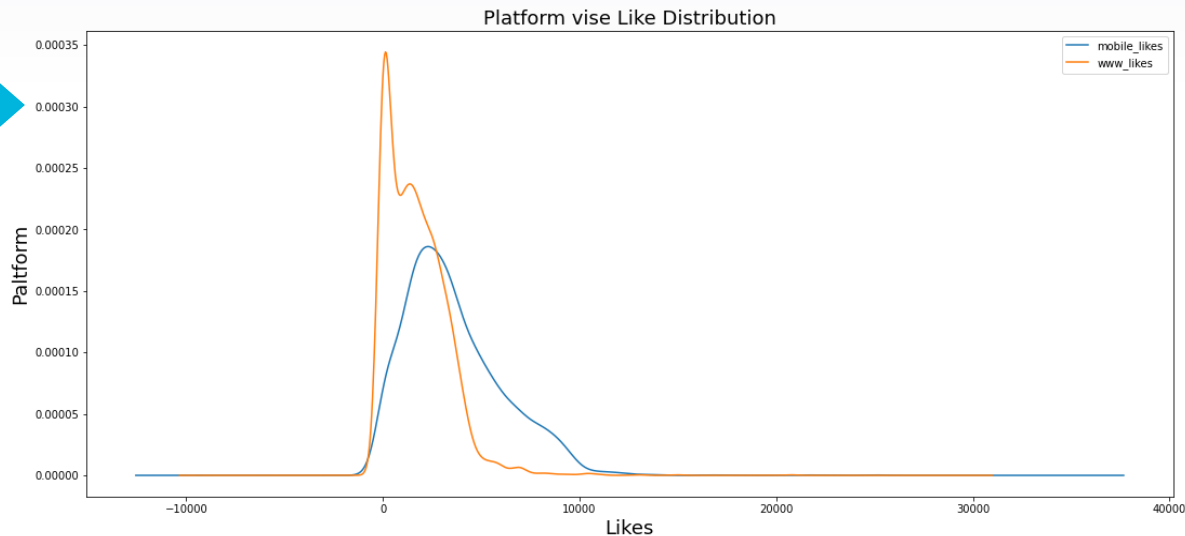
- Females users have a higher percentage of like on Facebook and most of the likes are from mobile users.
- Male users are high but in the likes number females are clear winners



Likes Distribution On Platform

- It is observed 85% of entire users have Zero likes

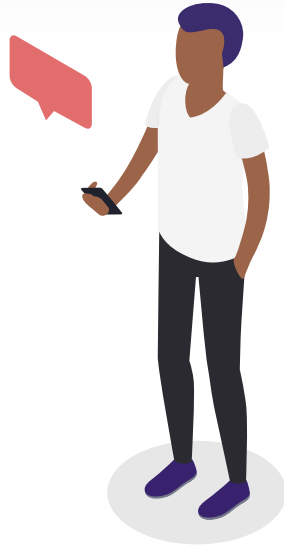
3



Friendship Request Initiated

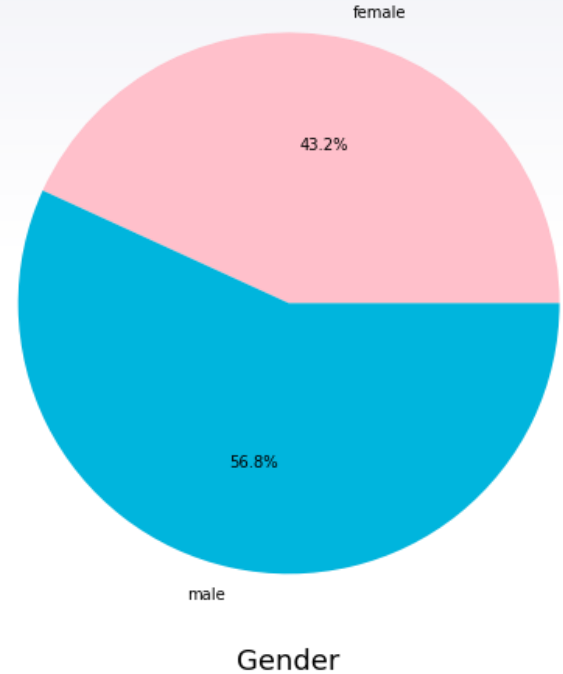
- Males are leading in initiating friend requests.

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Friendship Request

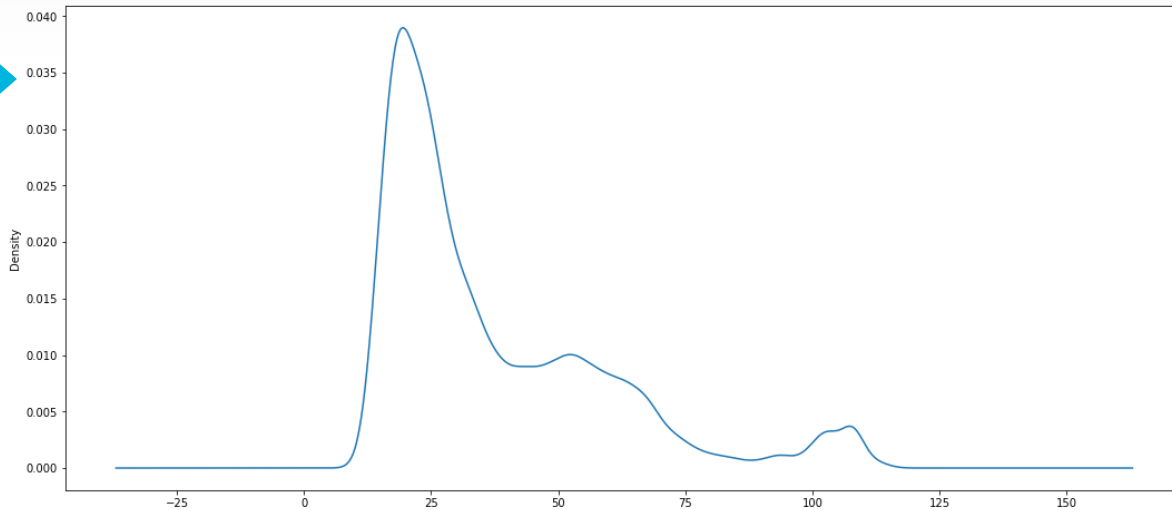
Friendship Request Initiated



User Generation

- User age is within 15-25 are highest also there is a slight jump in user base after age of 50.

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Conclusion

- ▶ Male User Base is almost 60% of total users
- ▶ Female post has getting most likes
- ▶ 85% of user has Zero likes
- ▶ Male user 13.6% ahead of initiating friend request.
- ▶ User are from All age group 15-140



Actionable Insights

- ▶ We need Strategy to increase male user engagement.
- ▶ We have to design some programs & Services for female to keep female user engaged.
- ▶ Most user base is younger so we need to introduce or develop new feature and also improve UI as young people are more tech savvy.



THANKS!

