

Assignment 7

PURPOSE: The purpose of this assignment is to do analyses of social media information through the provided csv file which has responses for many people and their social media usage

- What are you trying to show with your chosen analysis?

For the analysis we can see that the amount and count of people send of social media platforms, with this information one can easily identify a target audience and be used to promote a product.

- Why are you interested in showing this?

With this data and graphs one can easily identify and retrieve important information such as the age group and gender of the audience

- Why is this important?

This is an important analyses cause this will help understand the csv data and the responses given by the people to better understand so one can easily come to know what the data represents and how it can be used further.

- How would you use your results?

The results will be used to find a target audience for promoting a specific product for a age group, the amount of time spent by each age group.

INPUT: The input for the program will be CVS file (Pew_Survey.csv), which is hardcoded into the .py file, this file contains various columns and 1000+ data rows. Each of the column represents data of the amount of social media people use.

OUTPUT: The output of this program is a data visualization of the csv file through tabular and graphs. There are multiple pie charts, bar graphs and histograms. It gives the count of people using various social media applications such as (twitter, Instagram, Facebook) using this data one can identify the age & gender range of the users.

WHAT THE PROGRAM DOES: The program takes in a cvs file and then using pandas it parse the data and store into various variables, and using those variables it tries to plot multiple graphs (pie chart, bar graph, histograms) using matplotlib such as the amount of users using facebook

,youtube and even the age group the users are, the tabular data also displayed using tabulate , it also display family income before taxes. Using this data one can easily find a target audience for promoting a product and improve one's sale.

RESULTS: From the results we can see that over 1000 people use internet and are active on social media, the most used social media platform is youtube and facebook, we can also see that the amount of time people spend on a specific app , most of the people use all the social media apps very frequently and most of them being under the age of 25. We can also see the annual income of 2018 for various families as well from the graphs.