1) Load the data and impute missing values

Imputation of missing values:

● Replace the null values (NA) of gender column with its mode or median and explain

why mode/median used to replace NA values

● Replace the null values (NA) of tenure column (numerical variable) with its median,

and explain why mode/median used to replace NA values

2) Plot heatmap / correlation matrix on all the columns.

3) Analysis based on gender of the users

● What is composition of male and female users?

● Which category of gender has more friends?

● Which category of gender initiated more friendships?

● What is the distribution of tenure across different categories of gender?

4) Analysis based on the least active users on Facebook

● How many users have no friends?

**DATA ASSOCIATE: Assignment**

● How many users did not like any posts?

● How many users did not receive any likes?

5) Analysis based on the user accessibility (Mobile Devices vs. Web Devices)

● What is the average number of posts liked by users (based on gender) through web vs.

mobile devices?

● What is the average number of likes received by users (based on gender) through web

vs. mobile devices?