Data Visualization

Project Report

Social Media Analysis in India

Submission by: Group 6

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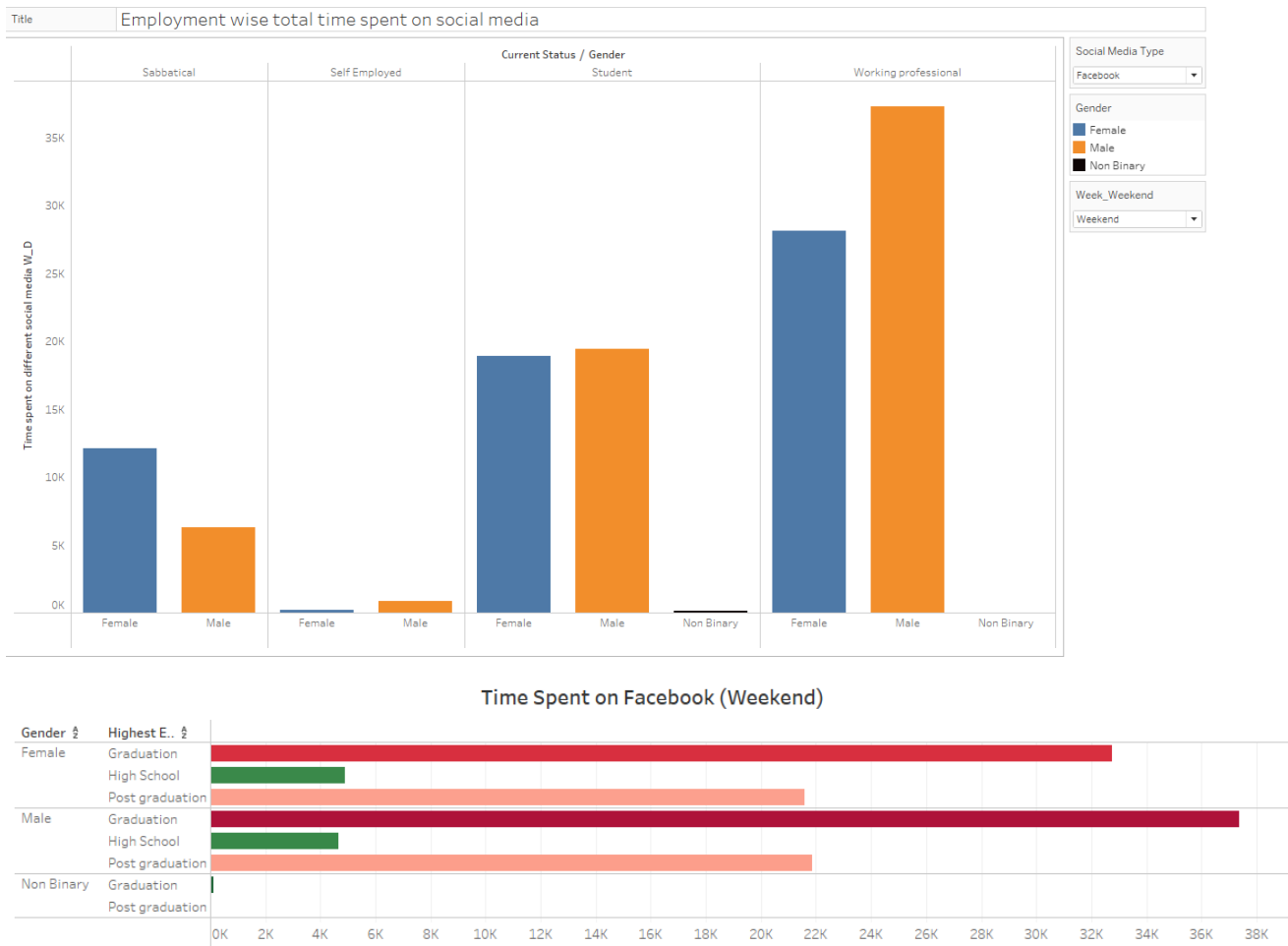Parsa Revanth (M20CS058)
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Motivation:

After the outburst of social media platforms, people from all over India have quickly adapted to different social media platforms. As per the latest data, the total time spent on social media by Indians is 34,51,382 minutes. We intend to present our analysis of the latest data on social media usage of Indian users. We will look at deeper insights as we proceed with the story.
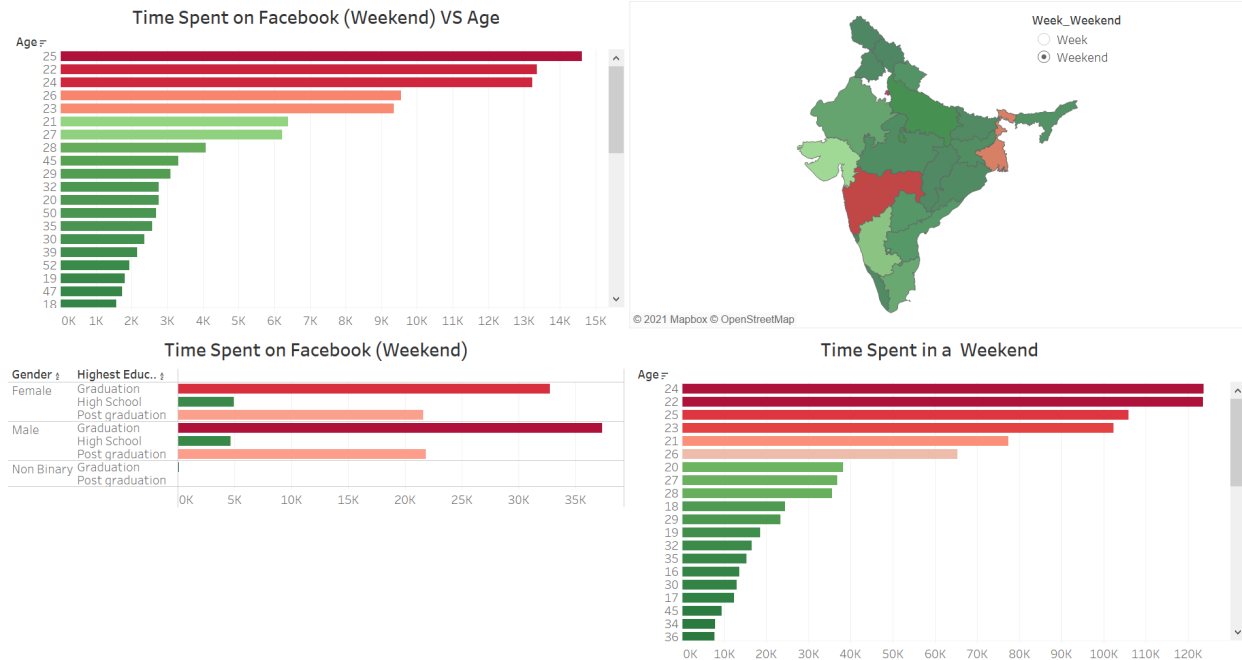
Problem description:

Social media platforms like Whatsapp, Instagram and Facebook are used by many people. These platforms are used for targeted advertisements, recommendations, viral marketing, etc. Behaviour analysis of people using this kind of data helps to find out the trends in human behaviour of different ages and during week/weekends. We explored the current trends on these social media platforms using Tableau.
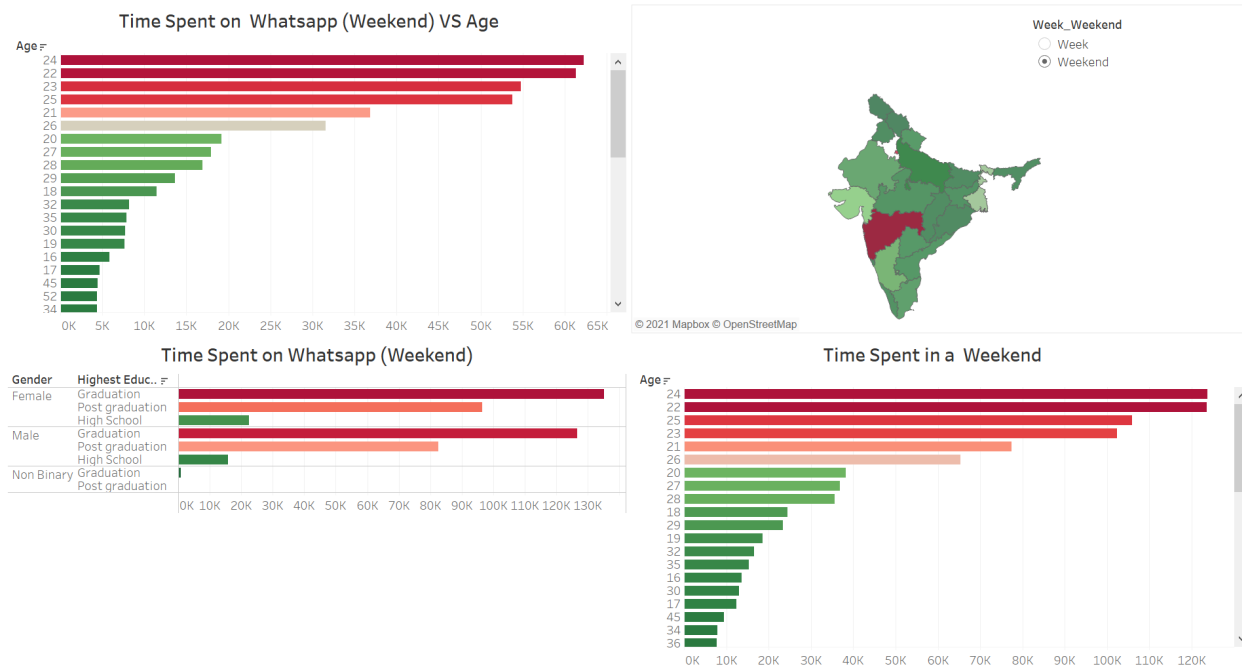
Important visuals:

Important dashboards:

Facebook Trends
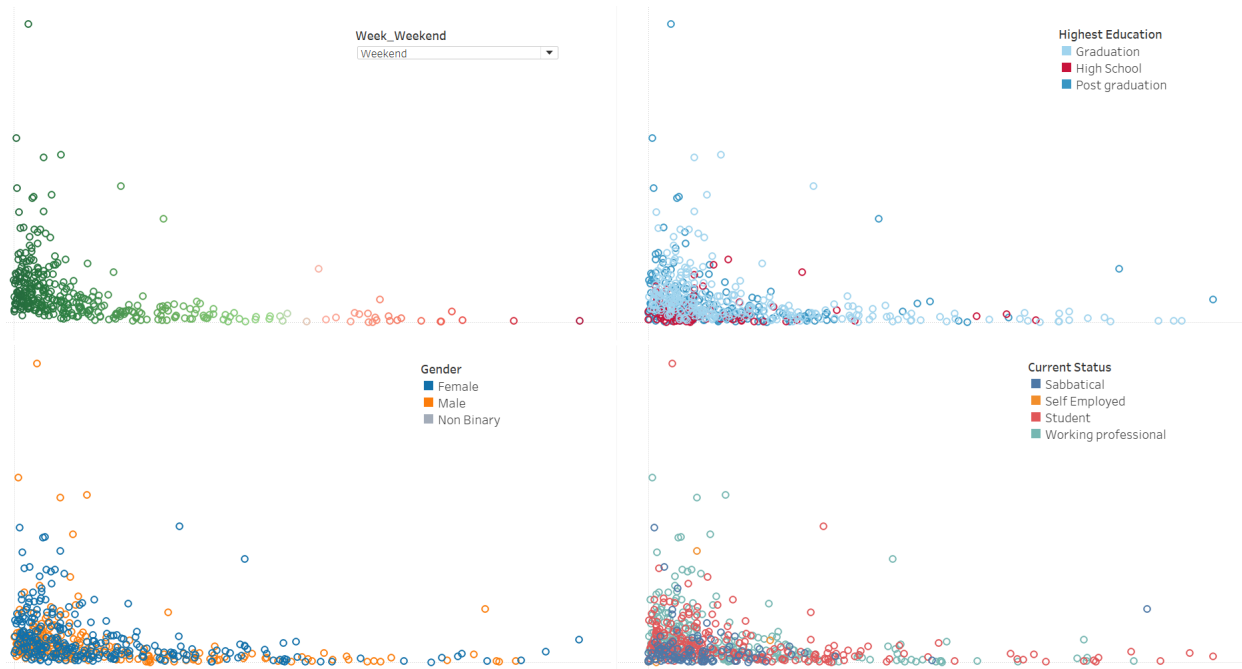

Time Spent on Facebook (Weekend) VS Age

Time Spent on Facebook (Weekend)

Time Spent in a Weekend

Whatsapp Trends

Time Spent on Whatsapp (Weekend) VS Age

Time Spent on Whatsapp (Weekend)

Time Spent in a Weekend

Education, Gender, Current Status wise trend on Instagram

Story:

We have analyzed the latest data on social media usage of Indian users using various visuals. Dataset consists of attributes such as age, city, current status, weekdays and weekend usage etc., across different social media platforms i.e., instagram, whatsapp, facebook.

Facebook trends show that educated youngsters are the most active on Facebook. Users have spent almost one tenth of their browsing time on Facebook. Maharashtra,West Bengal and Delhi have the most active users. It has been observed that boys are more active than girls during weekends.

Instagram trends show that girls are more active on instagram than boys both on weekdays and weekends. When we compare time spent on Instagram and Facebook, users have spent more time on Instagram. Analysis of Whatsapp shows that it is the most used platform. Across all media platforms Maharashtra has the most number of users.

Analysis of Employment wise trends show that students and working professionals are most active and further bifurcation based on genders shows student girls are more active than student boys while working men are more active than working women. City wise analysis of data shows that metropolitan cities of India have the most number of social media users.

Next we have data of the number of posts done by users of Instagram. We used this information to find out stalkers on Instagram. Stalkers are people who have very few posts compared to time spent on social media. Stalker trends are very intuitive. The number of stalkers increases on weekends and most of the stalkers are male and graduate people are very high in this category.

The tableau workbook:

Parameters

Edit Parameter [Higher Education Dynamic Measure]

Name: Higher Education Dynamic Measure   Comment >>

Properties

Data type:	String
Current value:	High School
Value when workbook opens:	Current value
Display format:	
Allowable values:	○ All ● List ○ Range

List of values

Value	Display As
Graduation	Graduation
High School	High School
Post graduation	Post graduation
Add	

● Fixed
Add values from ▸
○ When workbook opens
None
Clear All

OK   Cancel

Edit Parameter [IWF]

Name: IWF   Comment >>

Properties

Data type:	String
Current value:	Whatsapp
Value when workbook opens:	Current value
Display format:	
Allowable values:	○ All ● List ○ Range

List of values

Value	Display As
Instagram	Instagram
Whatsapp	Whatsapp
Facebook	Facebook
Add	

● Fixed
Add values from ▸
○ When workbook opens
None
Clear All

OK   Cancel

Edit Parameter [Social Media Type]

Name: Social Media Type   Comment >>

Properties

Data type:	String
Current value:	Facebook
Value when workbook opens:	Current value
Display format:	
Allowable values:	○ All ● List ○ Range

List of values

Value	Display As
Facebook	Facebook
Instagram	Instagram
Whatsapp	Whatsapp
Add	

● Fixed
Add values from ▸
○ When workbook opens
None
Clear All

OK   Cancel

Edit Parameter [Week_Weekend]

Name: Week_Weekend   Comment >>

Properties

Data type:	String
Current value:	Weekend
Value when workbook opens:	Current value
Display format:	
Allowable values:	○ All ● List ○ Range

List of values

Value	Display As
Week	Week
Weekend	Weekend
Add	

● Fixed
Add values from ▸
○ When workbook opens
None
Clear All

OK   Cancel

Conclusion:

We conclude with the following inferences:

- All social media platforms show that the youngsters in the range 20-25 years of age are the most active on social media, perhaps because of two reasons:
  - The Indian population has a greater ratio of working population.
  - Members of this age group are technically more literate than other age groups.
- Female youngsters are the most active users on Instagram.
- Most of the users are present in the urban areas, perhaps because these areas are densely populated.
- People are more active on all platforms on weekends than weekdays.
- Instagram showed a significant number of stalkers, specifically coming from the student and working professionals occupations, perhaps showing the usage of Instagram for research, stalking, etc.

Appendix:
Dataset:

This dataset comes from the Indian demographics. It consists of the following biases related to the trends in Indian population:

- Higher ratio of graduates
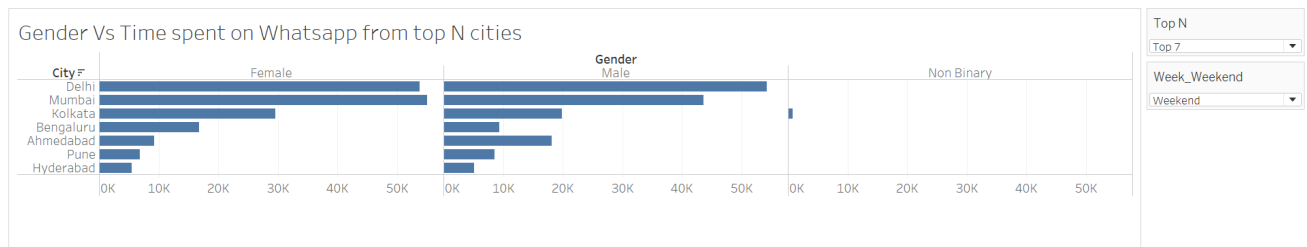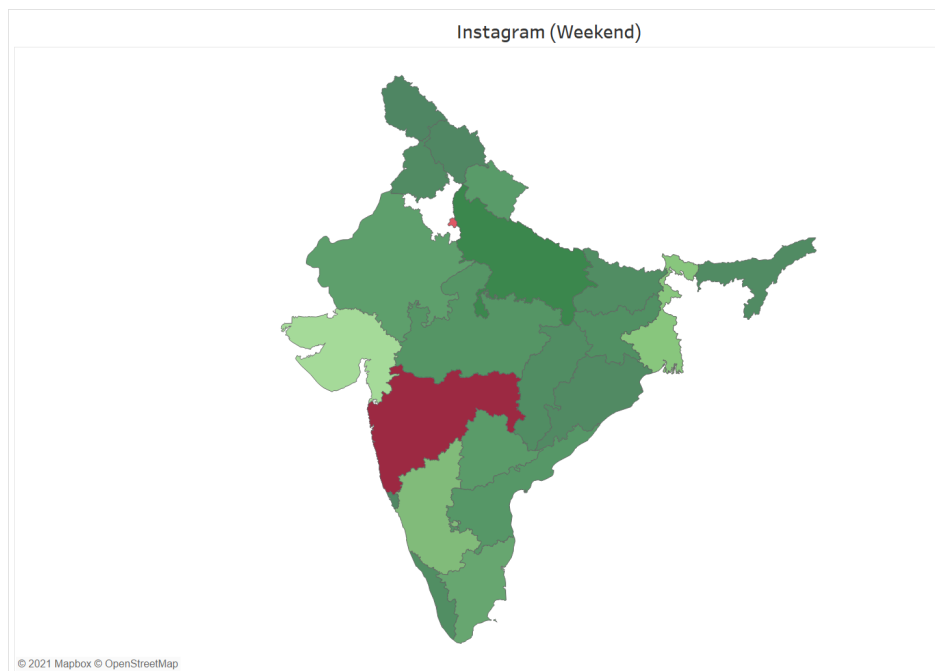- Higher ratio of working population (14=65)

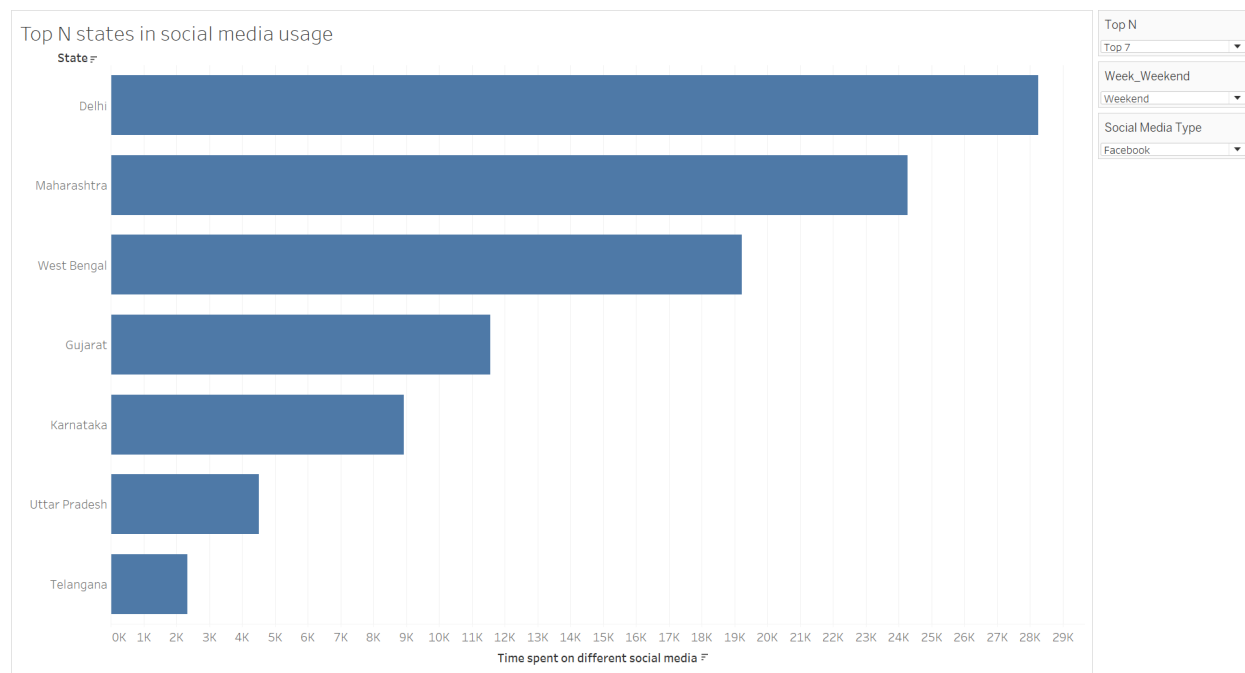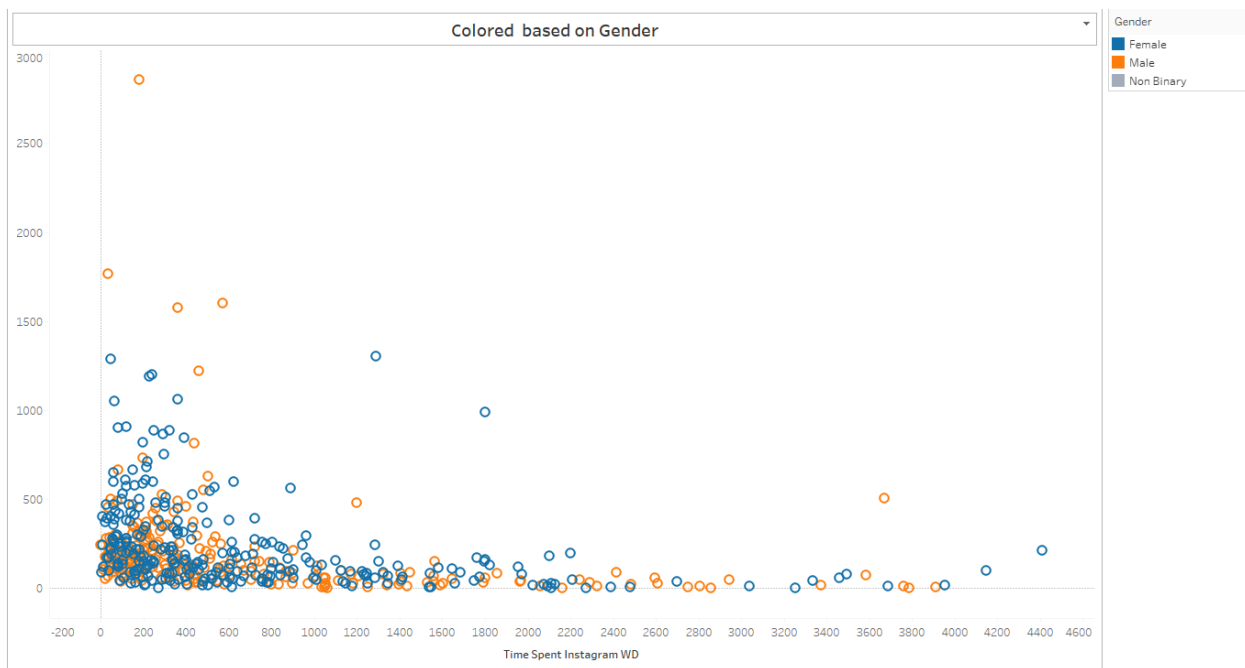The dataset have 26 columns which are listed below:

Age	Longitude
City	Time Spent on Facebook in last week (in minutes)
Current Status	Time Spent on Facebook in last weekend (in minutes)
Do you have multiple profiles on Instagram?	Time Spent on Instagram in last week (in minutes)
Gender	Time Spent on Instagram in last weekend (in minutes)
Highest Education	Time Spent on Whatsapp in last week (in minutes)
Location (City Airport Code)	Time Spent on Whatsapp in last weekend (in minutes)

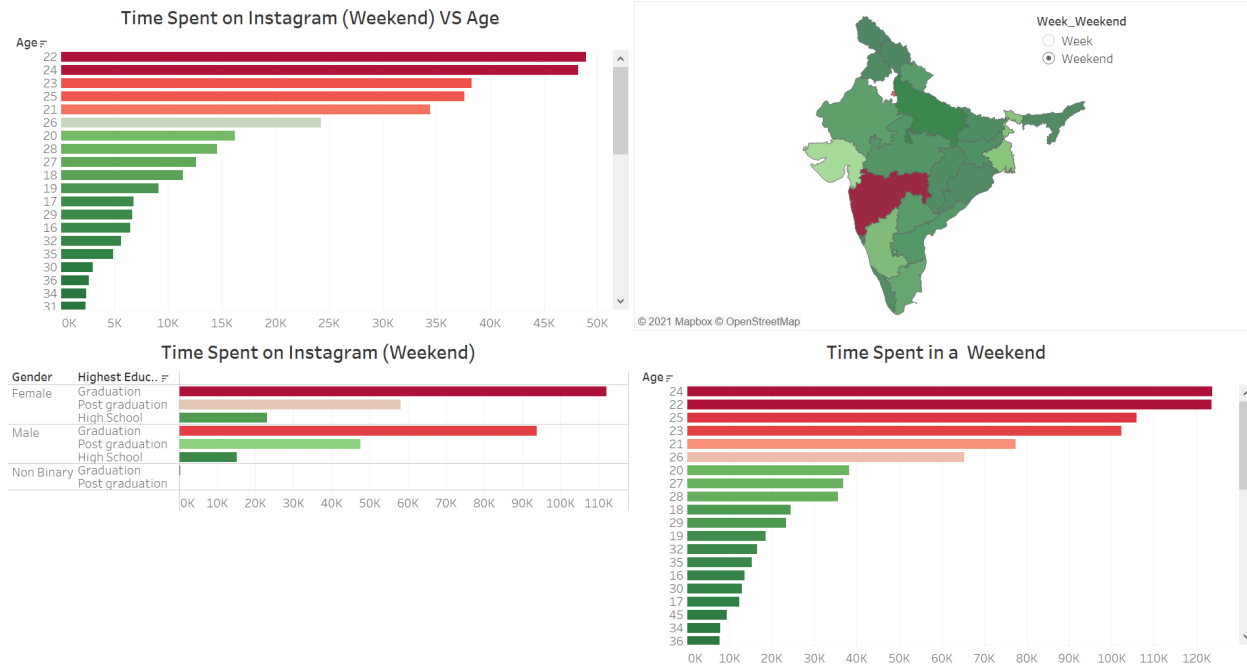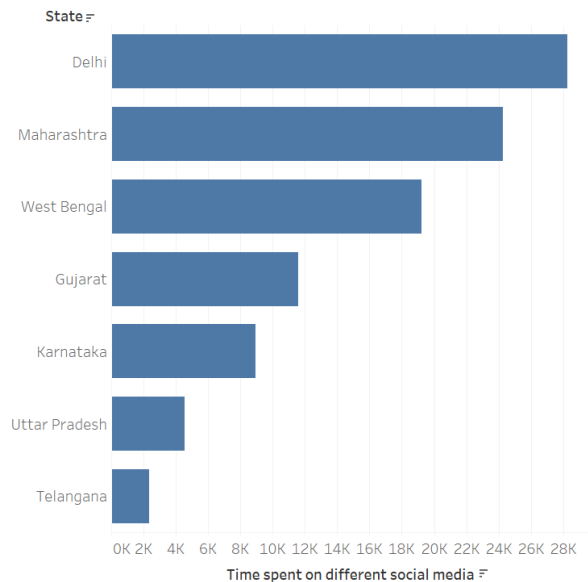| Phone OS	Total Facebook Usage
State	Total Instagram Usage
Zone	Total Social Media Usage
How many followers do you have on Instagram?	Total Whatsapp Usage
How many posts do you have on Instagram?	Total Week Usage
Latitude	Total Weekend Usage

Link for dataset: https://www.kaggle.com/prachirikhari/social-media-usage-trends-india

Important visuals:

Colored based on Gender

Gender
- Female
- Male
- Non Binary

Time Spent Instagram WD

Top N states in social media usage

State

Delhi
Maharashtra
West Bengal
Gujarat
Karnataka
Uttar Pradesh
Telangana

Time spent on different social media

Top N
Top 7

Week_Weekend
Weekend

Social Media Type
Facebook

Important Dashboard:

Instagram Trends

Time Spent on Instagram (Weekend) VS Age

Week_Weekend
○ Week
◉ Weekend

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Time Spent on Instagram (Weekend)

Time Spent in a Weekend

State wise analysis of social media usage

Top N states in social media usage

Mapping of top N states in social media usage

Top N
Top 7 ▼

Social Media Type
Facebook ▼

Week_Weekend
Weekend ▼

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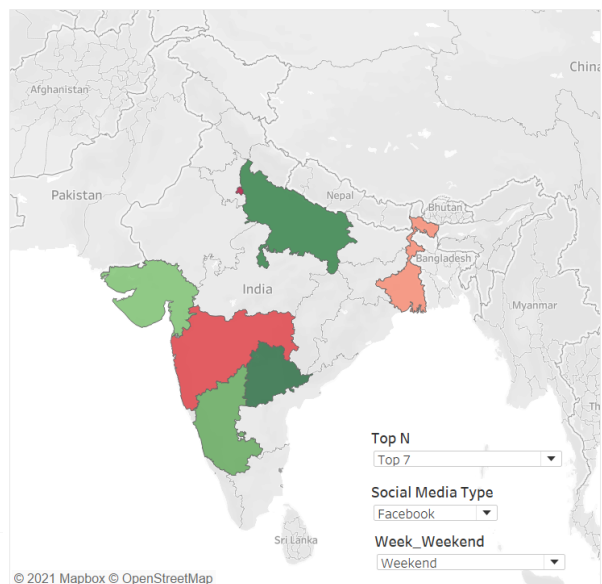
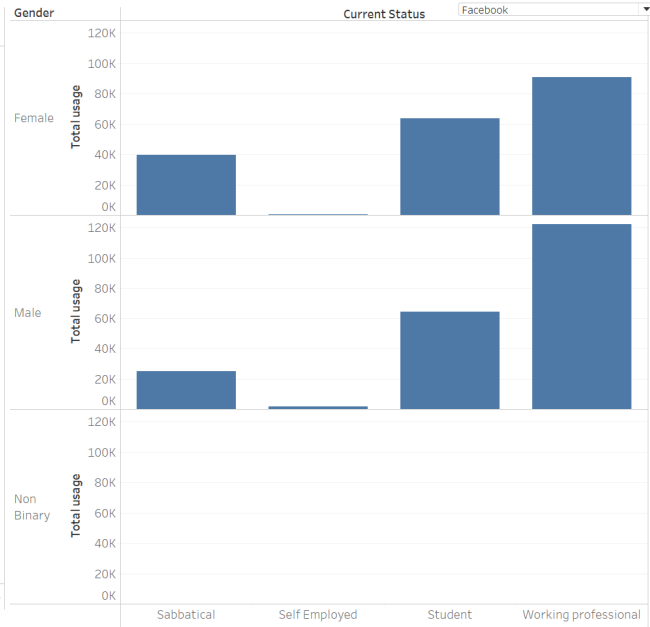# Employment wise social media usage

Employment wise total time spent on social media
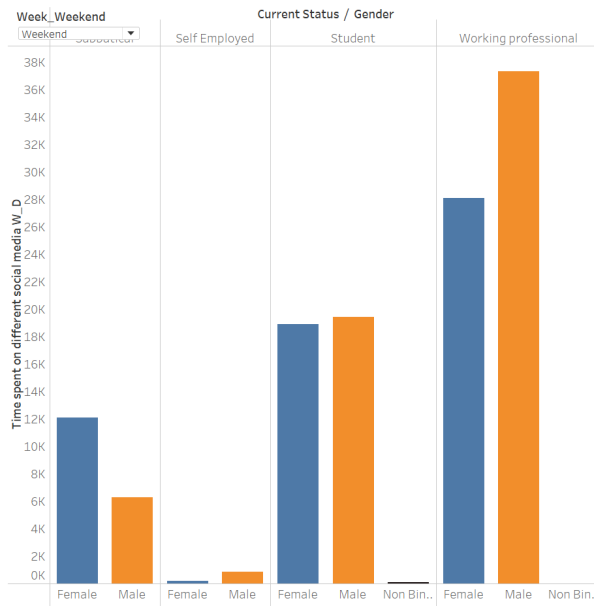
Employment wise usage of social media

Parameters: