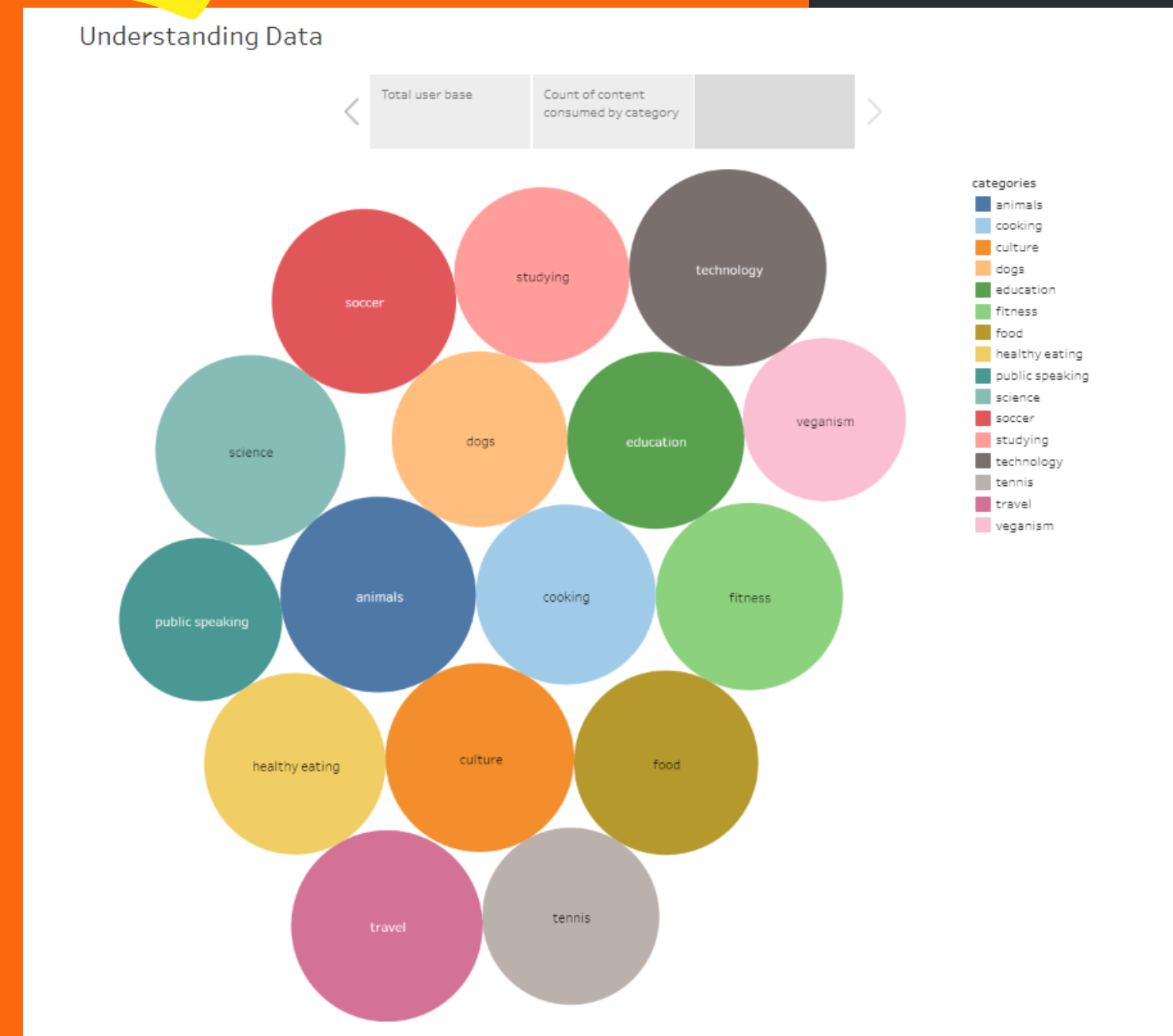# UNDERSTANDING DATA

This plot shows user interest distribution of the data. It can be seen from the data that the users are showing interest in many different genre and fields. The interest distribution is also close to unifomity and is a good sign for the social media platform as users are engaging in many different interests.
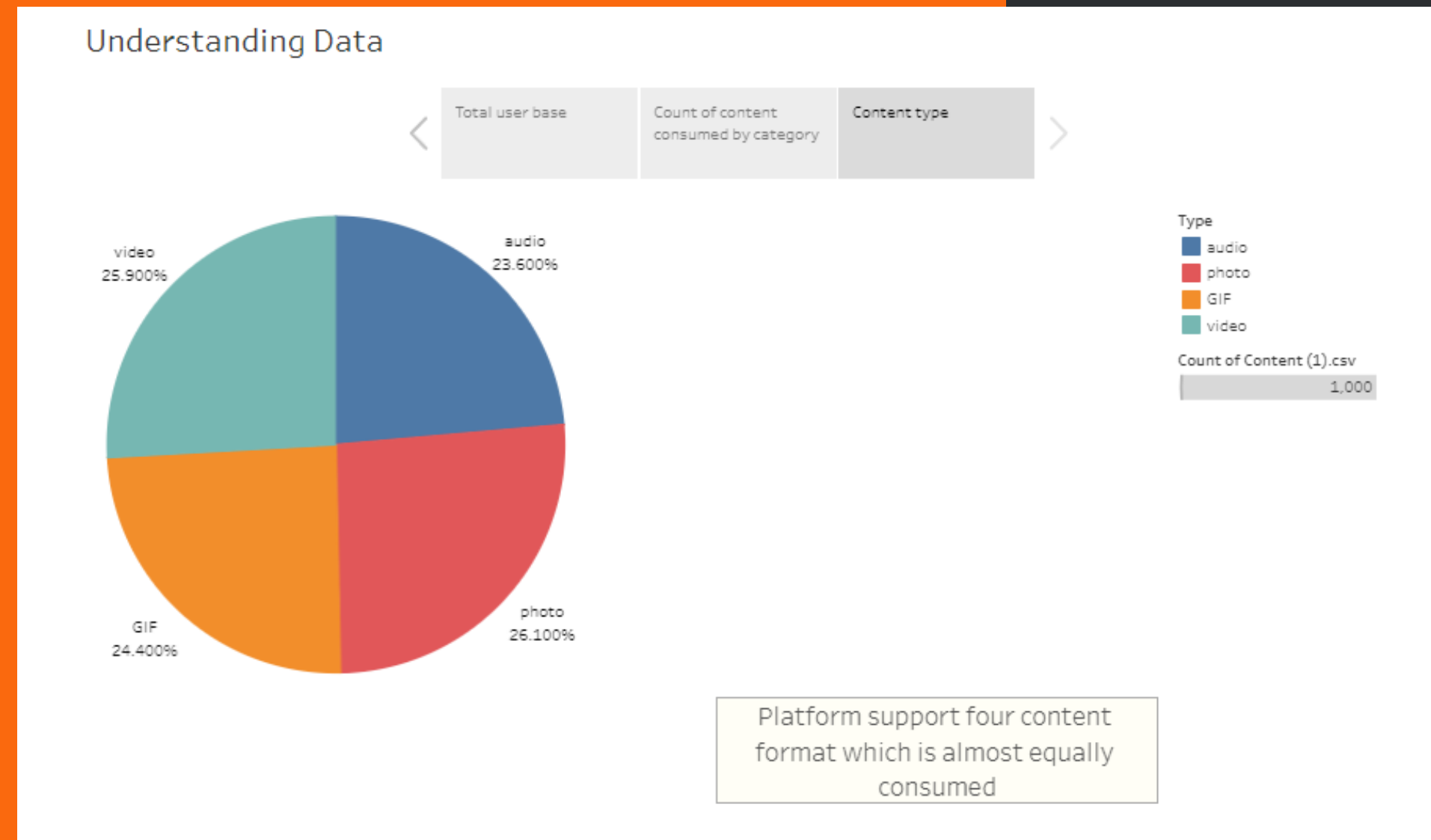

Understanding Data

| Total user base | Count of content consumed by category | |

categories
- animals
- cooking
- culture
- dogs
- education
- fitness
- food
- healthy eating
- public speaking
- science
- soccer
- studying
- technology
- tennis
- travel
- veganism

UNDERSTAND MEDIA USED

X category Percentage = $\dfrac{\text{X Quantity Type}}{\text{Total Quantity Type}}$ x 100
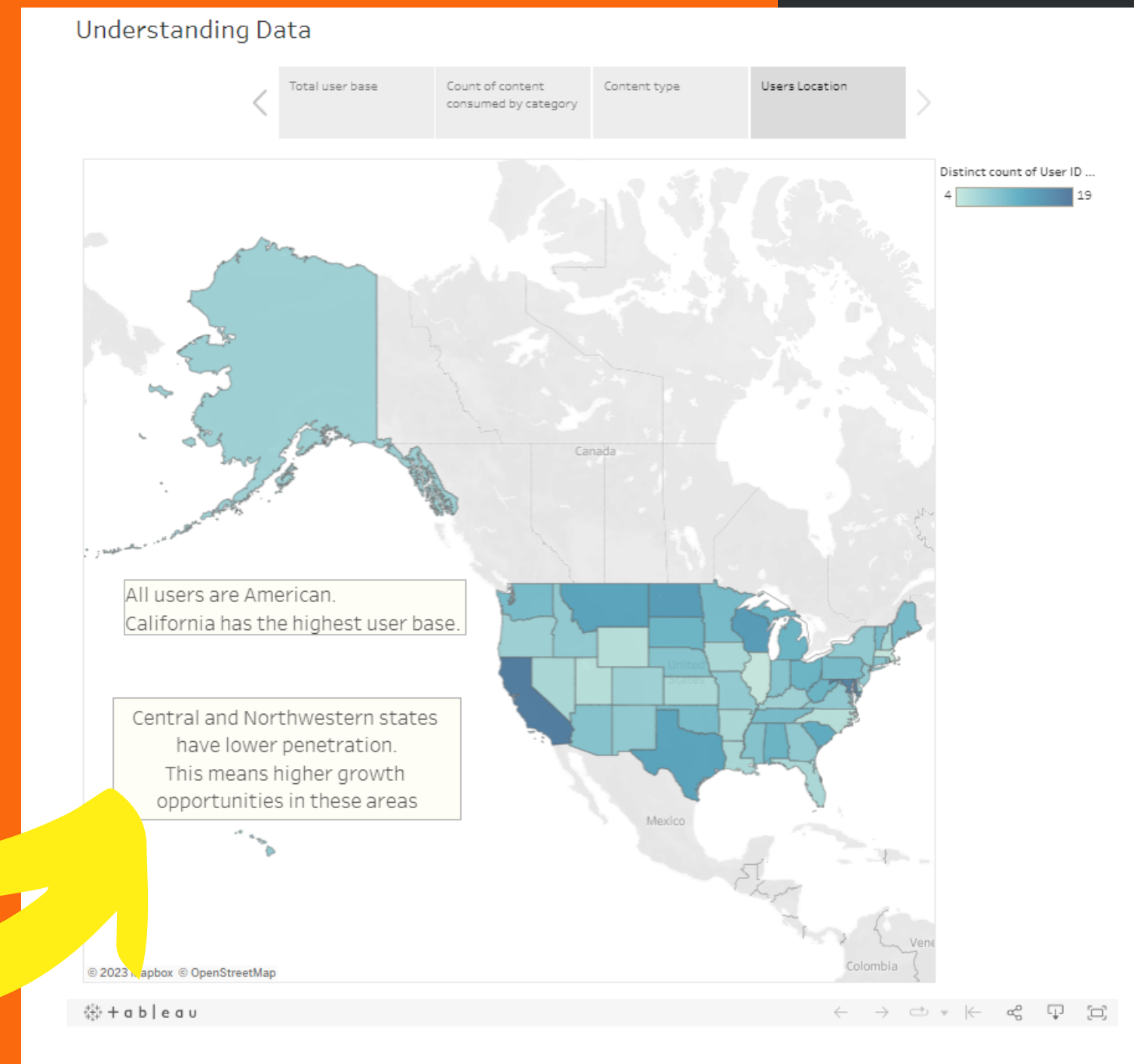
We have been provided with user data from a social media company. we are presented with data of 500 users.

The social media platform supports data in 4 formats i.e. photos, videos, audios and GIF. Content in all the formats are shared almost equally.

Understanding Data

Total user base | Count of content consumed by category | Content type

video 25.900%
audio 23.600%
photo 26.100%
GIF 24.400%

Type
audio
photo
GIF
video

Count of Content (1).csv
1,000

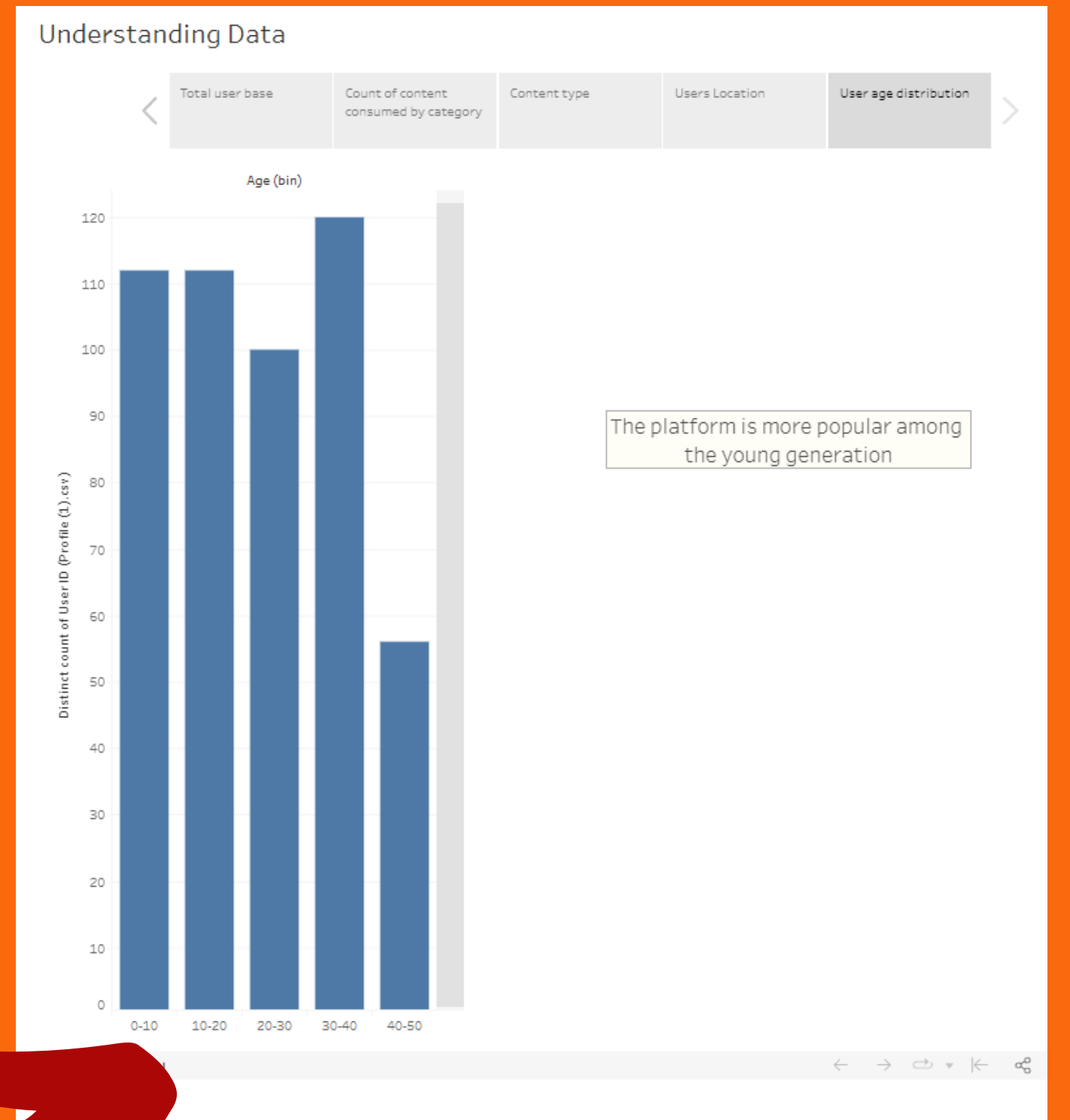Platform support four content format which is almost equally consumed

UNDERSTANDING USER

This plot shows the distribution of users across United States of America. We can see that maximum users are from the state of California. Moreover, number of users are higher on the eastern side of USA as compared to western side.

Understanding Data

| Total user base | Count of content consumed by category | Content type | Users Location |

Distinct count of User ID ...

4 ⎯⎯ 19

All users are American.
California has the highest user base.

Central and Northwestern states
have lower penetration.
This means higher growth
opportunities in these areas

Canada

Mexico

Colombia

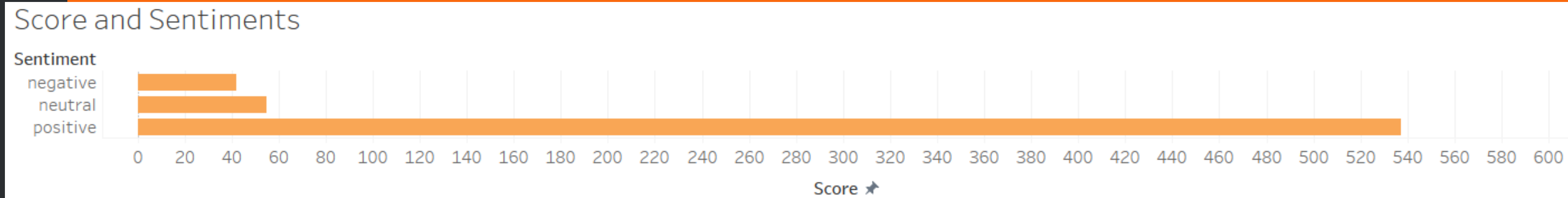© 2023 Mapbox © OpenStreetMap

+ableau

UNDERSTANDING USER AGE

The following plots depict the age distribution of the users and their interests. From the plots, we can see that the social media platform is more popular among younger users. it is evident from the plot that the social media platform is most popular amongst people of age 30-40 years, while it is also popular younger users as well but it is not popular amongst people of age 40-50 years.

Understanding Data

| Total user base | Count of content consumed by category | Content type | Users Location | User age distribution |

Age (bin)

The platform is more popular among the young generation

Distinct count of User ID (Profile (1).csv)

0-10 10-20 20-30 30-40 40-50

APPLAUSE RATE

$$\text{Applause Rate} = \frac{\text{Total positive Reactions}}{\text{Total Reactions}} \times 100$$

Score and Sentiments

Sentiment

This data shows the sentiments of users on the social media platform. It is evident that the users are giving positive reactions in majority. although positive reactions are maximum, there are some negative and neutral sentiments as well. the negative sentiments are of concern and the social media platform should look out to filter content that gets negative reactions.
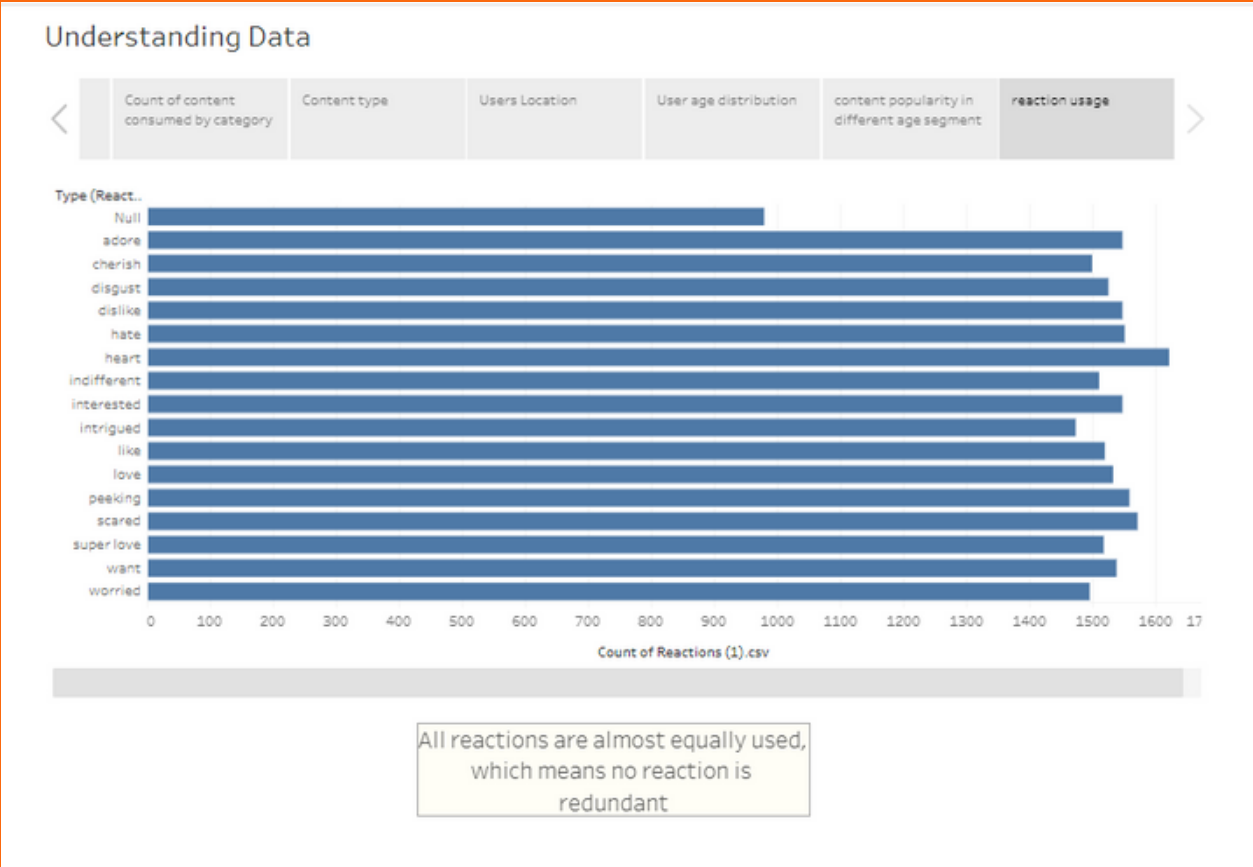
FREEDOM TO CHOOSE REACTION

More Reactions

More Freely
User can express

Happy Users

This plot includes all the reaction which are available for the users to react with and share their emotions through reactions and further, various reactions are provided by the social media platform and this chart helps us to get to know about the use of each reactions individually.

Overall, the users are actively using the various reaction types and this is a positive sign since the given options of reaction convey human emotions effectively.

Understanding Data

Count of content consumed by category	Content type	Users Location	User age distribution	content popularity in different age segment	reaction usage

Type (React...
- Null
- adore
- cherish
- disgust
- dislike
- hate
- heart
- indifferent
- interested
- intrigued
- like
- love
- peeking
- scared
- super love
- want
- worried

Count of Reactions (1).csv

All reactions are almost equally used, which means no reaction is redundant

USER DEVICES

Engagement = (This year- Last Year) Engagement / Last Year Engagement x 100
Growth Rate

From this graph, we got the information about the usage of our app/website in the various devices, like which device is used by how much users all acroos the platform and this is important also because to understand about the financial condition too because some devices are costly available and some are not available in mobile devices and only over the desktop
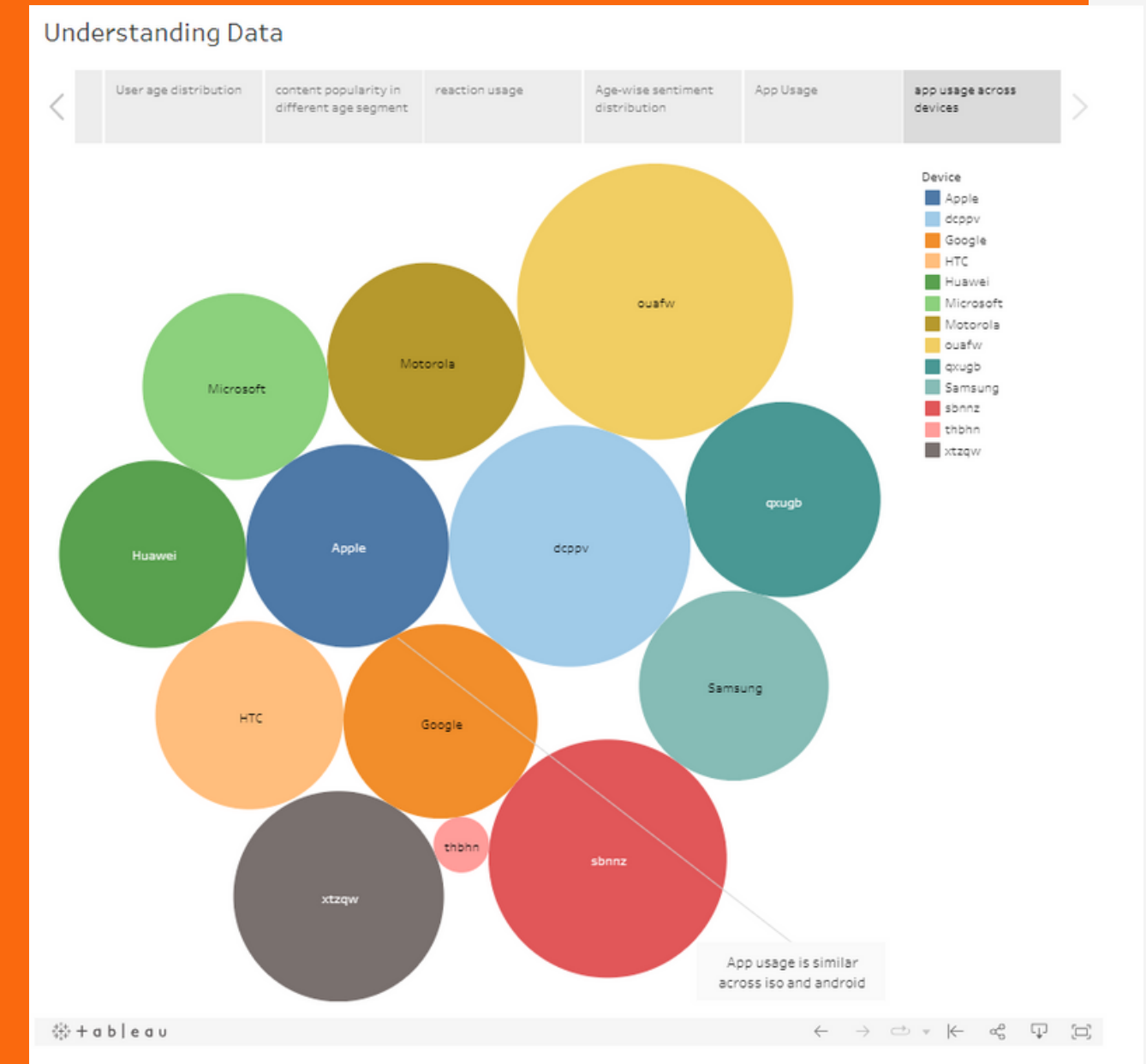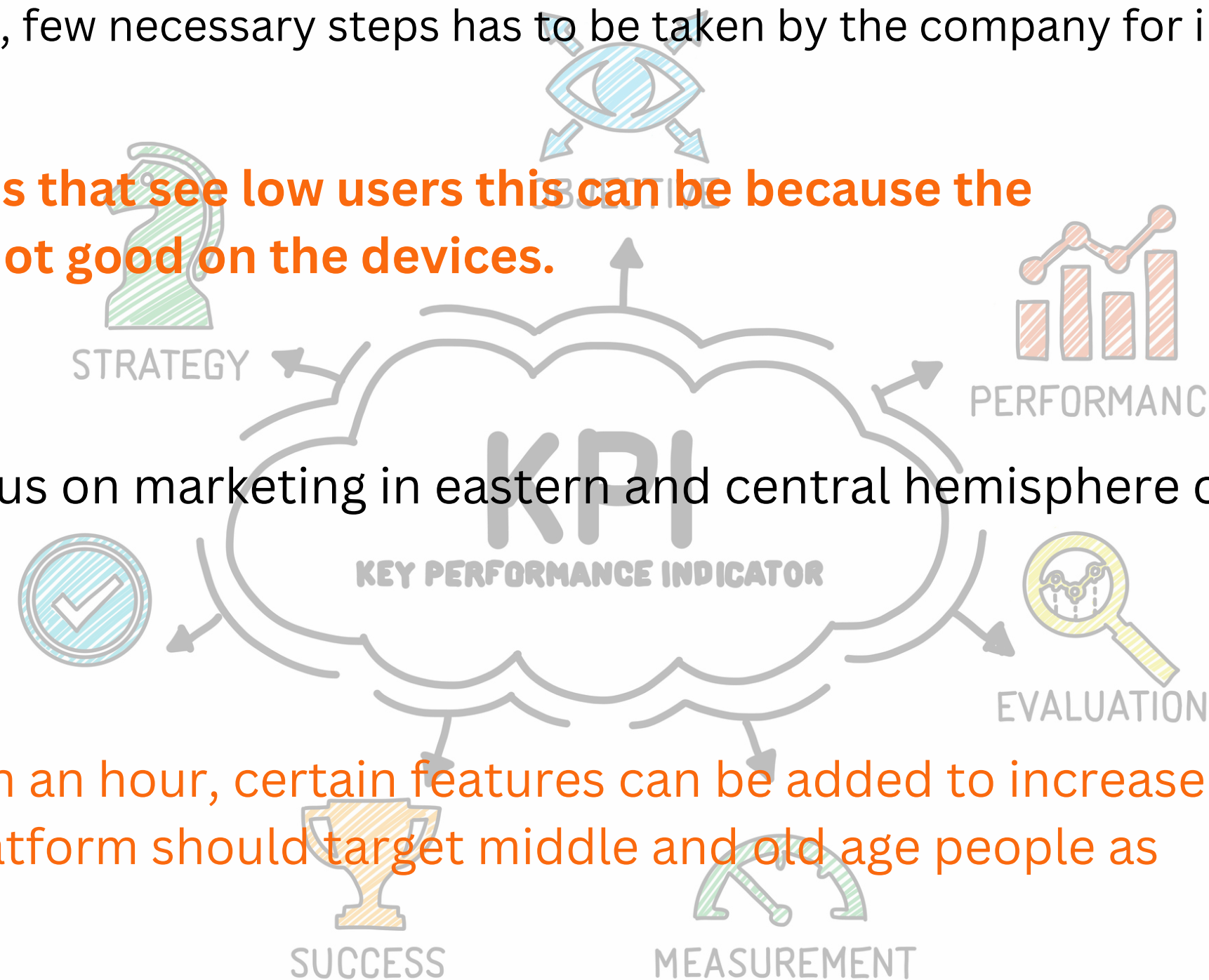
SOLUTIONS

As KPIs are used **to detect problems, set goals, make decisions** accordingly and here with all the analyzed data we come to conclude that using all the KPIs, few necessary steps has to be taken by the company for increasing overall growth and these are:
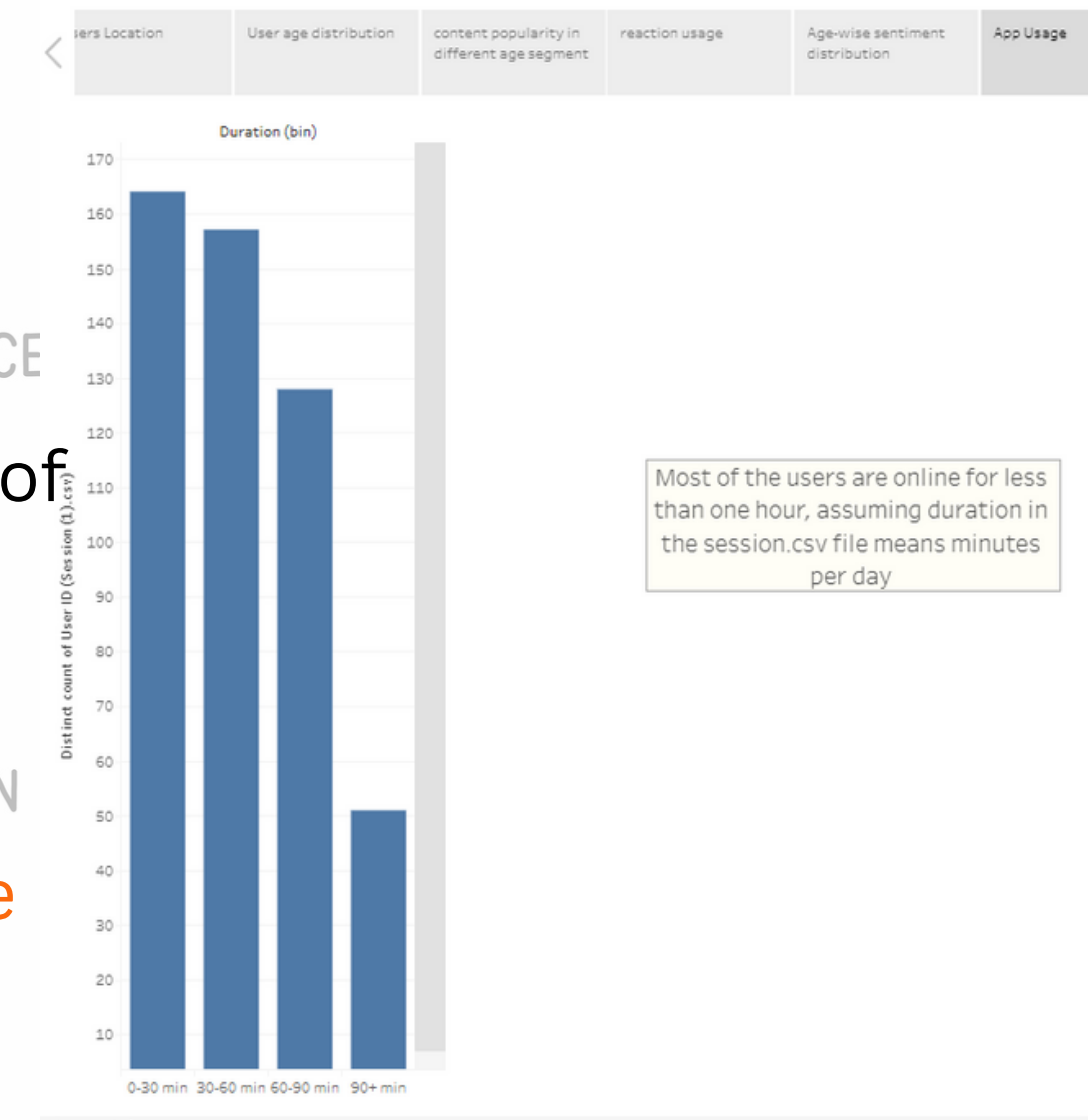
- **There are certain devices that see low users this can be because the platform experience is not good on the devices.**

- the company should focus on marketing in eastern and central hemisphere of america.

- The user time is less than an hour, certain features can be added to increase the time and also the platform should target middle and old age people as well.

Understanding Data

Most of the users are online for less than one hour, assuming duration in the session.csv file means minutes per day

[Click here for Tableau File](#)

CONTACT

✉ sachin.tiwari.cd.met20@itbhu.ac.in

📞 +91 8307188286

📍 IIT BHU Varanasi, Varanasi
Uttar Pradesh - 221005

THANK YOU