# Average Time Spent by A User On Social Media Analytics Dashboard - Report

## POWER BI Project Analysis: Average Time Spent by A User On Social Media Analytics Dashboard

**Project Objective:**

This Power BI dashboard analyzes user engagement on social media platforms by evaluating time spent across various demographics, professions, and interests. The goal is to provide data-driven insights into user behavior trends, helping businesses and marketers optimize their strategies.

**Key Questions (KPIs):**

- What is the average time spent on social media per user?

- How does engagement vary by gender, age group, and profession?

- Which platforms (Facebook, Instagram, and YouTube) have the highest user retention?

- What are the times spent trends across different demographics and income classes?

- How does time spent correlate with user interests (e.g., lifestyle, travel, sports)?

**Process:**

1. **Data Collection:** Aggregated user activity data from Kaggle.

2. **Data Cleaning & Preprocessing:** Removed inconsistencies, formatted for analysis.

3. **Dashboard Development:** Utilized Power BI for interactive visualizations.

4. **Analysis & Insights:** Measured engagement patterns based on user characteristics.

**Project Insights:**

1. **User Behavior Analysis:** Understanding how different demographics engage with social media helps businesses optimize content strategies for targeted marketing.

2. **Platform Engagement Trends:** Insights into which platforms attract the most attention guide advertisers in allocating budgets effectively.

3. **Demographic Influence:** Data-driven insights reveal how gender, age, and profession impact social media usage, enabling better audience segmentation.

4. **Income vs. Social Media Time:** Businesses can refine their strategies by recognizing how income influences engagement patterns.

5. **Content Personalization:** Marketers can design tailored content strategies for specific age groups, interests, and regions, increasing user engagement and retention.

**Final Conclusion:**

This dashboard provides valuable insights into social media usage trends, enabling businesses to tailor content strategies and improve user engagement. It helps identify patterns that can inform advertising decisions and platform-specific marketing approaches.