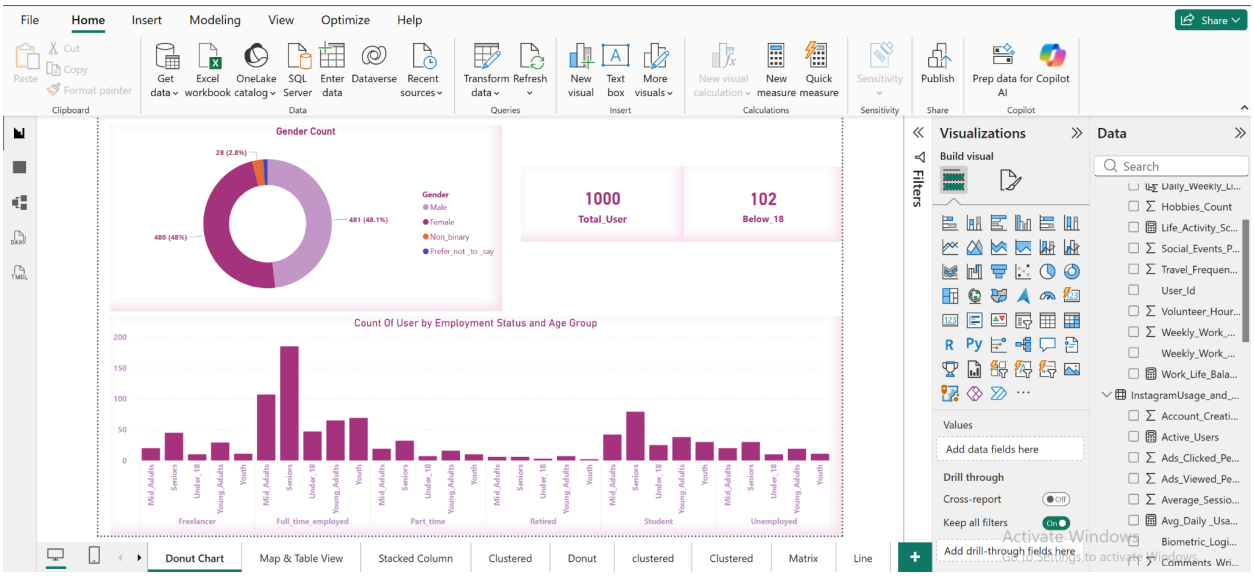
Data-Driven Analysis of Social Media Users

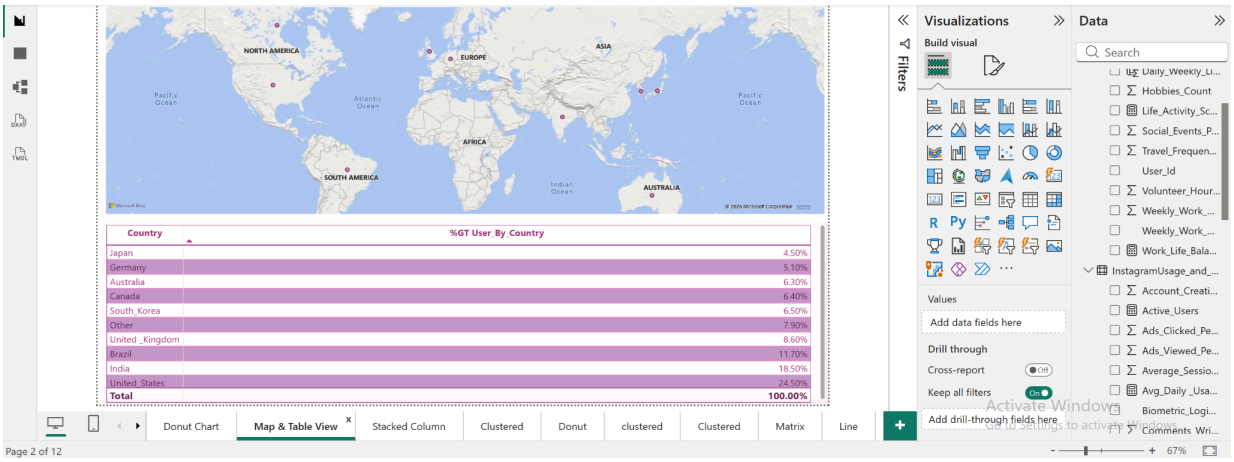
Screen Shot 1

A donut chart was created to visualize gender-wise user distribution, a stacked column chart was used to analyze age groups by employment status based on total user count, and card visuals were used to display total users and users below 18 years of age.



Screen Shot 2

A map chart was used to display user distribution by country, and a table chart was used to show the total number of users by country.

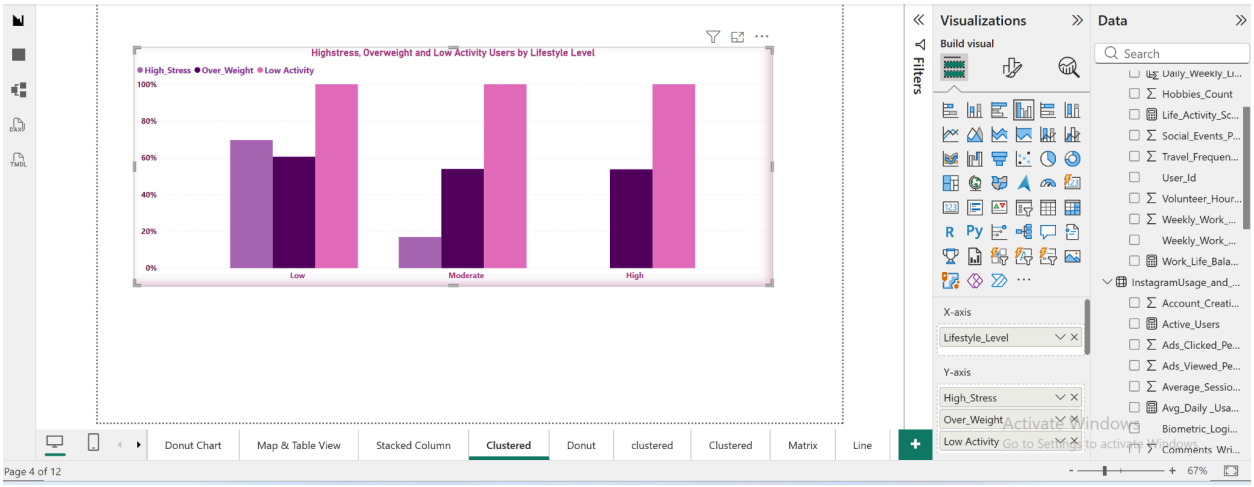


Screen Shot 3

A clustered column chart was used to display the total user count and the sum of daily and weekly lifestyle scores based on weekly work hours categories, while a card visual was used to display the work–life balance ratio.

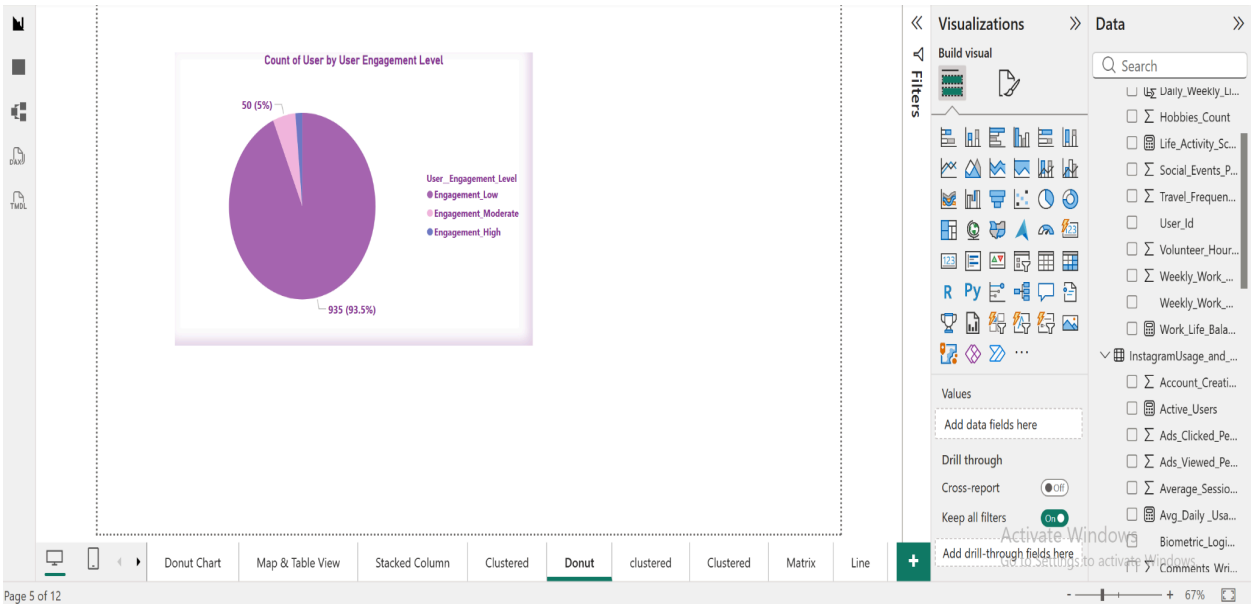
Screen Shot 4

High stress, low activity, and overweight users were visualized by lifestyle level using a clustered column chart.



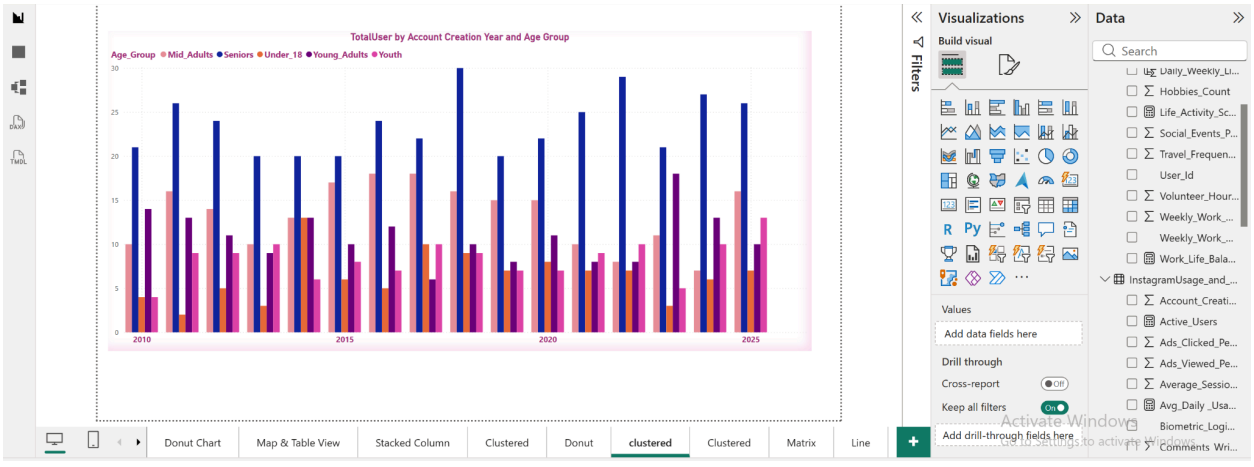
Screen Shot 5

User engagement distribution was visualized using a donut chart



Screen Shot 6

A clustered column chart was used to display the total number of users by account creation year across different age groups.

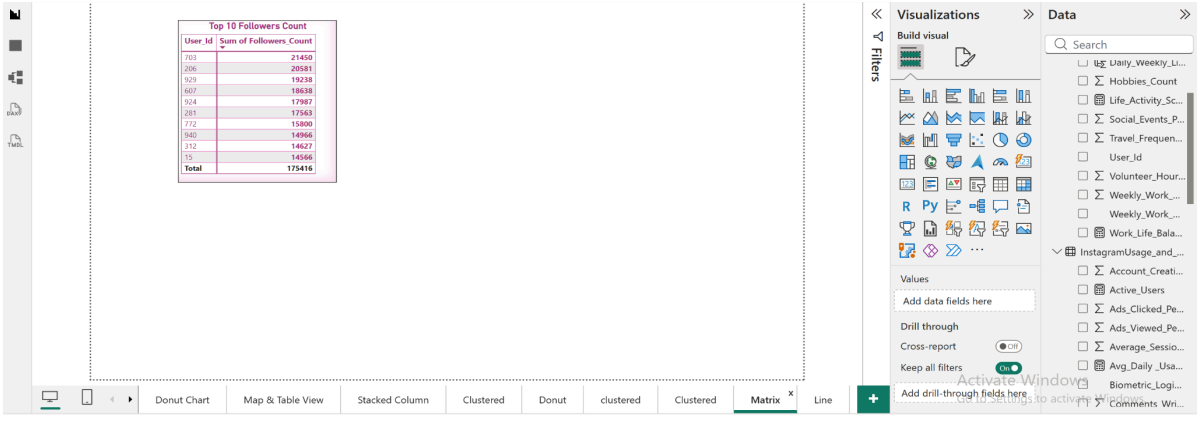


Screen Shot 7

A clustered column chart was used to display user security levels across different genders.

Screen Shot 8

The top 10 users by follower count were displayed using a matrix table.

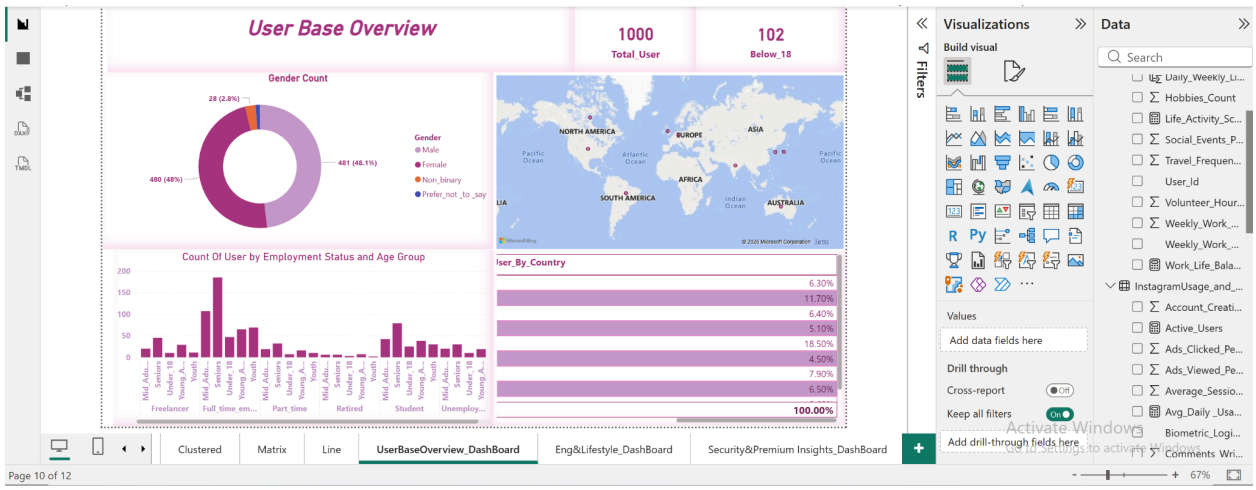


Screen Shot 9

A line chart was used to display total app usage hours by account creation year based on user count.

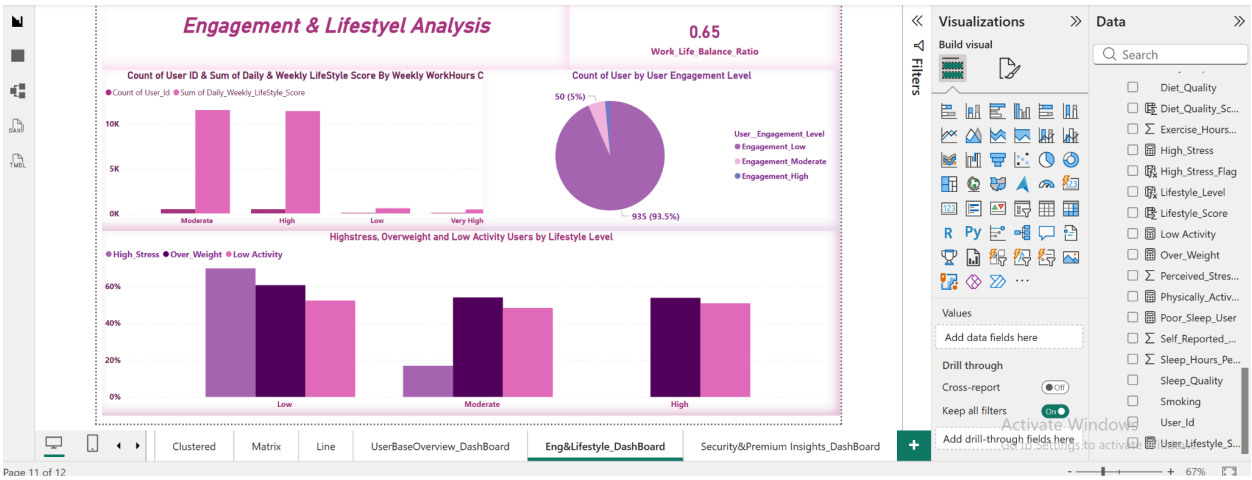
Screen Shot 10 : Dash Board (UserBase Overview)

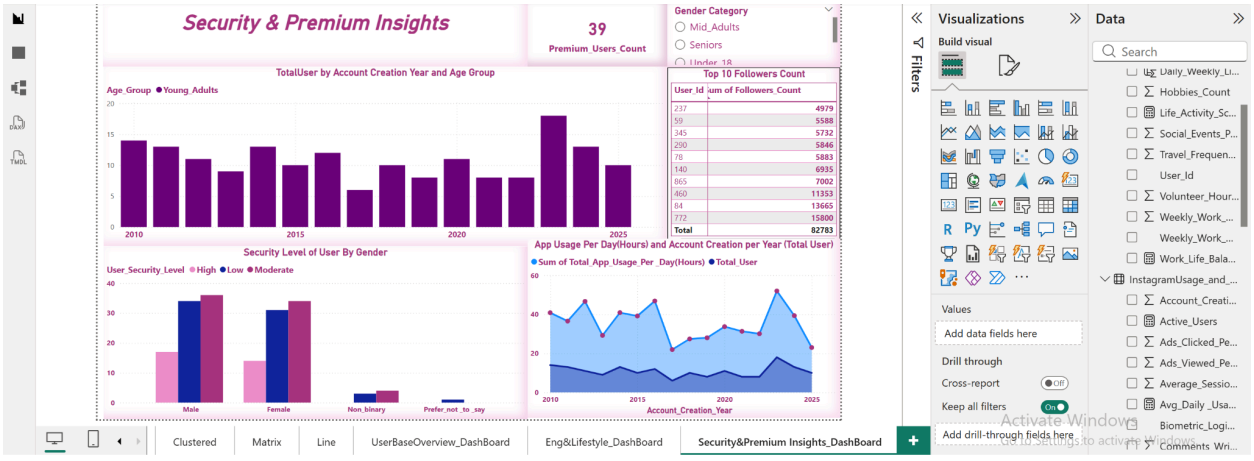
An interactive dashboard was created to visualize gender-based app usage, employment status across age groups, and total user count. Card visuals were used to display total users and users below 18 years of age.



Screen Shot 11 : Dash Board(Engagement & Lifestyle Analysis)

An interactive dashboard was created to visualize the sum of daily and weekly lifestyle scores based on weekly work hours categories and user engagement levels using pie charts. A clustered column chart was used to display high stress, overweight, and low activity users by lifestyle level, and a card visual was used to display the work–life balance ratio.



Screen Shot 12 : Dash Board (Security & Premium Insights)

The visualization displays account creation year by age group, highlights the top 10 users by follower count, evaluates security levels based on gender, and shows app usage hours by account creation year using a line chart. A card visual was used to display the premium user count, and a gender-based slicer was created to dynamically filter all visuals.