# 📊 Power BI Dashboard Report

\*\*📌 Project\*\*: Students' Social Media Addiction Study

\*\*🛠 Tool Used\*\*: Power BI

\*\*📑 Pages\*\*: 2 - Combined Report

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## 📄 Page 1: Social Media Usage Analysis

🎯 \*\*Objective\*\*

✨ To understand how students use social media across countries, age groups, genders, academic levels, and platforms.

📊 \*\*Key Visuals & Interpretations\*\*

🧾 \*\*Summary Cards\*\*

- 👥 \*\*Total Students\*\*: 705

- ⏱ \*\*Average Daily Usage\*\*: 5 hours

- 😴 \*\*Average Sleep Hours\*\*: 7 hours

- 🚻 \*\*Gender Filter\*\*: Female | Male

🌍 \*\*Average Usage by Country\*\*

- 🇮🇳 India: 324 | 🇺🇸 USA: 276 | 🇲🇽 Mexico: 173

➡️ \*Insight\*: India & USA lead in daily usage.

📈 \*\*Daily Usage Hours by Age\*\*

- 18 (835), 19 (814), 20 (772) 📊

➡️ \*Insight\*: Declines after age 20.

📉 \*\*Daily Usage by Gender\*\*

- 👩 Female: 1769 | 👨 Male: 1699

➡️ \*Insight\*: Females use slightly more.

🍩 \*\*Platform Usage\*\*

- 📸 Instagram: 249

- 🎵 TikTok: 154

- 👍 Facebook: 123

- 💬 WhatsApp: 54

➡️ \*Insight\*: Instagram is #1.

🎓 \*\*Usage by Academic Level\*\*

- 🏫 Undergraduate: 1766

- 🎓 Graduate: 1553

- 📖 High School: 150

➡️ \*Insight\*: Undergraduates are most active.

📝 \*\*Overall Insights\*\*

✅ Ages 18–20 spend most time online.

✅ Females slightly more active.

✅ Instagram dominates platforms.

✅ India & USA lead in usage.

✅ Undergraduates most engaged.

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## 📄 Page 2: Academic & Mental Health Impact

🎯 \*\*Objective\*\*

💡 To study how social media addiction affects academics, mental health, and relationships.

📊 \*\*Key Visuals & Interpretations\*\*

1️⃣ \*\*Academic Impact (Gauge)\*\*

📚 453 students reported academic issues.

2️⃣ \*\*Average Metrics\*\*

- 🧠 Mental Health Score: 6

- ⚡ Average Conflicts: 3

3️⃣ \*\*Attempt to Reduce Usage by Age\*\*

🔄 Common at ages 20 & 23 (165 each).

4️⃣ \*\*Mental Health by Platform\*\*

- 📸 Instagram: 1525

- 🎵 TikTok: 880

- 👍 Facebook: 826

➡️ \*Insight\*: Instagram linked to highest mental health issues.

5️⃣ \*\*Relationship Status\*\*

💔 Single: 384

❤️ In Relationship: 289

🤯 Complicated: 32

6️⃣ \*\*Addiction by Academic Background\*\*

- 🎓 Graduate High: 200

- 🏫 Undergraduate High: 206

7️⃣ \*\*Addicted Score Distribution\*\*

- 🔥 Score 7: 209

- ⚡ Score 6: 144

- ⚖️ Score 5: 136

📝 \*\*Overall Insights\*\*

✅ Ages 20–23 most affected.

✅ Instagram strongly linked to mental health.

✅ Singles dominate social media usage.

✅ Grads & Undergrads are most addicted.