Time Spent on Social Media Analysis

❖ General Descriptive Analysis (GDA) :

1) Count The total Data Is Available for Analysis in Dataset.

	Total_Data
▶	1000

2) Count The total Different Platform Available In Dataset.

	Total Platform
▶	3

3) Count The total Different Genders Available In Dataset.

	Total Genders
▶	3

4) Count Average User Age in Dataset.

	Avg Age
▶	41.0

5) Count Average Time Spent on Social Media.

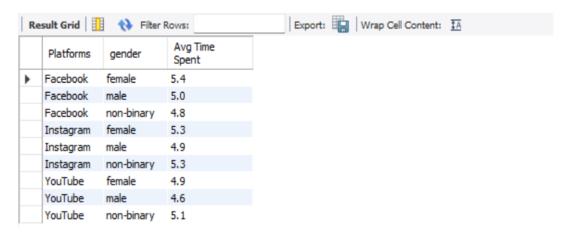6) Count The Number of Profession Available in Dataset.

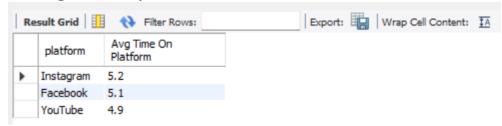# ❖ Exploratory Data Analysis Questions (EDA):

1) Find The Total Count for Each Gender.

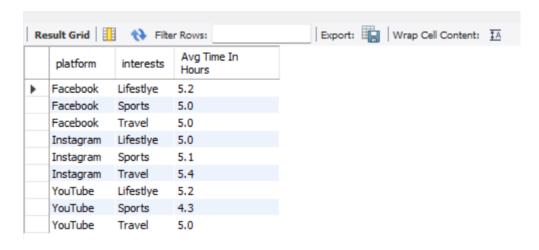2) Show The Time Spent in Hours on Platform by Gender.

3) Average Time Spent on Platform Available in Dataset.

platform	Avg Time On Platform
Instagram	5.2
Facebook	5.1
YouTube	4.9

4) Find Total Average Hours' Time Spent on Platform by Profession.

platform	profession	Avg Time Spent
Facebook	Marketer Manager	5.28
Facebook	Software Engineer	4.80
Facebook	Student	5.05
Instagram	Marketer Manager	5.03
Instagram	Software Engineer	5.27
Instagram	Student	5.16
YouTube	Marketer Manager	4.99
YouTube	Software Engineer	4.72
YouTube	Student	4.90

5) Find Total Average Time Spent on Platform by Interests.

platform	interests	Avg Time In Hours
Facebook	Lifestlye	5.2
Facebook	Sports	5.0
Facebook	Travel	5.0
Instagram	Lifestlye	5.0
Instagram	Sports	5.1
Instagram	Travel	5.4
YouTube	Lifestlye	5.2
YouTube	Sports	4.3
YouTube	Travel	5.0

6) Find Total Average Time Spent on Platform by Car Ownership.

platform	Owns_Car	Avg Time In Hours
Facebook	False	5.3
Facebook	True	4.9
Instagram	False	5.0
Instagram	True	5.3
YouTube	False	5.0
YouTube	True	4.8

7) Find Total Average Time Spent on Platform by Home ownership.

platform	isHomeOwner	Avg Time In Hours
Facebook	False	5.1
Facebook	True	5.0
Instagram	False	5.0
Instagram	True	5.3
YouTube	False	4.7
YouTube	True	5.0

8) Find Total Average Time Spent on Platform by Location.

location	platform	Avg Time In Hours
Australia	Facebook	5.5
United Kingdom	Facebook	4.7
United States	Facebook	5.0
Australia	Instagram	5.1
United Kingdom	Instagram	5.3
United States	Instagram	5.0
Australia	YouTube	5.1
United Kingdom	YouTube	4.6
United States	YouTube	4.8

9) Find Total Average Time Spent on Platform by Demographics.

demographics	platform	Avg Time In Hours
Rural	Facebook	5.2
Sub_Urban	Facebook	5.4
Urban	Facebook	4.6
Rural	Instagram	5.1
Sub_Urban	Instagram	5.4
Urban	Instagram	4.8
Rural	YouTube	4.7
Sub_Urban	YouTube	4.9
Urban	YouTube	5.0

10) Find total Average Time Spent on Platform by Indebt.

indebt	platform	Avg Time In Hours
False	Facebook	5.0
True	Facebook	5.2
False	Instagram	5.4
True	Instagram	4.9
False	YouTube	4.6
True	YouTube	5.1