



# SOCIAL MEDIA ANALYTICS IN **POWERBI**

Social media analytics is the ability to gather and find meaning in data gathered from social channels to support business decisions—and measure the performance of actions based on those decisions through social media.



# SOCIAL MEDIA ANALYTICS

Age

- ☐ 20-25
- ☐ less than 20
- ☐ more than 25

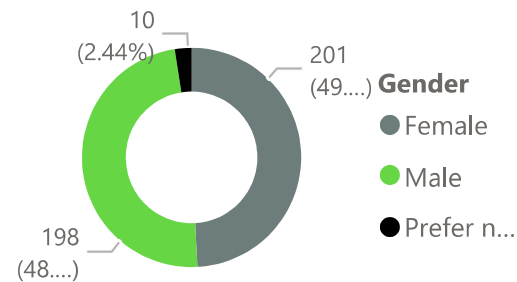
409

Count of Are you acti...

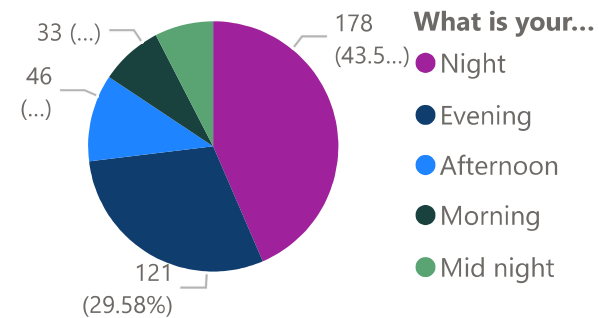
Gender

- ☐ Female
- ☐ Male
- ☐ Prefer not to say

Count of Gender



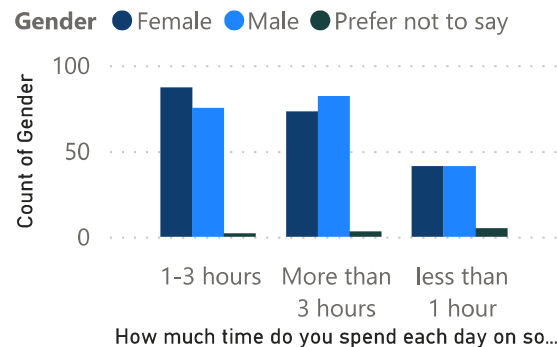
Most active tme in social media?



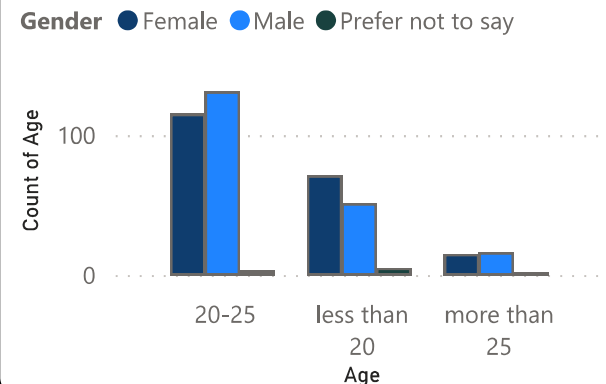
What recomm commonly re gender?



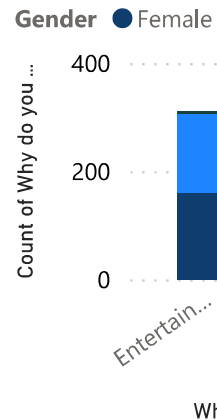
What is the average daily time spent on social media, segmented by gender?



How does the distribution of age vary by gender?

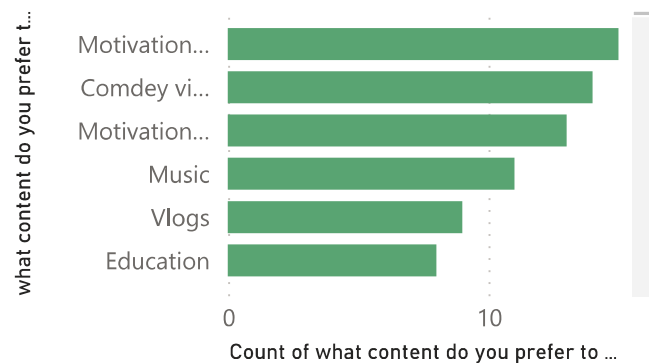


Reason of use

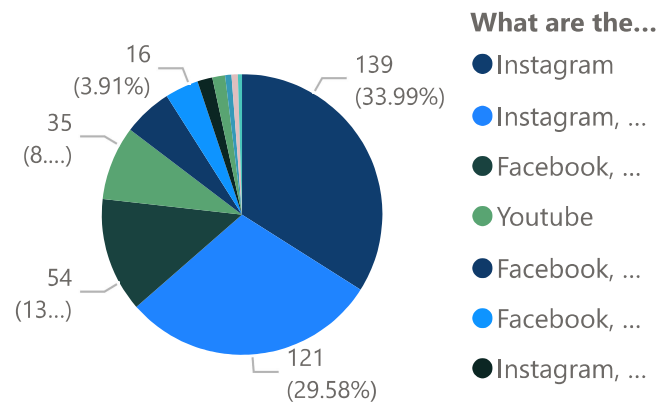


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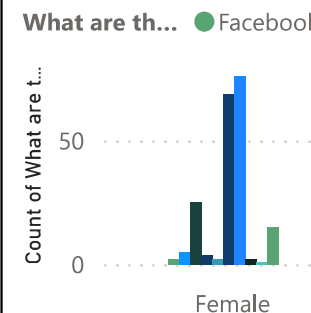
What types of content do you prefer to view on social media, categorized by content type?



What are the most used social media?

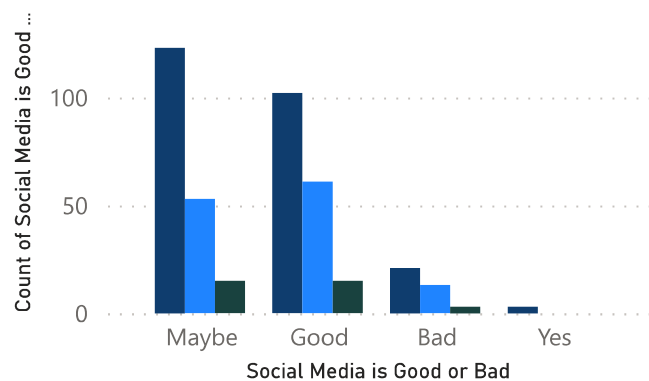


What are the most used social media platforms, selected by gender?

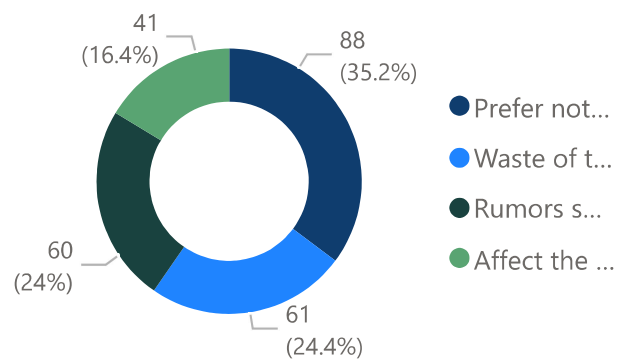


"What is the Perception of Social Media by Age Group?"

Age ● 20-25 ● less than 20 ● more than 25



What they think about social media?



RiskUsers

Gender ● Female ● Male

