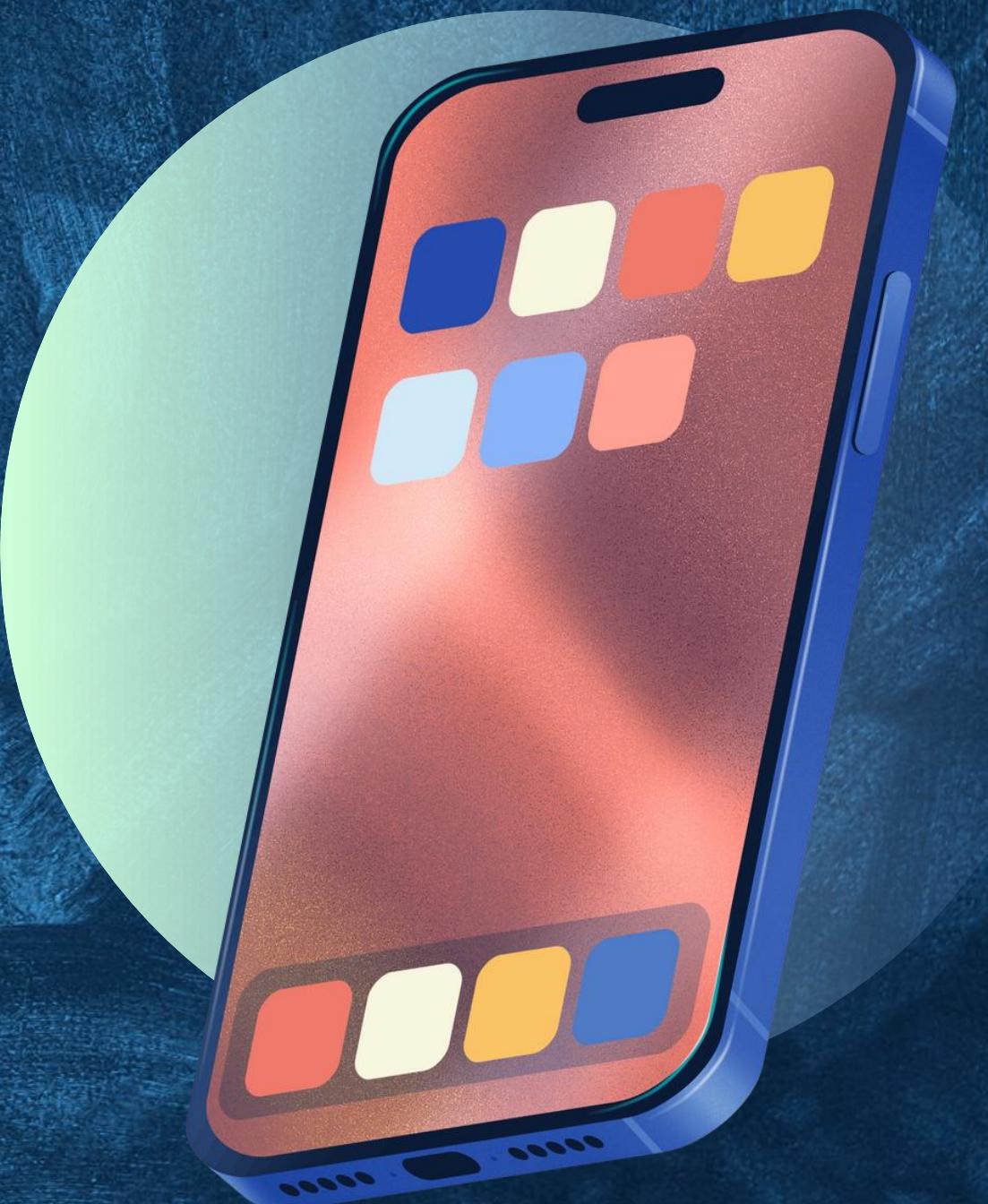


Students
**Social media
Addiction Analysis**

Microsoft Excel Project



Presented by Vishal Raj

Project Overview

- Analyzed students' social media usage to understand its impact on addiction, mental health, and academic performance.
- Built an interactive Excel dashboard using Pivot Tables, Charts, and Slicers.
- Performed data cleaning and transformation using Power Query.
- Identified top social media platforms contributing to higher addiction levels.
- Compared addiction and mental health scores across academic levels, gender, and age groups.

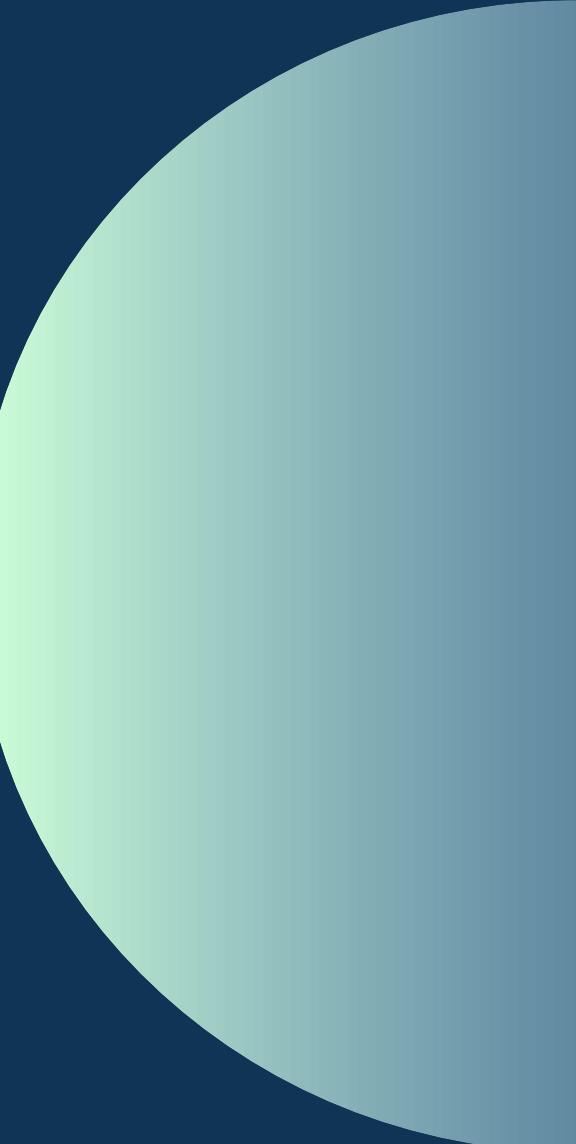


Business Challenge

1. Which social media platforms are students most addicted to?
2. Which academic level has the highest addiction and lowest mental health?
3. How does social media addiction affect mental health?
4. How does social media use affect academic performance?
5. Which age group is most addicted to social media?
6. Does gender or relationship status affect addiction levels?

Dataset Description

- Dataset contains **705 student records**. Includes basic student details like age, gender, academic level, and country.
- Records daily social media usage hours and most used platform.
- Contains addiction score and mental health score for each student.
- Shows whether academic performance is affected by social media.
- Includes lifestyle factors such as sleep hours, relationship status, and conflicts due to social media.



Data Cleaning

- Removed duplicate student records.
- Fixed missing values in the dataset.
- Corrected wrong data types (numbers and text).
- Standardized category names (gender, academic level, country).
- Checked and fixed invalid age and usage hour values.
- Converted age values into age groups (18–20, 21–23, 24+).

Students Social Media Addiction Analysis

Gender

Female

Male

Academic Level

Graduate

High School

Undergraduate

Country

Afghanist...

Albania

Andorra

Argentina

Average Age

20.66

Average Addicted Score

out of 10

6.44

Average Mental Score

out of 10

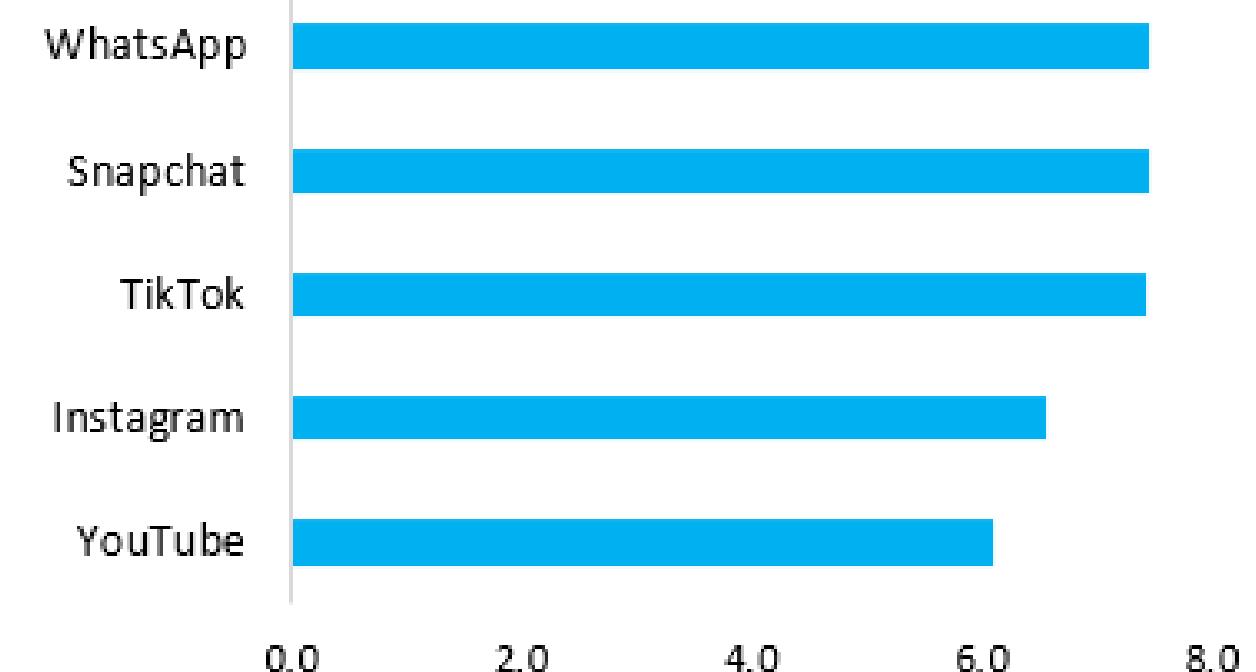
6.23

Average daily Usage

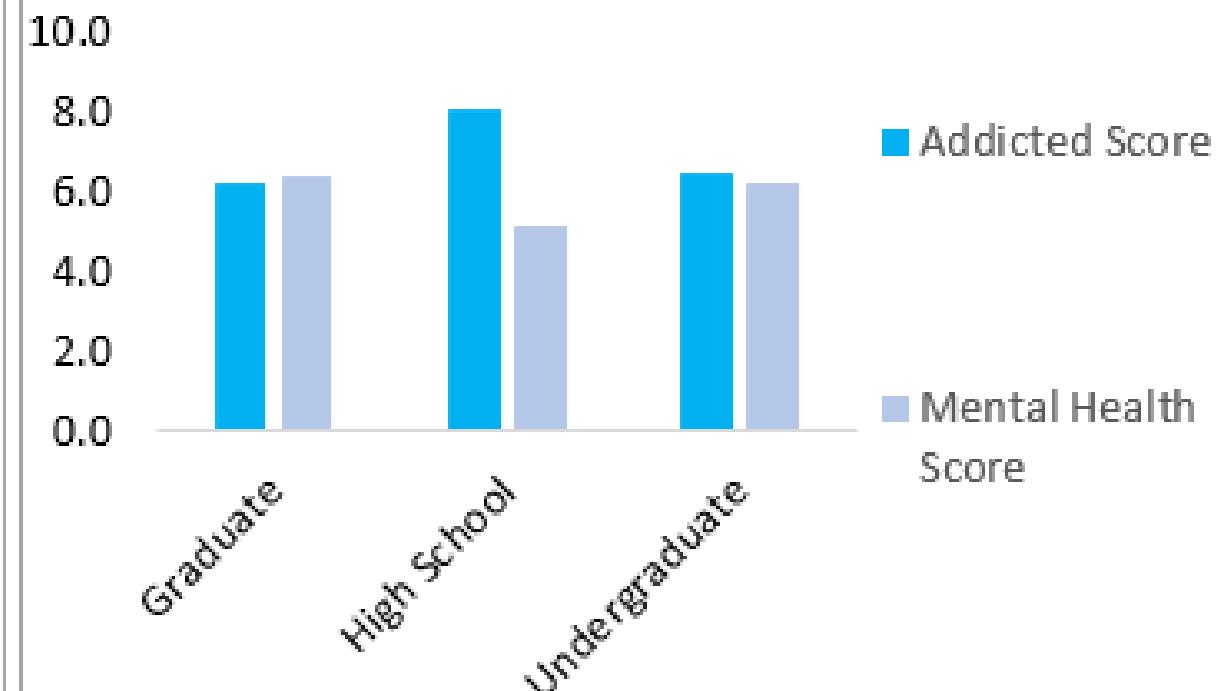
(Hours/Day)

4.92

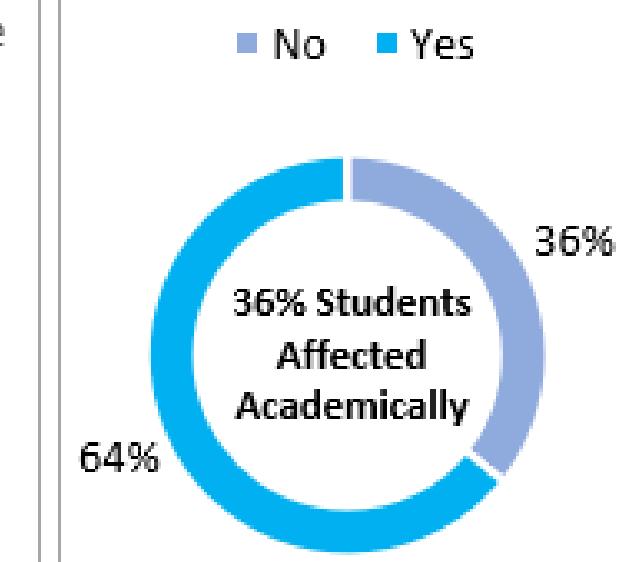
Top 5 Social Media Platforms by Addiction Score



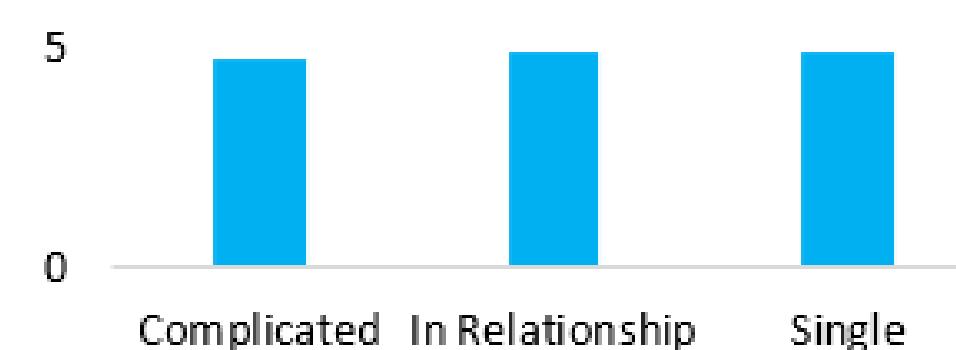
Addiction and Mental Health Scores by Academic Level



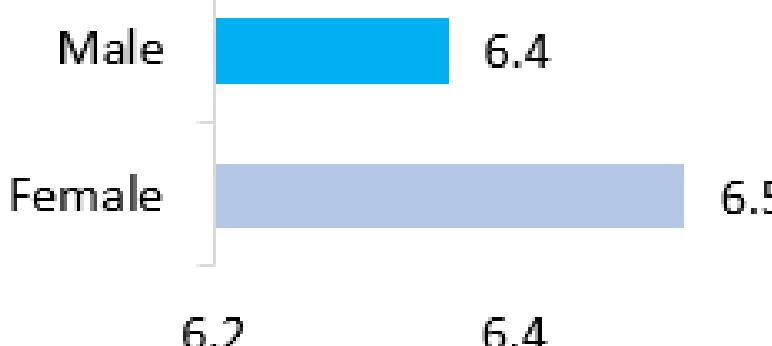
Academic Impact of Social Media on Students



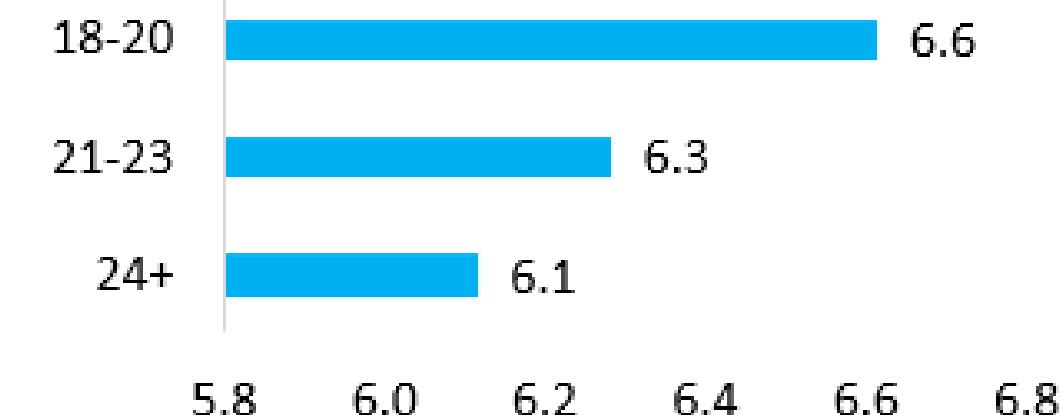
Social Media Usage by Relationship Status



Gender wise Average Addicted Score



Addiction Score by Age Group



Kpi and Charts

Key Performance Indicators (KPIs):

- Average Age of students
- Average Addiction Score (out of 10)
- Average Mental Health Score (out of 10)
- Average Daily Social Media Usage (Hours/Day)

Charts Included:

- Top 5 Social Media Platforms by Addiction Score
- Addiction and Mental Health Scores by Academic Level
- Academic Impact of Social Media on Students
- Average Daily Social Media Usage by Relationship Status
- Gender-wise Average Addiction Score
- Addiction Score by Age Group

Key Insights

- Some social media apps make students **more addicted** than others.
- **High school students** show higher addiction and poorer mental health.
- **36% of students** say social media affects their studies.
- **Younger students (18–20)** are more addicted to social media.
- Social media usage changes with **relationship status**.
- Addiction levels are **similar for all genders**.

Recommendations

- Educational institutions should **create awareness programs** for students with high addiction scores.
- Students in **high school and younger age groups** should be monitored more closely.
- Usage of highly addictive platforms (Top 5) should be **limited during study hours**.
- Mental health support should be provided to students showing **lower mental health scores**.
- Time management and digital well-being workshops can help **reduce daily usage hours**.
- Parents and educators should encourage **healthy social media habits** among students.

Conclusion

Social media addiction is common among students, and some apps are more addictive than others. Younger and high school students are affected the most. Many students say social media harms their studies. Controlling social media use can help improve health and academics.



Thank
You