

project proposal

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Project Proposal

Exploring Facebook Users by Country Dataset

Introduction

Social media platforms have become an essential part of our daily lives, and Facebook is one of the most popular ones. This project aims to explore the distribution of Facebook users across different countries and regions, using the Facebook Users by Country dataset available on Kaggle.

Facebook Dataset

Objectives

The primary objective of this project is to gain insights into the factors that influence Facebook usage and how it varies across different countries and regions. To achieve this, we will answer the following questions:

What are the top 10 countries with the highest and lowest number of Facebook users? How does the distribution of Facebook users vary across different regions? Is there any correlation between the number of Facebook users and other factors such as population size or internet penetration?

Methodology

We will start by performing exploratory data analysis on the Facebook Users by Country dataset. We will clean and prepare the data for analysis, including handling missing values and correcting inconsistencies. We will then use visualization techniques such as bar charts, maps, and scatterplots to display the data in a meaningful way and draw conclusions based on our findings.

Expected Outcomes: Through this analysis, we expect to gain insights into the distribution of Facebook users across different countries and regions. We will identify the top 10 countries with the highest and lowest number of Facebook users and understand how Facebook usage varies across different regions. We will also explore the correlation between the number of Facebook users and other factors such as population size and internet penetration.

Conclusion

By exploring the Facebook Users by Country dataset, we will gain valuable insights into the distribution of Facebook users across different countries and regions. These insights can be useful for various purposes, such as understanding social media usage patterns, identifying target markets for advertising, and predicting future trends in social media and internet usage.