

Social Media Usage Survey Analysis

Subtitle:- A Power BI Data Visualization Project

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Project Overview

Objective:- Analyze responses from a student survey to display social media usage patterns across various platforms.

Methodology:- Utilized Power BI for data visualization and to derive behavioral insights.

Data Inputs:-

Platform

Time per Day (in minutes)

Department

Key Components:-

Charts showing usage by platform and average time spent.

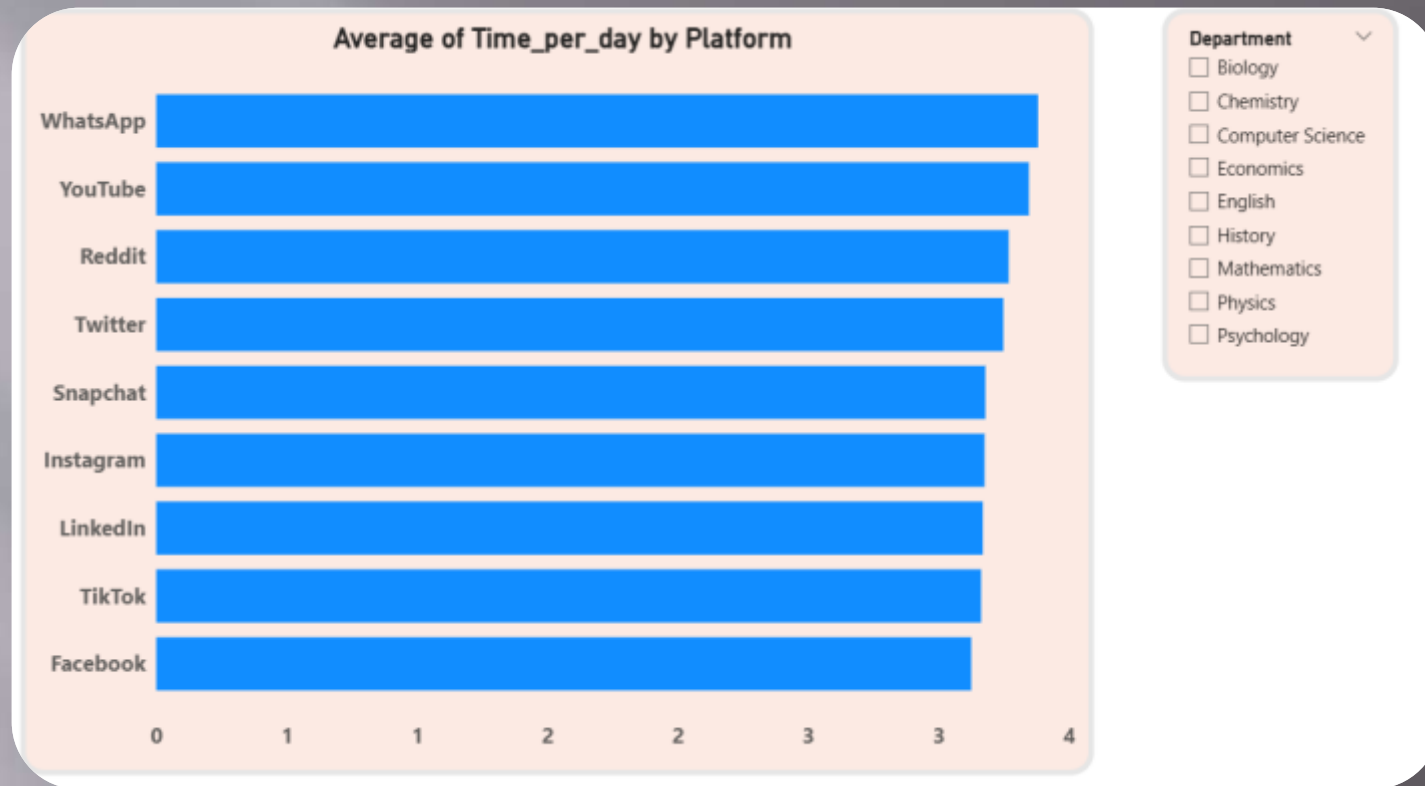
Filters for department.

Highlighting students exceeding 3 hours of daily usage.

Average Daily Time Spent on Social Media

Picture



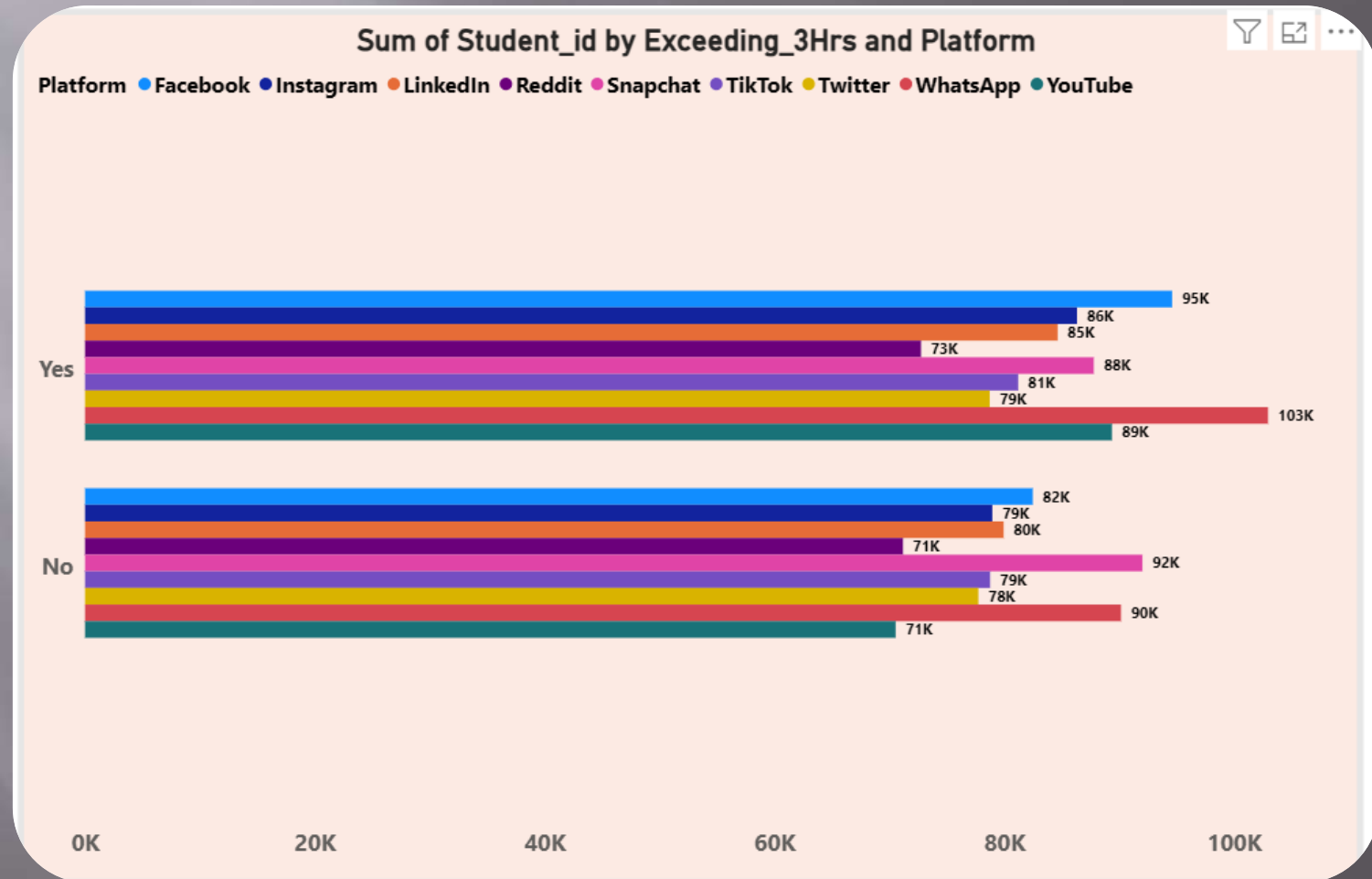


Key Findings:-

- ➔ The chart shows the average time students spend on each social media platform per day.
- ➔ Whatsapp and Youtube have the highest average daily usage, each exceeding 3.5 hours. and Other platforms like Facebook and LinkedIn show a slightly lower average usage.

Students Exceeding 3 Hours of Daily Use

Picture



Key Findings:-

The "Yes" Bar:- This row specifically represents the group of students who spend more than 3 hours per day on social media ("Exceeding_3Hrs").

The "No" Bar:- This row shows the students who do not exceed 3 hours.

The Color-Coded Bars:- The different colors within each bar clearly separate the data by platform (Facebook, Instagram, LinkedIn, etc.), allowing you to see which platforms have the most students in the "Yes" category.

THE END.....