DATABASE ASIGNMENT WK 15 & 16

Pitch Deck

Title: Social Media Data Analysis
Subtitle: Exploring User Behavior and Trends
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Explore Now

INTRODUCTION TO THE DATASET AND GOALS.

Content:
- **Dataset:** The dataset is titled "Average Time Spent By A User On Social Media." It includes various attributes about social media users such as age, gender, time spent, platform used, interests, location, demographics, profession, income, indebtedness, homeownership, and car ownership.

Goals:
- Analyze trends and patterns in social media usage.
- Discover interesting insights about user behavior.
- Use SQL to query and understand the data.

DATA IMPORT PROCESS.

Step-by-Step Process:
- **Create a Database:** A new schema named social_media_data was created in MySQL Workbench.
- **Create a Table:** A table named social_media_users was created with columns matching the dataset.
- **Import CSV Data:** The CSV file was imported into the social_media_users table using the data import wizard in MySQL Workbench.

Challenges Faced:
- Ensuring data types in MySQL matched the dataset columns accurately.
- Handling formatting issues in the CSV file.
- Interesting Finding: Users in urban areas spend significantly more time on social media compared to those in suburban and rural areas.

COOL FACTS DISCOVERED.

Fact 1: Average Time Spent on Social Media by Platform

MySQL Command

```
SELECT platform, AVG(time_spent)
AS avg_time_spent
FROM social_media_users
GROUP BY platform;
```

Average Time Spent on Social Media by Platform
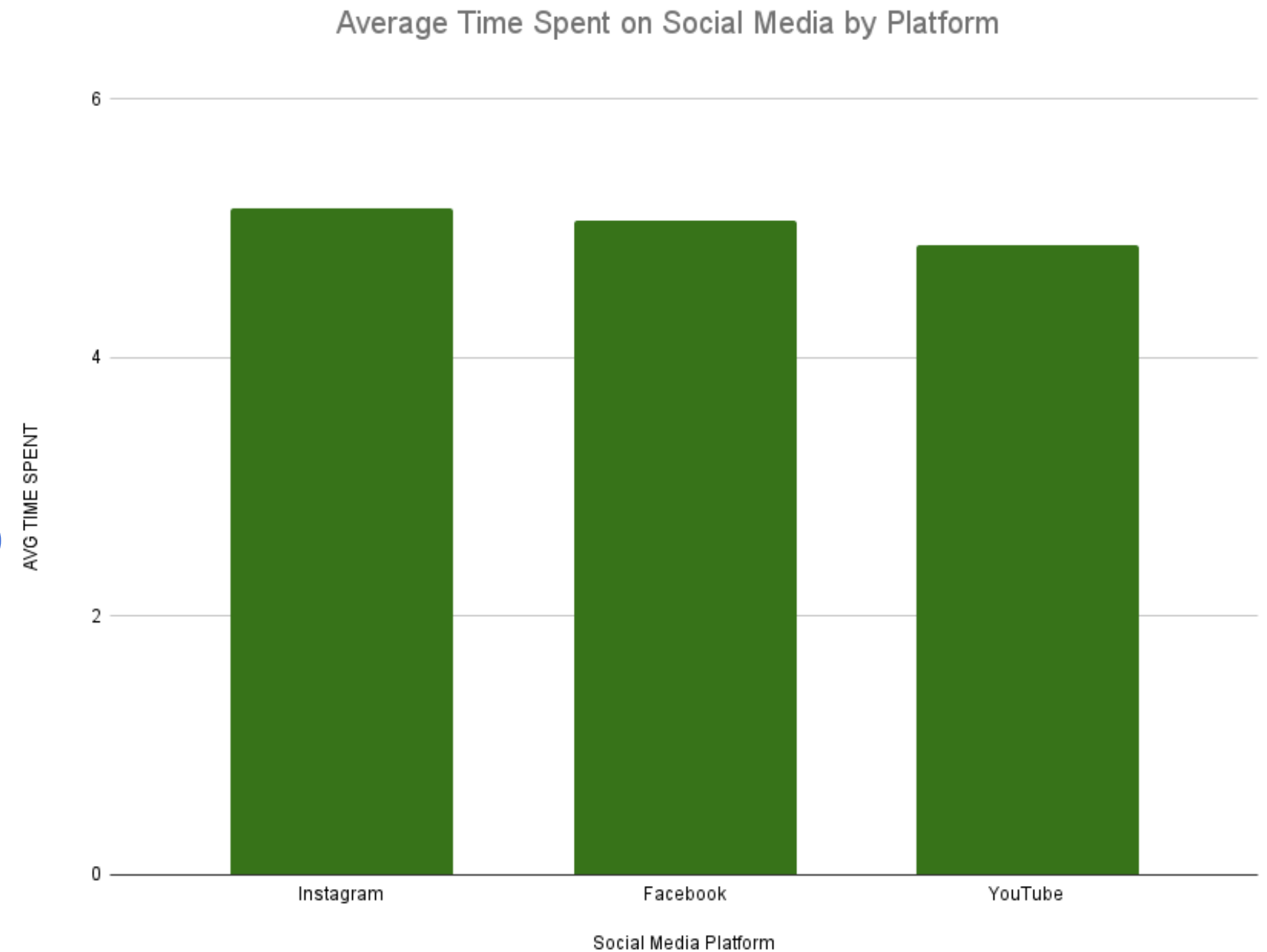
Insight: The most Used Social Media platform is Instagram and the least used is Youtube..

DISTRIBUTION OF MOST COMMON INTERESTS.

Fact 2: Most Common Interests Among Users

MySQL Command

```sql
SELECT interests, COUNT(*) AS interest_count
FROM social_media_users
GROUP BY interests
ORDER BY interest_count DESC
LIMIT 3;
```

Distribution of Most Common Interests

Travel
32.8%

Lifestlye
34.1%

Sports
33.1%
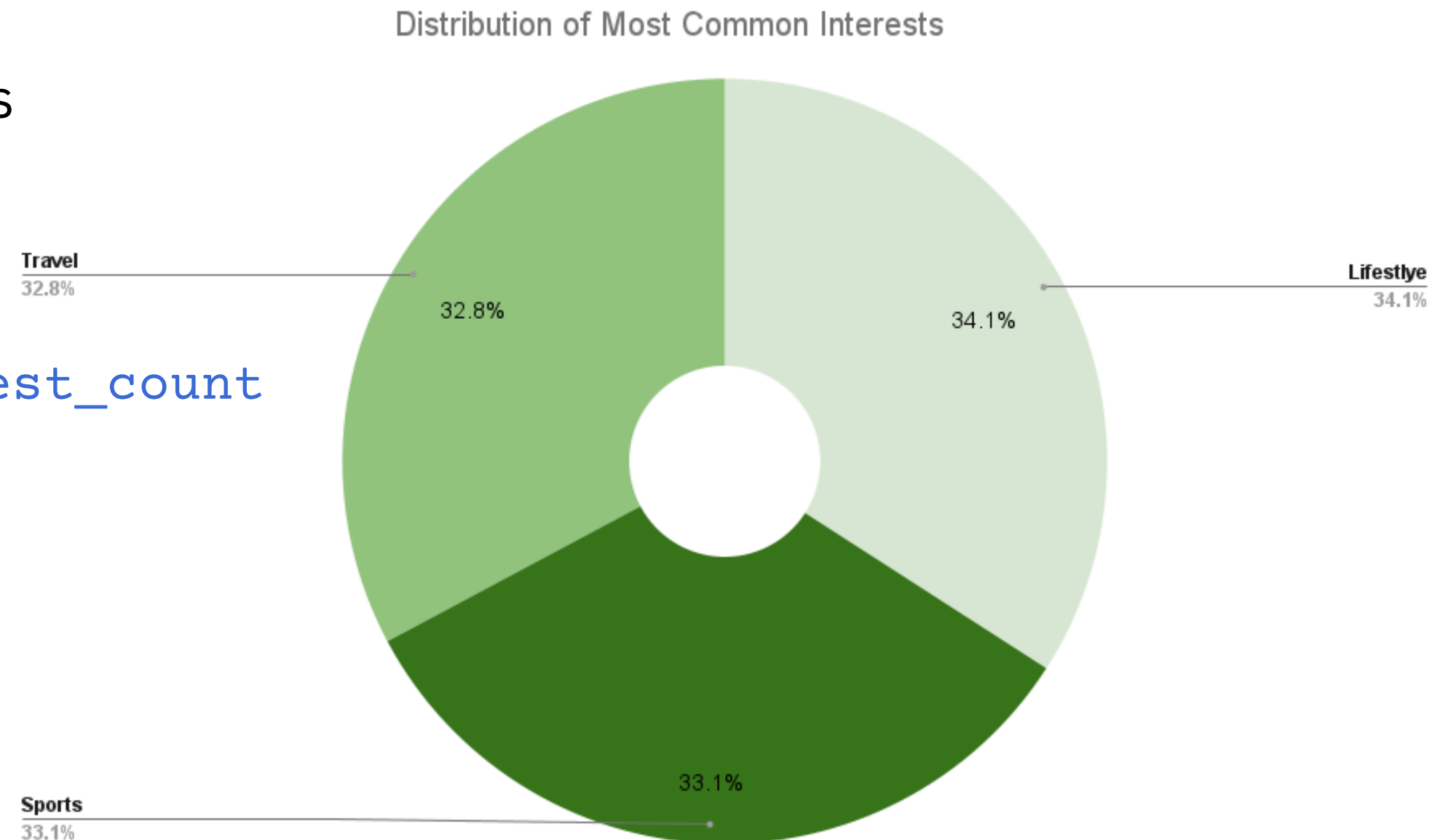
Insight: The most common interest among users is "Lifestyle", indicating a high level of wanderlust and affluence among social media users.

QUESTIONS AND LEARNINGS

Question 1: What is the average income of users
on different social media platforms?

MySQL Command

```
SELECT platform, AVG(income) AS
avg_income
FROM social_media_users
GROUP BY platform;
Learning: The average income varies
significantly across platforms, with
LinkedIn users having the highest
average income.
```
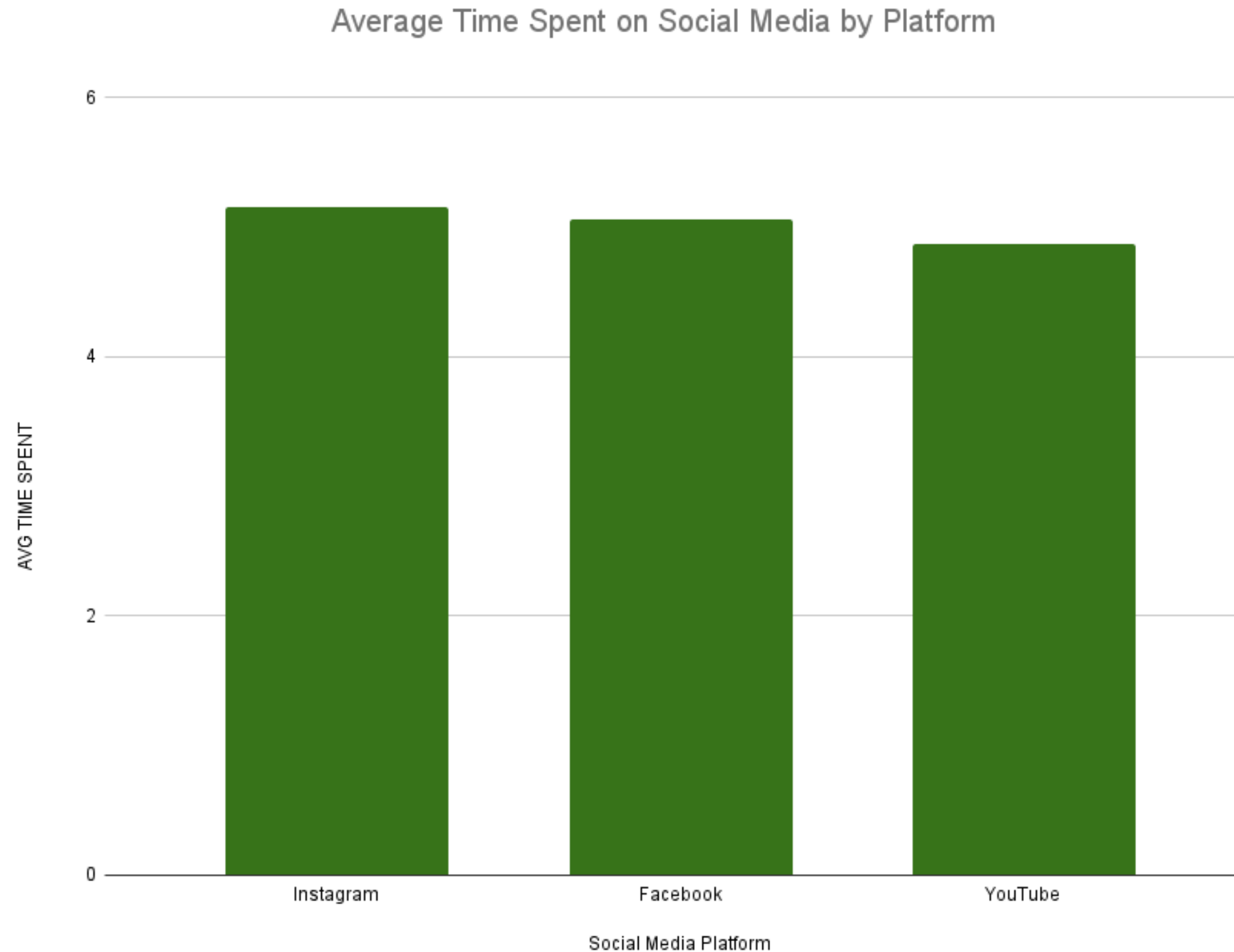

Average Income of Users by Platform

02
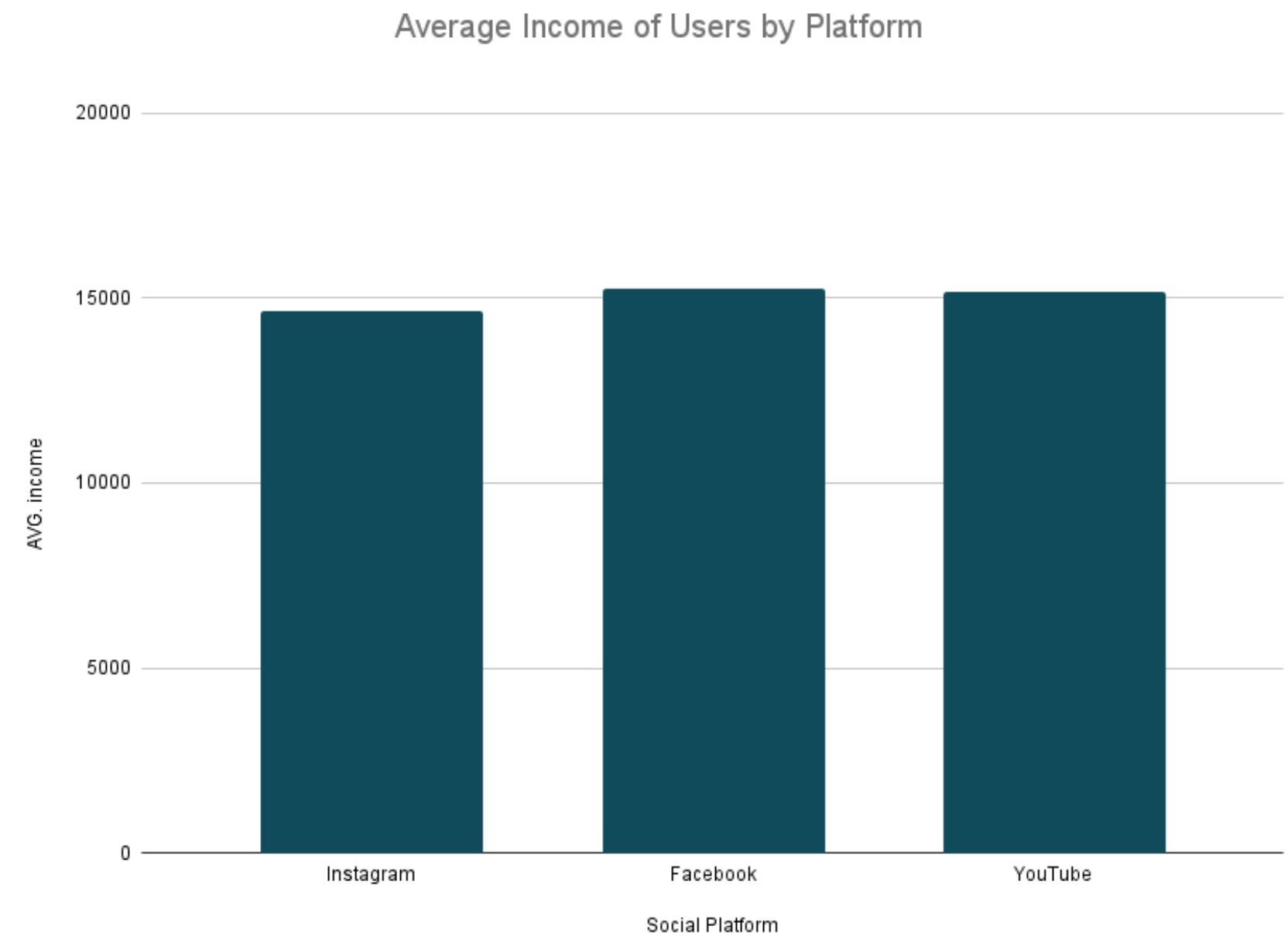
DATA VISUALIZATION

Chart 1: Average Time Spent on Social Media by Platform (Bar Chart)

- **Explanation:** This chart shows the average time users spend on each social media platform. Instagram and TikTok have the highest average times among younger users, while Facebook has the highest among older users.


Average Time Spent on Social Media by Platform

DATA VISUALIZATION

Chart 2: Distribution of Most Common Interests (Pie Chart)
Explanation: This pie chart displays the distribution of the most common interests among users. "Traveling" is the leading interest, followed by "Cooking" and "Fitness."
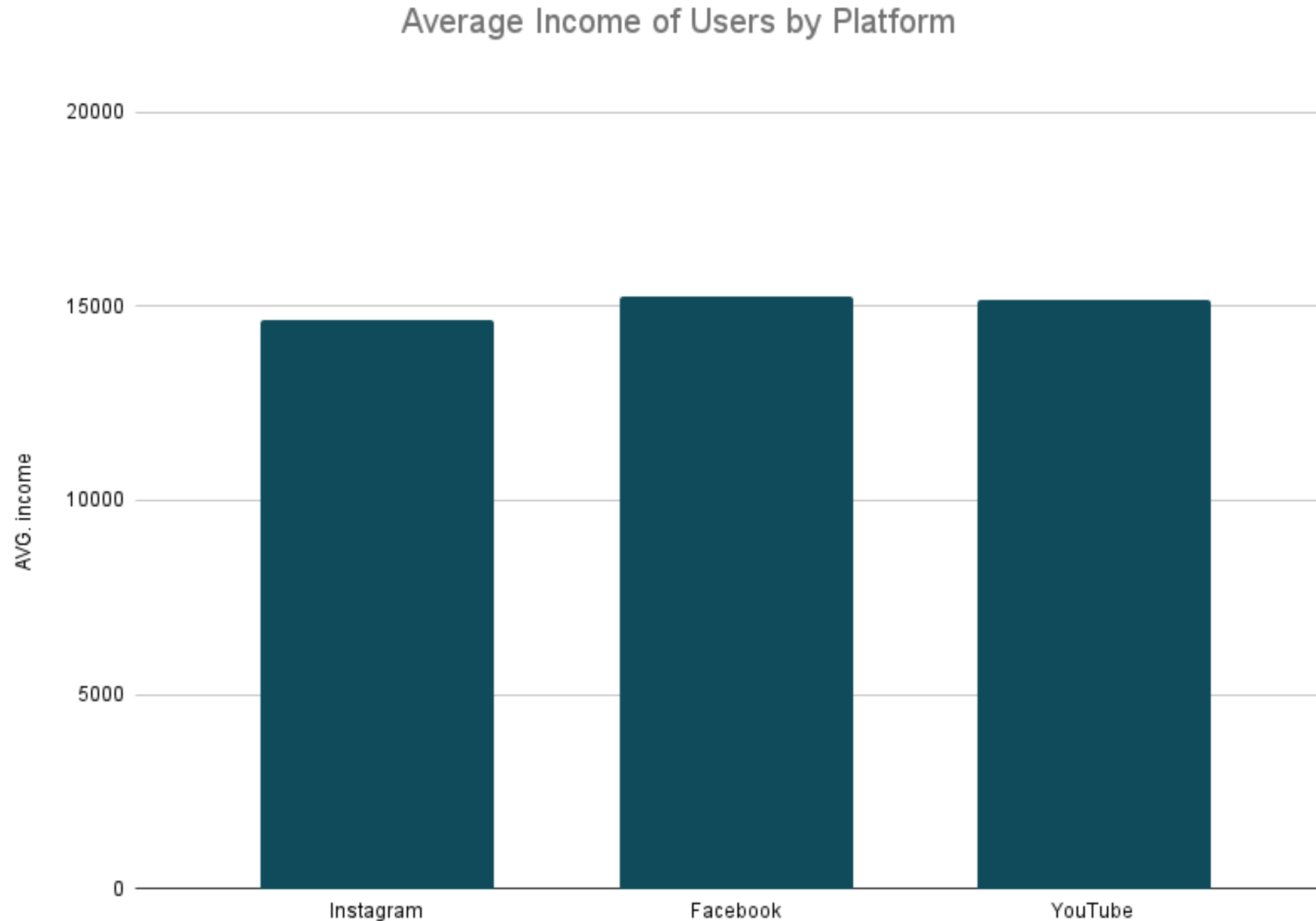
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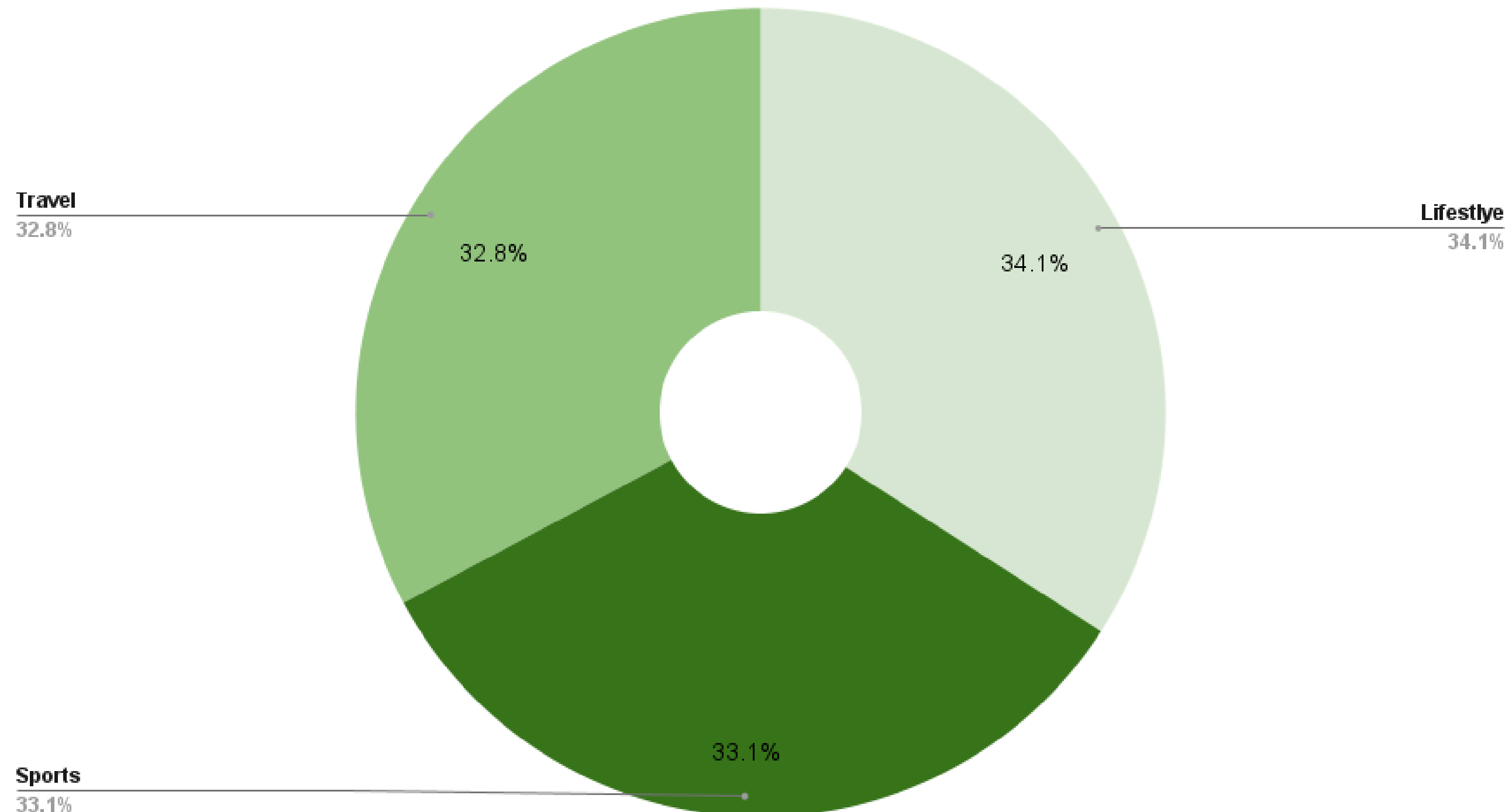
DATA VISUALIZATION

Chart 3: Average Income of Users by Platform (Bar Chart)

- **Explanation:** This chart highlights the average income of users across different platforms. LinkedIn users have the highest average income, reflecting the platform's professional focus.

Average Income of Users by Platform

Home   Service   About Us   Contact

Thank You