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IMPACT OF SOCIAL MEDIA USAGE IN ACADEMIC PERFORMANCE: A DATA-DRIVEN STUDY USING POWER BI

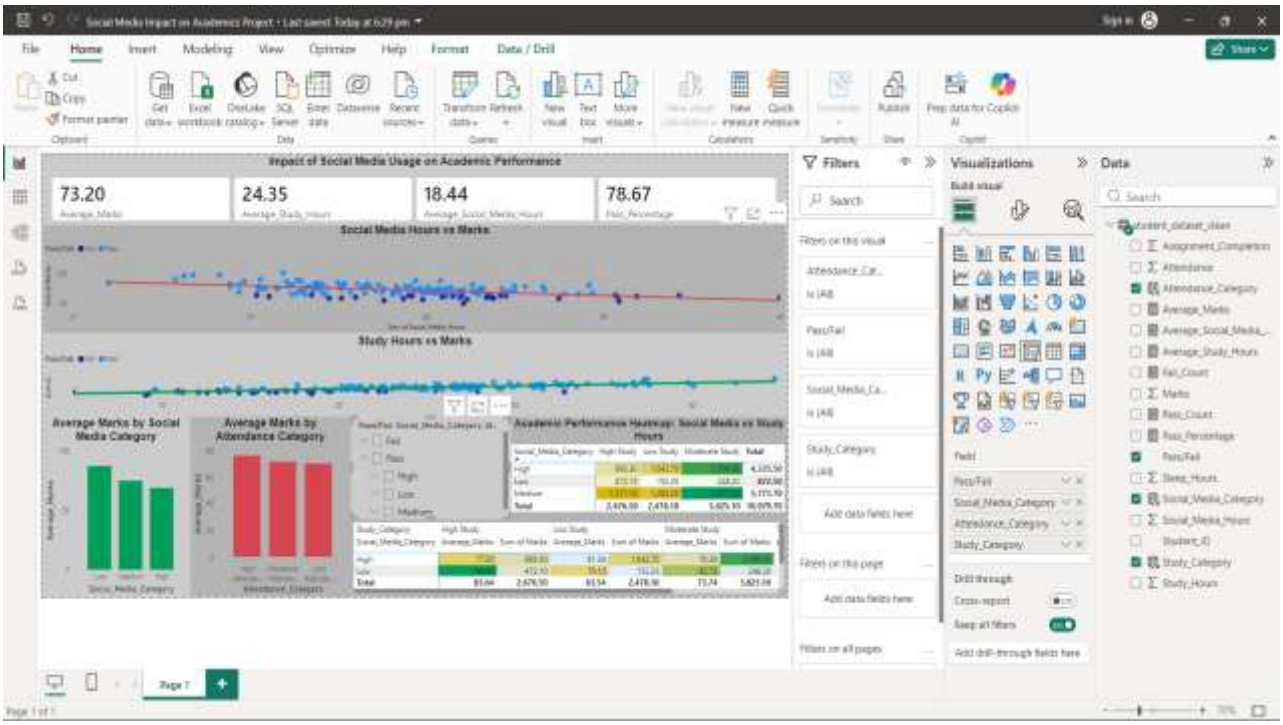
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ABSTRACT

This study looks at how Social Media Usage affects Academic Performance. We used a dataset of students. We created visualizations in Power BI. We considered things like study hours, Social Media hours, attendance and sleep hours to see how they impact student performance.

Our results show that students who study more tend to get marks. On the hand students who spend more time on Social Media tend to get lower marks. Attendance also plays a role in Academic Performance.

We found that 78.67 percent of students passed. This study shows how we can use business intelligence tools to help students and teachers make decisions.



KEYWORDS : *Social Media Usage, Academic Performance, Power BI, Student Analytics, Educational Data Mining, Attendance, Study Hours, Dashboard Analysis.*

1. INTRODUCTION

Social Media is a big part of students lives. It affects how they communicate, learn and manage their time. While Social Media can be helpful for learning much usage can be distracting and hurt Academic Performance.

2. OBJECTIVE

The main objectives of this study are:

- To analyze the relationship between media usage and student marks.
- To examine the effect of study hours on performance.
- To evaluate the role of attendance in influencing marks.
- To classify students into performance-related categories using media and attendance metrics.
- To build a Power BI dashboard for academic performance analysis.

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3. PROBLEM STATEMENT

Students spend a lot of time on Social Media, which can interfere with their studies. Schools often lack tools to see how lifestyle and behavior affect Academic Performance.

4. LITERATURE REVIEW

Many studies have shown that Academic Performance depends on factors, including study habits, attendance and digital engagement. Social Media can be both helpful and distracting depending on how it's used.

5. METHODOLOGY

We used a dataset of students. We imported it into Power BI Desktop. We cleaned the data and created categories for Social Media Usage, attendance and study hours.

We created measures, including marks, average study hours and average Social Media hours.

The dashboard included KPI cards, scatter plots, column charts and a heatmap.

Data Analysis and Results:

The final dashboard showed that students who study more tend to get marks. Students who spend time on Social Media tend to get marks. Attendance also plays a role in Academic Success.
We found that 78.67 percent of students passed.

Discussion

The findings of this study suggest that Academic Performance is affected by the balance between Social Media activity and Academic discipline. Social Media can be harmful if it consumes time that would otherwise be used for studying or attending classes.

Conclusion

This study concludes that Social Media Usage has an impact on Academic Performance. The Power BI dashboard shows that increased study hours and higher attendance are associated with Academic Performance.

Future Scope

This work can be extended in ways:

Use larger real-world student datasets from schools or colleges.
Apply machine learning models for prediction.
Add time-series monitoring for semester- analysis.
Include socioeconomic factors for broader academic modeling.
Publish the dashboard online for educational reporting.

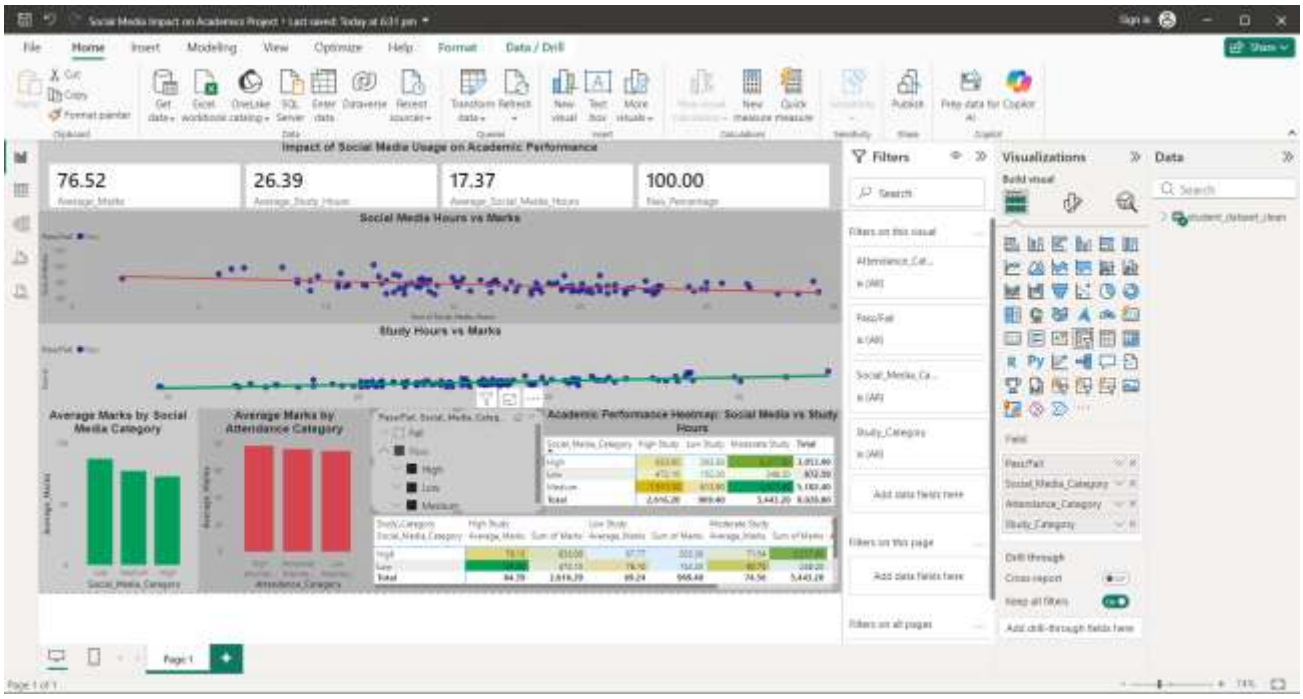
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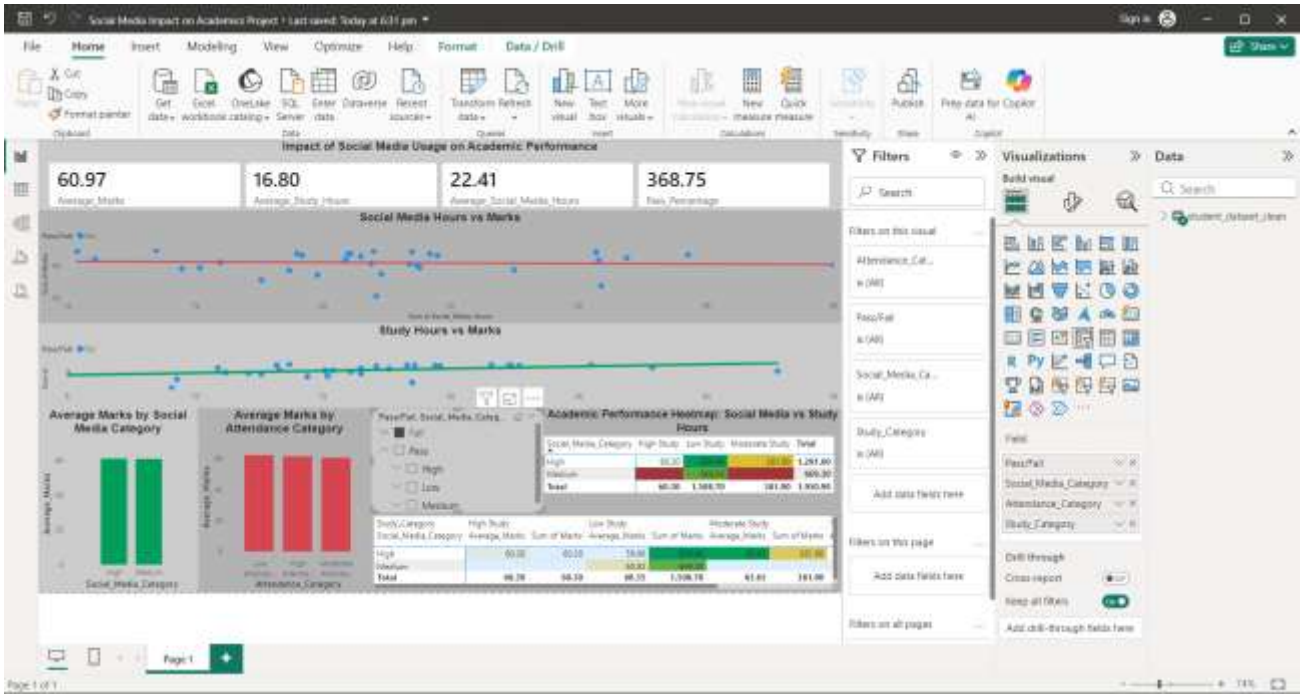
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