Graph of the Week

March _____, 2021

Name_____

Analyze the graphs below and write a reflection on what you think the graphs are communicating to you. To guide you with your response, start with some observations.

- What is the topic of the graphs?
- What quantities are being compared? (If there are x- and y- axes, what do they represent?)
- What are some observations that you can make based on the graphs?
- What do you foresee happening in the next 10 years?

Questions to ask when reading graphs:

- > Is there an upward or downward trend?
- Are there any sudden spikes in the graph?
- ➤ What is being compared in the graph?
- What prediction can I make for the future?
- What inferences can I make about the graph?

VISUAL CAPITALIST DATASTREAM	
Snapchat Ranks #1 Among U.S. Teens	
Snapchat has edged above Instagram in recent years and has emerged as the most popular social media app for U.S. teens.	
Percentage of respondents selecting each as their favorite social platform	
50% Snap Market Cap	
Over 75% of the 13-34 year old U.S. population uses Snapchat.	
\$25.00B	
40% Over 4 billion Snaps are created Source. YCharts	
every day on average—that's 46,000 per second.	
Snapchat	
30%	
Snapchat's new user-created video Instagram	
feature. Spotlight seeks to gain back the ground that has been	
threatened by Tik Tok recently.	
10%	
On overage, there are 249 million daily active users	
(DAUs) on Snapchat every day.	
0%	
Snap's stock is up 200% in 2020. Their impressive run had	
them edge ahead of Twitter by market capitalization. Source: Piper Sandler	