The figure shows a bar chart comparing the average active traffic (KB) across different proximity density categories for three projects: Project, SMS, and Facebook. The x-axis represents the proximity density categories (0, 1, >=2), and the y-axis represents the average active traffic (KB). The chart indicates that the average active traffic for Project is higher than for SMS and Facebook in the 0 category, while in the 1 and >=2 categories, the traffic for SMS is slightly higher than for Facebook.