

# Digital and Social Media Analytics

## Batch 17

### Group Assignment

#### Total Points: 30

This deliverable has 30% weightage in the Consolidated Score sheet.

#### General Instructions:

1. This is a Group Assignment.
2. **Do NOT submit .zip files. Submissions with .zip files will not be accepted.**
3. Please note that the report (pdf file), the code (Python / R) file and the extracted data (Excel / csv) file are **all mandatory**.
4. Any late submission will attract a penalty as mentioned in the course outline.
5. **Only one person** is required to submit on behalf of the group.
6. **Not following assignment instructions will attract penalty.**
7. The honor code for this submission is **1N**.
8. Upload your submission to the '**Group Assignment**' submission folder on LMS.
9. Handwritten content will not be considered for evaluation.
10. There is no penalty for early submissions!

#### Assignment Deliverables:

1. The **extracted datasheet**, i.e. **.xlsx or .csv** (Twitter data)
2. A **pdf report** on the analysis for the brand
3. The **Python (.ipynb) or R (.rmd / .r) file** used for analysis with relevant comments and explanations wherever necessary
4. The **Assignment Submission Form** must be attached **separately** with the names and PGIDs of all group members

#### Assignment Instructions:

1. Identify a brand you would like to follow on Twitter.
2. Extract the data from Twitter for that brand using either brand name or hashtags associated with the brand or both.
3. Identify keywords, hashtags, and influencers most likely to play a role in the brand campaign.
4. Identify the different groups here and the conversation surrounding the brand.
5. In the PDF write-up, cover "What would your advice the brand on their social media strategy based on this listening campaign?" Feel free to add necessary visualizations and descriptions.

**Please be mindful that not submitting a pdf report or a code file or the extracted data will attract a penalty.**

**Due Date: 21<sup>st</sup> January 2023, 11:55 PM**