

**FR. CONCEICAO RODRIGUES COLLEGE OF ENGINEERING**  
**Department of Computer Engineering**

**Experiment 7 - Social Media Analytics for Drug Review analytics**

**Course Details:**

<b>Academic Year</b>	<b>2023 - 24</b>	<b>Estimated Time</b>	<b>Experiment No. 7 – 02 Hours</b>
<b>Course &amp; Semester</b>	<b>B.E. (COMP) – Sem. VII</b>	<b>Subject Name</b>	<b>Data Science for Health and Social Care Lab</b>
<b>Experiment Type</b>	<b>Software Performance</b>	<b>Subject Code</b>	<b>HDSSBL701</b>

<b>Name of Student</b>	Atharva Pawar	<b>Roll No.</b>	9427
<b>Date of Performance.:</b>		<b>Date of Submission.:</b>	
<b>CO Mapping</b>	<b>HDSSBL701.3</b> - Demonstrate statistical data analysis and visualization techniques on healthcare data.		

**Aim:** To perform Social Media Analytics for Drug Review analytics.

**Objective:** To perform Twitter / instagram content based analysis.

**Tools :**

***Keyhole - Real-Time Social Media Analytics & Reporting Tool***

**Result:**

(Mention which Drug manufacturing / Pharmaceutical Company considered and Attach screenshots of comparison analytics)

Brand Comparison

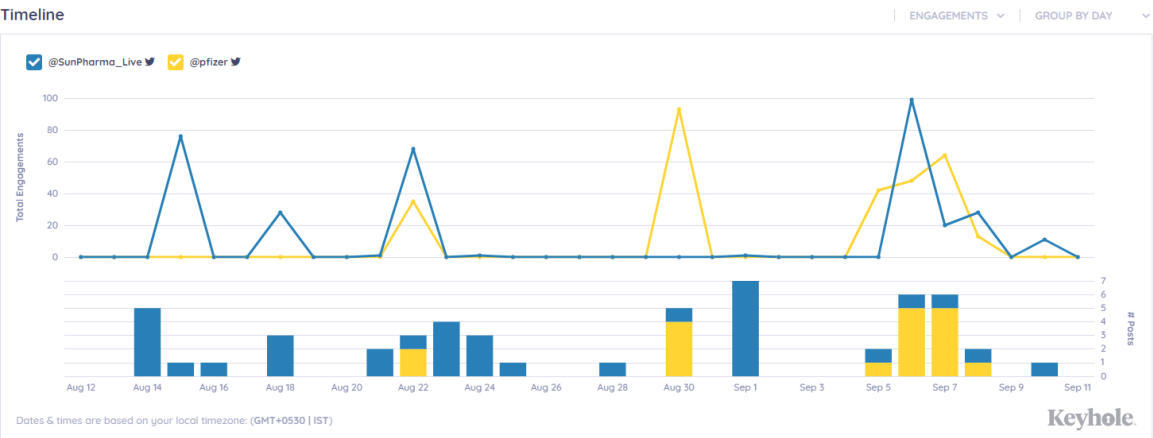
AUG 12 - SEP 11

GO TO MY COMPARISON GROUPS | GO TO AGGREGATED DASHBOARD

EXPORT | SHARE

@SunPharma\_...  
Status: Running

@pfizer  
Status: Running



Summary

	53 POSTS	520,760 TOTAL FOLLOWERS	628 TOTAL ENGAGEMENT	0.1% ENG. RATE (BY FOLLOWERS)
@SunPharma_Live...	35	29,532	333	1.1%
@pfizer	18	491,228	295	0.1%

Top Posts

@SunPharma\_Live @pfizer

@SunPharma\_Live Sep 6

We were voted as the Most Outstanding Company in India - Healthcare as per the 2023 Asiamoney Asia's Outstanding Companies Poll which acknowledges the performance of globally listed companies in finance, management, investor relations and CSR: <https://t.co/0aoZ77LVrM> #WeAreSun

14 85

@SunPharma\_Live Aug 22

Our MD, Dilip Shanghvi was felicitated with the 'Lifetime Achievement' award at @Moneycontrolcom's 39th Indian Family Business Awards, 2022. He received the award from our Hon'ble Minister of Commerce & Industry, @PiyushGoyal. Watch his acceptance speech here: <https://t.co/Zt044aehV4>

9 59

@SunPharma\_Live Aug 15

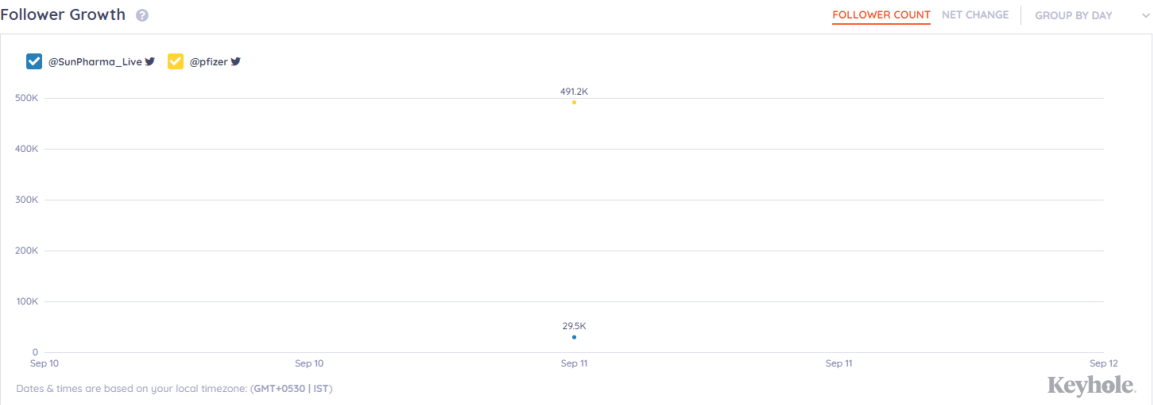
From reaching communities far and wide to touching lives as a leading provider of valued medicines, we pledge our continued commitment to building a healthier India. Happy Independence Day! #ReachingPeopleTouchingLives

6 70

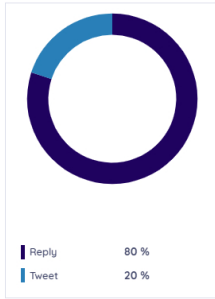
@pfizer Aug 30

After 10 years, @BioNTech Group has received a positive opinion from the EMA regarding the authorization of our 2023-2024 #COVID19 vaccine for people 6 months of age and older. Learn more: <https://t.co/0aoZ77LVrM>

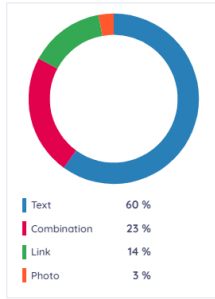
13 39



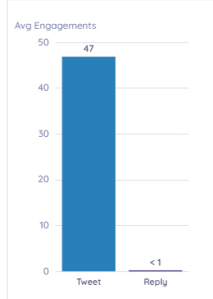
**Most Frequent Post Types**  
What type of content is being posted?



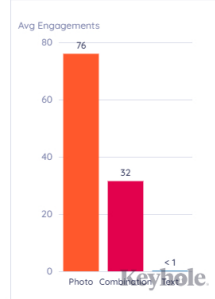
**Most Frequent Media Types**  
What type of media is being posted?



**Most Engaging Post Types**  
Does this match with the profile's most frequent post types?

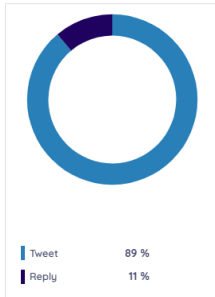


**Most Engaging Media Types**  
Does this match with the profile's most frequent media types?

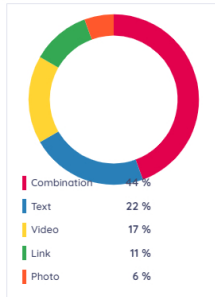


pfizer

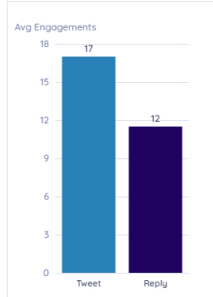
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**Most Frequent Media Types**  
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**Most Engaging Post Types**  
Does this match with the profile's most frequent post types?



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