

Project Report Format

1. Introduction:

a. Overview: Dissecting the Digital Landscape: A comprehensive analysis of social Media. The above topic describes the analysis of social media platform. The analysis of social media is a process of collecting & interpreting the data from social media platforms. The social media gives the insights of a particular social media platform.

b. Purpose: The purpose of social media analysis is to collect & process the most valuable data from the social media channels & drawing actionable conclusions. The main important purpose is to get the detailed report of account insights & engagements of posts with other accounts.

2. Literature Survey:

a) Existing problem - Existing approaches or method to solve this problem: Analyzing social media data is a complex task that can provide valuable insights for various purposes, including marketing, research, sentiment analysis.

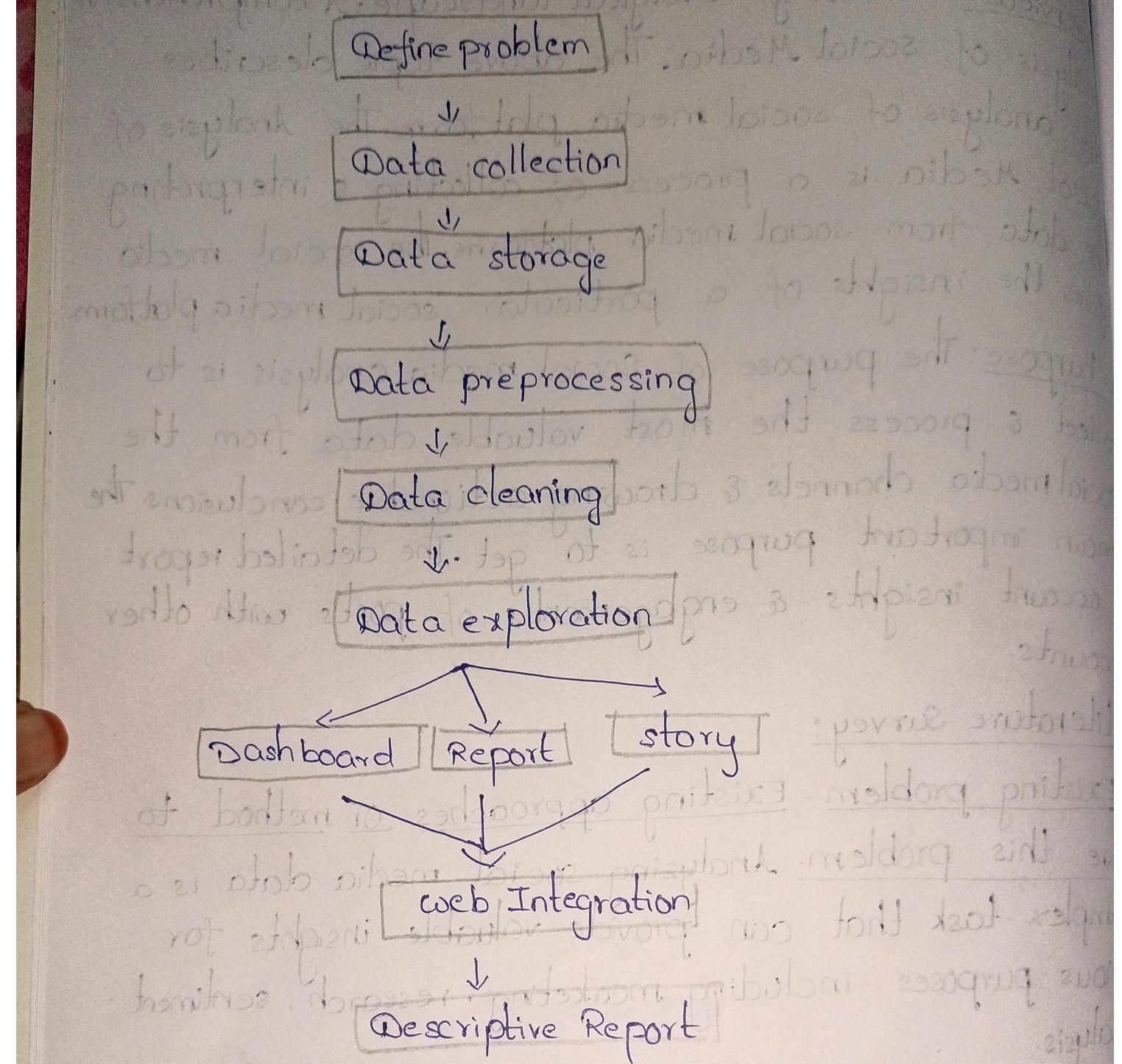
Sentiment Analysis: This involves determining the sentiment (positive, negative, or neutral) of social media posts or comments.

b) Proposed solution: Continuously monitor the performance of your solution & update it as needed to improve the accuracy of your analysis & maintain relevance.

c. seek feedback from users.

3. Theoretical analysis:

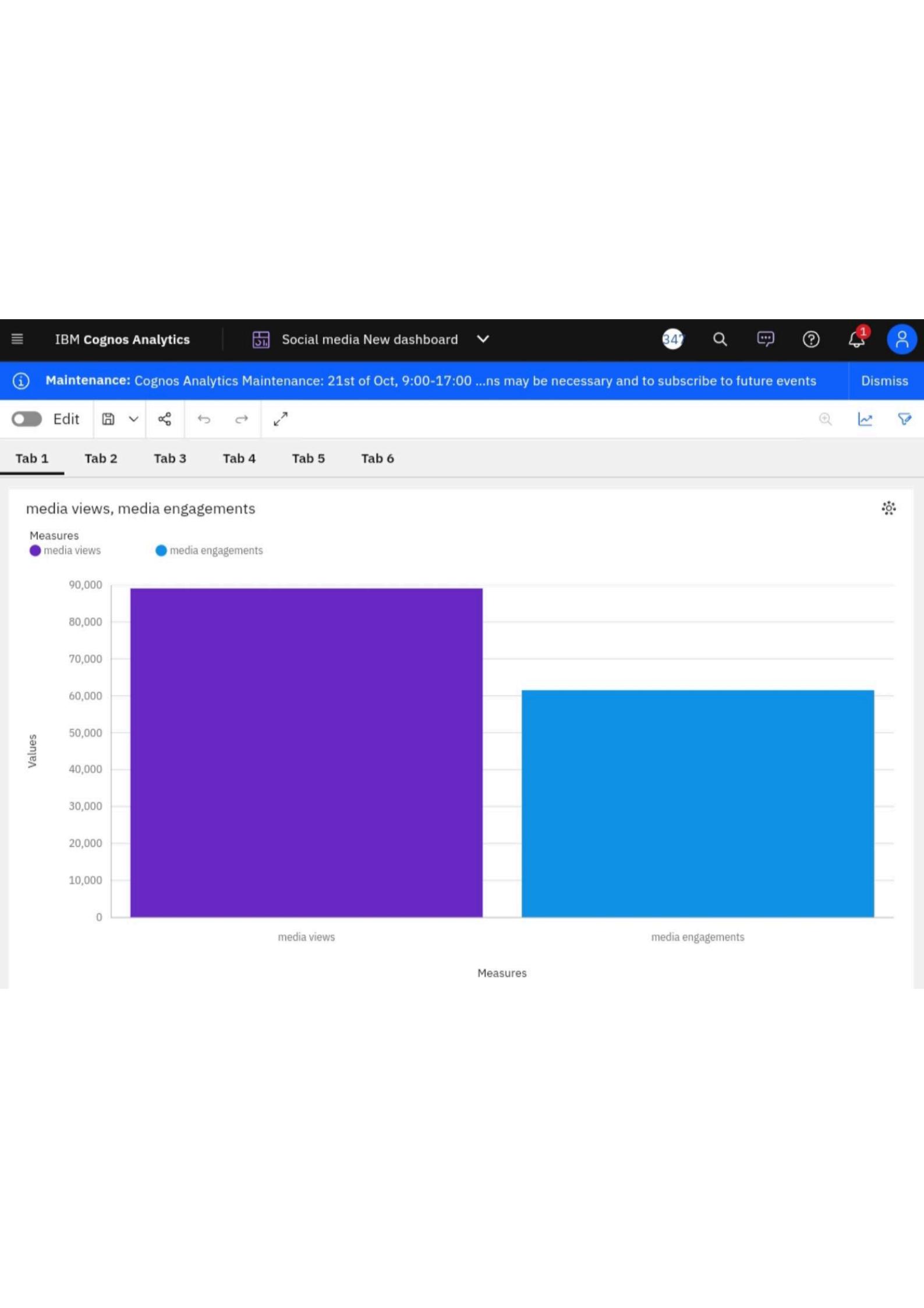
a. Block diagram - Diagrammatic overview of project:

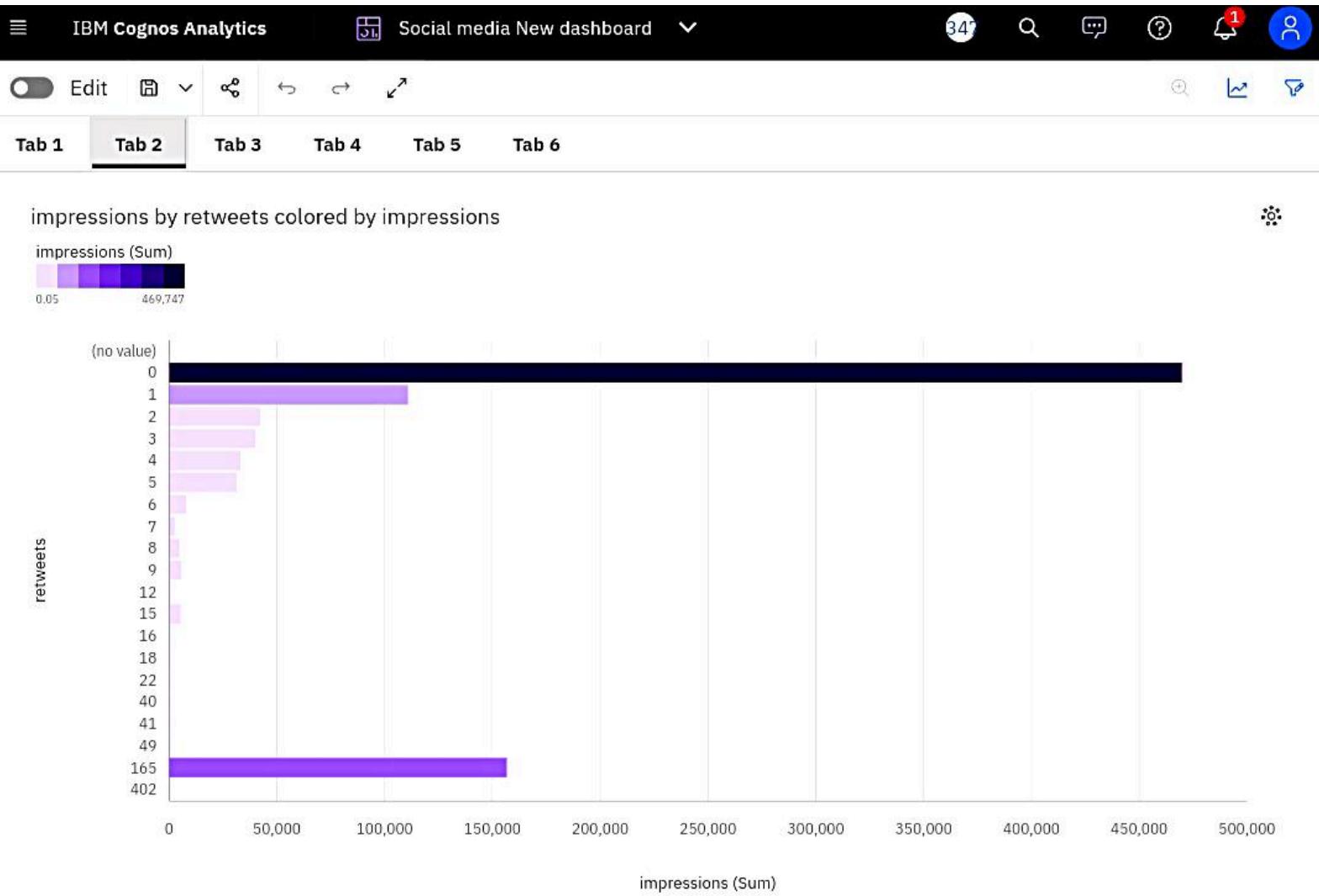


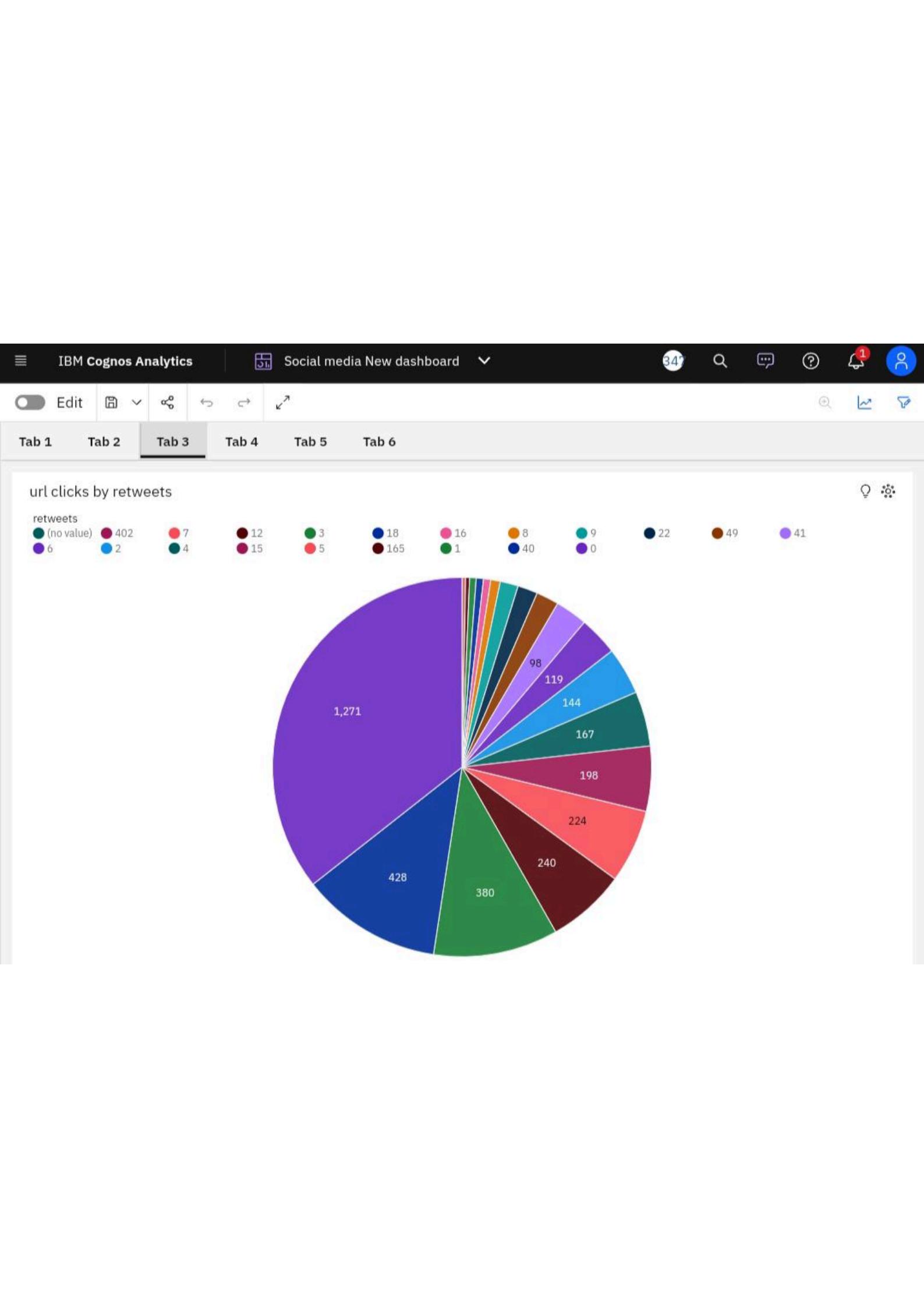
b. Hardware Requirements:

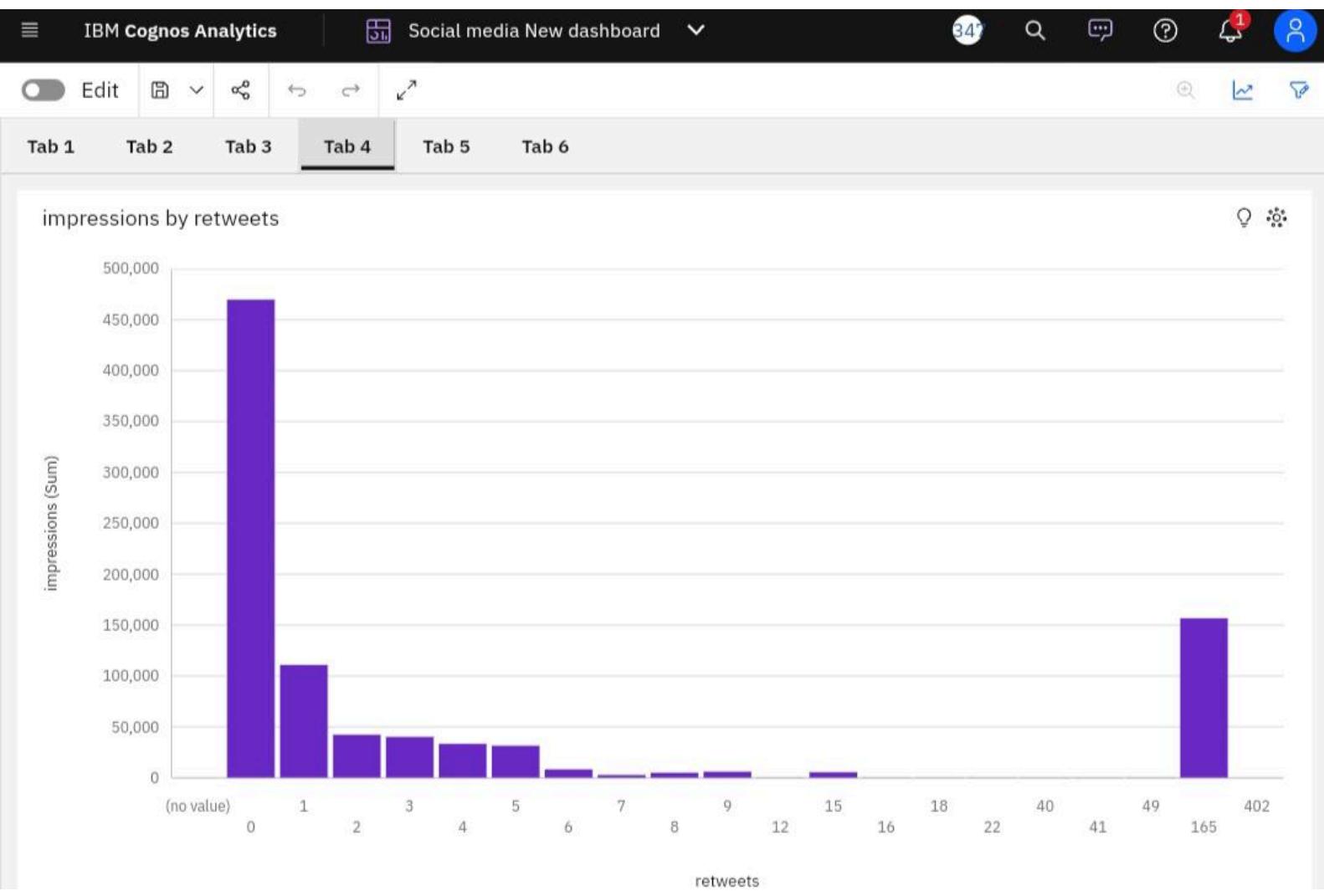
1. computing power: A. powerful multi-core processor
 2. storage
 3. Network bandwidth
2. software Requirement:
1. Data storage
 2. security software

4. Results: The below visualizations are the visualizations of Dashboard, Report & story.









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detail expands hierarchy colored by detail expands and sized by hashtag clicks



IBM Cognos Analytics | Social media New dashboard

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Tab 1 Tab 2 Tab 3 Tab 4 Tab 5 Tab 6

replies, retweets and email tweet

replies	retweets	email tweet
1,674	1,106	2,053

retweets

1.11K

retweets

 **What's New:** To read about what's new in Reporting, click [More Info](#).

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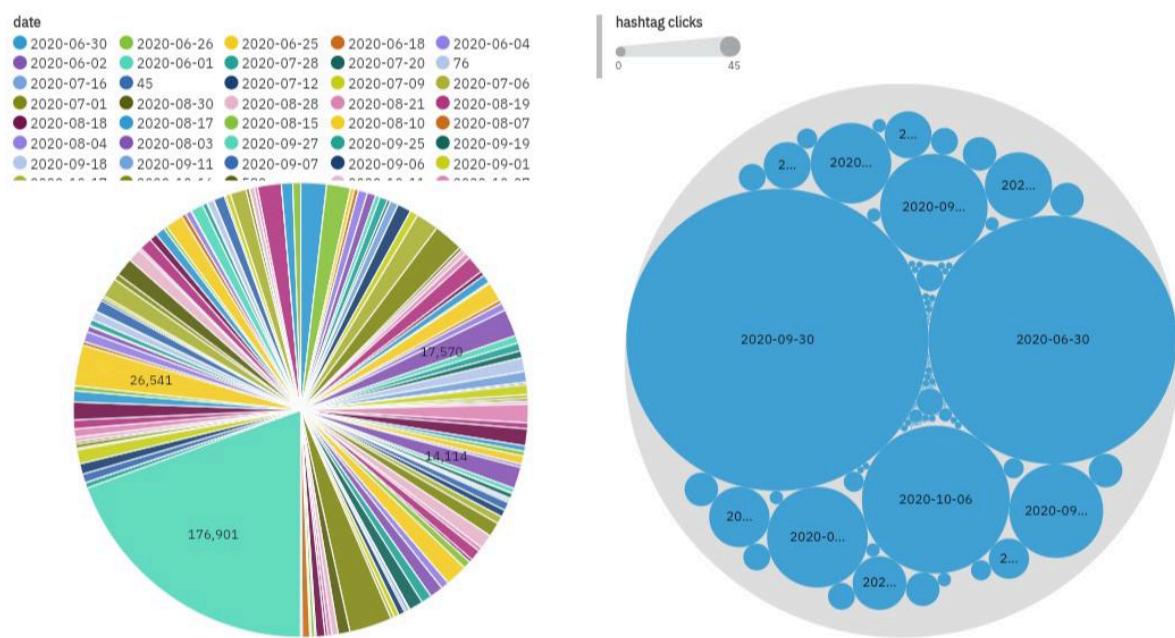
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Filters

Social Media Report

The highest impressions were 1.76.901 on 2020-07-10

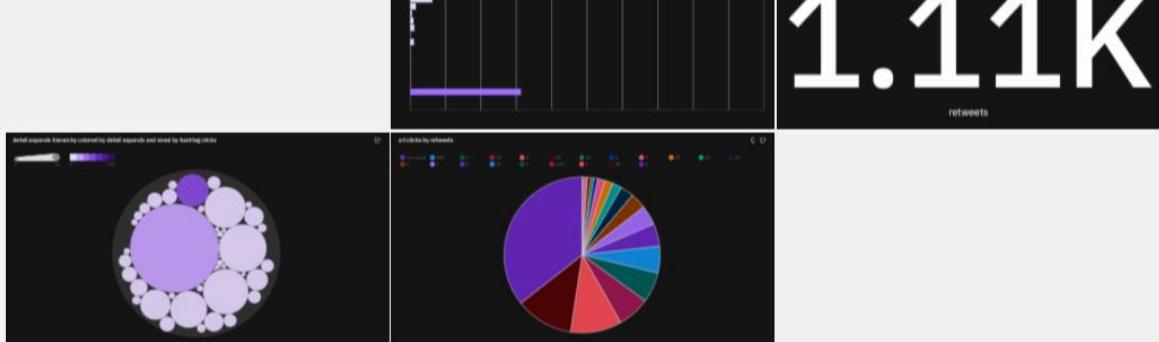
The highest hashtag clicks were 45 on 2020-07-10



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5) Advantages & Dis-advantages:

Advantages:

1. connectivity & communication
2. Information & News
3. Education & Learning

Dis-advantages:

1. Privacy concerns
2. cyberbullying & harassment
3. Mental Health Issues.
4. Fake News & Time wasting.

6) Applications:

1. Market Research & consumer Insights.
2. customer services & support
3. Product Development.
4. Academic & social Research.
5. crime prevention.

7) Conclusion: Social media has evolved into a powerful force with significant impacts on society. To harness its potential, the future of social media will be shaped by innovation, regulation.

8) Future scope:

1. Advanced Data Analytics & AI.
2. Real-time monitoring
3. Deep Learning
4. Privacy & Data Ethics.

9) 8-week social media analysis Project Report:

week-1: Project Initiation

* Project kick-off meeting & team introduction.

week 2 - Data collection

week 3 - Data Preprocessing

week 4 - Text Analysis

week 5 - Network Analysis

week 6 - Machine Learning & Predictive Analysis

week 7 - Reporting & Visualization

week 8 - Conclusion & Future Recommendations