SOCIAL MEDIA DASHBOARD

A MINI PROJECT REPORT

Submitted by

Group/Team No: G5/T14
1.Arshvir Singh Deol (2310990385)
2.Arpit Goel (2310990382)
3.Arvin (2310990386)
4.Arsh Beri (2310990383)

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Introduction

1.Project introduction

Welcome to **SOCIAL MEDIA DASHBOARD** - a cutting-edge solution for social media management. In a world dominated by digital interactions, our project is designed to simplify the complexities of social media analytics, offering users a unified and intuitive dashboard for informed decision-making.

Key Points:

Objective: Streamlining social media data management.
Purpose: Empowering users with actionable insights.
Focus: Enhancing user experience through a user-friendly interface.

 In a digital age where data overload is a challenge, Social Media Dashboard emerges as a timely and essential tool. Join us as we redefine how users navigate and succeed in the dynamic landscape of social media.

2. Team Introduction

This Project is allocated to Team no. 14 of Group 5. The team comprises of 4 members-
  ➢ Arshvir Singh Deol (2310990385)
  ➢ Arpit Goel (2310990382)
  ➢ Arvin (2310990386)
  ➢ Arsh Beri (2310990383)
The team is led by Arpit Goel (2310990382).

Problem Statement

Social Media Dashboard.

Imagine you're trying to make sense of the massive amount of information flooding your social media feeds every day. It's like trying to find a needle in a haystack - overwhelming and time-consuming. Right now, there's no easy way to bring together all the important data from different platforms and make sense of it quickly.

Problems We're Solving:

1. **Too Much Information:** It's like having too many tabs open, making it hard to focus on what really matters.

2. **No Central Hub:** There's no one-stop-shop for all your social media data, making it a hassle to check everything.

3. **Analysis Headaches:** Figuring out what's working and what's not takes way too much time and effort.

Why it Matters:

- Decision-making is slow because we're drowning in data.

- We miss out on opportunities to connect with our audience effectively.

- It's tough to know if our social media efforts are actually paying off.

Our social media dashboard is here to simplify all of this. It's like having a personal assistant for your social media, bringing everything together in one place, so you can make smarter decisions without the headache.

<u>TECHNICAL DETAILS</u>

Our approach to developing the social media dashboard involved a strategic and user-focused methodology:

1. **Understanding the Landscape:**

   - Conducted in-depth research to comprehend the evolving challenges users face in managing social media data.

   - Analyzed existing solutions to identify shortcomings and opportunities for improvement.

2. **Defining Scope and Requirements:**

   - Clearly outlined the scope of our dashboard, detailing what functionalities it would encompass and what it wouldn't.

   - Gathered user requirements through surveys, interviews, and continuous feedback loops to ensure alignment with user expectations.

3. **Selecting the Right Tools:**

   - Carefully chose technologies and frameworks based on criteria such as scalability, user-friendliness, and compatibility with diverse data sources.

4. **User-Centric Design:**

   - Prioritized user experience by implementing an intuitive design and easy navigation.

   - Incorporated user feedback at each stage of development to refine and enhance features, ensuring the final product resonates with user preferences.

By following this methodology, we aimed to deliver a social media dashboard that not only addresses the identified challenges but also aligns closely with user expectations, providing a seamless and valuable experience for our users.

<u>Key Features</u>

Our social media dashboard is designed to empower users with a range of essential features, ensuring a comprehensive and user-friendly experience:

1. ***Unified Dashboard:***
   - *Centralized view of all social media metrics in one place for a holistic understanding of performance.*
2. ***Real-time Analytics:***
   - *Instant access to up-to-the-minute data, allowing users to respond promptly to trends and engagements.*
3. ***Customizable Reports:***
   - *Tailor reports based on individual preferences, enabling personalized insights for different stakeholders.*
4. ***Sentiment Analysis:***
   - *Understand audience sentiment through advanced analytics, helping in crafting targeted and resonant content.*
5. ***Engagement Tracking:***
   - *Monitor likes, comments, and shares to gauge the effectiveness of social media campaigns and content.*
6. ***Content Performance Metrics:***
   - *Detailed analysis of post reach, engagement, and conversions to optimize content strategy.*
7. ***User-Friendly Interface:***
   - *Intuitive design for easy navigation, ensuring that users can efficiently access and interpret data.*

These features collectively ensure that our social media dashboard is a powerful tool, providing users with the insights and capabilities needed to enhance their social media presence and impact.
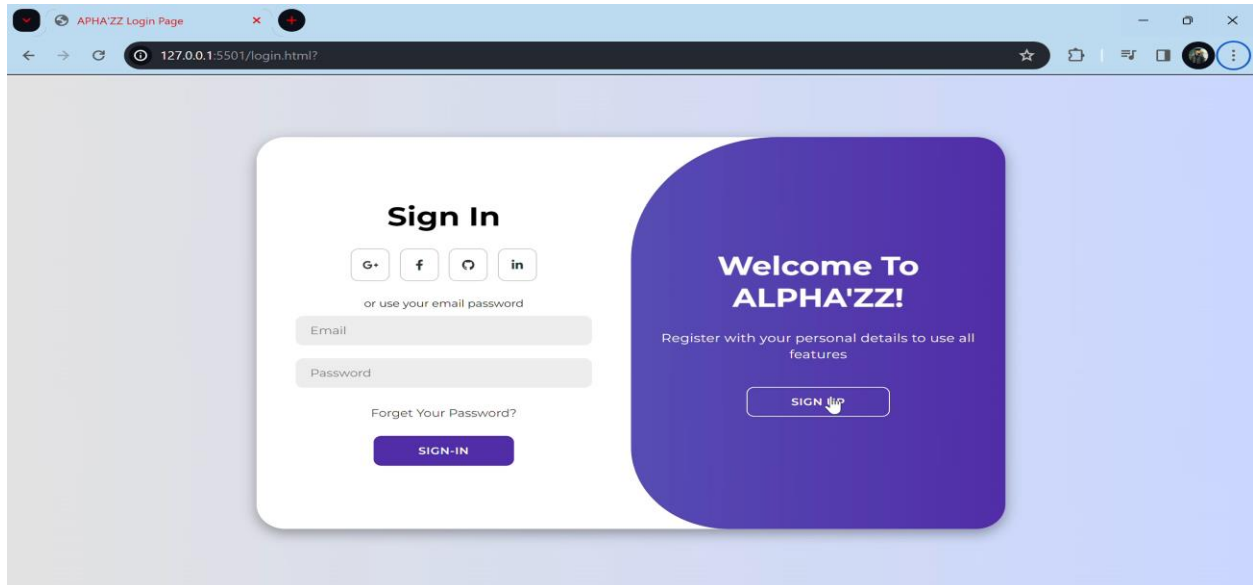
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Project Advantages

Our social media dashboard offers a myriad of advantages, revolutionizing the way users interact with and leverage social media data*:*
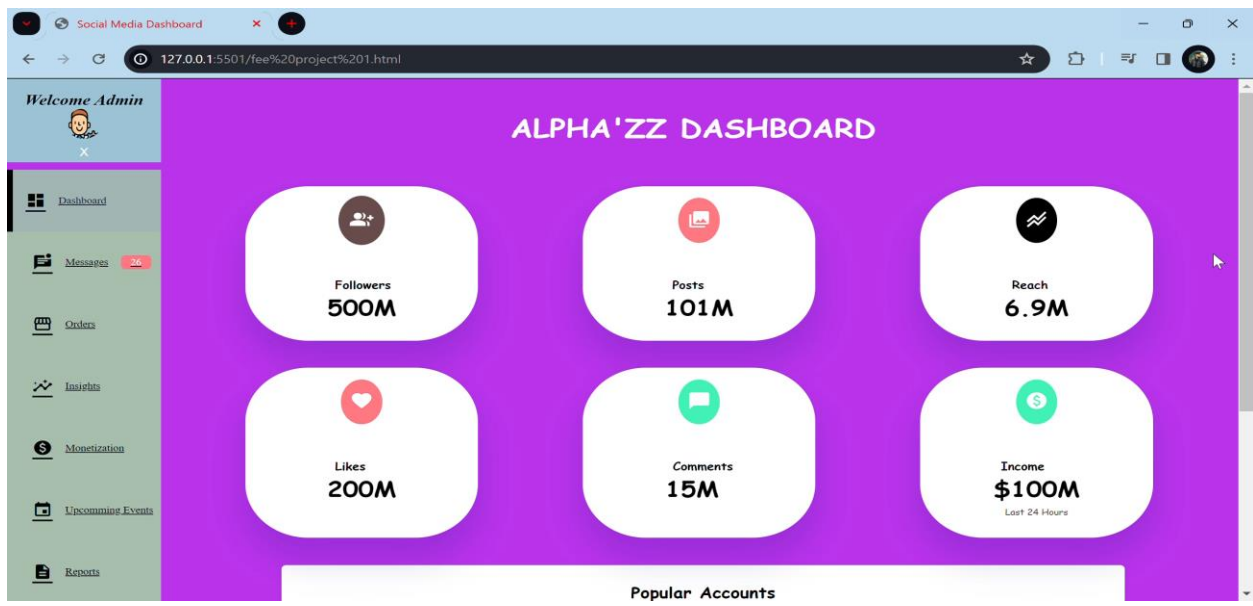
1. **Time Efficiency:**
   - Streamlines data analysis, saving valuable time in interpreting complex metrics and trends.
2. **Comprehensive Insights:**
   - Provides a holistic view of social media performance, consolidating data from various platforms for a comprehensive analysis.
3. **Strategic Decision-Making:**
   - Empowers users with actionable insights, enabling informed and strategic decision-making for effective social media campaigns.
4. **User-Friendly Interface:**
   - Boasts an intuitive design, making it accessible to users of all levels of technical expertise.
5. **Real-Time Monitoring:**
   - Facilitates instant tracking of real-time data, ensuring users stay ahead of trends and capitalize on timely opportunities.
6. **Enhanced Engagement:**
   - Facilitates the creation of targeted and impactful content by providing sentiment analysis and engagement tracking.
7. **Cross-Platform Integration:**
   - Seamlessly integrates with major social media platforms, providing a unified experience across channels.
8. **Automated Alerts:**
   - Keeps users informed with automated alerts for significant changes in key metrics, ensuring timely response to critical developments.
9. **Historical Data Analysis:**
   - Enables a deeper understanding of long-term trends through historical data analysis, supporting strategic planning.

Results
Login Page

Main Web Page

Login page Source code (HTML)

```
<> login.html > </> html > </> body
 1    <!DOCTYPE html>
 2    <html lang="en">
 3
 4    <head>
 5        <meta charset="UTF-8">
 6        <meta name="viewport" content="width=device-width, initial-scale=1.0">
 7        <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.4.2/css/all.min.css">
 8        <link rel="stylesheet" href="style1.css">
 9        <title>APHA'ZZ Login Page </title>
10    </head>
11
12    <body>
13    |
14        <div class="container" id="container">
15            <div class="form-container sign-up">
16                <form>
17                    <h1>Create Account</h1>
18                    <div class="social-icons">
19                        <a href="https://accounts.google.com/v3/signin/identifier?authuser=0&continue=https%3A%2F%2Fmyaccount.google.
                            com%2F&ec=GAlAwAE&hl=en_GB&service=accountsettings&flowName=GlifWebSignIn&flowEntry=AddSession&
                            dsh=S1443203212%3A1699969936655014&theme=glif" class="icon"><i class="fa-brands fa-google-plus-g"></i></a>
20                        <a href="https://www.facebook.com/" class="icon"><i class="fa-brands fa-facebook-f"></i></a>
21                        <a href="https://github.com/login" class="icon"><i class="fa-brands fa-github"></i></a>
22                        <a href="https://in.linkedin.com/" class="icon"><i class="fa-brands fa-linkedin-in"></i></a>
23                    </div>
24                    <span>or use your email for registeration</span>
25                    <input type="text" placeholder="Name">
26                    <input type="email" placeholder="Email">
27                    <input type="password" placeholder="Password">
```

Tags used in the above code:

1. **Div Tag (<div>):** Acts as a container to group and structure HTML elements for styling and layout purposes.
2. **Input Tag (<input>):** Creates form controls for user input, such as text fields, checkboxes, or radio buttons.
3. **H1 Tag (<h1>):** Defines the main heading of a page, representing the highest level of importance.
4. **Form Tag (<form>):** Creates an HTML form for user input, containing various form elements like text fields and buttons.

```html
        <button>Sign-up</button>
    </form>
</div>
<div class="form-container sign-in">
    <form>
        <h1>Sign In</h1>
        <div class="social-icons">
            <a href="https://accounts.google.com/v3/signin/identifier?authuser=0&continue=https%3A%2F%2Fmyaccount.google.
            com%2F&ec=GAlAwAE&hl=en_GB&service=accountsettings&flowName=GlifWebSignIn&flowEntry=AddSession&
            dsh=S1443203212%3A1699969936655014&theme=glif" class="icon"><i class="fa-brands fa-google-plus-g"></i></a>
            <a href="https://www.facebook.com/" class="icon"><i class="fa-brands fa-facebook-f"></i></a>
            <a href="https://github.com/login" class="icon"><i class="fa-brands fa-github"></i></a>
            <a href="https://in.linkedin.com/" class="icon"><i class="fa-brands fa-linkedin-in"></i></a>
        </div>
        <span>or use your email password</span>
        <input type="email" placeholder="Email">
        <input type="password" placeholder="Password">
        <a href="#">Forget Your Password?</a>
        <button>Sign-in</button>
        <!-- <button class="sign-in" type="submit"><a style="text-decoration: none; color: white;" href="fee project 1.
        html">Sign-in</a></button> -->
    </form>
</div>
<div class="toggle-container">
    <div class="toggle">
        <div class="toggle-panel toggle-left">
            <h1>Welcome Back!</h1>
            <p>Enter your personal details to use all of our features</p>
            <button class="hidden" id="login">Sign In</button>
```

Tags used in the above code:

1. **Button Tag (<button>):** Creates clickable buttons for user interactions, often used within forms or standalone.
2. **Span Tag (<span>):** Inline container for applying styles or scripting to specific text or elements within a larger content block.
3. **Anchor Tag (<a>):** Used to create hyperlinks between web pages or within the same page.

Login page Source code (CSS)

```css
*{
    margin: 0;
    padding: 0;
    box-sizing: border-box;
    font-family: 'Montserrat', sans-serif;
}

body{
    background-color: #c9d6ff;
    background: linear-gradient(to right, #e2e2e2, #c9d6ff);
    display: flex;
    align-items: center;
    justify-content: center;
    flex-direction: column;
    height: 100vh;
}

.container{
    background-color: #fff;
    border-radius: 30px;
    box-shadow: 0 5px 15px rgba(0, 0, 0, 0.35);
    position: relative;
    overflow: hidden;
    width: 768px;
    max-width: 100%;
    min-height: 480px;
}
```

Styles used:

1. **Display Flex:** Establishes a flex container for flexible layout, allowing items to align and distribute within a container.
2. **Box Shadow:** Adds a shadow effect to an element, providing depth and dimensionality in the form of horizontal and vertical shadows.
3. **Position:** Determines the positioning method of an element, specifying its placement in the document relative to its containing element.
4. **Border:** Defines the border properties of an element, including width, style, and color, to create visual boundaries.

```css
.toggle{
    background-color:  #512da8;
    height: 100%;
    background: linear-gradient(to right,  #5c6bc0,  #512da8);
    color:  #fff;
    position: relative;
    left: -100%;
    height: 100%;
    width: 200%;
    transform: translateX(0);
    transition: all 0.6s ease-in-out;
}

.container.active .toggle{
    transform: translateX(50%);
}

.toggle-panel{
    position: absolute;
    width: 50%;
    height: 100%;
    display: flex;
    align-items: center;
    justify-content: center;
    flex-direction: column;
    padding: 0 30px;
    text-align: center;
    top: 0;
    transform: translateX(0);
```

Styles used:

1. **Transform:** Applies various transformations to an element, such as scaling, rotating, skewing, or translating, to alter its appearance.
2. **Transition:** Manages the smooth transition of CSS property changes over a specified duration, enhancing user interface interactions.
3. **Height:** Sets the vertical dimension of an element, defining its extent along the y-axis.
4. **Width:** Sets the horizontal dimension of an element, determining its extent along the x-axis.

```css
.container span{
    font-size: 12px;
}

.container a{
    color:  #333;
    font-size: 13px;
    text-decoration: none;
    margin: 15px 0 10px;
}

.container button{
    background-color:  #512da8;
    color:  #fff;
    font-size: 12px;
    padding: 10px 45px;
    border: 1px solid transparent;
    border-radius: 8px;
    font-weight: 600;
    letter-spacing: 0.5px;
    text-transform: uppercase;
    margin-top: 10px;
    cursor: pointer;
}

.container button.hidden{
    background-color: transparent;
    border-color:  #fff;
}
```

Styles used:

1. **Font Size:** Specifies the size of text within an element, determining its visual appearance.
2. **Color:** Defines the text or foreground color of an element, enhancing its visual presentation.
3. **Margin:** Sets the space outside an element, creating separation from adjacent elements.
4. **Padding:** Determines the space between the content and the border of an element, influencing its internal layout and appearance.

Login page Source code (JavaScript)

```html
<script>
    const container = document.getElementById('container');
    const registerBtn = document.getElementById('register');
    const loginBtn = document.getElementById('login');

    registerBtn.addEventListener('click', () => {
        container.classList.add("active");
    });

    loginBtn.addEventListener('click', () => {
        container.classList.remove("active");
    });
</script>
```

Javascript tags used :

1. **AddEventListener:** Method used to attach an event listener to an HTML element, enabling the execution of a function in response to a specified event.
2. **GetElementById:** Retrieves an HTML element from the document using its unique identifier (ID).
3. **Const:** A keyword in JavaScript used to declare a constant variable, whose value cannot be reassigned after initialization.
4. **Click Event:** A type of user interface event triggered when a mouse click occurs on an HTML element, commonly used with event listeners to execute associated functions.

Main page source code (HTML)

```html
    <center> <em>
            <!-- <span class="material-icons"> -->
                <!-- account_circle -->
            </span>
            <h2>Welcome Admin</h2>
        </em> </center>


</div>
<center>
    <div class="profile-photo">
        <img src="1234.png" alt="admin"
            height="50px" width="75px">
</center>


<div class="button-container">
    <!-- Toggle Sidebar button -->
    <button id="toggleSidebarButton" style="color: ■white;">X</button>
</div>

<div class="Sidebar">




    <a href="#" class="active">
```

Tags and attributes used:

1. **Classes:** HTML attribute for grouping and styling multiple elements.
2. **IDs:** HTML attribute providing a unique identifier for a specific element.
3. **Image Tag (<img>):** Embeds images in a webpage with specified source and optional attributes.
4. **Anchor Tag (<a>):** Creates hyperlinks, linking to other web pages or resources.

```
<a href="#" id="anchor1">

    <span class="material-icons">
        mark_unread_chat_alt
    </span>
    <h3>Messages</h3>
    <span class="message-count">26</span>
</a>




<a href="#" id="anchor1">

    <span class="material-icons">
        storefront
    </span>
    <h3>Orders</h3>

</a>



<a href="#" id="anchor1">

    <span class="material-icons">
        insights
    </span>
    <h3>Insights</h3>
```

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```html
<a href="#" id="anchor1">

    <span class="material-icons">
        paid
    </span>
    <h3>Monetization </h3>
</a>
<a href="#" id="anchor1">
    <span class="material-icons">
        event
    </span>
    <h3>Upcomming Events</h3>

</a>


<a href="#" id="anchor1">

    <span class="material-icons">
        description
    </span>
    <h3>Reports</h3>
</a>
<a href="#" id="anchor1">

    <span class="material-icons">
        settings
    </span>
    <h3>Settings</h3>
```

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```html
<!-- =====END OF Followers==== -->
<div class="expenses">
    <center>
        <a href="#" id="anchor2">
            <span class="material-icons">
                photo_library
            </span>
        </a>
    </center>
    <br><br>
    <div class="middle">
        <div class="left">
            <h2 class="heading3">Posts</h2>
            <h1 class="post-count">101M</h1>
        </div>

    </div>
</div>
<!-- NEW  -->
<div class="expenses">
    <center>
        <a href="#" id="anchor4">
            <span class="material-icons">
                stacked_line_chart
            </span>
        </a>
    </center>
```

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Main page source code (CSS)

```css
.container{
    display: grid;



    /* background: beige; */
    gap: 2.8rem;
    grid-template-columns: 15rem

    overflow-x: hidden;

}

img{

    width:100%;
}

h2{
    font-size: 1.4rem;

}
h3{
    font-size:0.87rem;
}
h4{
    font-size: 0.8rem;
```

```css
h5{
    font-size:0.77rem;
}
small{
    font-size:0.75rem;
}
.profile-photo{
    width:2.8rem;
    height: 2.8rem;
    border-radius: 60%;
    overflow: hidden;
}
.text-muted{
    color:  #524a4a;
}
p{
    color: #000000 ;
}
b{
    color:  #000000;
}


aside{
    height: 16vh;
    width:25vh;
    background:  #9CC3D5FF
```

```css
@keyframes colorChange {
    0% { background-color: #c96751; }
    25% { background-color: #249138; }
    50% { background-color: #eb3434; }
    75% { background-color: #b433ff; }
    89% { background-color: #33d3ff98; }
    100% { background-color: #c96751; }
}
body {
    animation: colorChange 10s ;
    animation-iteration-count: infinite;
}
```

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<u>Main page source code (JavaScript)</u>

```html
<script>
    document.addEventListener('DOMContentLoaded', function () {
        const toggleSidebarButton = document.getElementById('toggleSidebarButton');
        const sidebar = document.querySelector('.Sidebar');

        // Add a click event listener to the toggle button
        toggleSidebarButton.addEventListener('click', () => {
            // Toggle the 'closed' class on the sidebar
            sidebar.classList.toggle('closed');

            // Change button text based on sidebar state
            const buttonText = sidebar.classList.contains('closed') ? '>' : 'X';
            toggleSidebarButton.textContent = buttonText;
        });
    });
</script>
```

Javascript tags used:

1.Toggle: A method to switch between the visible and hidden states of an element;
2.QuerySelector: A DOM method to select the first element that matches a specified CSS selector.
3.AddEventListener: A method to bind an event listener to an HTML element, enabling the handling of specific events.

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Conclusion

As we reflect on the journey of developing **SOCIAL MEDIA DASHBOARD**, our team has gained invaluable insights and experiences:

Collaboration and Synergy:
The project emphasized the power of collaboration, with each team member contributing unique strengths to achieve a cohesive and successful outcome.

Problem-Solving Prowess: The team successfully implemented innovative solutions, pushing the boundaries of social media dashboard functionality.

Adaptability and learning: Flexibility in adapting to new technologies and learning on the fly were key strengths of our team.

Individual Contributions: Each team member made significant contributions, leveraging their unique skills and expertise.

Challenges Faced

Technical Hurdles: Overcoming technical challenges underscored our resilience and problem-solving abilities.

Scope Management: Maintaining a balance between project scope and available resources required careful planning and decision-making.

Thank you!

The success of this project is a testament to the dedication, skills, and collaborative spirit of our amazing team. Thank you for your hard work and commitment!

<u>References</u>

The following references were used in the completion of the project:

Information:

*   [W3 Schools](https://www.w3schools.com/): For HTML and CSS tutorials and documentation.

*   MDN Docs

*   [Project Team's Shared Knowledge](Cite Specific Contributions): The collaborative expertise of our project team