



# Fr. Conceicao Rodrigues College of Engineering

Father Agnel Ashram, Bandstand, Bandra –west, Mumbai-50

Department of Computer Engineering

## SOCIAL MEDIA ANALYTICS

### Assignment no 2

**CO3(CSDO8023.3):** Analyze the effectiveness of social Media with respect to seven layers of analytics.

**Analyze** the social media data for the given contexts. Provide stepwise analysis of data based on following points.

1. Data Collection
2. Data Preprocessing
3. Analysis techniques
4. Visualization

**Note:** Specify social media analysis tools required to perform data collection, analysis and visualization.

### Text data analysis:

#### Customer Reviews Analysis

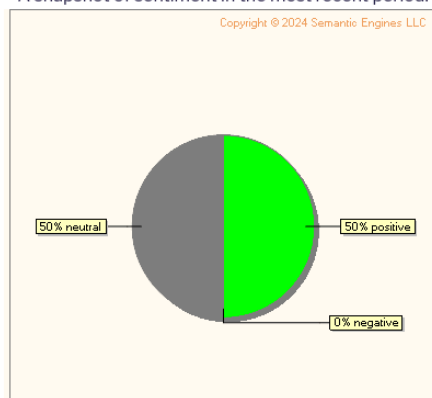
Context: A popular e-commerce platform, XYZmart, wants to improve its product offerings based on customer feedback. Analyze the text data from customer reviews to identify common themes, sentiments, and specific product features that customers appreciate or criticize. Provide insights for product enhancement and customer satisfaction.

FEBRUARY 26, 2024 BY ADMIN

Apple

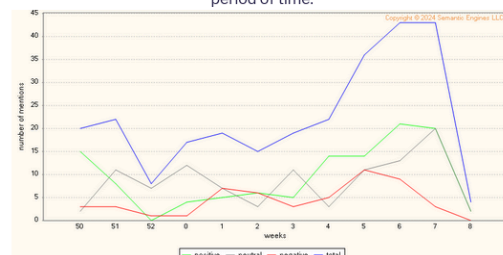
### Weekly Sentiment for: Apple

A snapshot of sentiment in the most recent period.



### Sentiment Trend for: Apple

Trending of positive/negative/neutral and overall mentions over a period of time.





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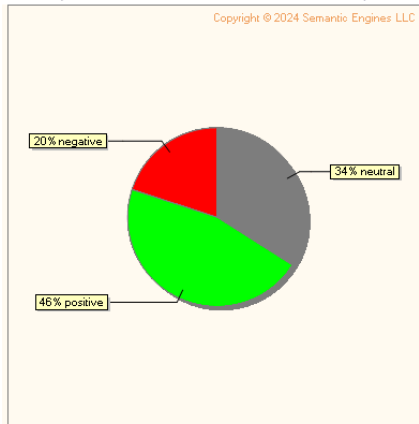
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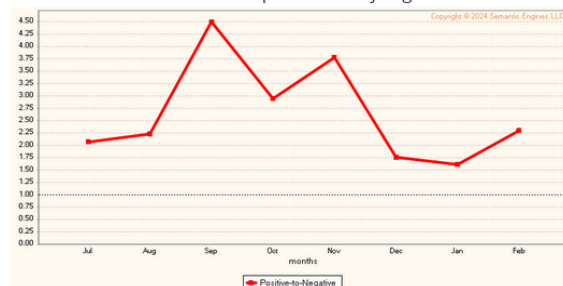
### Monthly (February 2024) Sentiment for: Apple

A snapshot of sentiment in the most recent period.



### Positive-to-Negative Ratio for: Apple

Relation of positive mentions to the negative ones.  
A value below 1.0 indicates predominantly negative sentiment.



### Social Media Sentiment Analysis

Context: A major technology company, TechSolutions, is launching a new product. Analyze social media text data to gauge public sentiment around the product. Identify positive and negative sentiments, key topics of discussion, and potential areas for improvement in the product launch strategy.

### Action Data Analysis:

#### User Engagement Metrics

Context: A fitness app, FitLife, wants to understand user engagement patterns. Analyze action data such as likes, comments, and workout session durations. Identify the most engaging features, peak usage times, and user behaviors that contribute to a positive app experience.

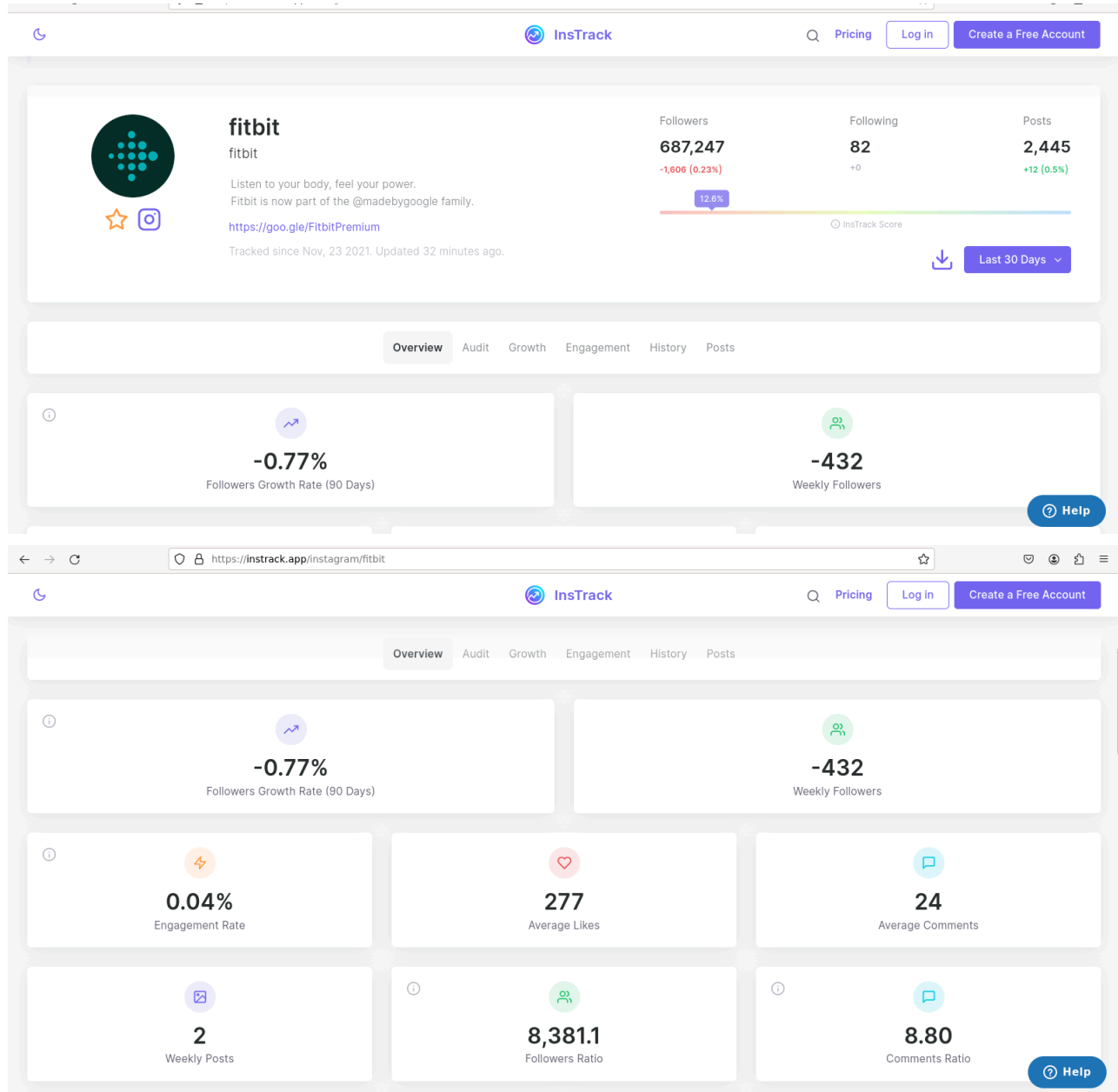


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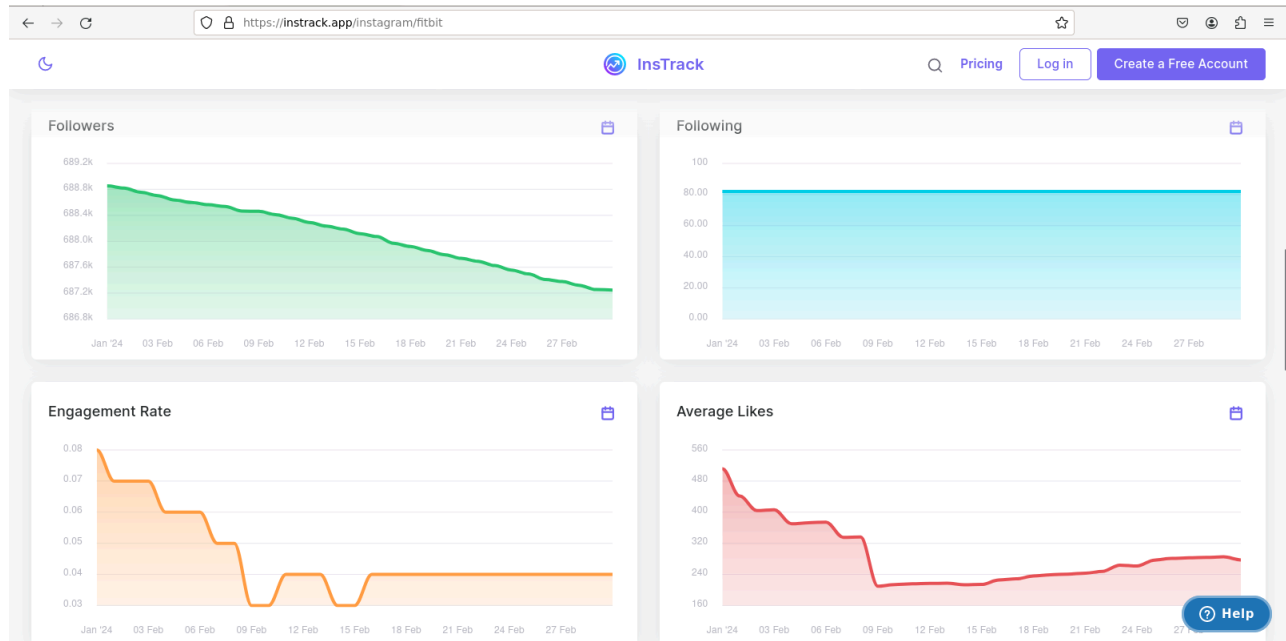


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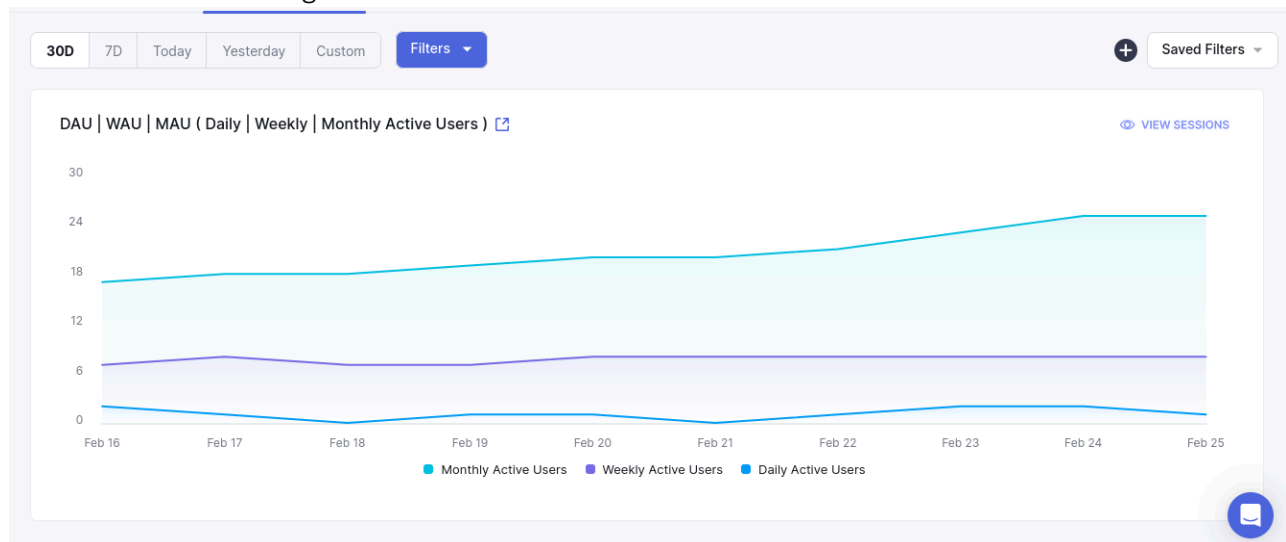
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## SOCIAL MEDIA ANALYTICS



### E-commerce Purchase Behavior

Context: An online fashion retailer, TrendStyle, is interested in optimizing its product recommendations. Analyze user action data related to product views, clicks, and purchases. Provide insights into popular product categories, cross-selling opportunities, and personalized recommendation strategies.





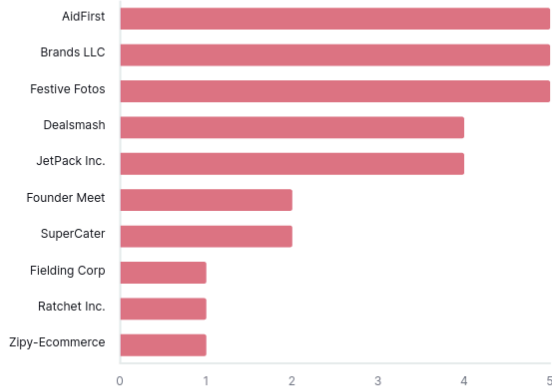
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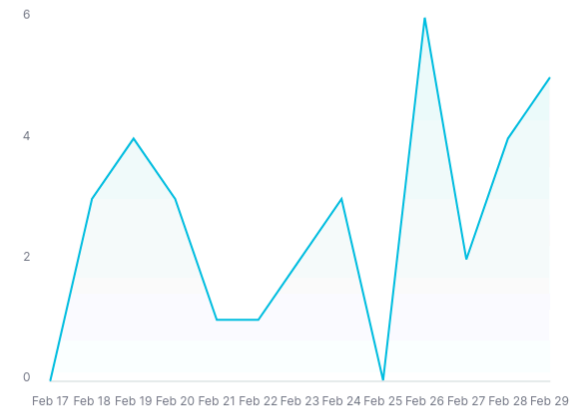
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### SOCIAL MEDIA ANALYTICS

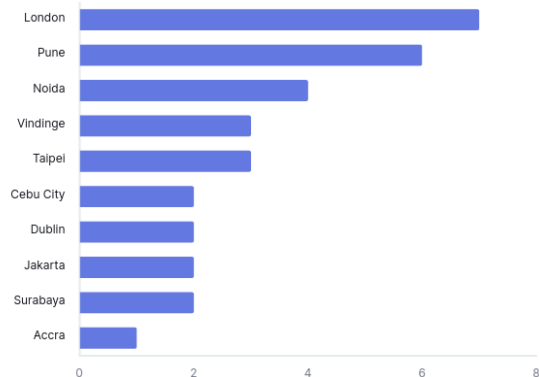
User Sessions By Customers



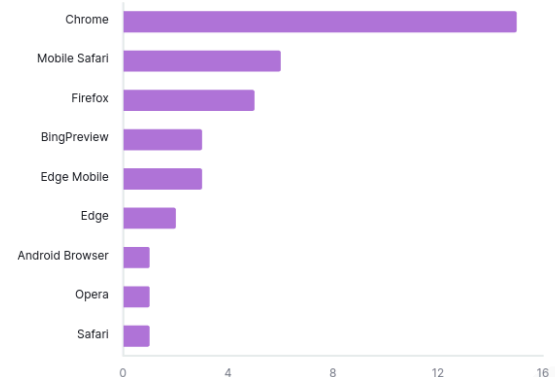
Total User Sessions



User Sessions by Location



User Sessions by Browsers



### Hyperlink Data Analysis:

[www.opensiteexplorer.org](http://www.opensiteexplorer.org)

<https://timesofindia.indiatimes.com/>

### News Article Popularity

Context: A news website, NewsPulse, wants to understand which articles are most popular among its readers. Analyze hyperlink data to identify the most frequently shared and clicked articles. Provide recommendations for content promotion and editorial strategies.



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## SOCIAL MEDIA ANALYTICS

Domain Authority <sup>i</sup>

94

Linking Domains <sup>i</sup>

329.7k

Discovered in the last 60 days 10k

Lost in last 60 days 9.9k

Inbound Links <sup>i</sup>

66.9m

Ranking Keywords <sup>i</sup>

311.6k

### Quick Downloads

All Links

↓ Export CSV

Follow Links

↓ Export CSV

Linking Domains

↓ Export CSV

Follow Linking Domains

↓ Export CSV

Top Pages

↓ Export CSV

### Discovered and lost linking domains <sup>⌵</sup>

Total Discovered

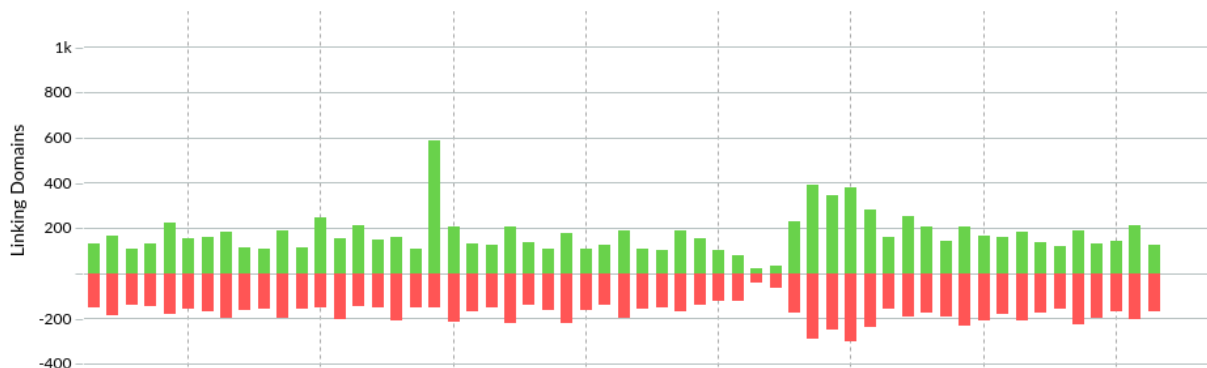
+9,984

Total Lost

-9,896

Net

= +88





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### SOCIAL MEDIA ANALYTICS

#### Marketing Campaign Effectiveness

Context: A travel agency, ExploreWorld, has run multiple marketing campaigns across social media platforms. Analyze hyperlink data to assess the effectiveness of campaign links. Identify the platforms generating the most traffic, user engagement, and conversion rates.

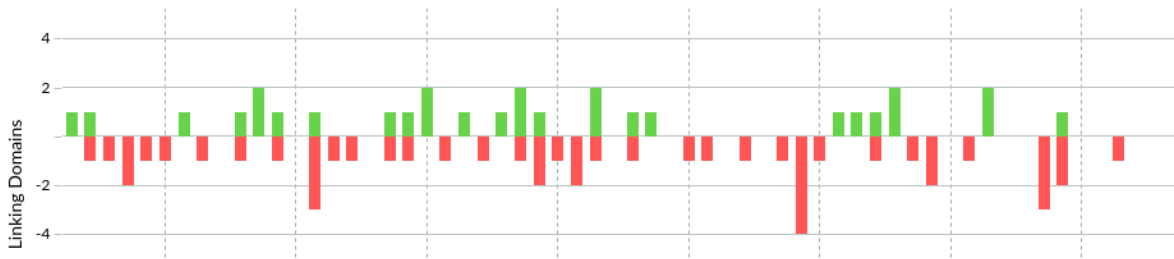


#### Quick Downloads

All Links	Follow Links	Linking Domains	Follow Linking Domains	Top Pages
<a href="#">Export CSV</a>	<a href="#">Export CSV</a>	<a href="#">Export CSV</a>	<a href="#">Export CSV</a>	<a href="#">Export CSV</a> <sup>i</sup>

#### Discovered and lost linking domains [↗](#)

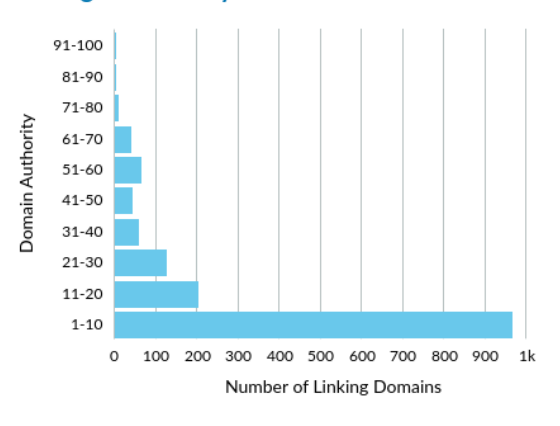
Total Discovered: +29  
Total Lost: -46  
Net: = -17



#### Top anchor text for this site [↗](#)

Anchor Text	Followed External Links
"132708. kesari.in"	2k
"www.kesari.in"	258
"kesari"	91
"kesari.in"	60
"kesari tours"	194

#### Linking Domains by DA [↗](#)





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### Location Data Analysis:

#### Retail Store Performance

Context: A chain of retail stores, SuperMart, wants to optimize its store locations based on foot traffic. Analyze location data from customer mobile devices to identify popular store locations, peak visiting hours, and potential areas for opening new stores.

#### Steps:

1. **Define Business Objectives:**
  - Clearly outline the business goals and objectives you want to achieve through location data analysis. This could include improving customer satisfaction, optimizing logistics, or identifying new market opportunities.
2. **Geocoding and Standardization:**
  - Convert addresses or location descriptions into geographic coordinates through geocoding. Standardize the format of location data to ensure consistency across different datasets.
3. **Spatial Analysis:**
  - Use spatial analysis techniques to uncover patterns, relationships, and trends within the location data. This may involve clustering, heat mapping, or identifying spatial outliers.
4. **Demographic Analysis:**
  - Combine location data with demographic information to gain insights into the characteristics of the population in specific areas. This can help in targeting marketing efforts or tailoring products/services to local preferences.
5. **Competitor Analysis:**
  - Analyze the location data of competitors to identify areas of competition, market saturation, and potential gaps in the market. This information can inform strategic decision-making.
6. **Predictive Modeling:**
  - Use predictive modeling techniques to forecast future trends based on historical location data. This can help in proactive decision-making and planning.
7. **Visualization:**
  - Create visual representations of the location data using maps, charts, and graphs. Visualization tools can help stakeholders understand complex patterns and trends more easily.
8. **Identify Opportunities and Challenges:**
  - Evaluate the results of your analysis to identify business opportunities and challenges. This could involve opening new locations, adjusting pricing strategies, or optimizing supply chain routes.

#### Event Attendance Analysis

Context: An event management company, EventGuru, is interested in understanding attendee movement patterns. Analyze location data from mobile apps during an event to identify popular areas, dwell times, and the overall flow of attendees. Provide insights for optimizing future event layouts.





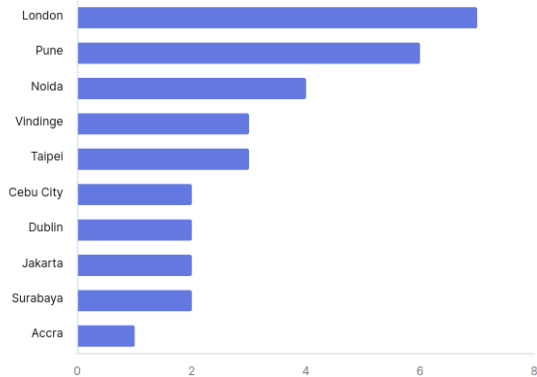
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User Sessions by Location [🔗](#)



User Sessions by Browsers [🔗](#)

