Artificial Intelligence and Data Science Department

SMA/Even Sem 2023-24/Experiment 1A

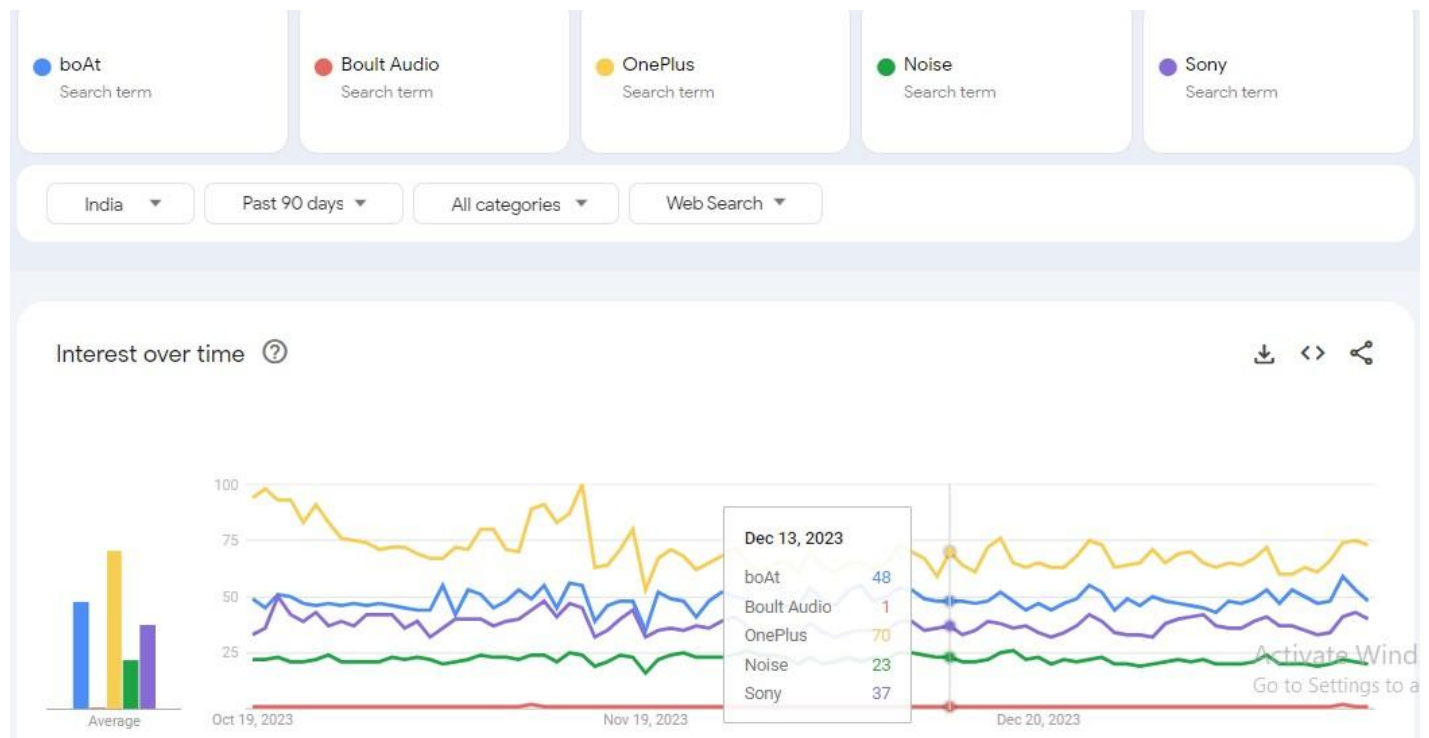**Name:** Ashish Gupta.   **Roll No:** 16   **Class:** D16AD

Aim: To Study the google trends for the chosen problem statement in social media analytics and compare its Presence / Rankings in various social media platforms.

Brands:
1. boAt
2. Boult Audio
3. OnePlus
4. Noise
5. Sony

Trend:

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Compared breakdown by subregion

Subregion ▼

● boAt ● Boult Audio ● OnePlus ● Noise ● Sony

Sort: Interest for boAt ▼

Andaman and Nicobar Islands

boAt	47%
Boult Audio	0%
OnePlus	24%
Noise	5%
Sony	24%

Percentages calculated out of searches for all 5 terms in Andaman and Nicobar Islands
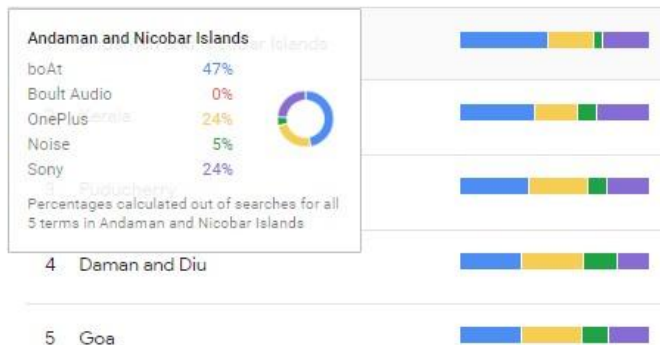
4 Daman and Diu

5 Goa

Table of comparative study:

Region	boAt: (10/19/23 - 1/19/24)	Boult Audio: (10/19/23 - 1/19/24)	OnePlus: (10/19/23 - 1/19/24)	Noise: (10/19/23 - 1/19/24)	Sony: (10/19/23 - 1/19/24)
Manipur	14%		55%	11%	20%
Andaman and Nicobar Islands	46%		26%	6%	22%
Gujarat	25%	<1%	47%	11%	17%
Chhattisgarh	19%	<1%	54%	10%	17%
Jammu and Kashmir	20%	<1%	53%	12%	15%
Dadra and Nagar Haveli	25%		44%	13%	18%
Maharashtra	27%	<1%	41%	13%	19%
Puducherry	37%	<1%	30%	11%	22%
Karnataka	25%	<1%	42%	11%	22%
Delhi	27%	<1%	40%	13%	20%
Haryana	25%	<1%	43%	13%	19%
Rajasthan	23%	<1%	50%	11%	16%
Madhya Pradesh	22%	<1%	48%	13%	17%
Telangana	23%	<1%	43%	11%	23%
Daman and Diu	35%		32%	15%	18%
Uttarakhand	25%	<1%	42%	13%	20%
Uttar Pradesh	28%	<1%	43%	13%	16%
Tamil Nadu	29%	<1%	35%	10%	26%
Jharkhand	31%	<1%	40%	11%	18%
Mizoram	14%		46%	10%	30%
Sikkim	21%		43%	17%	19%
Andhra Pradesh	23%	<1%	42%	11%	24%
Odisha	28%	<1%	38%	12%	22%
Arunachal Pradesh	21%		42%	14%	23%
Chandigarh	26%	1%	37%	13%	23%
Kerala	41%	<1%	23%	10%	26%
Bihar	29%	<1%	42%	12%	17%
Nagaland	25%		41%	15%	19%
Goa	33%	<1%	32%	14%	21%
Punjab	28%	<1%	35%	13%	24%
Assam	27%	<1%	40%	13%	20%
West Bengal	34%	<1%	32%	11%	23%
Himachal Pradesh	26%	<1%	37%	13%	24%
Meghalaya	25%		38%	12%	25%
Tripura	26%	<1%	35%	15%	24%
Lakshadweep					

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Rankings or Presence Score on Social Media:

Presence Score for BoAt.	Presence Score for Sony.	Presence Score for Noise.	Presence Score for OnePlus.	Presence Score for Boult Audio.
78	74	73	68	16
Your Presence Score is higher than 88% of brands	Your Presence Score is higher than 86% of brands	Your Presence Score is higher than 86% of brands	Your Presence Score is higher than 83% of brands	Your Presence Score is higher than 50% of brands

Google Trends VS Brand24

Factors	Google Trend	Brands 24
Usage	Completely Free To Use	Partially Free. Some Features Are Paid
Accessibility	Easily Accessible	Needs A Business Account to Access
Analysis	Overview	Detailed
Brand Popularity Score	NA	Yes
Understanding -Complexity	Low	High
Features	More	Less
Generate Detailed Report	No	Yes