



## Artificial Intelligence and Data Science Department

### SMA/Even Sem 2023-24/Experiment 1A

**Name:** Shreyas Sanjay Satre.

**Roll No:** 69

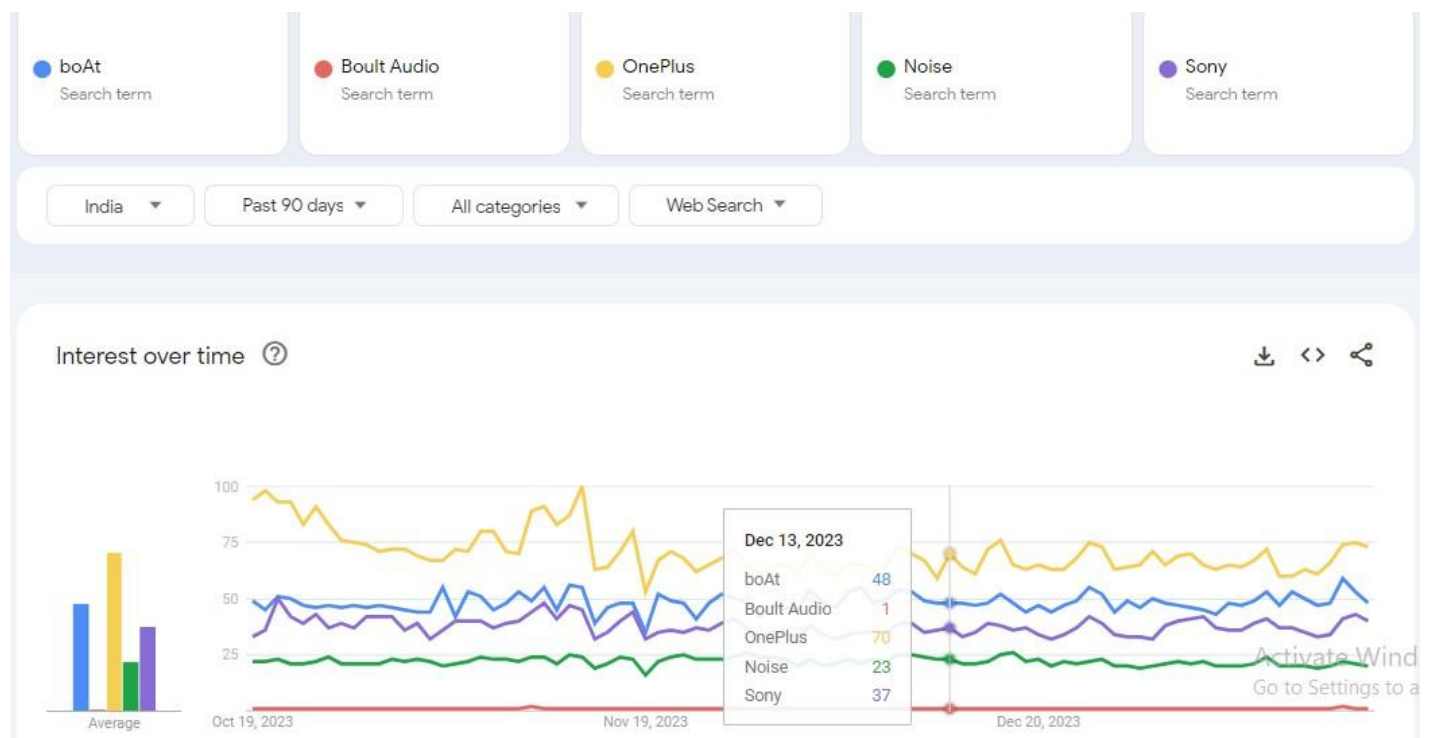
**Class:** D16AD

**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. Boulton Audio
3. OnePlus
4. Noise
5. Sony

### Trend:





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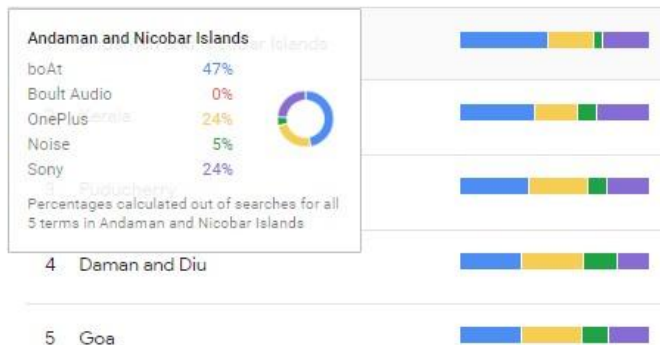
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Compared breakdown by subregion

Subregion   

boAt Boulton Audio OnePlus Noise Sony

Sort: Interest for boAt



### Table of comparative study:

Region	boAt: (10/19/23 - 1/19/24)	Boulton 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:



### 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