



Vivekanand Education Society's Institute of Technology

Approved by AICTE & Affiliated to University of Mumbai

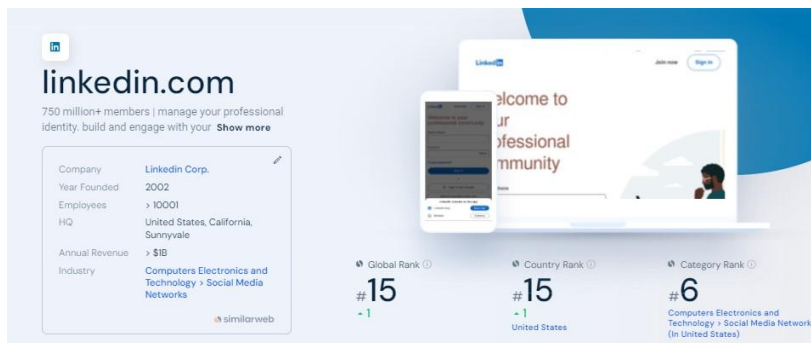
Artificial Intelligence and Data Science Department

SMA/Even Sem 2023-24/Experiment 9

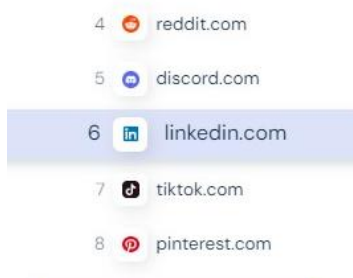
Aim: To Analyze competitor activities using social media data.

Brand:
Linked In

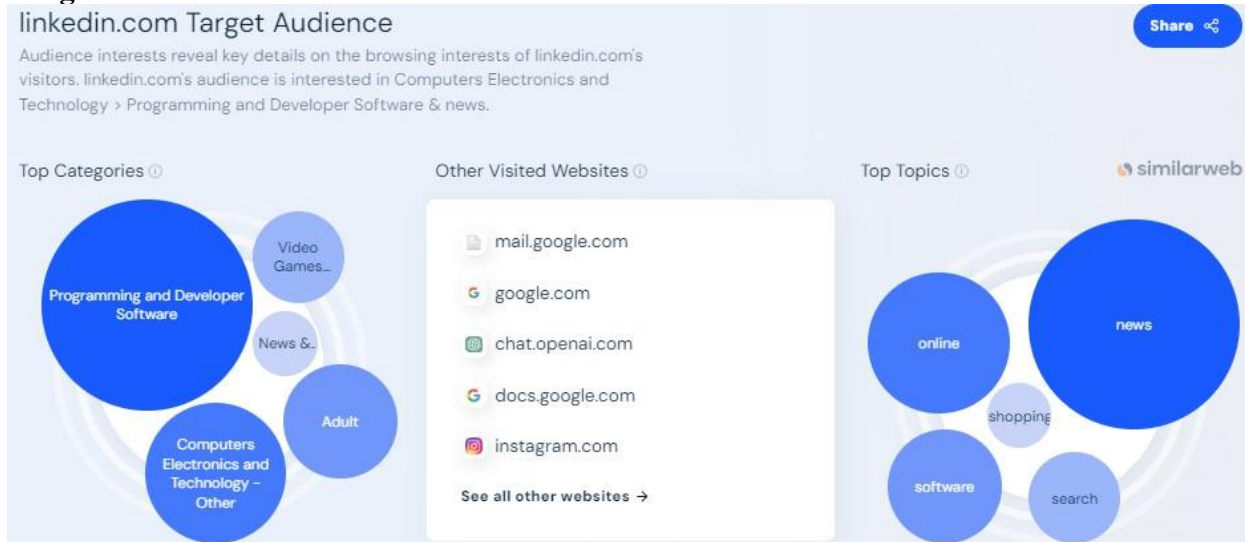
Ranking:



Competitors:



Target Audience:

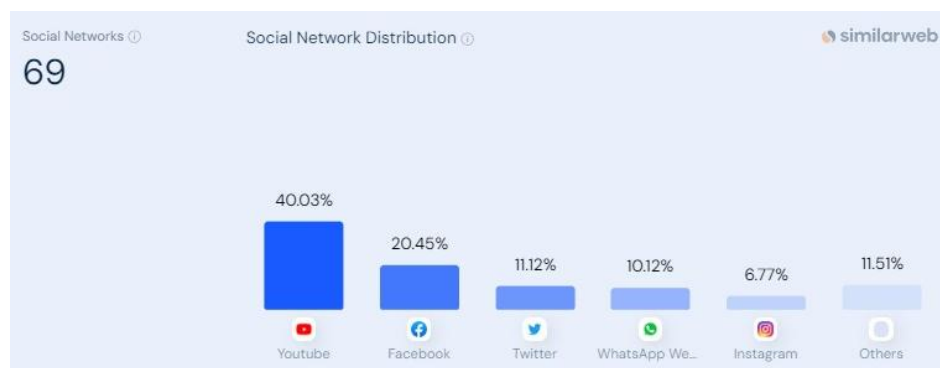




Competitor Analysis:

Site	Affinity	Monthly visits	Category	Category rank
facebook.com	100%	15.3B	Computers Electronics and Technology > Social Media Networks	#1
twitter.com	99%	5.8B	Computers Electronics and Technology > Social Media Networks	#3
instagram.com	84%	6.6B	Computers Electronics and Technology > Social Media Networks	#2
tiktok.com	71%	2.1B	Computers Electronics and Technology > Social Media Networks	#4
reddit.com	70%	2B	Computers Electronics and Technology > Social Media Networks	#6
t.co	68%	1.8B	Computers Electronics and Technology > Social Media Networks	--
pinterest.com	64%	1.2B	Computers Electronics and Technology > Social Media Networks	#9
discord.com	62%	1B	Computers Electronics and Technology > Social Media Networks	#10
meetup.com	58%	16.4M	Computers Electronics and Technology > Social Media Networks	#66
messenger.com	58%	313.7M	Computers Electronics and Technology > Social Media Networks	#14

Top contributing social networks to LinkedIn traffic:



LinkedIn traffic distribution:

