



# Basic Details of the Team and Problem Statement



PS Code: **304**

Problem Statement Title: **Social Media Analytics Dashboard**

Team Name: **Trendlytic**

Team Leader Name: **Sobiya Vhora**

Institute Name: **Birla Vishvakarma Mahavidyalaya (BVM)**

Category Number and Name: **Category-3 - Emerging Technology**



## Idea & Solution :

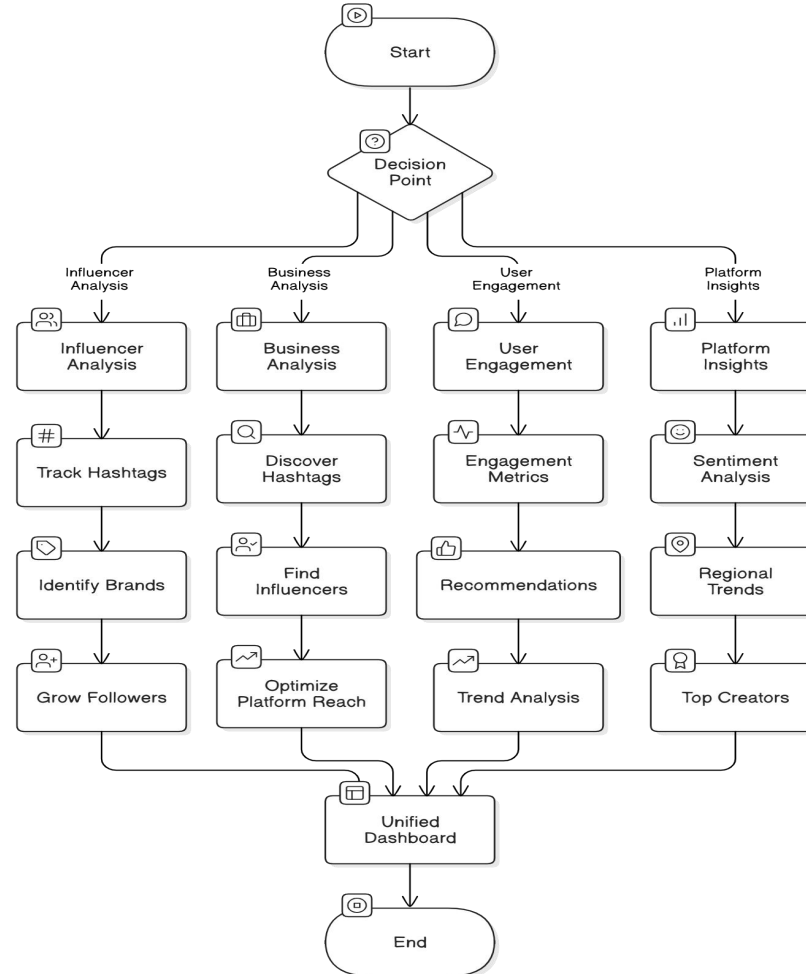
In a digital landscape overflowing with content and voices, users often feel lost in a sea of information with no clear path to meaningful engagement, while businesses struggle to connect with audiences amidst the noise. Influencers grapple with finding the right partnerships and insights to elevate their presence, leaving brands and users with unmet expectations.

### Our Solution:

- Revolutionary Application
- Analyzes platform metrics for informed decision-making.
- Facilitates impactful collaborations between influencers and brands.
- Provides tailored content recommendations to users.

### Innovative Features:

- Age-wise content segregation for a safer browsing experience.
- Trending hashtag tracking for better visibility and engagement.

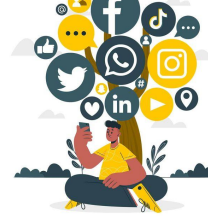
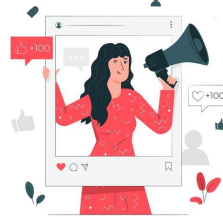
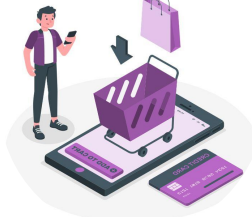


## Technology Stack :

- **Python:** Process and analyze data efficiently for actionable insights.
- **Power BI:** Visualize data with dynamic dashboards and interactive reports.
- **Bootstrap:** Build elegant and web-friendly designs quickly.
- **HTML & CSS:** Create a seamless and responsive user interface.
- **JavaScript:** Add interactivity and enhance user experience across the platform.



## Use Cases :



Use  
Cases



Track product reach, hype, and ad performance for smarter marketing.

Analyze user demographics, trending topics, and platform performance in real-time.

Optimize engagement and stay ahead with data-driven strategies for growth.

Unlock insights on top platforms, hashtags, and influencers to boost visibility.

Discover new opportunities with competitive insights and performance comparisons.

## Dependencies/Show Stopper :

### Data Quality:

- Keep data clean and accurate through systematic checks and automated processes to ensure reliable analytics.

### Performance Stability:

- Prevent dashboard crashes by loading information smoothly, handling errors properly, and monitoring server health regularly.

### Data Access:

- Improve access to data by storing frequently used information temporarily and retrying connections when needed while managing API keys carefully.

### Safe Surfing:

- Age-wise content segregation for a family-friendly browsing experience.

### Trend Insights:

- Track trending hashtags in and stay ahead of the curve.

### Business Boost:

- Unlock growth through targeted hashtag tracking and refined marketing strategies.



## Team Member Details

Team Leader Name: Sobiya Vhora

Branch : B.tech

Stream : Information Technology

Year : III

Team Member 1 Name:Sobiya Vhora

Branch : B.tech

Stream : Information Technology

Year : III

Team Member 2 Name: Lavisha Desai

Branch : B.tech

Stream : Information Technology

Year : III

Team Member 3 Name: Aashka Shah

Branch : B.tech

Stream : Information Technology

Year : II

Team Member 4 Name: Bandhiya Hardik

Branch : B.tech

Stream : Computer Engineering

Year : II

Team Mentor 1 Name: Dr. Zankhana H. Shah

Category : Academic

Expertise : AI/ML, Image Processing

Domain Experience : 22 Years