

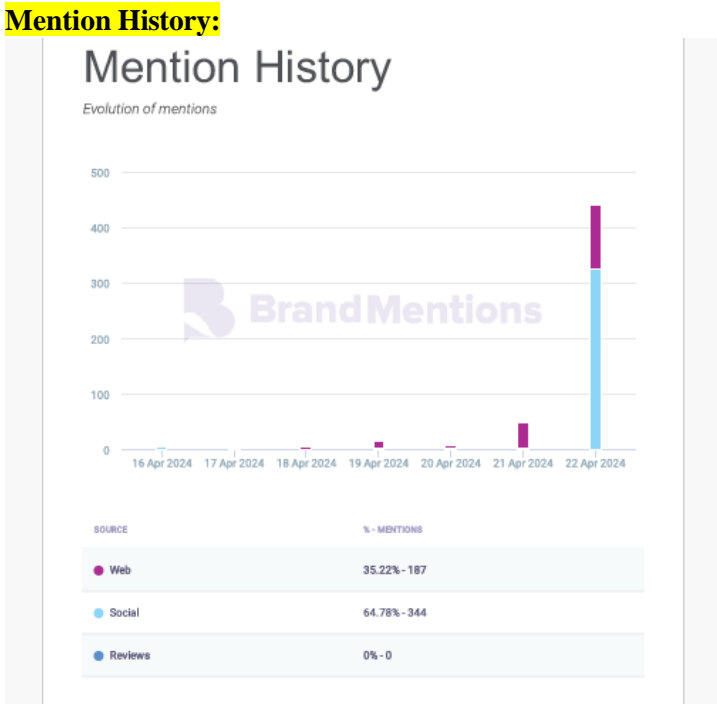
### Experiment No: 10

Name: Alston Fernandes

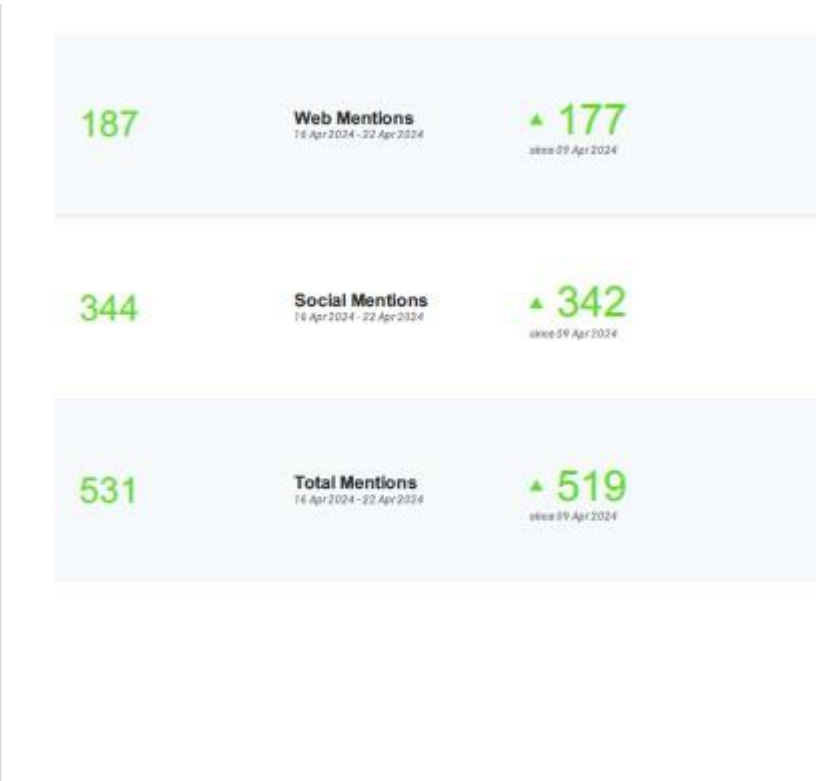
Roll No.: 19

Batch: A

Performance Date :28/03/24

<b>Topic:</b>	Explore and Study anyone Social Media Analytical tool and apply on anyone case study to perform social media text analytics for improving existing product/ service etc.								
<b>Prerequisite:</b>	Knowledge of Social Media visualization tools								
<b>Mapping With COs:</b>	CSDL8023.5								
<b>Objectives:</b>	Utilize a social media analytical tool to perform text analytics on user- generated content to gain insights into customer sentiment, preferences, and feedback regarding a streaming service. These insights will inform product improvements and enhance the overall customer experience.								
<b>Outcomes:</b>	The outcome of exploring and applying a social media analytical tool to perform text analytics for improving an existing product or service would involve gaining deeper insights into customer sentiment, preferences, and feedback								
<b>Instructions:</b>	This experiment is a compulsory experiment. All the students are required to perform this experiment individually.								
<b>Deliverables:</b>	<p><b>Netflix :</b></p> <p><b>Mention History:</b></p>  <table><thead><tr><th>SOURCE</th><th>% - MENTIONS</th></tr></thead><tbody><tr><td>Web</td><td>35.22% - 187</td></tr><tr><td>Social</td><td>64.78% - 344</td></tr><tr><td>Reviews</td><td>0% - 0</td></tr></tbody></table>	SOURCE	% - MENTIONS	Web	35.22% - 187	Social	64.78% - 344	Reviews	0% - 0
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Mentions Counts:

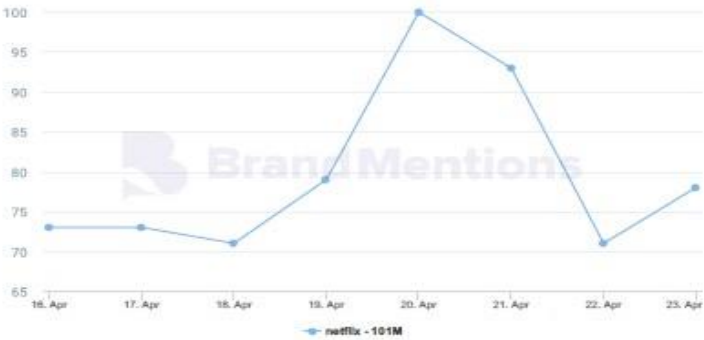


Top Domains:

	DOMAIN	MENTIONS
1	instagram.com	322
2	youtube.com	21
3	rootsafrikko.com	5
4	nytech.media	4
5	dailypolitical.com	4
6	forbes.com	4
7	best-of-netflix.com	4
8	baseballnewssource.com	3
9	transcriptdaily.com	3
10	fandom.com	3

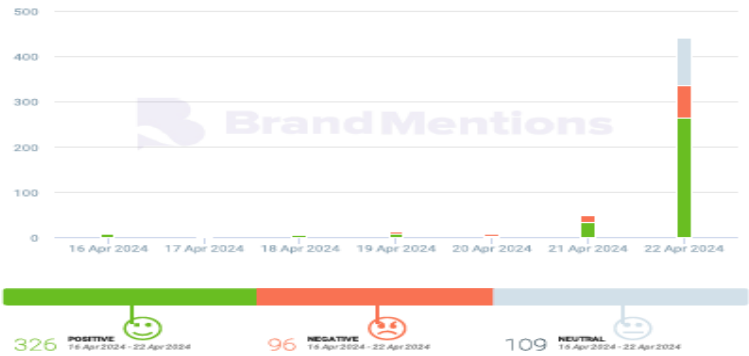
	HASHTAG	MENTIONS
1	youtube	31
2	tiktok	27
3	convergence	25
4	meta	25
5	architecture	25
6	microsoft	25
7	ai	25
8	metacognition	25
9	church	25
10	space	25
11	fortnite	25
12	olympics	25
13	bostondynamics	25
14	tumblr	25

Related Hashtags:

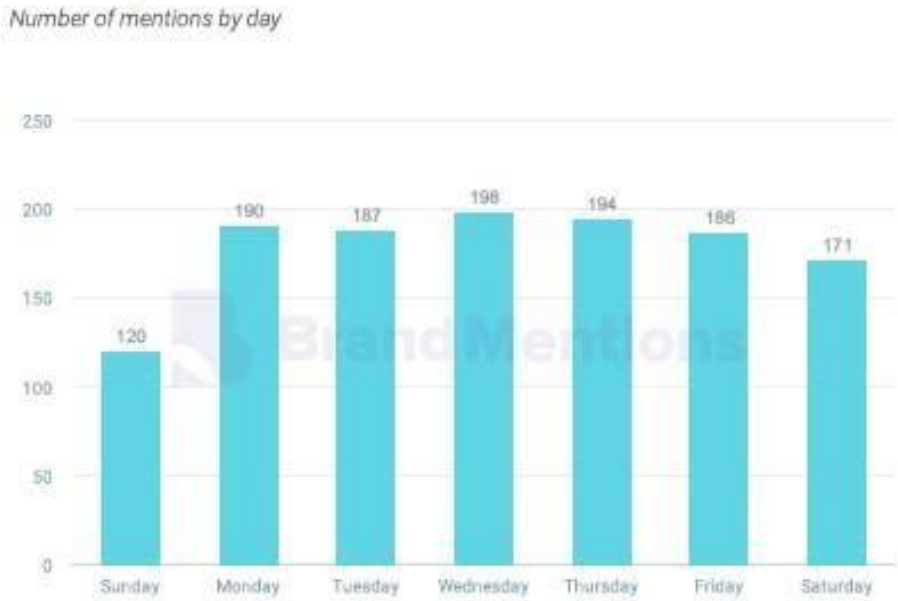


Sentiment Analysis:

The overall sentiment tone of the mentions



Daily Stats:



Countries :



	<div>Sources:</div> <div><div>Mention sources</div><table><thead><tr><th>SOURCE</th><th>% - MENTIONS</th></tr></thead><tbody><tr><td>Instagram</td><td>60.64% - 322</td></tr><tr><td>Site</td><td>24.48% - 130</td></tr><tr><td>News</td><td>10.73% - 57</td></tr><tr><td>Youtube</td><td>3.95% - 21</td></tr><tr><td>LinkedIn</td><td>0.19% - 1</td></tr></tbody></table></div>	SOURCE	% - MENTIONS	Instagram	60.64% - 322	Site	24.48% - 130	News	10.73% - 57	Youtube	3.95% - 21	LinkedIn	0.19% - 1
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Conclusion:	In conclusion, leveraging a social media analytical tool for text analytics offers valuable insights into customer sentiment and preferences, enabling businesses to make informed decisions. By identifying key themes and trends from user-generated content, actionable recommendations for product/service enhancements can be generated.												
References:	<a href="https://app.brandmentions.com/">https://app.brandmentions.com/</a>												

**Don Bosco Institute of Technology Department of  
Computer Engineering**

Assessment Rubric for Experiment No. 10

**Title of Experiment:** Develop a dashboard and reporting tool based on real time social media data **Year and Semester:** 4th Year and VIII<sup>th</sup> Semester

Sr. No.	Criteria	1 Marks	2 Marks	3 Marks	4 Marks	5 Marks
1	Productivity	Not Satisfactory	Satisfactory	Good	Very Good	Excellent
2	Performance (Implementation)	Not Satisfactory	Satisfactory	Good	Very Good	Excellent
3	Viva	Satisfactory	Good	Very Good		
4	Submission on Time	Submitted after the given deadline	Submitted before the given deadline			