

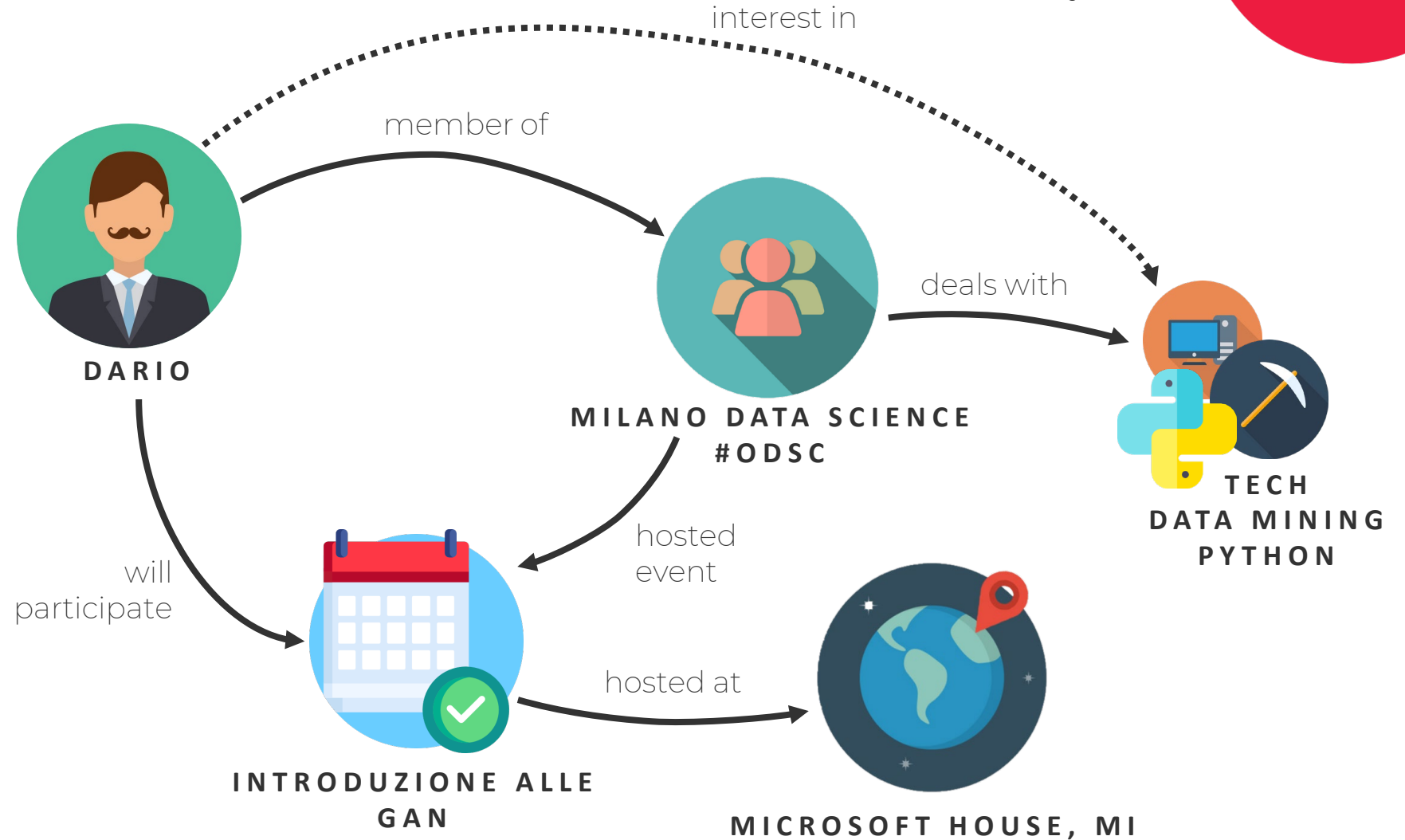


# social network analysis

Dario Bertazioli  
Fabrizio D'Intinosante  
Massimiliano Perletti

# introduction

available in **186**  
countries  
**40 millions** users  
**320k** active groups  
**12k** daily events



# goals



quantitative  
measures



temporal  
distribution of the  
events



event  
area of influence



recommender  
system efficiency  
analysis

# covered points

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from Big Data V(s)



**volume**  
more than 2  
GB database

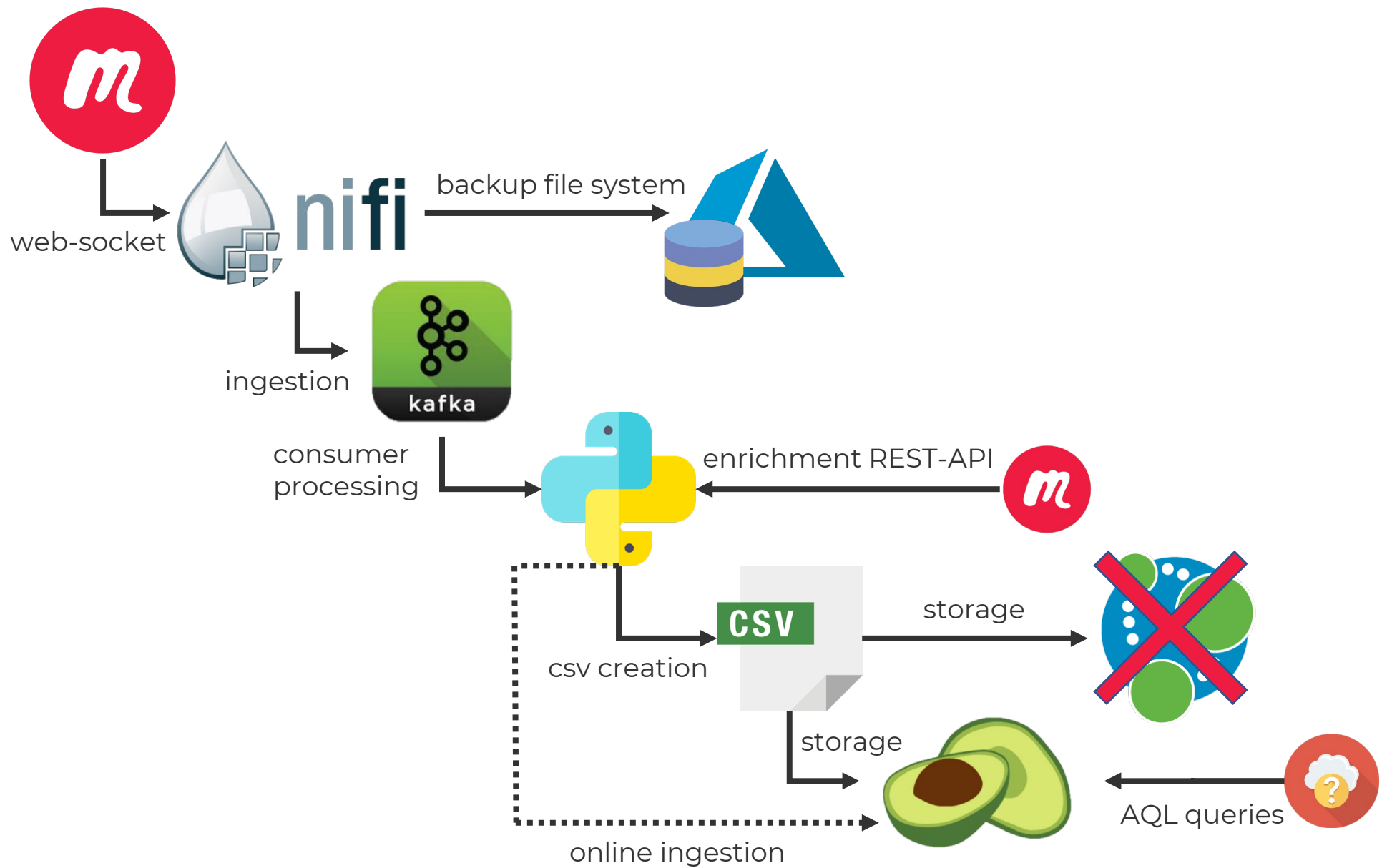
**velocity**  
streaming data  
acquisition





**architecture**

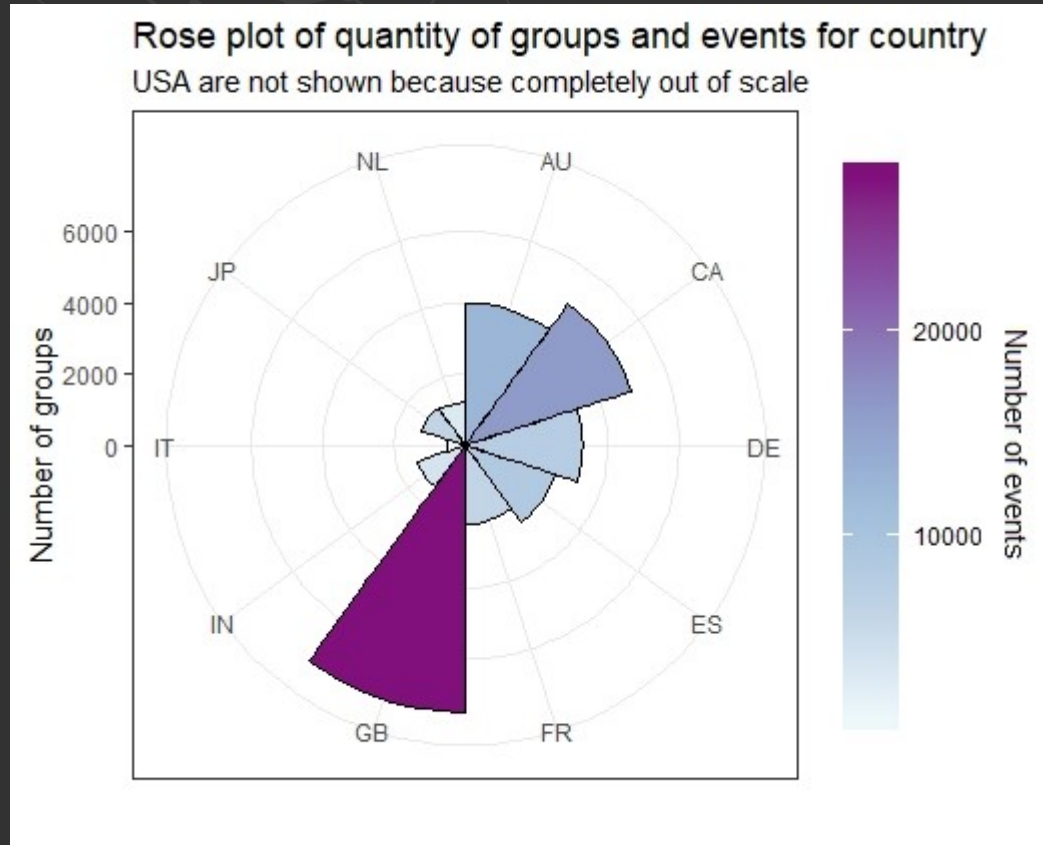




**results**



## quantitative measures



quantity of events by Country

quantity of groups by Country

maximum number of participants by Country

average number of guests for each participant

trend topic among users

trend topic for groups

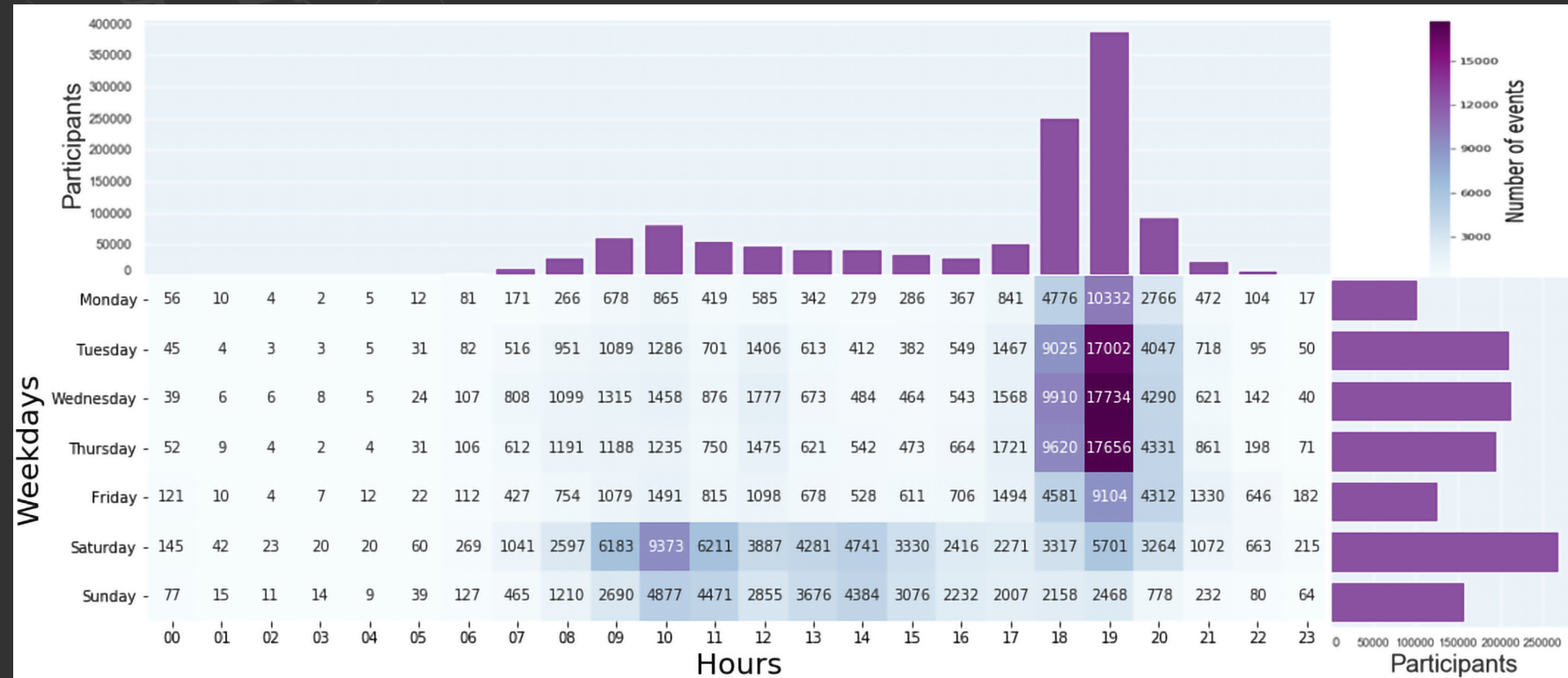


# temporal distribution of the events

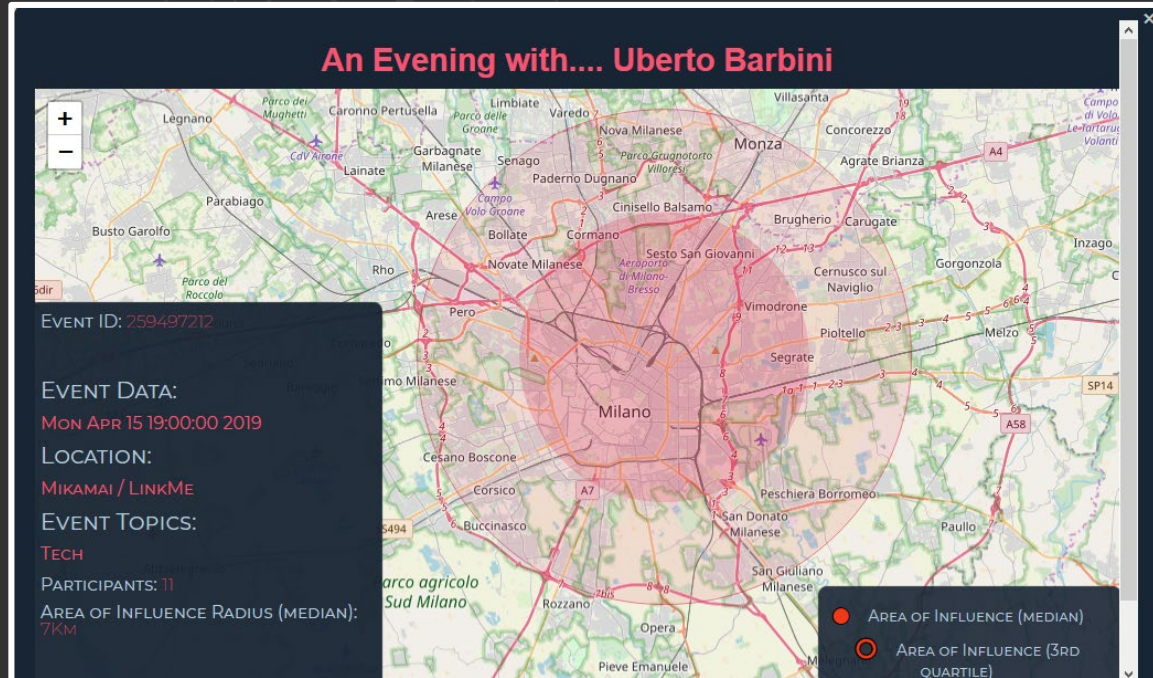
❖ best moment for a meetup

- in a day
- during the week

❖ worldwide vs locally

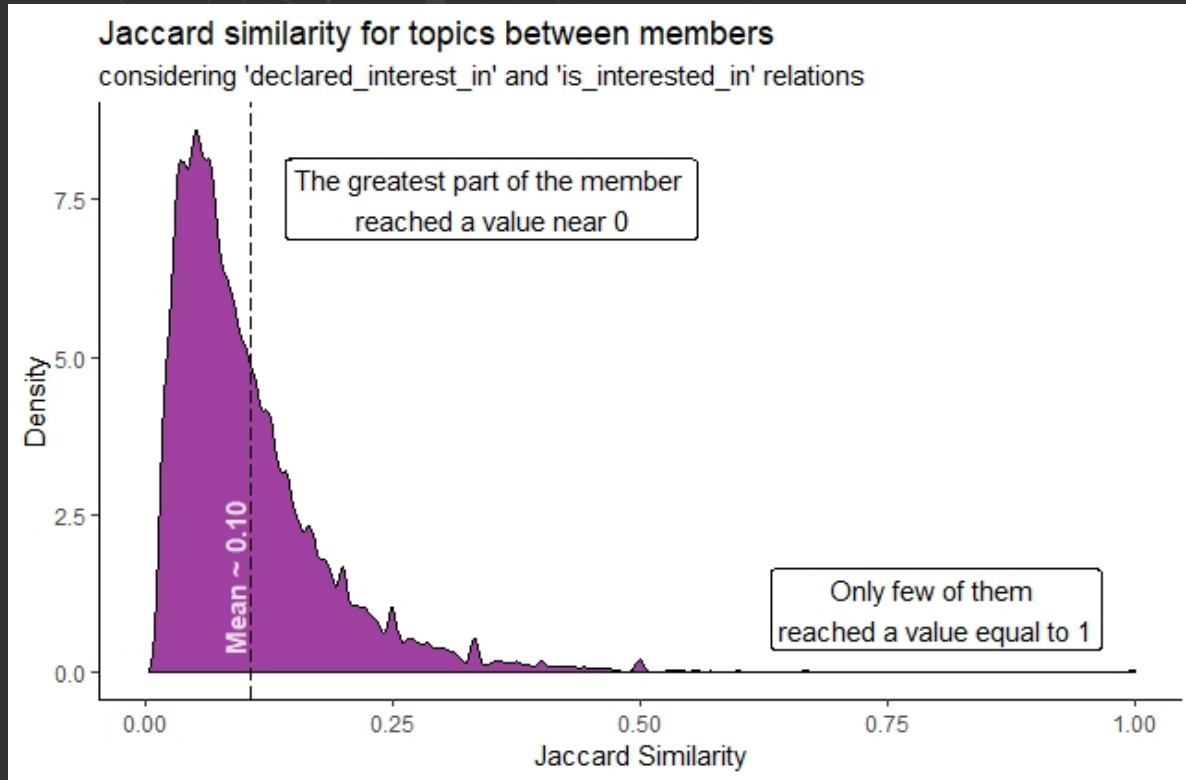


## area of influence (event)



an interactive map that  
displays useful informations  
about events, including a  
measure of the area of  
influence radius for each event

## recommender system analysis



evaluate the recommender system  
efficiency investigating similarity between  
the group topics and those topics the user  
is interested in

it is more like an idea!

# challenges







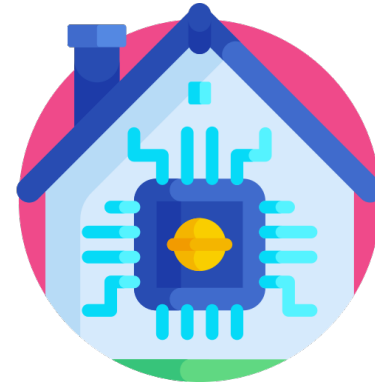
**conclusions**

A complex, light gray molecular structure graphic is positioned in the top right corner of the slide. It features a network of interconnected nodes and lines, forming a web-like pattern that resembles a chemical or biological structure.

# KEY POINTS



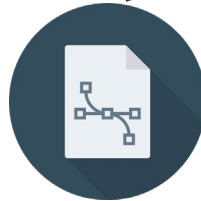
answered  
research questions  
successfully



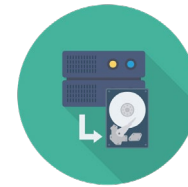
software structure  
benefits from these features



improvement of  
personal skills



scalability



fault tolerance



consistency

**THANK YOU**

