

SOCIAL MEDIA

Introduction:-

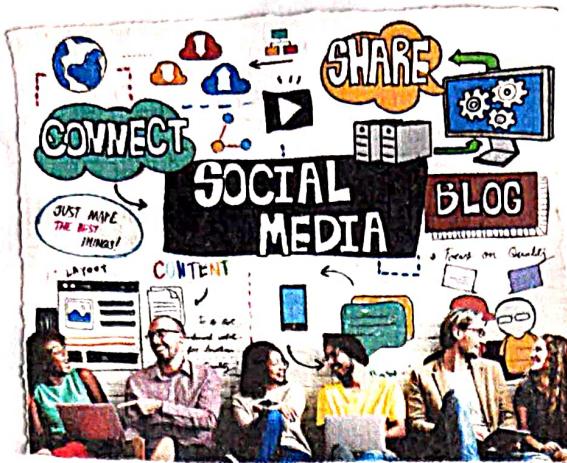
Overview:-

During our short-term internship with Smart Bridge we've delved into the world of data analytics with a primary focus on solar & Social media. Our Data analyst is a dynamic social media initiative. In a world where connection and communication are paramount, we present Connect Hub - the ultimate social media platform designed to bring people together, foster meaningful relationships, and amplify your digital presence. Our mission is to provide a unique and engaging space where you can connect with friends, family, and the world at large. We'll provide an overview of the importance of data visualization in conveying insights and our objective to create informative visualizations including dashboards, stories and reports.



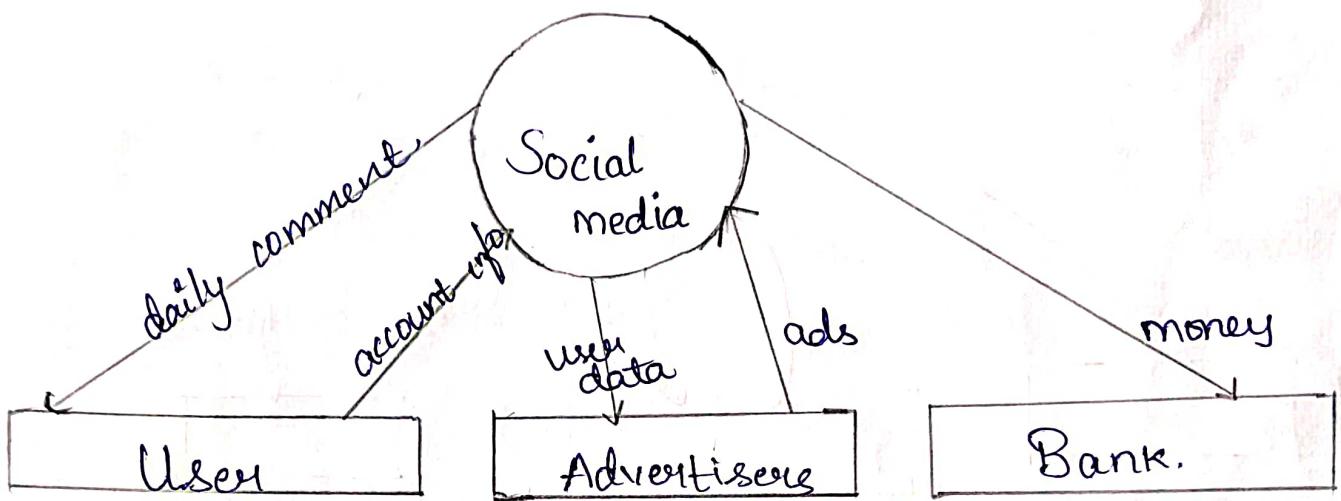
LITERATURE SURVEY

Introduction:-



Social media is a tool that is becoming quite popular these days because of its user friendly features. Social media platforms like Facebook, Instagram, Twitter and more are giving people a chance with each other across distances. In other words, the whole world is at our fingertips all thanks to social media. The youth of social media is especially one of the most dominant users. All this makes you wonder that something so powerful and with such a massive reach cannot be all good. like how there are always two sides to a coin, the same goes for social media. subsequently, different people have different options on the debatable topic. so in this essay on social media, we will see the advantages and disadvantages of social media.

BLOCK DIAGRAM



* This system context diagram visualizes a Social Media platform and its external components: user, Advertisers, and the Bank. The interaction of the social media platform and user is easy: The platform sends the user a feed of daily comments from others. users give some information about themselves, such as username, password, and date of birth. Advertisers' entities represent those who place ads on the platform. The social media platform shares user data for targeted ads. The social media platform earns money for advertisers, sending revenue to the Bank.

HARDWARE AND SOFTWARE DESIGNING

- * Instagram and Facebook two of the most popular Social media platforms.

Facebook:

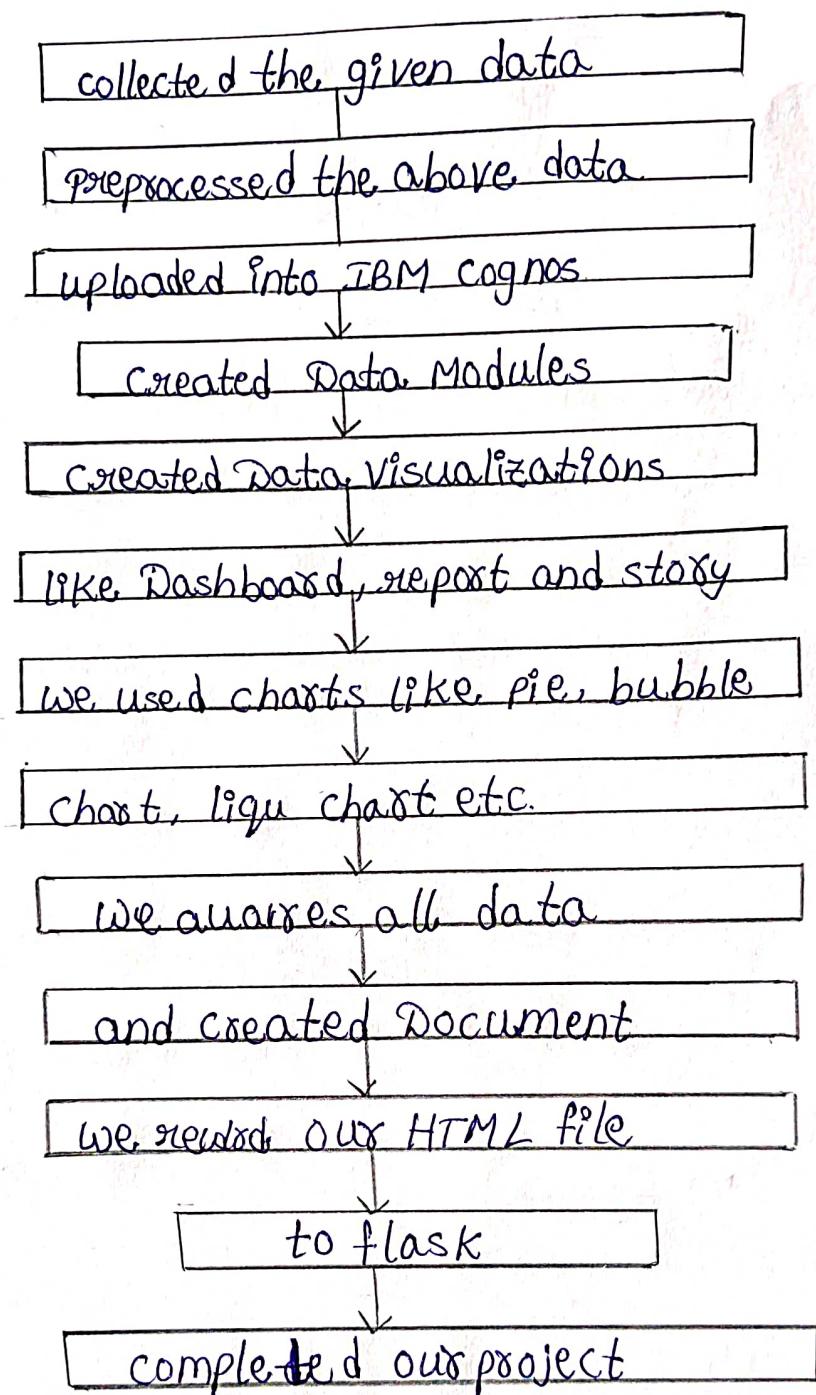
- * Facebook was founded by Mark Zuckerberg, along with his college roommates, in February 2004. Originally, it was created as a social networking platform exclusively for Harvard university students.
- * It expanded to other universities and eventually to the public in 2006.
- * Facebook's growth has been remarkable, and it went public in 2012.

Features:-

- * Users create profiles, connect with friends, and share updates, photos, videos, and links.
- * It introduced "like" button and a news feed, changing the way users interacted with content.
- * Facebook has integrated various features, including, and it acquired Instagram and WhatsApp.



Flowchart



ADVANTAGES AND DISADVANTAGES

* Social media has transformed the way we connect, communicate, and share information in the digital age. It has become an integral part of our daily lives, impacting individuals, businesses, and society as a whole. This project aims to explore the world of social media, delving into its advantages and disadvantages, and examining its profound effects on our modern world.

Advantages:

1. Increased user Engagement:

A well-designed social media solution can boost user engagement through features like likes, comments and shares.

2. Brand Awareness:

It can help in building and promoting your brand, reaching a larger audience, and improving visibility.

3. Data Insights:-

Social media platforms offer valuable data on user behaviour and preferences, aiding in decision making.

4. Communication:-

Facilitates real-time communication with your audience, enhancing customer support and feedback.

5. Marketing opportunities:-

Allows targeted advertising and sponsored content to reach a specific audience.

6. Connectivity:-

Social media platforms enable people to connect with friends, family, and colleagues across the globe. It facilitates communication and helps bridge geographical gaps.

Disadvantages:-

1. Privacy concerns:

Users may have concerns about data privacy and security on social media platforms.

2. Maintenance:

Running a social media platform requires the continuous updates, monitoring, and moderation.

3. Content Moderation:

Managing inappropriate content can be challenging and time-consuming.

4. Algorithm changes:

Changes in social media algorithms can affect the visibility of your content.

5. competition:

The saturated social media landscape makes it hard to stand out.

→ To evaluate your specific solution, consider its alignment with your project goals, target audience, and the resources needed for implementation and maintenance.

Future Scope :-

The future scope in social media project is promising. Here are a few potential areas to explore:

1. Niche communities:

Create platforms catering to specific interests or demographics. Niche social networks can gain popularity as people seek more specialized online communities.

2. Privacy and Data Security:

Emphasize user data protection and privacy. With increasing concerns about data security, projects that prioritize this aspect will be well-received.

3. AI and Personalization:

Implement AI and for better content curation and personalization. Tailoring content to individual preferences can enhance user engagement.

4. E-commerce Integration:

Combine social media with e-commerce, allowing users to shop directly from the platform. This is called E-commerce Integration.

5. Virtual Reality (VR) and Augmented Reality (AR):

Explore how these technologies can enhance social interactions and user experiences.

6. Mental Health and well-being:-

Develop features that promote healthy social media usage and well-being. Features like digital detox reminders (or) mental health resources are increasingly important.

7. Content Moderation:-

Improve content moderation tools and algorithms to maintain a safe and respectful online environment.

8. Global Expansion:-

Consider targeting international markets and language support for broader user reach.

9. Block chain and Cryptocurrency:-

Explore blockchain technology for secure identity verification and potentially integrate cryptocurrencies for transactions within the platform.

10. Sustainability:-

Address the environmental impact of data centers and server farms to make your project more sustainable.

Advantages of Dashboard :-

- * Saving BI time
- * Empowering end users.
- * Improved efficiency enabled by BI software.
- * Bringing data together
- * Focusing on KPI's
- * Improving the decision making process
- * Telling Trends.

Disadvantages of Dashboard :-

Faciling to

- * Failing to define the dashboard's purpose.
- * offering too much information.
- * failing to automate data feeds.
- * Displaying unclear metrics.
- * Building the same dashboard for different users.
- * Misusing colours.
- * providing no context

Advantages of Report:-

- * provides updated information.
- * Facilitates planning
- * Facilitates Decision Making
- * Gives reliable information.
- * solves problems.
- * Easily comprehensible
- * Effective.

Disadvantages of Report:-

- * Time-consuming
- * Biased
- * Unrealistic
- * Technical
- * Lack of classification.

Result:-

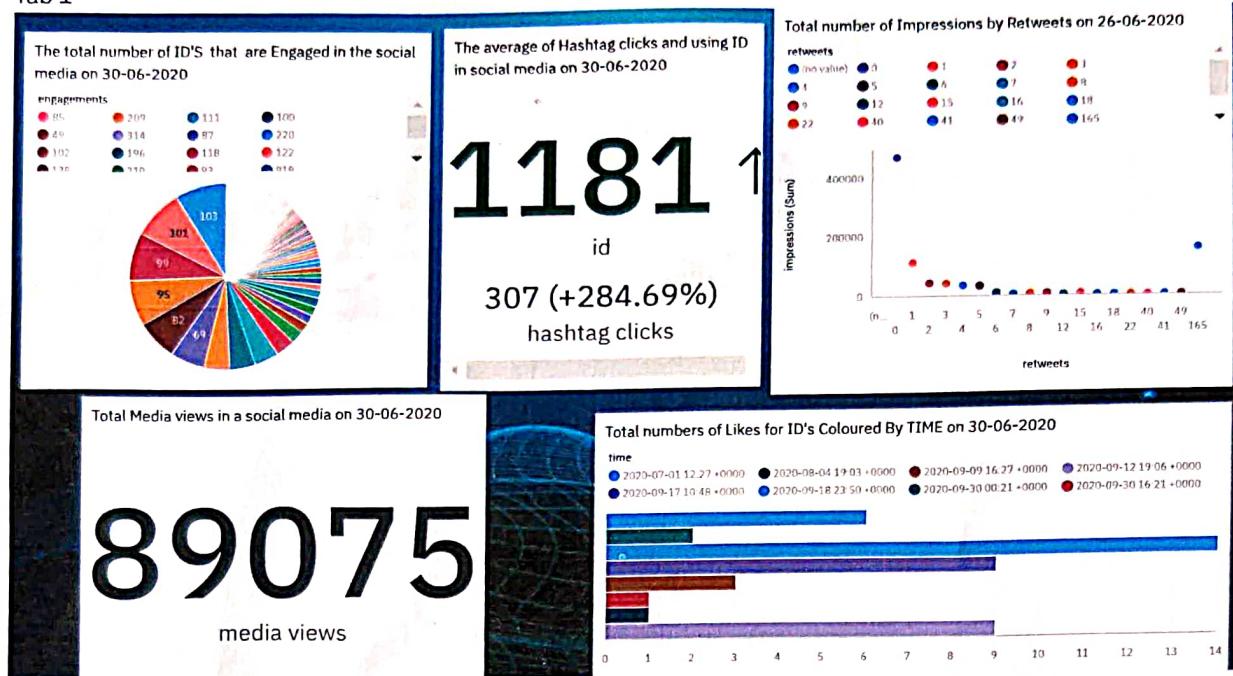
The result section will delve into the specific findings we've uncovered during our internship.

- * It will include a summary of the insights gained from our data visualization and analytics work.

Conclusion:-

- * In the conclusion we'll summarize the significant of our internship project with Smart bridge.
- * This section will emphasize the value of data analytics and data visualization in the context of social media.

Tab 1



SOCIAL MEDIA STORY

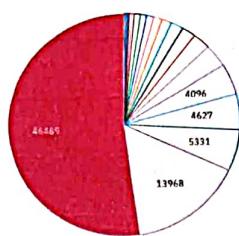


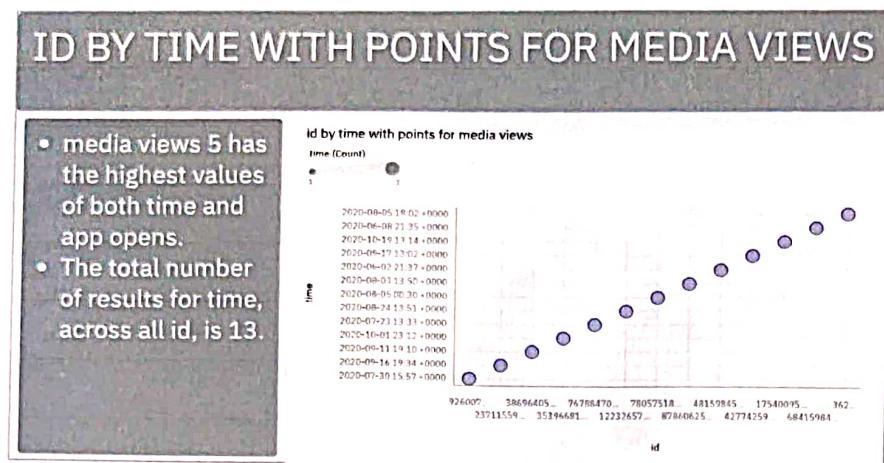
MEDIA VIEWS BY USER PROFILE CLICKS

- This pie chart represents the media views by user profile clicks
- media views is unusually high when user profile clicks is 641.

media views by user profile clicks

user profile clicks
0.006 145 13 14 27 101 10 35 161 12 16 11
21 18 8 19 25 7 72 12 15 17 40 6
22 5 4 9 2 3 1 0 641

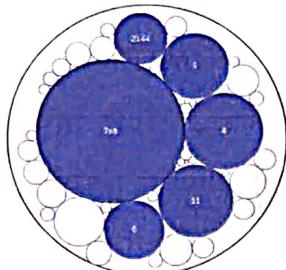




DETAIL EXPANDS, HASHTAG CLICKS

- hashtag clicks and app opens diverged the most when detail expands is 14, and when hashtag clicks was 8 higher than the app opens.
- Add insight to favorites
- hashtag clicks is unusually high when the values of detail expands are 768, 4, 11, 5, 0 and more.

detail expands, hashtag clicks

hashtag clicks (Su...
● 14 8

Social Media Report

