

:: Social Media ::

Introduction :-

Overview :-

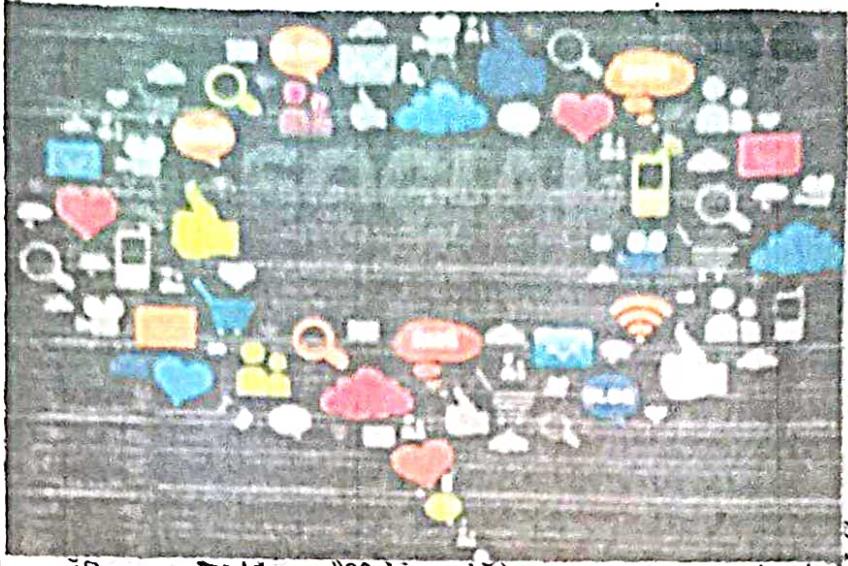
During our short-term internship with Smart Bridge, we've delved into the world of data analytics with a primary focus on data panel life testing. In this introduction section, we'll provide an overview of the importance of data visualization in conveying insights and our objective to create informative visualization including dashboards, reports and data stories.

Social media is a web-based technology to facilitate social interaction between a large group of people through some type of network. They are interactive technologies that facilitate the creating and sharing of information, ideas, interests and other forms of expression through virtual communities and networks.

LITERATURE SURVEY :-

Introduction :-

Social media :-

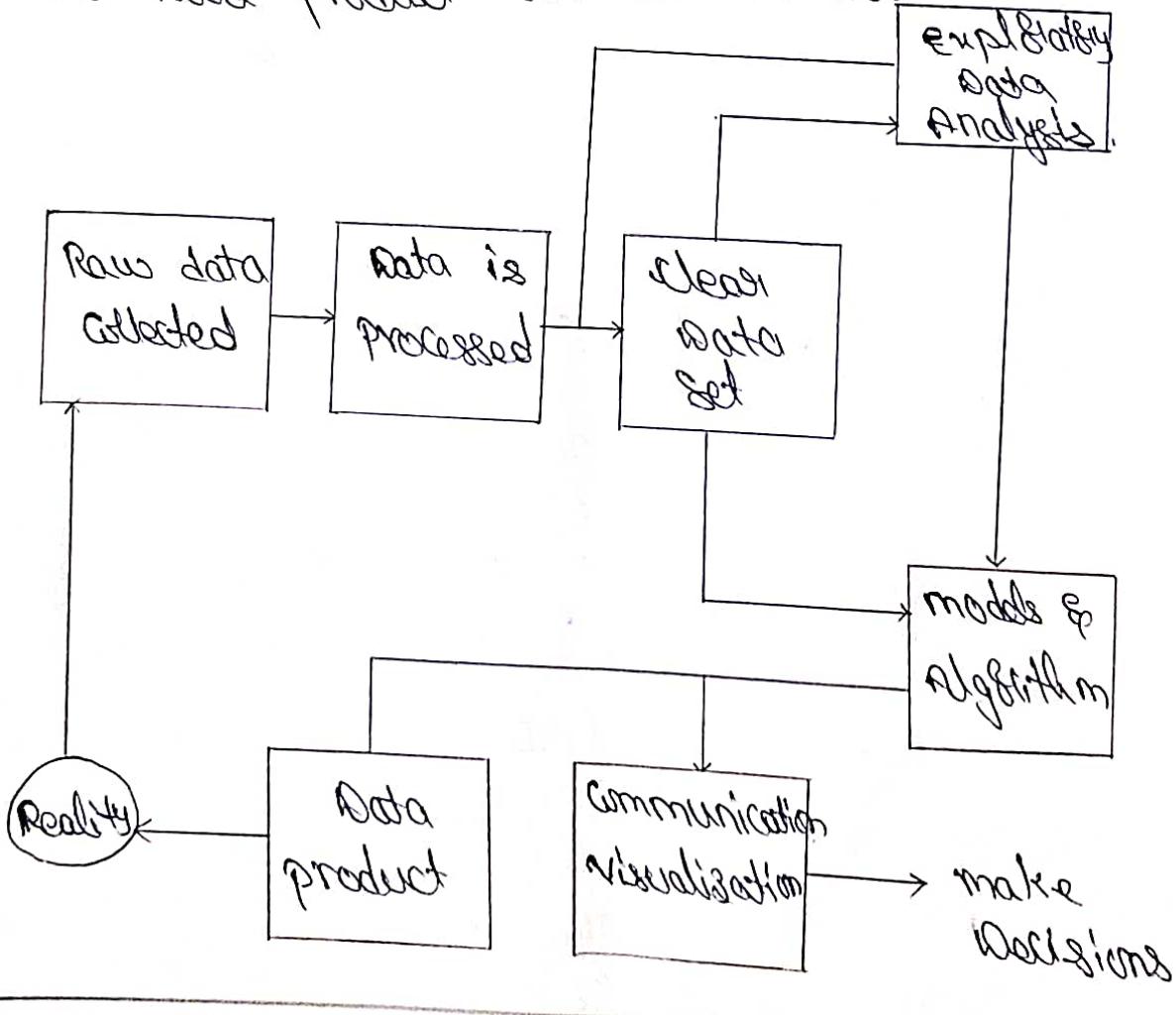


Social media is a tool that is quite popular these days because of its user friendly features. Social media platforms like Facebook, Instagram, Twitter and more are giving people a chance with each other across distances. In other words, the whole world is at our fingertips all thanks to social media. The youth is especially one of the most dominant users of social media. 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 opinions on the debatable topic. So in this essay on social media we will see the advantages and disadvantages of social media.

: THEORETICAL ANALYSIS :-

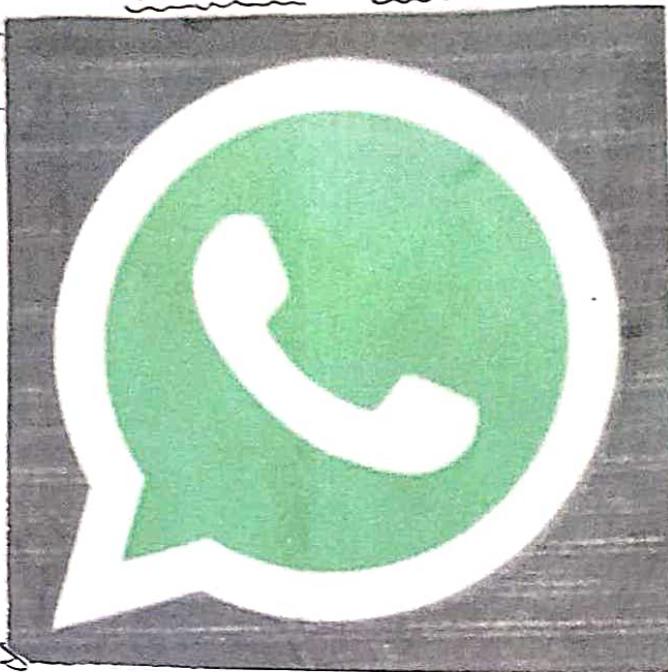
3.1 Block diagram :-

This is an Exploratory Data Analysis in which firstly Raw data is collected and the data is processed then we clear create a data module & we clear the data set with unwanted matter & create relationship to the tablets data set & apply models & algorithm and then we make the visualization like bar graph, bubble plot, scatter plot, three map etc... by using the data set modified & filtered & then final data product will be obtained.



-o Hardware | Software designing -o

What's app :-



what's app is messaging

app that allows users to communicate with each other without having to pay for SMS. WhatsApp messenger is available for iPhone, BlackBerry, Android, Windows phone and Nokia. The app uses the internet connection of the user's devices to send and receive messages, meaning that it can be used anywhere in the world as long as there is an internet connection available.

What's app history :-

WhatsApp was founded in February 2009 by Brian Acton and Jan Koum, former employee of Yahoo! A month earlier, after Koum purchased an iPhone, he and Acton decided to create an app for the App Store.

The idea started off as an app that would display status in a phone's contacts menu showing if a person was at work or on a call.

Uses of WhatsApp :-

WhatsApp is a versatile messaging application that offers a wide range of uses.

• Voice and Video Calls :-

WhatsApp allows users to make voice and video calls, both one-on-one and in group settings, making it an alternative to traditional phone calls.

• File sharing :-

Users can send various types of files, including documents, images, videos, and audio files, making it useful for sharing work-related documents & personal media.

Twitter



twitter

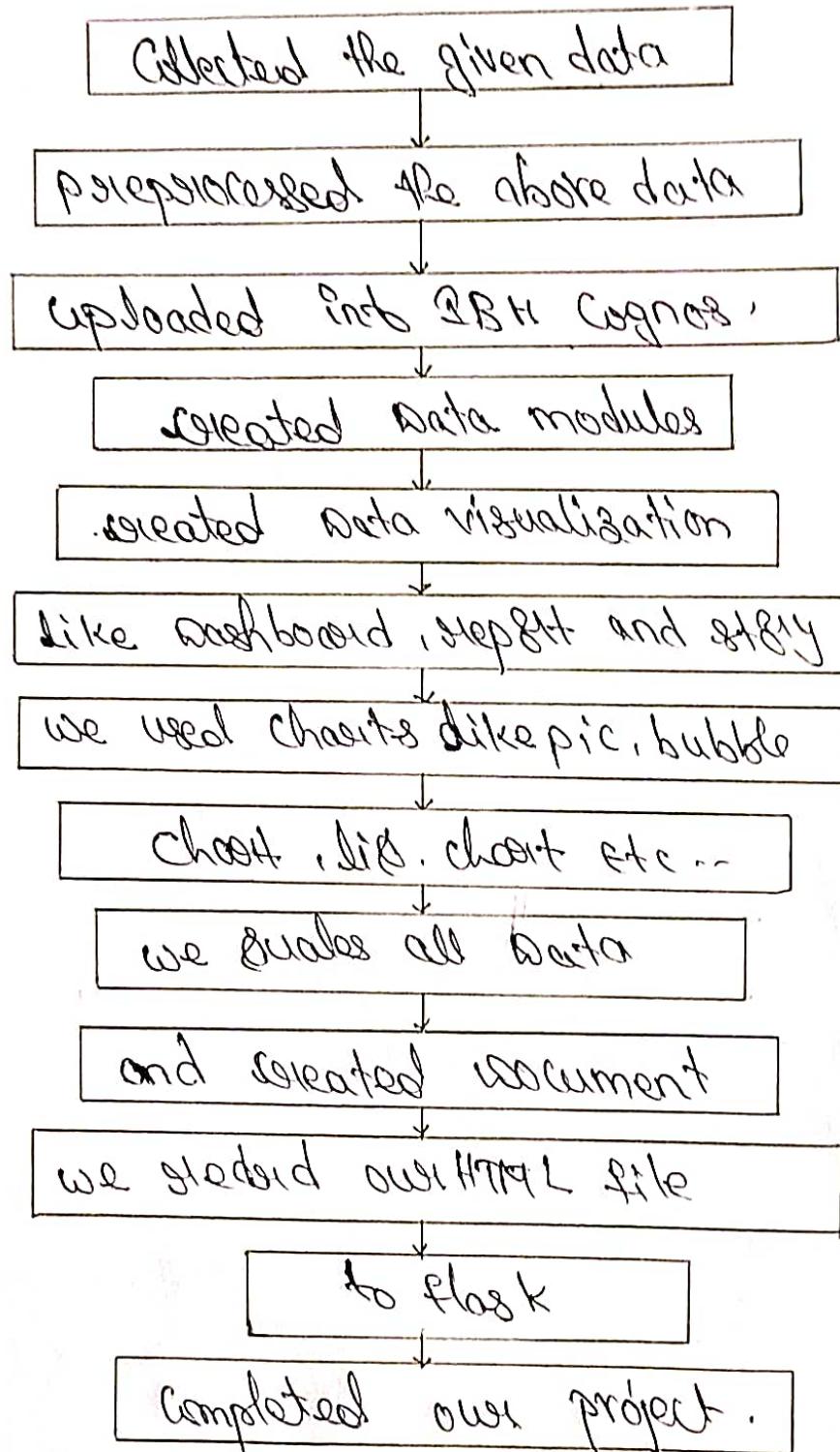
Twitter is defined as a social networking application and site that allows users to share information so that they can post status updates, photos, and video. They can communicate with each other through their own mobile device, as well as all day using SMS or mobile device, as well as key that the user can type the word, using the keyboard on the computer or mobile device and send it to the Twitter server, which translates it to the list of other users on the site & what followers, who subscribed to Twitter to receive back by text message to their mobile phone & instant messaging to their personal computers, were invited.

Twitter History :-

The Twitter application was created using Ruby on Rails, a framework & structure that specializes in Ruby in internet applications, allowing it to be adopted and integrated with other online services. The service was designed in 2006 by Evan Williams and Biz Stone their work at Google. Evan Williams began creating the famous web authoring tool Blogger. An SMS service called Twitter, bought Odeo and started with Napster, then Jack Dorsey joined the management team. The full version of Twitter appeared for the first time at the South by Southwest music.

Conference in Austin, Texas, in March 2007, and Twitter was created the following month.

: Flowchart :-



Advantages of social media :

- Connectivity : Connectivity is among the most significant benefits of social media.
 - Education : The use of social media in education is commendable.
 - Information and updates.
 - Authenticity.
 - Share anything with others.
 - Helps in building communities.
- More over , live lectures are now possible because of social media . You can attend a lecture happening in America while sitting in India . Furthermore , as more and more people are distancing themselves from newspapers , they are kept updated on the latest happenings world through it . A person becomes more socially aware of the issues of the world .
- * In addition , it strengthens bonds with your loved ones . Distance is not a barrier anymore . because of social media .

Disadvantages of Social media :-

- trouble with privacy.
- lack of emotional connect
- cyberbullying
- Negative feedback for brands
- Decrease in quick-witted skill
- Hacking.
- spreading of fake news.

It is harmful because it invades your privacy like never before. The oversharing happening on social media makes children a target for predators and hackers. It also leads to cyberbullying which affects any person significantly.

- * This addiction hampers with the academic performance of a student as they waste their time on social media instead of studying.
- * Highly distracting, the most apparent disadvantages that social media has is its ability to distract students from learning.
- * the lost ability for face-to-face interaction.

Applications :-

- * Instagram
- * WhatsApp
- * Facebook
- * Twitter
- * Snapchat.

Future Scope :-

How will social media change over the next 10 years in social media.

The major challenge for social media networks will be their ability to adapt and remain relevant over time. In part this will not just be about Facebook.

- ① Social media will be more integrated into personal and business lives. Without realizing it, these platforms will be a natural part of our everyday activities and work.
- ② Social media will have longer term implications for individuals as a result of a life lived in public. Think of it as George Orwell's 1984 come to life. Instead of a government.

Advantages of Dashboard :-

- * Saving BI time
- * Empowering end users
- * Improved efficiency enable by BI software
- * Focusing on KPIs
- * Improving the decision making process
- * Telling trends.

Disadvantages of Dashboard :-

- * Providing no context
- * Missing user
- * Displaying unclear metrics
- * Failing to automate data feeds
- * Offering too much information
- * Failing to define the dashboard purpose.

Styly :-

Advantages :-

- It is easy to create and easy to modify.
- It can cure the "Blank page" syndrome
- It is extremely inexpensive
- It is friendly, informal, and interactive.

Disadvantages :-

- Does not provide a realistic front end.
- Does not provide full functionality
- Difficult to change (slub out!).

Advantage of Report :-

- * effective
- * easily comprehensible
- * solves problems
- * gives reliable information
- * facilitates planning
- * provide updated information

Disadvantages of Report :-

- * lack of classification
- * technical
- * unrealistic
- * time-consuming
- * biased.

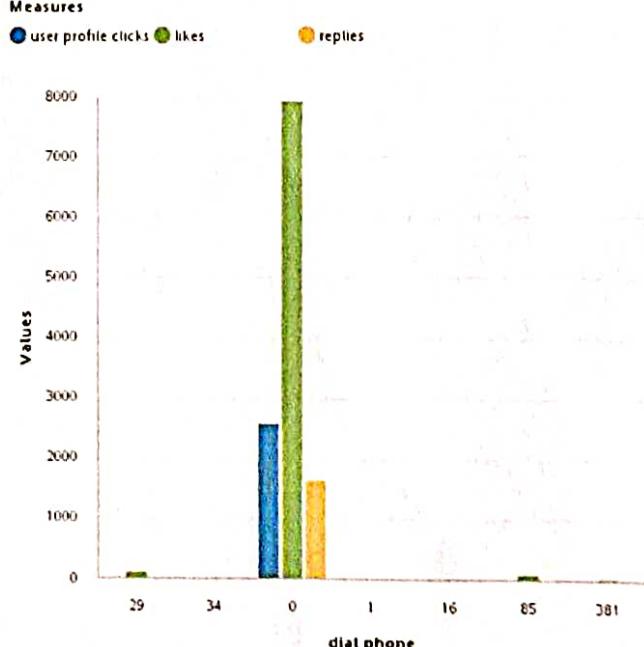
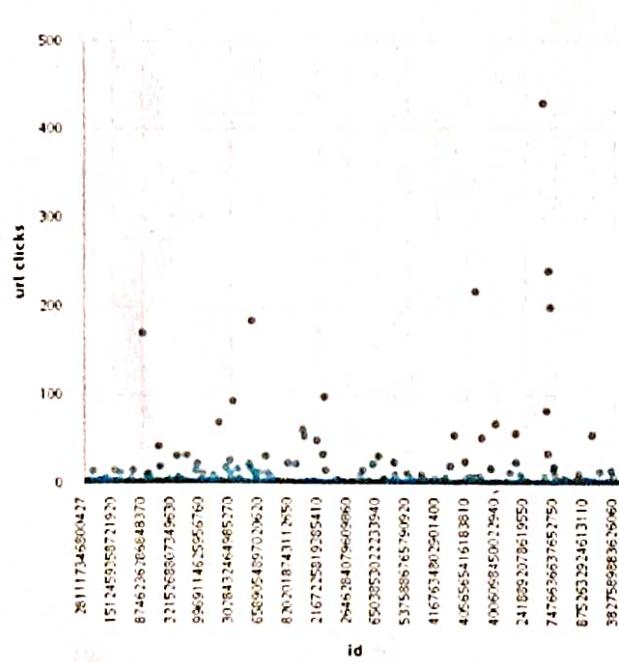
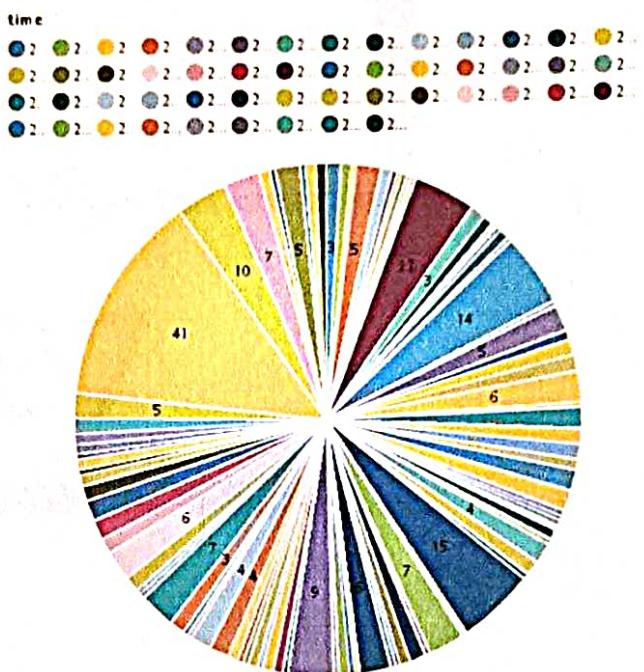
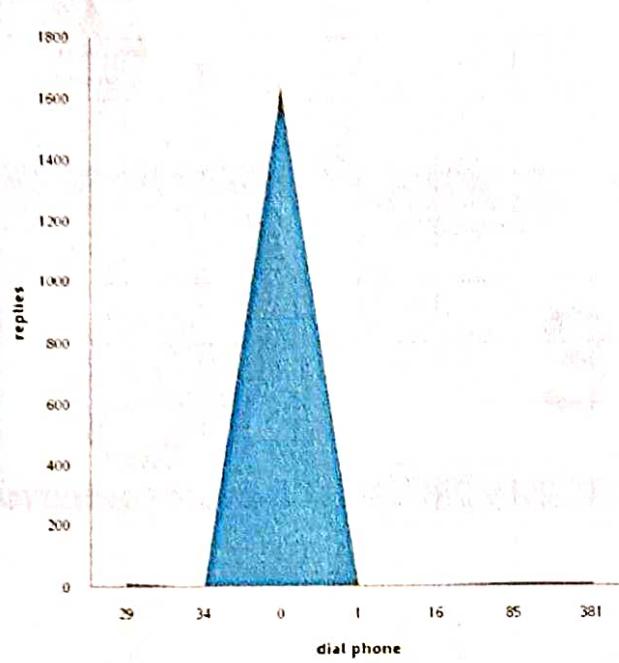
Result:-

- The result section will dive 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.

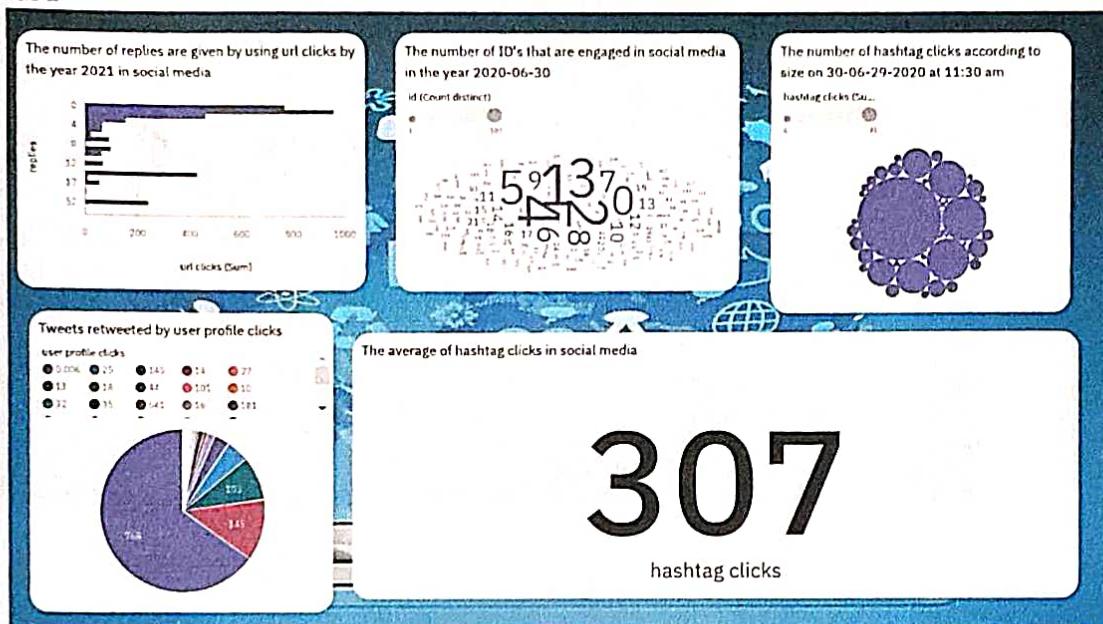
Conclusion :-

- In the conclusion we'll summarize the significant of our internship project with Smartbridge.
- This section will emphasize the value of data analytics and data visualization in the context of social panel forecasting.

REPORT



Tab 1



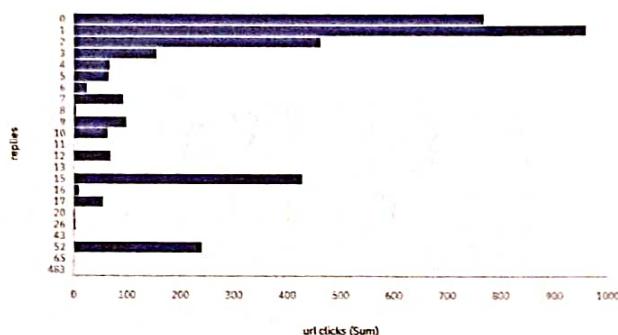
social media story



The number of replies are given by using url clicks by the year 2021 in social media

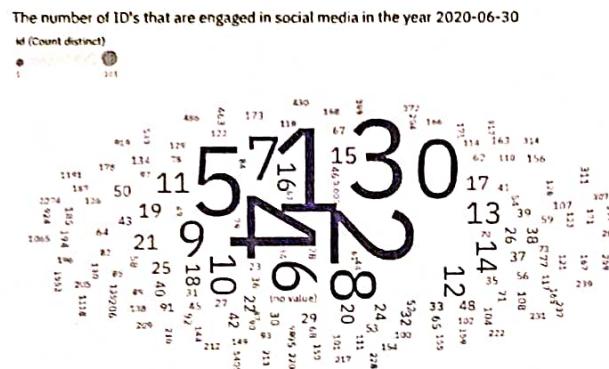
- This bar chart represents the number of replies are given by using url clicks by the year 2021 in social media

The number of replies are given by using url clicks by the year 2021 in social media



The number of ID's that are engaged in social media in the year 2020-06-30

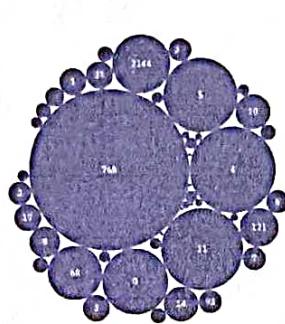
- This word cloud represent the number of ID's that are engaged in social media in the year 2020-06-30
 - engagements 100.0 has the highest Total app opens but is ranked #78 in Count distinct id.



The number of hashtag clicks according to size on 30-06-29 at 11:30 am

- This packed bubble represents the number of hashtag clicks according to size on 30-06-29-2020
 - hashtag clicks and app opens diverged the most when detail expands is 14, and when hashtag clicks was 8 higher than the app opens.

The number of hashtag clicks according to size on 30-06-29-2020 at 11:30 am
hashtag clicks (Su...)



Tweets retweeted by user profile clicks

- This pie chart represents the tweets retweeted by user profile clicks
- user profile clicks 4.0 has the highest Total app opens but is ranked #5 in Count distinct Tweet.

Tweets retweeted by user profile clicks

user profile clicks

0.006 175 145 14 27 18 18 44 101 10 32 18

641 16 181 17 72 10 15 71 12 7 19 11

8 6 9 5 4 3 2 1 0

