**Insight Monitor**

A MINI-PROJECT REPORT

*Submitted by*

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**Introduction**

In today's digital age, social media platforms have become essential tools for individuals and businesses alike. They are used to connect with audiences, promote brands, and track online presence. However, managing multiple social media accounts can be time-consuming and complex, especially when trying to analyze and interpret data from different platforms.   
   
The Social Media Dashboard plays a big part here and removes all the extra stress by managing it all in one window setup. This Social Media Dashboard is designed to analyze your shared content and provide you with insights regarding it.

**Problem Statement**

Objective: Create a dashboard that aggregates data from multiple social media platforms.

Approach:

- Design the HTML layout with sections for different social media metrics.

- Use CSS to style the dashboard and make it visually appealing.

- Fetch data from various social media APIs and display it on the dashboard.

**Technical Details**

To address these challenges, we have developed a comprehensive Social Media Dashboard. This web application leverages the following technologies:

* **Frontend:** HTML, CSS, JavaScript, Bootstrap , Font-Awesome
* **APIs:** Official APIs from each social media platform (LinkedIn, Instagram, YouTube, Twitter) to fetch relevant data.

**Key Features**

* **Unified Dashboard:** A centralized hub to view insights from multiple social media platforms.
* **Comparative Analysis:** Compare performance across different platforms and time periods to identify trends and opportunities.
* **Trend Analysis:** Identify patterns and trends in user behavior and engagement over time.
* **User Segmentation:** Segment the audience based on demographics, interests, and behavior to target specific groups with tailored content.
* **AI-Powered Insights:** Utilize machine learning algorithms to predict future trends, identify potential risks, and optimize social media strategies.

**Project Advantages**

* **Time-saving:** Automate data collection, analysis, and reporting processes, saving time and effort.
* **Data-driven Decisions:** Make informed decisions based on accurate and timely data.
* **Improved Efficiency:** Streamline social media management workflows and increase productivity.
* **Enhanced Insights:** Gain a deeper understanding of audience behavior, preferences, and engagement.
* **Competitive Advantage:** Stay ahead of competitors by identifying emerging trends and opportunities early on.

**Results**

* **Figure 1: Dashboard Overview** - A screenshot of the main dashboard showcasing key metrics and visualizations for each social media platform.
* **Figure 2: Follower Growth** - A line chart comparing follower growth across different platforms over time.
* **Figure 3: Engagement Rate** - A bar chart illustrating engagement rates for various content types on each platform.
* **Figure 4: Top-performing Posts** - A table listing the most popular posts on each platform, along with their key metrics.
* **Figure 5: Sentiment Analysis** - A word cloud visualizing the most frequently mentioned keywords and their sentiment (positive, negative, or neutral).

**Conclusion and Future Scope**

The Social Media Dashboard provides a powerful tool for individuals and businesses to effectively manage and analyze their social media presence. By leveraging this dashboard, users can optimize their social media strategies, increase engagement, and achieve better results.

Future enhancements may include:

* **Advanced Analytics:** Incorporate more sophisticated machine learning algorithms for predictive analytics.
* **Integration with Marketing Tools:** Seamlessly integrate with marketing automation platforms for a holistic approach to digital marketing.
* **AI-powered Content Recommendations:** Utilize AI to suggest relevant content based on audience preferences and historical data.
* **Real-time Alerts and Notifications:** Receive instant alerts for significant changes in metrics or important events.