**Social Media Analysis Database**

**Motivation:**

As social media continues to play a crucial role in communication, marketing, and public opinion, it is essential to have a robust system to analyze and manage social media data. A cloud-based database that stores user interactions, content, and trends across various social media platforms can be invaluable for businesses, researchers, and analysts. This database will allow easy access to insights on user behavior, trending topics, and overall sentiment, helping organizations make informed decisions.

**Targeted User:**

This database is designed for use by social media analysts, marketing professionals, researchers, and businesses. It can also be extended to include government agencies monitoring public sentiment and trends. While the database is primarily focused on business and research applications, it can be adapted to serve various other sectors that rely on social media data. The information in this database may contain sensitive business data and should be accessible only to authorized personnel.

**Type of Queries:**

* **User Engagement:**
  + How many users engaged with a specific post or campaign?
  + What is the average engagement rate (likes, shares, comments) across different social media platforms?
  + Which demographic groups are most engaged with specific types of content?
* **Content Performance:**
  + Which posts or campaigns are performing best in terms of reach and engagement?
  + What type of content (text, images, videos) drives the most interaction?
  + What are the peak times for user activity on social media?
* **Sentiment Analysis:**
  + What is the overall sentiment (positive, negative, neutral) towards a brand or product?
  + How has sentiment evolved over time during a specific campaign?
  + Which keywords or topics are associated with negative sentiment?
* **Trend Analysis:**
  + What are the current trending hashtags and topics on social media?
  + Which influencers are driving the most significant trends?
  + How do trends vary across different regions or demographics?
* **Crisis Management:**
  + How quickly is a particular issue or crisis spreading on social media?
  + What are the main concerns or complaints from users during a crisis?
  + Which regions or user groups are most affected by the issue?
* **Competitor Analysis:**
  + How does the social media performance of our brand compare to competitors?
  + What are the key differences in engagement and sentiment between our brand and competitors?
  + What content strategies are competitors using that are effective?

**Extensibility:**

This database can be extended to include more social media platforms, integrate with other data analytics tools, or expand to analyze global trends and sentiments. It can also be adapted to track the influence of social media on other areas such as elections, public health, or economic indicators.