UNCOVERING THE VOICES OF THE DIGITAL AREA : A SOCIAL MEDIA ANALYSIS

INTRODUCTION:

This report delves into the fascinating realm of business expenses and provides a visual exploration of the various expenditures incurred by different businesses. It showcases the distribution of expenses, identifies key cost drivers, and highlights areas of potential optimization or concern. The visual representation allows for intuitive analysis, facilitating a deeper understanding of expenditure patterns and their implications for business performance. Decision-makers, financial analysts, and stakeholders can gain valuable insights into the financial health of businesses, identify areas of inefficiency or opportunity, and make informed decisions to optimize resources and drive growth. To extract the insights from the data and put the data in the form of visualizations. Dashboards and story we employed Tableau tool.

SOCIAL MEDIA ANALYSIS

Areas Of India: Social media isn't just a digital billboard for your brand. Its a portal to direct connection with your ided Customers and a pathway to powerful insights. From customer care to research to recruitment efforts, the impact of social media extends to every aspect of your business.

According to The 2022 Sprout Social Indea™, Customer centric brands use social data to inform their.

- Sales Strategy
- Product development
- Content strategy
- Customer experience
- Competitive insight
- Market research.

My brand uses Social data for...

65% Sales strategy

48% Product development

46% Content strategy

44% Customer experience

40% Competitive insight

32% Market research

Index data reveals consumers prefer brand content that features products or services, or real customers demoing / reviewing products. These stats prove social media is where consumers go to discover brands, which makes it a powerful channel for growing awareness.

Brand awareness is the first-step toward gaining new leads, edging out the competition and driving sales.

- Social media data also serves as a barometer of your current brand awareness. For example, Sprout's Competitive Analysis Report reveals how you stack up to your competition via metrics like share of voice, positive sentiment, total engagements and overall conversation volume. These insights are a source of truth that can influence your company-wide competitive strategy - on social and beyond.

Social media helps your brand stay relevant. Today's trend cycle move fast, and social media is where trends are born. To stay alert to emerging trends relevant to your audience, you must keep your finger on the pulse of social.

Trends asides, brands that retire or divest from their social media presence are also at risk of irrelevance and being abandoned by their communities. Social media is the key to building a long-term brand strategy that will help you stay top of mind for years to come.

In the face of fierce competition for consumer attention and cultural relevance, its imperative to tune into conversations happening around your brand and industry. Social listening enables you to tap into and analyze what people are saying about your company, even if you aren't tagged or mentioned. With Sprout, you can create a topic that gathers data so you can observe trends, uncover patterns and gauge emotional responses your brand, products, hashtags and industry.

Data collection & extraction from Database.

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypothesis, evaluate outcomes and generate insights from the data

Collect the dataset

Pre-Requisites

For completing this project these are some of the prequisitles needed.

* A system with a minimum 4 GB RAM and 128 GB Hard Disk.
* Good Internet Connection.
* Google Drive / Any of the Database Server with management studio.
* My SQL
* SQL server management studio:

* Tableau Public Account : https://public.tableau.com/app/discover

* Html, CSS & Bootstrap

Prior - Knowledge

To complete this project, one must understand the below concepts and able to work with the tools.

* Data visualization
* Univariate, Bi-Variate and Multi-Variable Analysis
* Chart Types:
* Tableau :
* Business Intelligence

Project objectives:

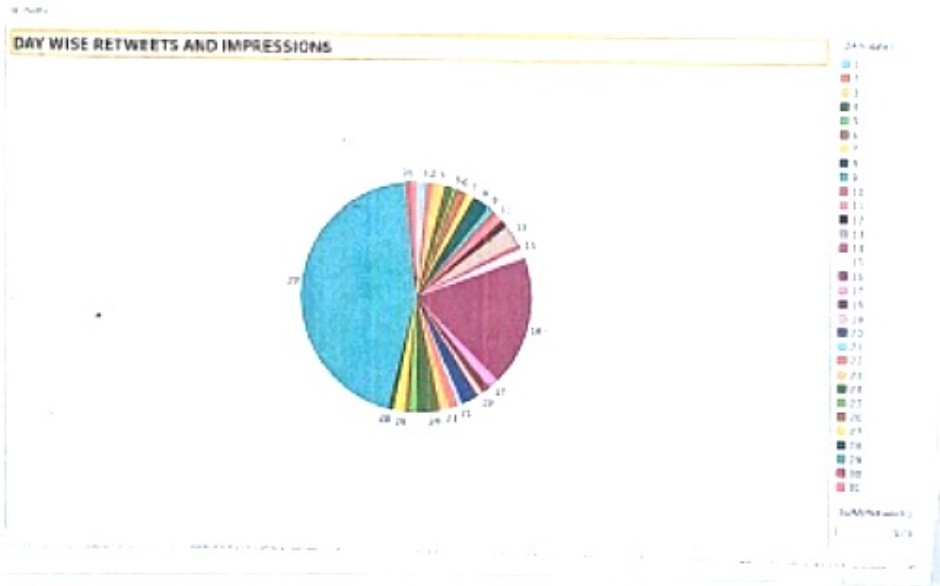
By the end of this project, you will:

→ Able to connect Tableau with different data sources.

Data Visualization :

Data visualization is the process of creating graphical representation of data to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualization can help people quickly identify patterns, trends, and outliers in the data.

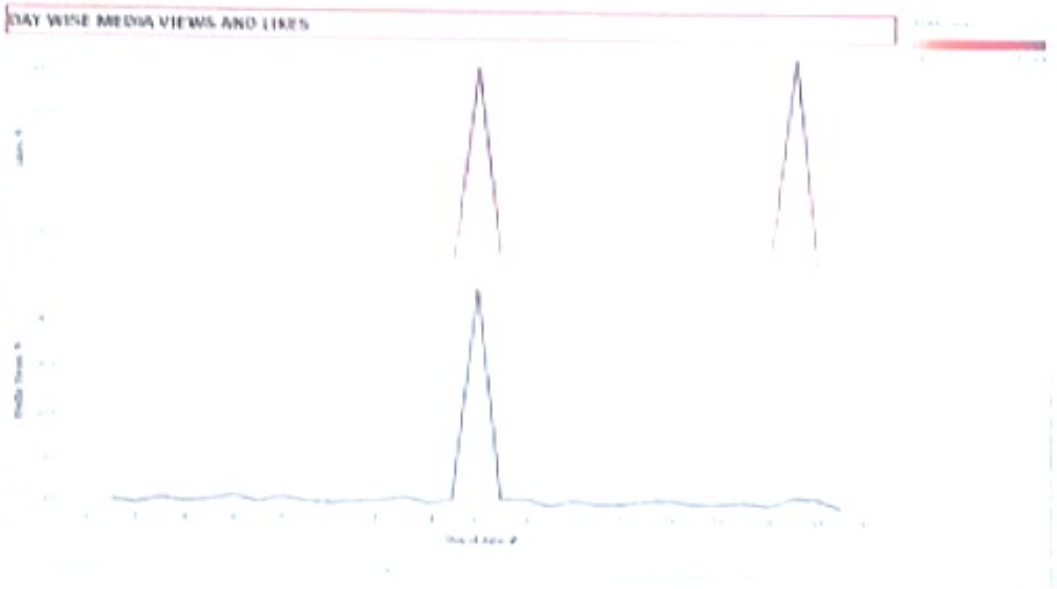
Day wise Retweets and Impressions



This is a pie chart the data required for this visualization is retweets and impressions ie dimension and measure i.e., drag into

columns and rows and tableau sheet some visualizations we will click pie chart then it will appears as the above and retweets and impressions drag into (0&s) and table we will see in the above retweets and impressions will be appear in the above visualization. Here we taken the day wise data of retweets we can see that the visualization say about that on 29th day the retweets and impressions sum has increased comparing to others.

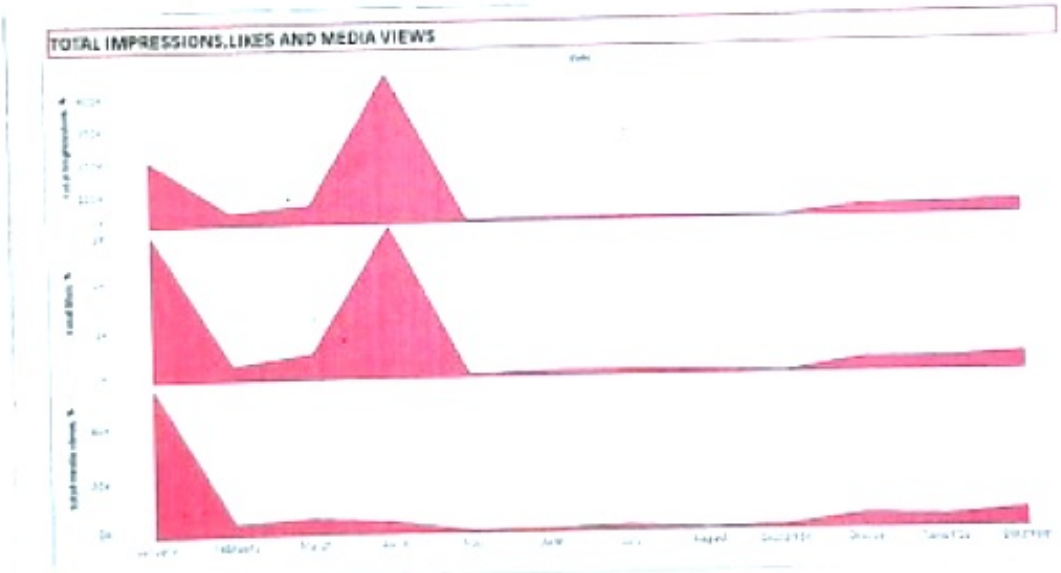
Day Wise Media Views and Likes :



This is a line chart, the data required for this visualization is about media views and likes i.e dimension and measure i.e. media views and likes are dragged into columns and

rows and tableau shows some visualizations we will click line chart then it will appears as the above and sum of the media views and likes are dragged into Colour and label then it will be appear in the above visualization Here we taken the day wise data of media views and likes we can see that the visualization say about that on 16th day of date the media views and likes sum has been increased comparing to other days.

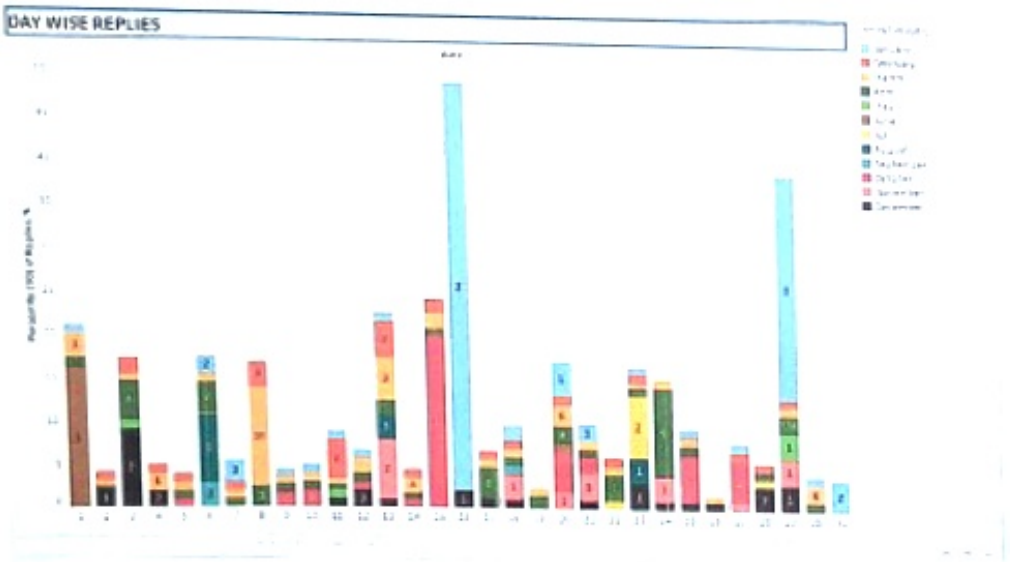
Total Impressions, likes and Media views



This is a area chart, the data required for this visualization is about media views and impressions i.e., dimension and measure ie

media views and impressions are dragged into columns and rows some visualizations we will click area chart then it will appears as the above and total of the media views, impressions and likes are dragged into colour and label then it will be appear in the above visualization. Here we taken the month wise data of media views, impressions and likes. We can see that the visualization say about that on april month, total of the media views, impressions and likes has been increased comparing to others months.

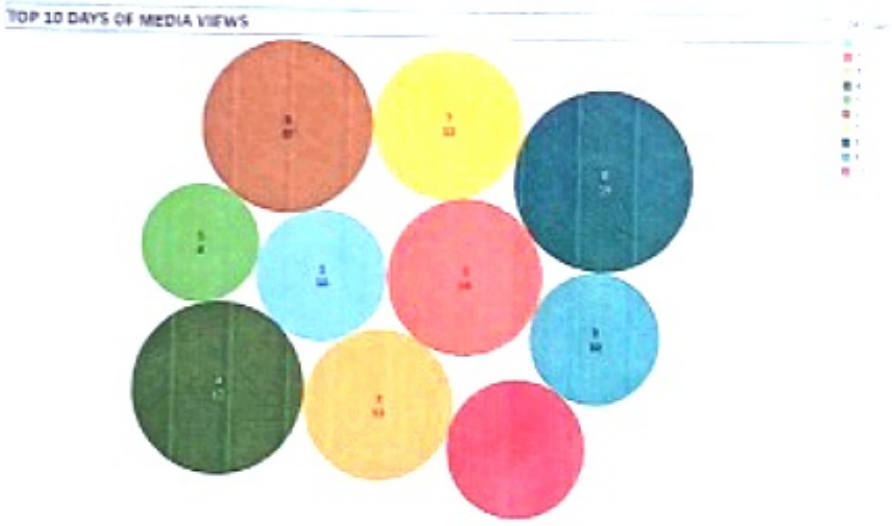
Day Wise Replies :-



This is a side bar chart, the data requires for this visualization is about replies and day of date i.e dimension and measure i.e day of date and replies are dragged into columns

and rows and tableau shows some visualization and we will click side bar chart then it will appears as the above and percentile of the replies are dragged into colour and label then it will be appear in the above visualization Here we taken the day wise data of replies. We can see that the visualization say about that on January month of 16th date the replies has been increased comparing to other months of dates

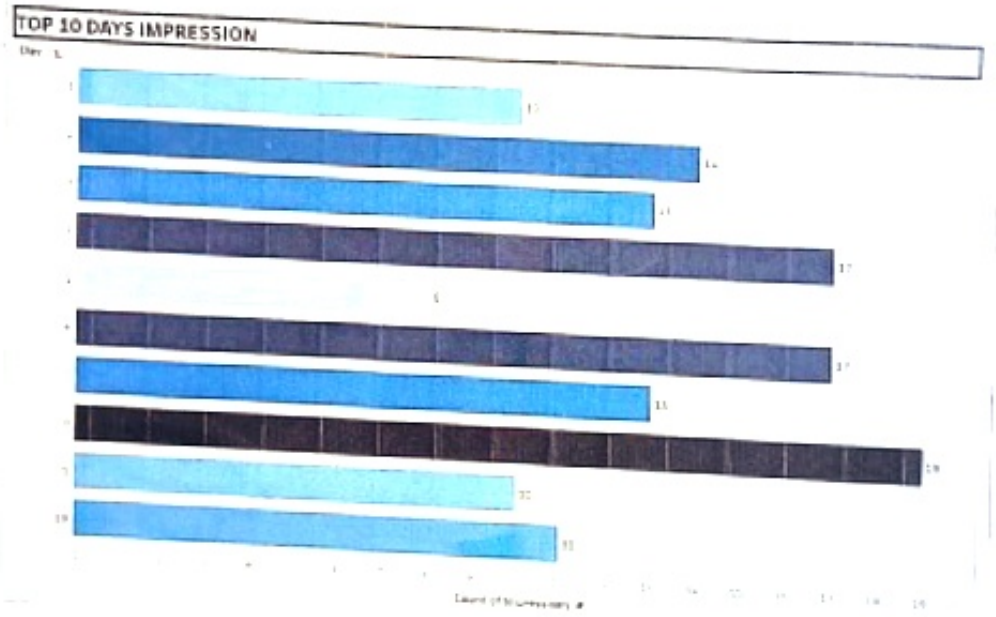
TOP 10 DAYS OF MEDIA VIEWS



This is a packed bubble chart, the data required for this visualization is about media views and day of date i.e dimension and measure i.e media views and day of date are dragged into columns and rows and tableau shows some visualizations we will click packed

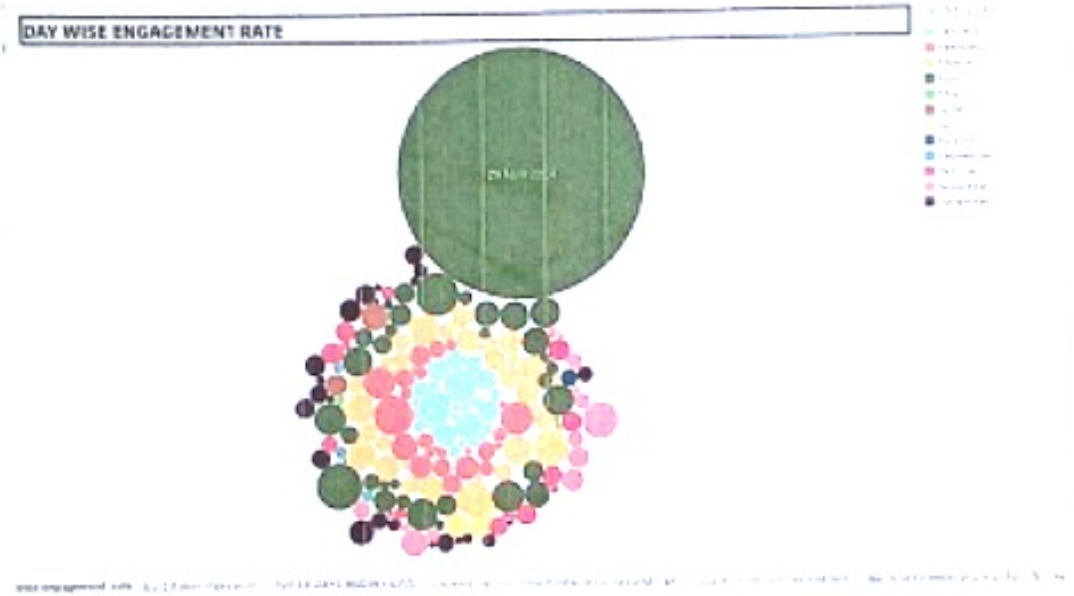
packed bubble chart then it will appears as the above and sum of the media views are dragged into colour and lable then it will be appear in the above visualization. Here we taken the top 10 days of media views we can see that the visualization say about that on 8th day of date the media views has been increased comparing to other days.

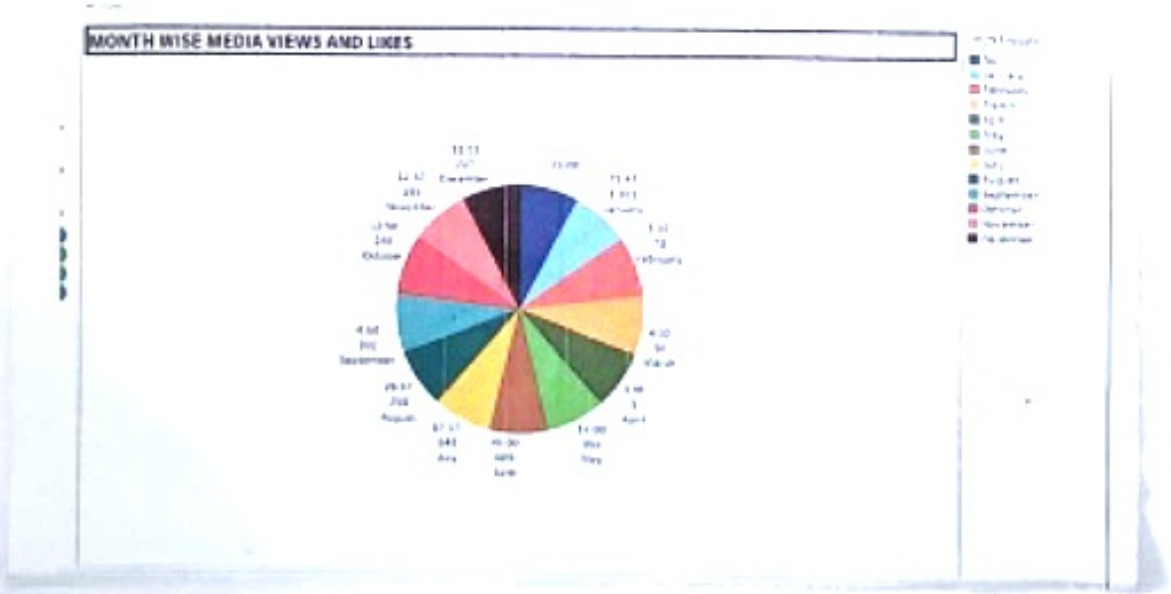
Top 10 days of Impressions.



This is a Bar chart, the data required for this visualization is about impressions and day of date i.e., dimension and measure i.e., impression and day of date are dragged into columns and rows and tableau shows some visualizations we will click bar chart then it will click bar chart then it will appears as the

above and of the impressions are dragged into colour and table then it will be appear in the above of the visualization. Here we taken the top 10 days of impressions. We can use that the visualization say about that on 8th day of date the impressions has been increased comparing to other days.





DASHBOARD

Creating a dashboard in tableau on suicides in India involves several steps, including data preparation, visualization creation, and dashboard design.

Data preparation:

Obtain a dataset on suicides in India
Ensure that the dataset includes relevant information such as impressions, engagement rate, Retweets, media views and likes.

* Import the dataset into tableau.

Visualization creation:

Start by creating individual visualization for key metrics related in India.

* Bar charts showing the daywise engagement rate.
* Pie charts showing the monthwise media views and likes.
* Line charts showing the daywise media views and likes.
* Area charts showing the total impressions, media views and likes.

Dashboard Design:

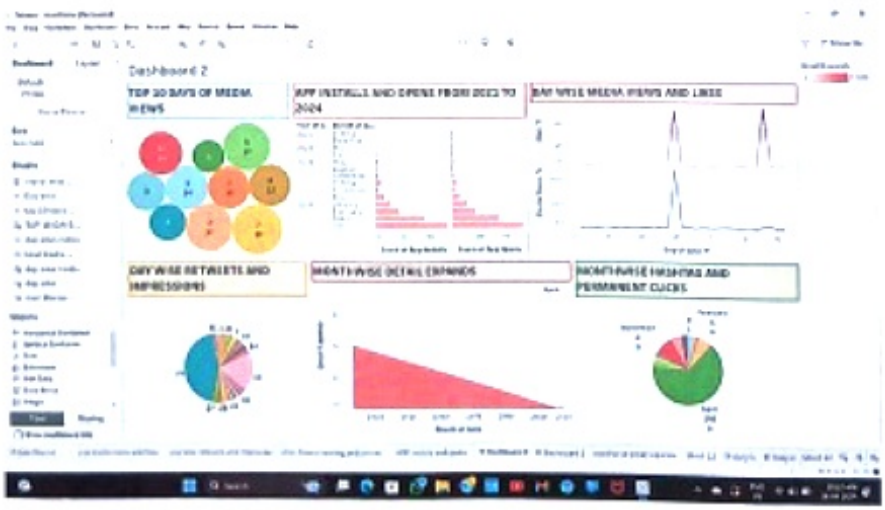
* Starting by adding a new dashboard from the dashboard tab in tableau.
* Drag the visualizations you create earlier onto the dashboard canvas.
* Arrange the visualizations in a logical and intiative manner. consider factors such as hierarchy Flow and emphasis on key metrics
* Add text boxes, titles and annotations to provide context and insights.
* Then customize the appearance of the dashboard and adjusting colors, fonts and sizes to make it visually appealing and easy to understand.

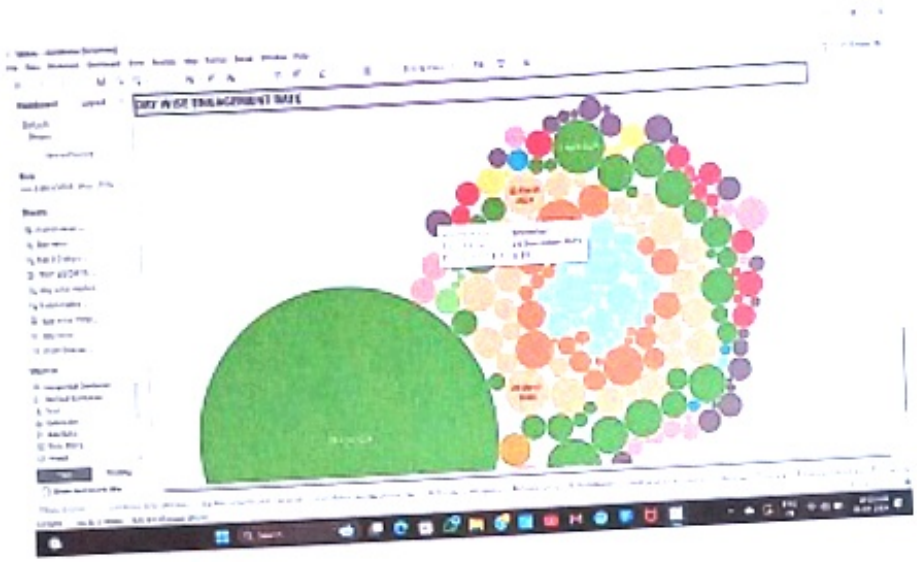
Publishing and sharing:

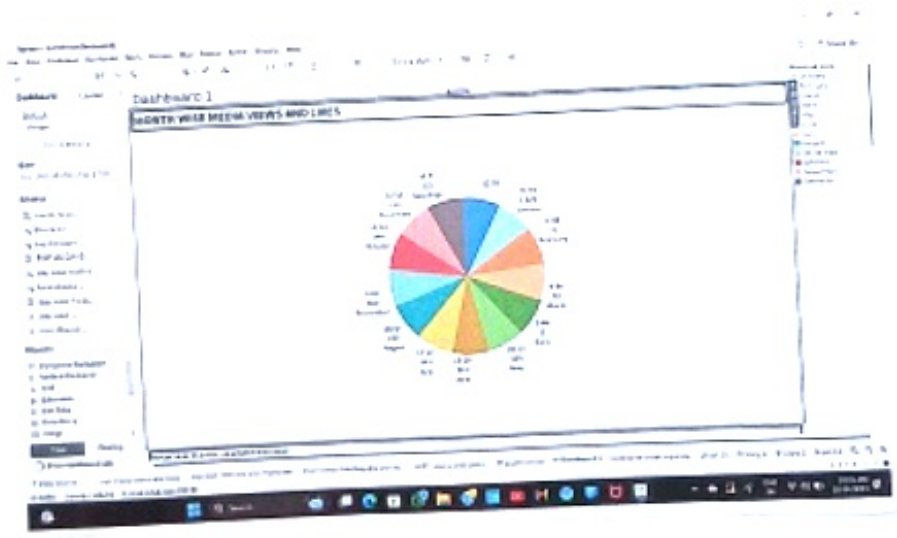
* publish it to tableau server or tableau public to share it with others.
* share the dash board URL or embed it in website or presentations are needed.

Dashboard :

A Dashboard is a graphical - user interface (GUI) that displays information and data in an organized, easy - to read fomat. Dashboards are often used to provide real-time monitoring and analysis of data and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, health care and many other industries. They can be used to track key performance indicators.







STORY

Creating a story in Tableau on suicides in India involves crafting a narrative using a series of related visualizations to convey insights and trends effectively.

Data Preparation :

Obtain a dataset on Social Media Analysis Ensure that the dataset includes relevant information such as impressions, engagement rate, retweets, media values and likes.

* Importary Data Analysis :

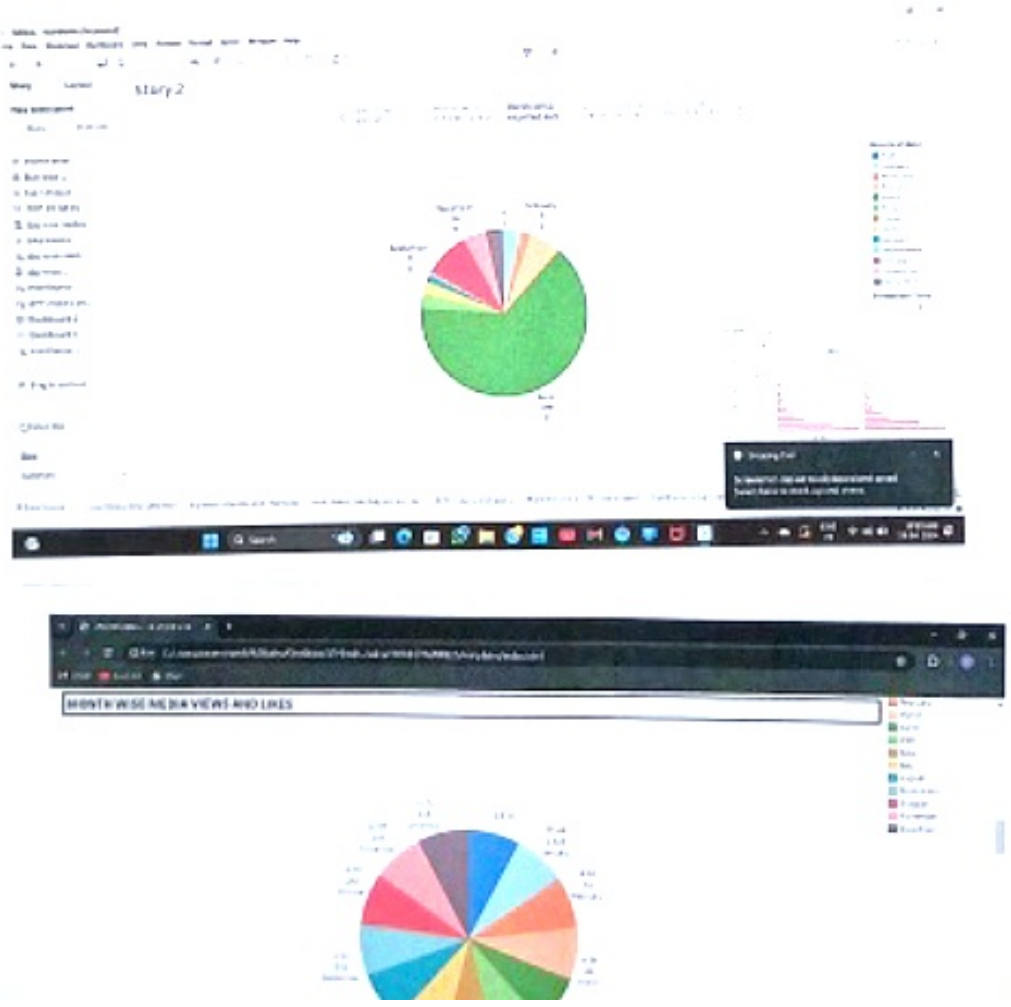
Use Tableau to create various visualizations such as bar charts, line charts, pie charts, maps and scatter plots to analyze the data from different perspectives.

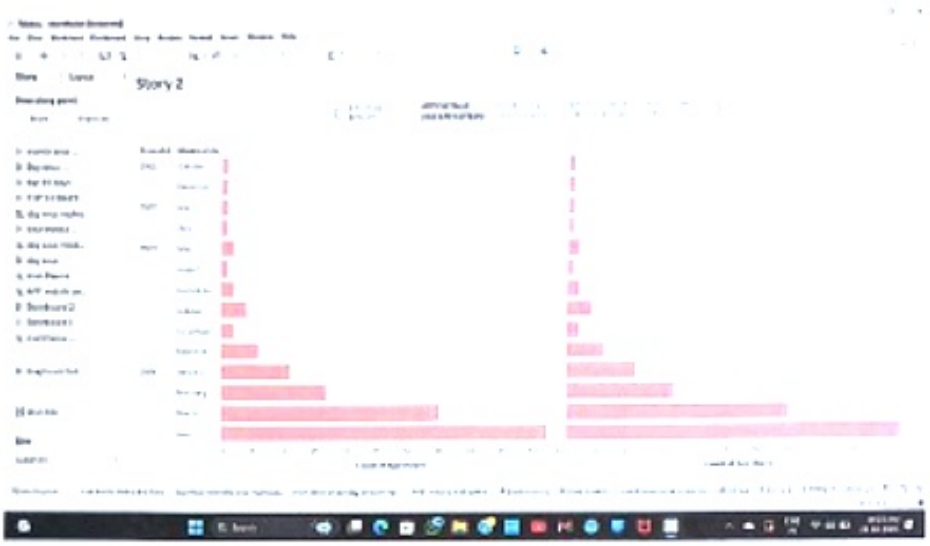
Create the story :

* Go to the "story" tab in Tableau and click on "New story" to create a new story.
* Add a title and description to introduce the topic of the story.
* Add "Dashboard" objects to the story selecting the relative dashboard or individual visualizations created earlier.

Story :-

A data story is a way of presenting data and analysis in a narrative format, intending to make the information more engaging easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that represents the data and analysis logically and systemically, and a conclusion.

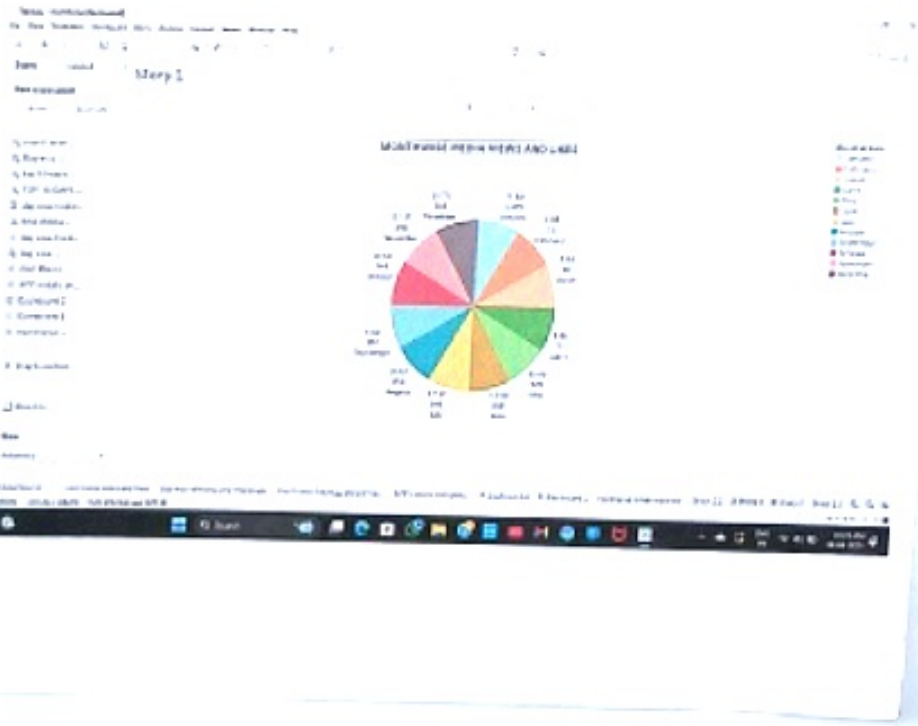




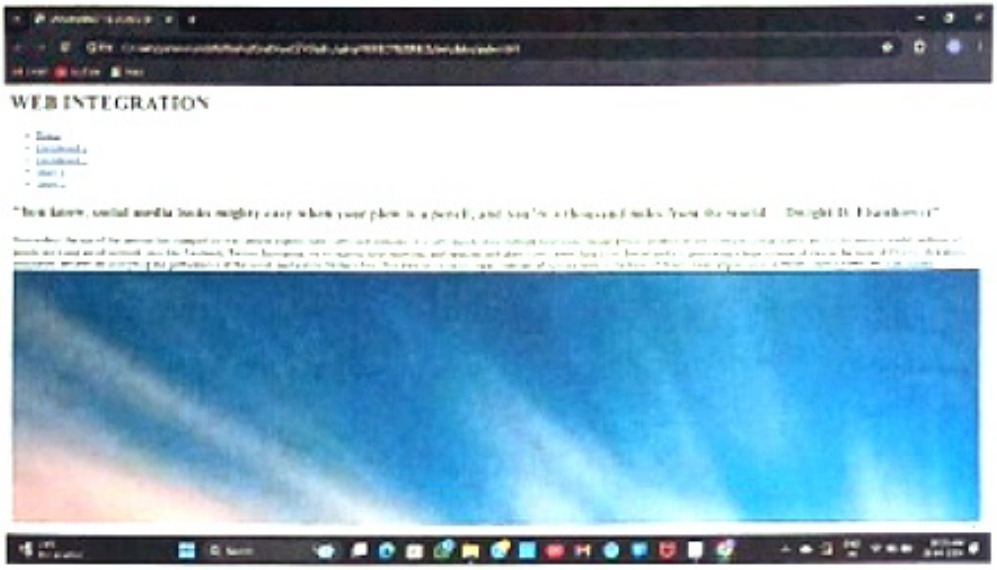
Web Integration :

Publishing helps us to track and monito key performance and to communicate results and progress help a publisher stay informed, make better decisions, and communicate their performance to others.

Story 1



Story 1



Step1 : Go to Dashboard / Story , Click on the share button on the top ribbon.

Step2 : Once you click on Connect it will ask you for the tableau public username and password.

tableau public

Email

Password

Sign in

CONCLUSION :

In conclusion, social media has had a profound impact on society, transforming the way we communicate, share information, consume media. While it has brought about many positive changes, such as increased connectivity and democratization of information It has also had negative effects, such as the spread of misinformation and the amplification of hate speech.

As social media continues to evolve, it is essential to recognize both the positive and negative impacts it has on society and take steps to mitigate its negative impacts.

However, social media has also been criticized for its role in the spread of hate speech and the radicalization of extremist groups.