SOCIAL MEDIA ANALYTICS - PRACTICAL EXAM
A.Y.: 2024-25

All the experiment to be performed in python / PyCharm

Sr. No.	Description
1	**Content analysis**: Analyze the content of social media data to determine what topics are being **given** data set using **topic modelling, keyword extractor**
2	**Location analysis**: Analyze the location data associated with tweets to understand where particular **location** are most prevalent.
3	**Trend analysis :** Analyze the time data associated with social media and analyse its trends.
4	**Hashtag popularity analysis:** Determine which hashtags are most popular among different user groups.
5	**Sentiment Analysis for given dataset** ● Negative tweets analysis ● Positive tweets analysis
6	**User engagement analysis:** analyze how users engage with content on social media to understand what types of content are most engaging
7	**Exploratory Data Analysis** and visualization for given data set
8	**Brand analysis**: analyze the conversation around a particular brand for given dataset
9	**Social Network data analysis for community detection and influential analytics** for given problem using Girvan newman algorithm / Kmean clustering algorithm

Libraries must know: CSV reader, Seaborn, textblob, matplotlib, pandas, numpy, nltk, wordcloud, , sklearn, Gensim, pyLDA , matplotlib.pyplot, nltk, networkx, sklearn.feature_extraction.text (sklearn), selenium etc.