Social Media Marketing proposal

TEAM MEMBER:
Mahmoud Osama
Amr Khaled
Yousef Alsebaey
Ibrahim Hegazi
Ashraf Morgan
Ammar Yasser

Project Title

Comprehensive Social Media Analysis Dashboard Using social media Data

Project Overview

In the fast-paced world of social media, businesses and content creators require a deep understanding of user engagement and platform performance to stay competitive. Our project aims to deliver a comprehensive social media analysis platform using Power BI for data visualization and Python for data cleaning and exploratory data analysis (EDA). The dashboard will provide insights into content performance, sentiment trends, and geographical influence. Users can easily identify top-performing content creators, analyze post quality, and track trends across platforms

Objectives

- Evaluate Platform Success: Analyze social media performance metrics such as post volume and engagement rates to determine trends.
- Content Creator Analysis: Identify and rank top content creators based on follower count, engagement, and content quality.
- Regional Insights: Understand how content performs across different geographic regions and how sentiment varies.
- Exploratory Data Analysis (EDA): Leverage Python to conduct preliminary data exploration and analysis prior to visualizing insights in Power BI.

• Project Deliverables

Interactive Power BI Dashboard:

- Content Trends: Visualize the relationship between post volume, engagement, and content types across platforms.
- Top Content Creators: Ranking and analysis of creators by their performance metrics such as engagement, sentiment, and audience reach.
- Geographic Analysis: Visual representations of performance and sentiment based on regions or countries.
- Sentiment Distribution: Charts showing the breakdown of positive, negative, and neutral sentiments across platforms.

Python for Data Cleaning and EDA:

- Data Cleaning: Process and clean data sourced from Kaggle datasets, handling missing values, duplicates, and formatting inconsistencies.
- EDA: Explore the cleaned data to uncover patterns, correlations, and outliers, setting the stage for Power BI visualizations