Project Title: Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media

Data Collection and Extraction From Database

COLLECT THE DATASET:

SOCIAL MEDIA DATASET:

RESULTS	SM REACH	INTERACTIONS	POSITIVE	NEGATIVE
2065	**8.8 M**	**9299**	**983**	**39**
+109 (+6.0%)	+3.5 M (+67%)	+885 (+11%)	+268 (+37%)	+27 (+225%)

Results

Current period · Previous period

Social Media Reach

Current period · Previous period
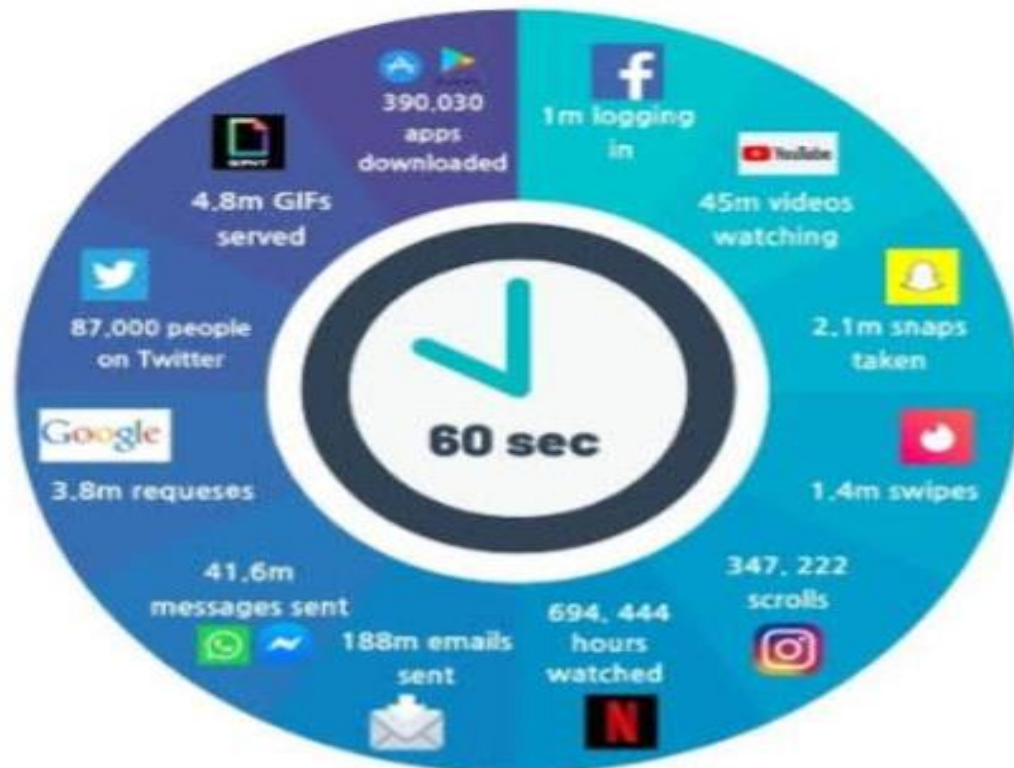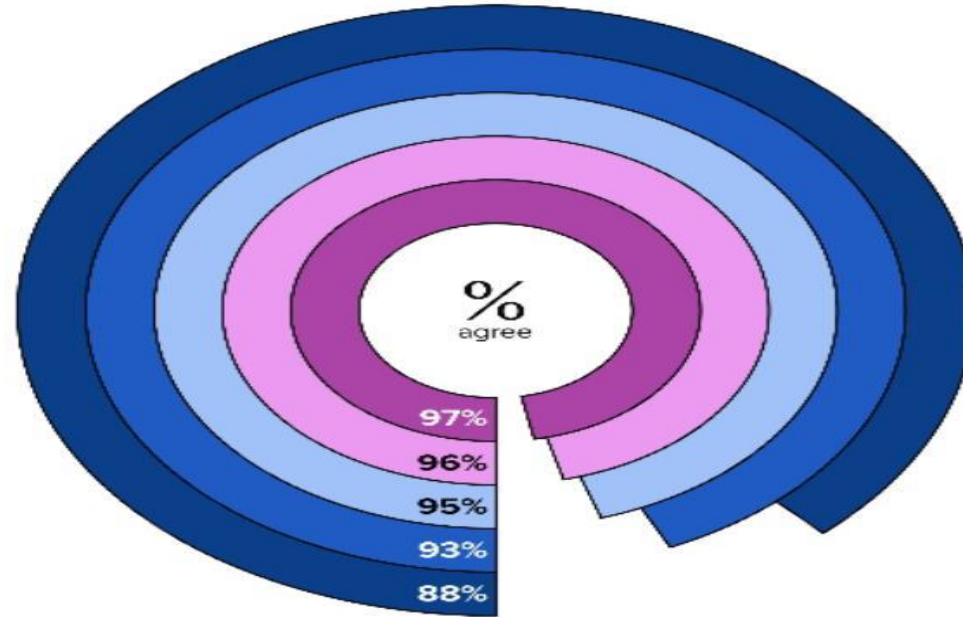
UNDERSTAND THE DATA:

- Social media data is information collected from social media networks that demonstrates how users share, view or engage with your content or profiles, and the content or profiles of your competitors
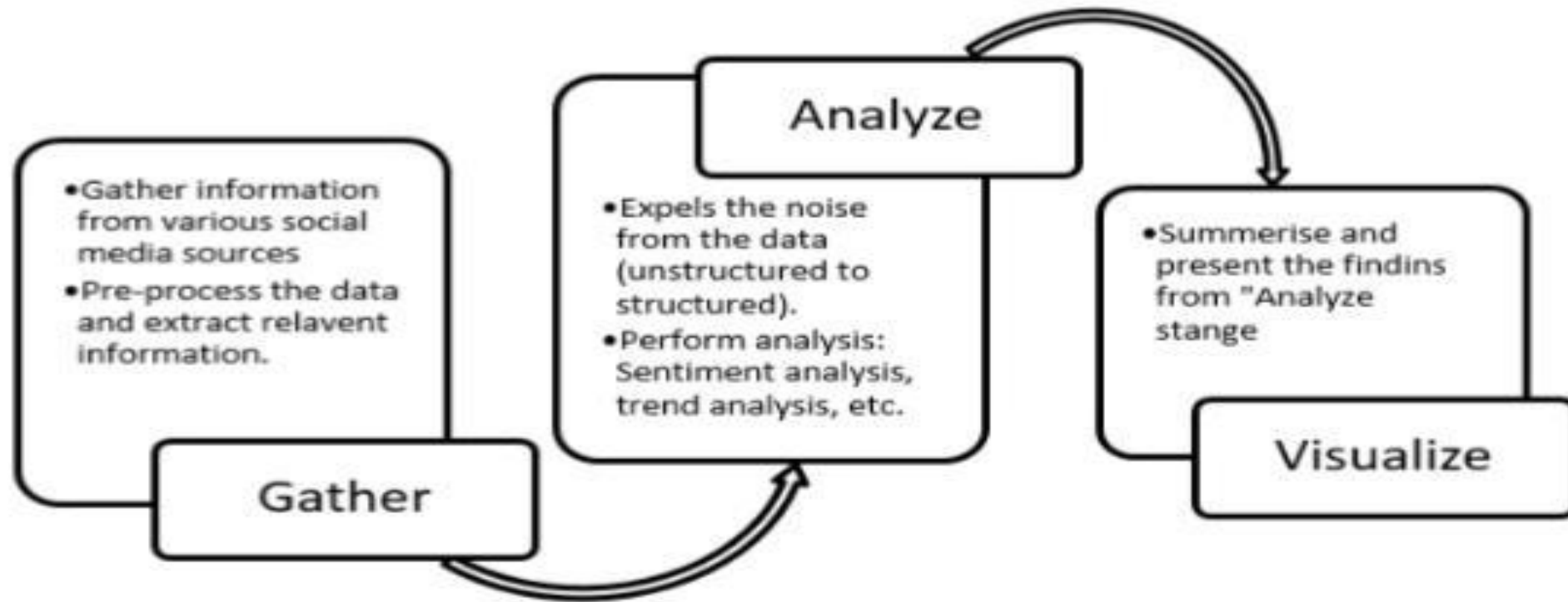
UNDERSTAND THE DATA FOR SOCIAL MEDIA:

%
agree

97%
96%
95%
93%
88%

■ Are essential for effective **public relations**

■ Are essential to **identify trending industry news**

■ Are essential to **competitor analysis**

■ Play a pivotal role in **proactive crisis management**

■ Should be businesses' **primary communication tool**

STAGES OF SOCIAL MEDIA:

CONNECT IBM DB2 WITH IBM COGNOS:

- Click the My Home link.

- Click Launch > IBM Cognos Administration and then click the Configuration tab.

- Click the Data Source Connection link and then click the New Connections icon.

CONNECTING YOUR DB2 DATABASE:

- Collect database details and credentials. To connect to your database, you need database details (such as the host name), as well as credentials (such as a user ID and password).

- Verify that a supported driver is installed.

- Configure your environment.

- Confirm ports are available.

- Db2 Connect provides connectivity to mainframe and midrange databases from Linux, UNIX, and Windows operating systems.