

Task 1 - Social Media Trend Analysis

[DASHBOARDS SUMMARY]

The dashboard provides a comprehensive analysis of social media trends, focusing on sentiment, geographic engagement, user activity, and platform usage:

- **Sentiment Distribution:** The largest sentiment categories are “Sad” (9.62%) and “Contentment” (7.47%), with other emotions like “Joy,” “Excitement,” and “Happy” also represented, indicating a diverse emotional landscape in social media conversations.
- **Country-wise Engagement:** Engagement is highest in the USA, followed by significant activity in countries like the UK, India, France, and Brazil, highlighting global participation in social media discussions.
- **Trend of Sentiment Over Time:** The time series plot shows fluctuations in sentiment, with certain emotions peaking at specific times of day, month, or hour, suggesting that public mood on social media shifts regularly and may be influenced by external events or time-based factors.
- **User Engagement and Platform Usage:** Instagram has the highest number of user interactions, followed closely by Twitter and Facebook. In terms of time spent, Instagram leads, but Twitter and Facebook are also heavily used, reflecting their importance in the social media ecosystem.

Overall, the dashboard reveals that social media sentiment is mixed but leans toward negative or neutral emotions, engagement is globally distributed, and Instagram is currently the most engaging and time-consuming platform among the ones analyzed.