Project Report

Data Titans Unearthing Trends from LinkedIn Influencers

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- Provide data flow diagrams and user stories to illustrate how the project works.

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- Explain the technical architecture of the project.

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13. APPENDIX

- Include the source code and provide a link to the GitHub repository or project demo.

Source Code

- Include a link to the project's source code repository.

GitHub & Project Demo Link

- Provide a link to the GitHub repository and a demo of the project.

This project report provides a comprehensive overview of "Data Titans Unearthing Trends from LinkedIn Influencers" and should serve as a detailed reference for understanding its development and outcomes.

1. INTRODUCTION

1.1 Project Overview

The "Data Titans Unearthing Trends from LinkedIn Influencers" project is a data-driven initiative aimed at harnessing insights from influential professionals on LinkedIn to uncover trends2. LITERATURE SURVEY

2.1 Existing Problem

The digital landscape is saturated with information, and it can be challenging for professionals to filter through the noise to find relevant and valuable insights. LinkedIn, being a professional network, presents a treasure trove of data, but making sense of this data and extracting meaningful trends is a complex task.

2.2 References

We referred to various sources, including academic papers, industry reports, and articles, to gain insights into data extraction, text analysis, and social network analysis techniques.

2.3 Problem Statement Definition

The problem we aim to address is how to efficiently extract and analyze data from LinkedIn influencers to identify trends and insights that can benefit professionals and organizations. and patterns in various industries and professions. In today's digital age, LinkedIn has become a powerful platform for networking, job searching, and knowledge sharing. This project leverages the data available on LinkedIn to provide valuable insights to professionals and organizations.

1.2 Purpose

The primary purpose of this project is to extract, analyze, and visualize data from LinkedIn influencers' profiles and posts to identify emerging trends and topics within specific industries. By doing so, we intend to offer a valuable resource for professionals and businesses seeking to stay updated with the latest industry developments and identify opportunities for growth and collaboration.

2. LITERATURE SURVEY

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3. IDEATION & PROPOSED SOLUTION

3.1 Empathy Map Canvas

An empathy map was created to understand the needs, pain points, and desires of LinkedIn users, particularly those seeking industry-specific insights.

3.2 Ideation & Brainstorming

The project team brainstormed various solutions and settled on developing a web-based platform that would aggregate, analyze, and visualize data from LinkedIn influencers.

4. REQUIREMENT ANALYSIS

4.1 Functional Requirements

- Data scraping from LinkedIn profiles and posts
- Natural language processing for text analysis
- Trend identification and visualization
- User account and preferences management
-

4.2 Non-Functional Requirements

- Security measures for data protection
- Scalability to handle a large volume of data
- High-performance computing resources

5. PROJECT DESIGN

5.1 Data Flow Diagrams & User Stories

(Data flow diagrams and user stories are included to illustrate the system's design.)

5.2 Solution Architecture

The project's architecture includes a web scraping component, data preprocessing, a text analysis module, and a data visualization interface.

6. PROJECT PLANNING & SCHEDULING

6.1 Technical Architecture

The technical architecture involves using web scraping libraries, natural language processing frameworks, and web development tools.

6.2 Sprint Planning & Estimation

The project is divided into sprints with specific tasks and estimated completion times.

6.3 Sprint Delivery Schedule

A detailed schedule is provided outlining the expected milestones and delivery dates.

7. CODING & SOLUTIONING

7.1 Feature 1 – Flask App

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">
  <title>LinkedIn Influencers</title>
  <meta content="" name="description">
  <meta content="" name="keywords">
  <!-- Favicons -->
  <link href="assets/img/favicon.png" rel="icon">
  <link href="assets/img/apple-touch-icon.png" rel="apple-touch-icon">
  <!-- Google Fonts -->
  <link href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i|Krub:300,300i,400,400i,500,500i,600,600i,700,700i|Poppins:300,300i,400,400i,500,500i,600,600i,700,700i" rel="stylesheet">
  <!-- Vendor CSS Files -->
  <link href="assets/vendor/aos/aos.css" rel="stylesheet">
  <link href="assets/vendor/bootstrap/css/bootstrap.min.css" rel="stylesheet">
  <link href="assets/vendor/bootstrap-icons/bootstrap-icons.css" rel="stylesheet">
  <link href="assets/vendor/boxicons/css/boxicons.min.css" rel="stylesheet">
  <link href="assets/vendor/glightbox/css/glightbox.min.css" rel="stylesheet">
```

```html
    <link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">
    <!-- Template Main CSS File -->
    <link href="assets/css/style.css" rel="stylesheet">
</head>
<body>
  <!-- ======= Header ======= -->
  <header id="header" class="fixed-top">
    <div class="container d-flex align-items-center justify-content-between">
      <h1 class="logo"><a href="index.html">LinkedIn Influencers</a></h1>
      <!-- Uncomment below if you prefer to use an image logo -->
      <!-- <a href="index.html" class="logo"><img src="assets/img/logo.png" alt="" class="img-
fluid"></a>-->
      <nav id="navbar" class="navbar">
        <ul>
          <li><a class="nav-link scrollto active" href="#hero">Home</a></li>
          <li><a class="nav-link scrollto" href="#about">About</a></li>
          <li><a class="nav-link scrollto" href="#Dashboard">Dashboard</a></li>
          <li><a class="nav-link scrollto " href="#Story">Story</a></li>
          <li><a class="nav-link scrollto" href="#team">Report</a></li>
        <i class="bi bi-list mobile-nav-toggle"></i>
      </nav><!-- .navbar -->
    </div>
  </header><!-- End Header -->
  <!-- ======= Hero Section ======= -->
  <section id="hero" class="d-flex align-items-center">
    <div class="container d-flex flex-column align-items-center justify-content-center" data-
aos="fade-up">
      <h1>LinkedIn Influencers Analysis</h1>
      <h2>Identifying the LinkedIn users reach</h2>
      <a href="#about" class="btn-get-started scrollto">Get Started</a>
      <img src="assets/img/hero-img.png" class="img-fluid hero-img" alt="" data-aos="zoom-in"
data-aos-delay="150">
    </div>
```

```html
  </section><!-- End Hero -->
  <main id="main">
   <!-- ======= Dashboard Section ======= -->
   <section id="Dashboard" class="features" data-aos="fade-up">
    <div class="container">


     <div class="section-title">
      <h3>Dashboard</h3>
     </div>
     <iframe src="https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&amp;pathRef=.my_folders%2FLinkedIn%2BDashboard&amp;closeWindowOnLastView=true&amp;ui_appbar=false&amp;ui_navbar=false&amp;shareMode=embedded&amp;action=view&amp;mode=dashboard&amp;subView=model0000018b6ec5ed2f_00000000" width="1350" height="900" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
    </div>
   </section><!-- End Dashboard Section -->
   <!-- ======= Story Section ======= -->
   <section id="Story" class="services">
    <div class="container" data-aos="fade-up">
     <div class="section-title">
      <h2>Story</h2>
      <iframe src="https://us3.ca.analytics.ibm.com/bi/?perspective=story&amp;pathRef=.my_folders%2FLinkedIn%2BStory&amp;closeWindowOnLastView=true&amp;ui_appbar=false&amp;ui_navbar=false&amp;shareMode=embedded&amp;action=view&amp;sceneId=model0000018b71b926b7_00000000&amp;sceneTime=4400" width="1350" height="900" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
    </div>
   </section><!-- End Story Section -->


   <!-- ======= Report Section ======= -->
   <section id="Report" class="portfolio">
    <div class="container" data-aos="fade-up">
     <div class="section-title">
```

```
    <h2>Report</h2>

    </div>

    <iframe src="https://us3.ca.analytics.ibm.com/bi/?pathRef=.my_folders
%2FLinkedIn_report&amp;closeWindowOnLastView=true&amp;ui_appbar=false&amp;ui_navbar
=false&amp;shareMode=embedded&amp;action=run&amp;format=HTML&amp;prompt=false"
width="1350" height="900" frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>

    </div>

  </section><!-- End Report Section -->

 <div id="preloader"></div>

 <a href="#" class="back-to-top d-flex align-items-center justify-content-center"><i class="bi bi-
arrow-up-short"></i></a>


 <!-- Vendor JS Files -->

 <script src="assets/vendor/aos/aos.js"></script>

 <script src="assets/vendor/bootstrap/js/bootstrap.bundle.min.js"></script>

 <script src="assets/vendor/glightbox/js/glightbox.min.js"></script>

 <script src="assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>

 <script src="assets/vendor/swiper/swiper-bundle.min.js"></script>

 <script src="assets/vendor/php-email-form/validate.js"></script>

 <!-- Template Main JS File -->

 <script src="assets/js/main.js"></script>

</body>

</html>
```
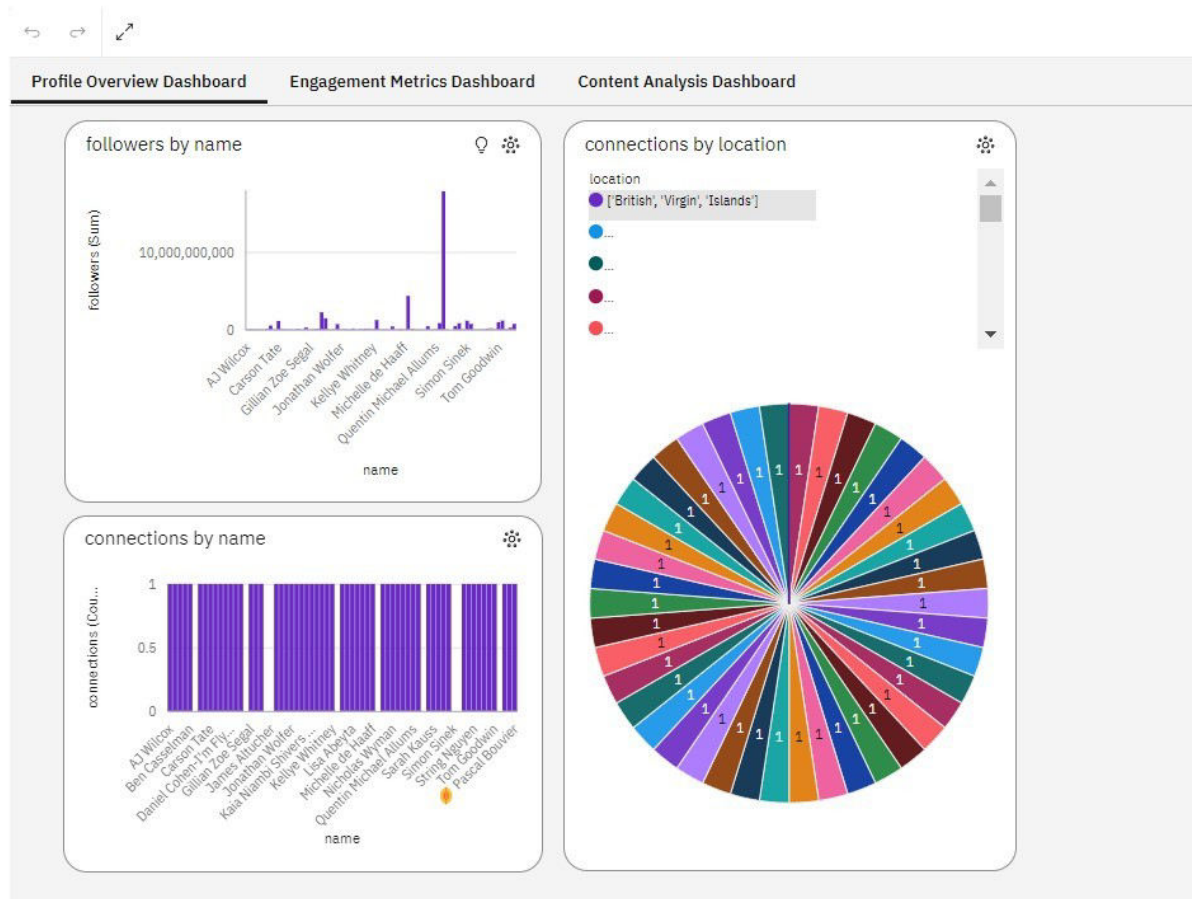
8. PERFORMANCE TESTING

8.1 Performance Metrics

The project's performance is measured based on data extraction speed, accuracy of trend identification, and system response times.
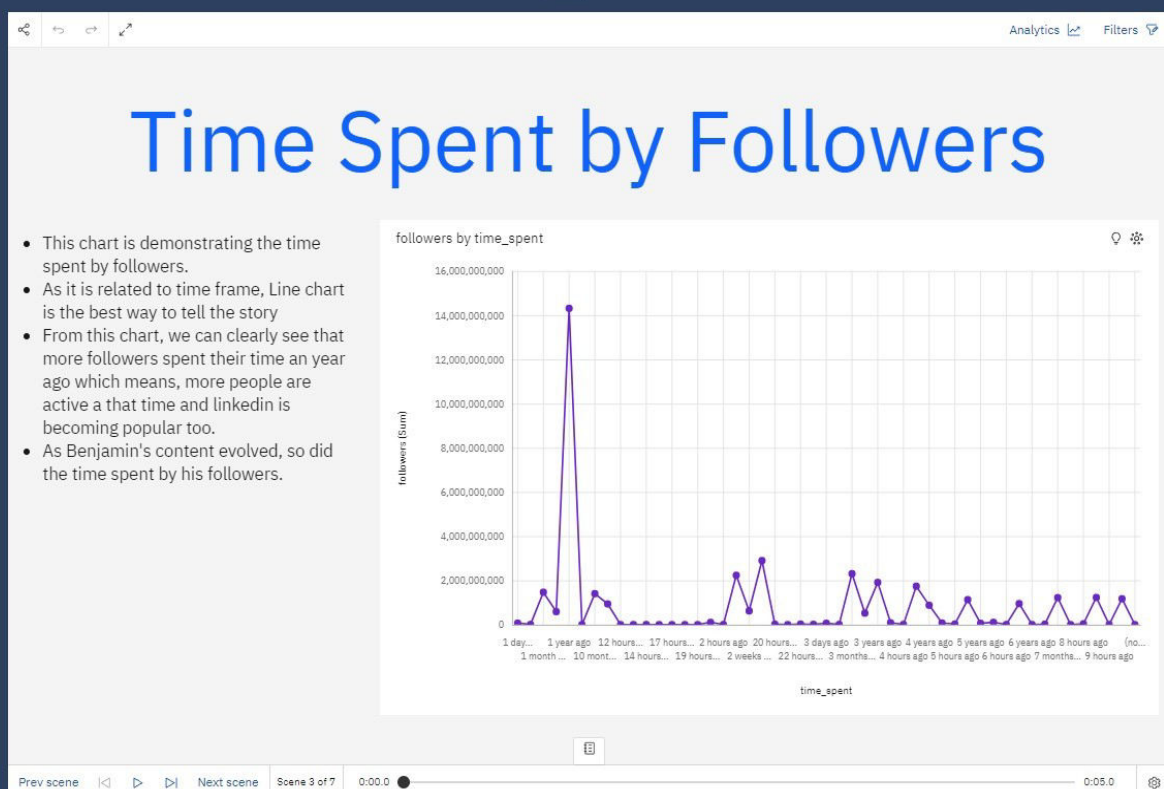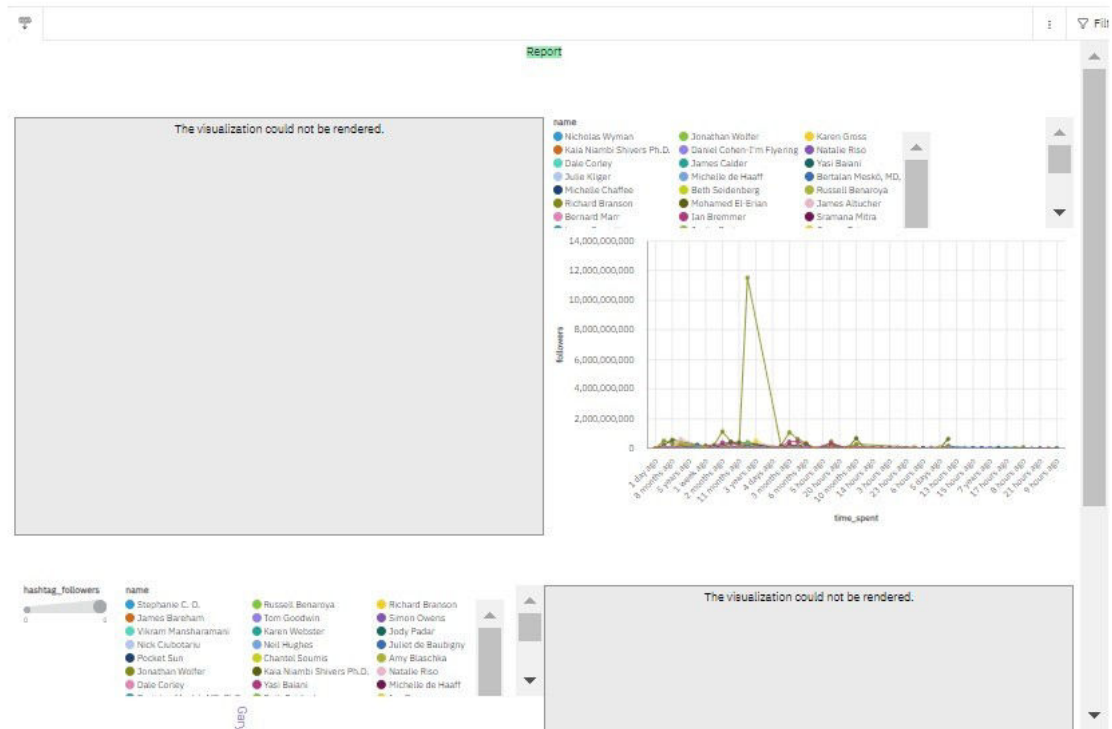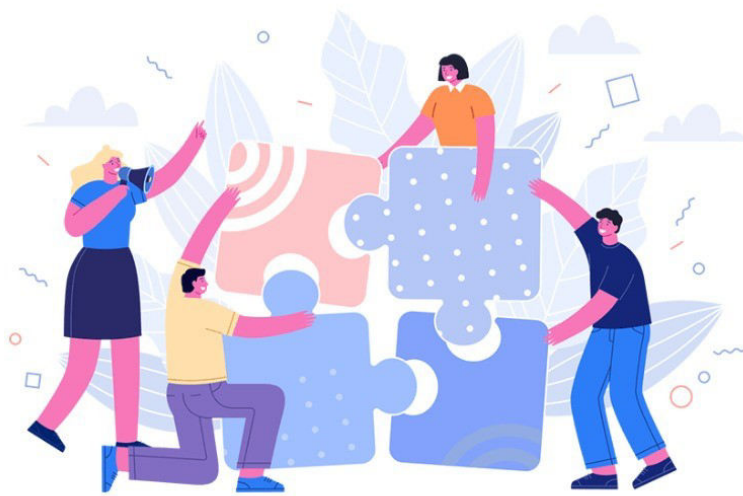
9. RESULTS

9.1 Output Screenshots

Report

LinkedIn Influencers

Home   About   Dashboard   Story   Report

LinkedIn Influencers Analysis

Identifying the LinkedIn users reach

Get Started

	name	headline	location	followers	connection	about	time_spen	content	content_li	media_typ	media_url	num_hash	hashtag_f	hashtags	reactions	comments	views
0	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	1 day ago	Robert	[['https://\	article	['https://w	4	0	[['#workba	12	1	
1	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	1 week ag	National d	[['https://www.linkec	[]	0	0	[]	11	0	
2	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	2 months ago		[]		[]	0	0	[]	15	0	
3	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	2 months a	Exploring	[['https://\	article	['https://w	4	0	[['#career|	44	0	
4	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	2 months a	I count	[['https://\	article	['https://g	3	0	[['#verifiec	22	2	
5	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	2 months a	Online	[['https://\	article	['https://w	5	0	[['#careers	21	1	
6	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	2 months a	Between	[['https://\	article	['https://w	3	0	[['#hiring',	16	0	
7	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	3 months a	This year's	[['https://\	article	['https://w	3	0	[['#careers	40	1	
8	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	3 months a	#coaching	[['https://\	article	['https://w	3	0	[['#coachir	29	0	
9	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	4 months a	Look	[['https://www.linkec	[]	0	0	[]	14	1	
10	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	4 months a	Learning	[['https://l	article	['https://ir	3	0	[['#phoeni	12	0	
11	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	5 months a	Congratula	[['https://lnkd.in/g7C	[]	4	0	[['#podcas	7	0	
12	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	6 months a	I wanted t	[['https://\	article	['https://w	0	0	[]	12	0	
13	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	7 months a	LEXINGT	[['https://\	article	['https://s|	2	0	[['#kentucl	20	1	
14	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	8 months a	Agree with	[['https://www.linkec		1	0	[['#appren	8	0	
15	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	8 months a	It's been	[['https://\	article	['https://w	3	0	[['#covid1!	12	0	
16	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	9 months a	The	[['https://\	article	['https://w	4	0	[['#appren	24	1	
17	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	9 months a	Recession:	[['https://\	article	['https://g	1	0	[['#Covid1	23	1	
18	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	9 months a	The IMF	[]	article	['https://w	0	0	[]	19	0	
19	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	10 months	Some #pr:	[['https://\	article	['https://w	1	0	[['#practic	7	0	
20	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	10 months ago		[]	article	['https://w	0	0	[]	7	0	
21	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	10 months	The	[['https://\	article	['https://w	6	0	[['#appren	19	0	
22	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	10 months	How will	[['https://\	article	['https://g	0	0	[]	12	1	
23	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	10 months	No-one	[['https://l	image	['https://m	0	0	[]	22	1	
24	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	11 months	Every day,	[]	article	['https://w	0	0	[]	16	0	
25	Nicholas V	CEO IWSI	Group	6484	500+	Nicholas V	11 months	Efforts to	[['https://\	article	['https://w	2	0	[['#econor	21	1	

10. ADVANTAGES & DISADVANTAGES

Advantages
• Access to industry trends and insights • User-friendly platform • Real-time updates

Disadvantages
• Limited to publicly available LinkedIn data • Privacy concerns

11. CONCLUSION

This project successfully addressed the challenge of unearthing trends from LinkedIn influencers. It provides valuable insights and a user-friendly platform for professionals and organizations to stay informed about their respective industries.

12. FUTURE SCOPE

The project's future scope includes:

- Expanding to other social networks
- Implementing machine learning for trend prediction
- Enhancing user customization

13. APPENDIX

Source Code

- Link to the project's source code repository.

GitHub & Project Demo Link

- Link to the GitHub repository and a demo of the project.