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Social media data analytics

Summary;

- Social media data analysis metrics
- Asking the right questions that social media can answer
- Dealing with biases
- How to turn data into actionable insights
- How to communicate those insights

Let's

- Ask questions
- Join data-science-Africa
- Tweet about our discussion

@theamutorine

Basics first.

- Audience or target users
- Have a question you are trying to answer
- Method of analysis: Python, R or using an analysis tool

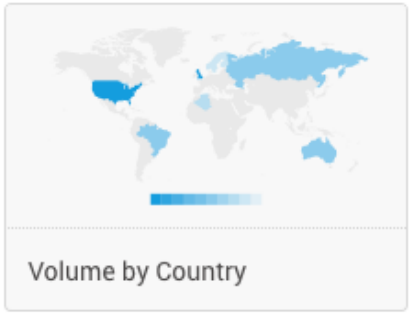
Materials

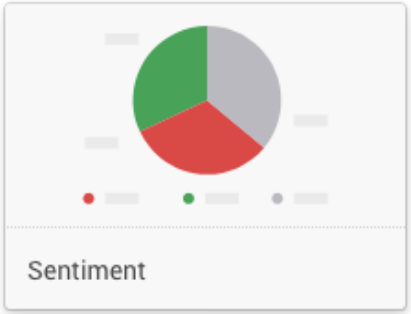
- Social Media Data Analytics by hirag Shah on **Coursera**
- Brandwatch webinars: https://www.brandwatch.com/webinars/

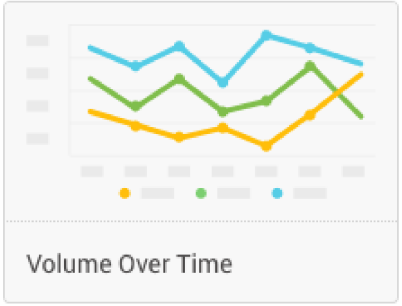
NEWS

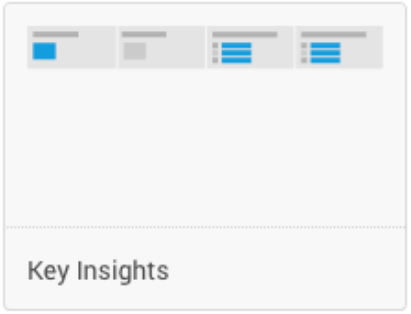
Social Media Data

- Conversations
- People
- Measure

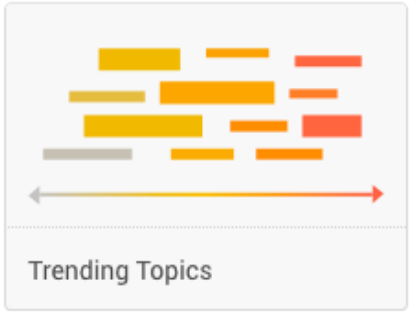


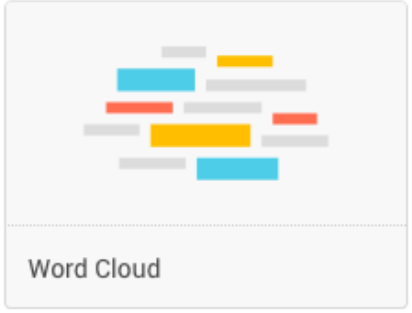


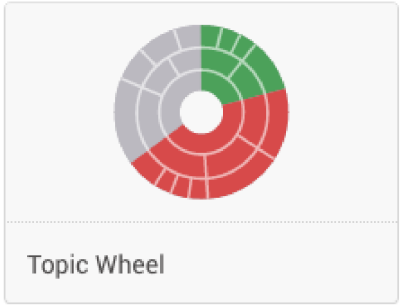


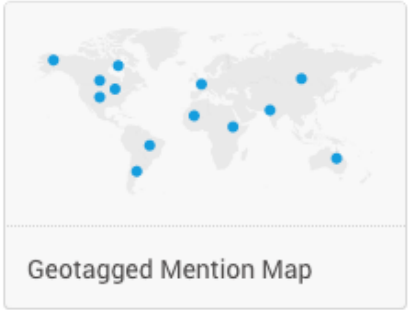


Measure

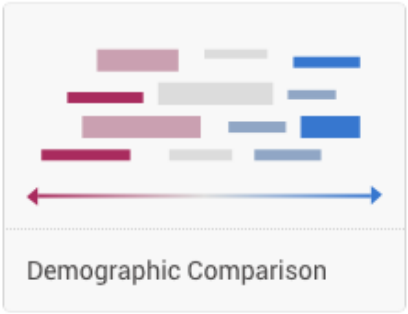


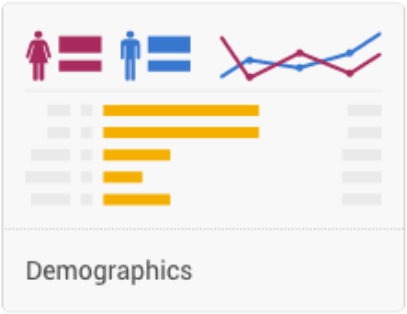




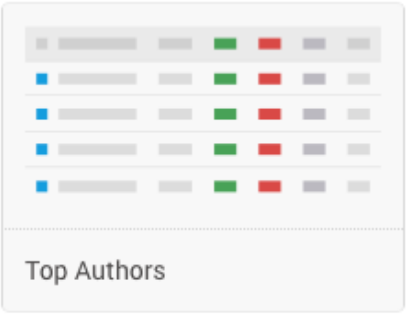


Conversation


Demographic Comparison


Demographics

Unique Authors Over Time


Top Authors

People

How to ask the right questions that social media can answer.

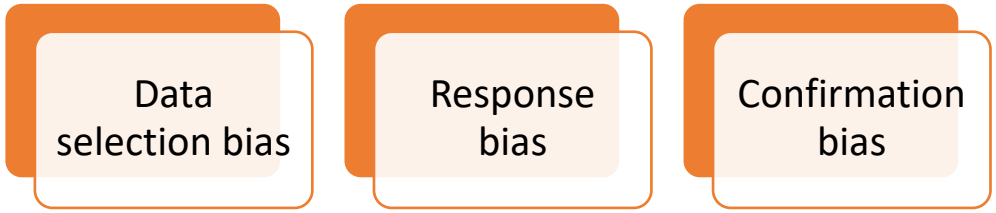
- How can I make more people buy more of my cat food?

- How can I increase/elevate my shallow voice about cat food?
- Or how can I identify cat lovers?

Turning social data into actionable insights

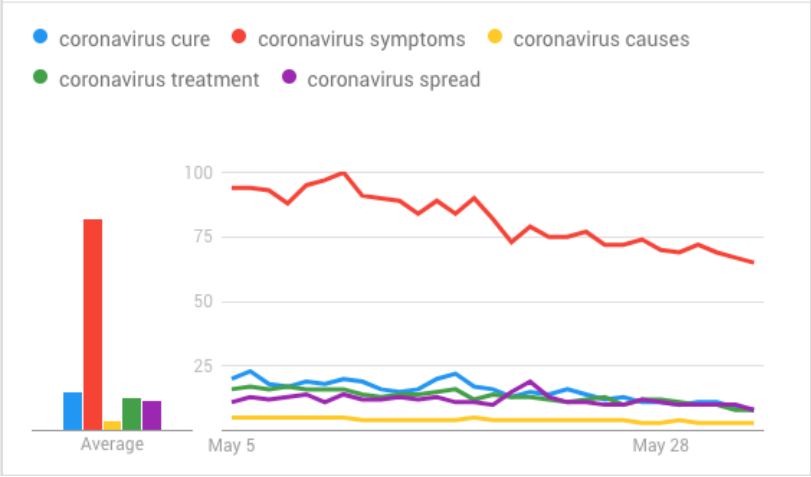
Methodology

Beware of the Biases

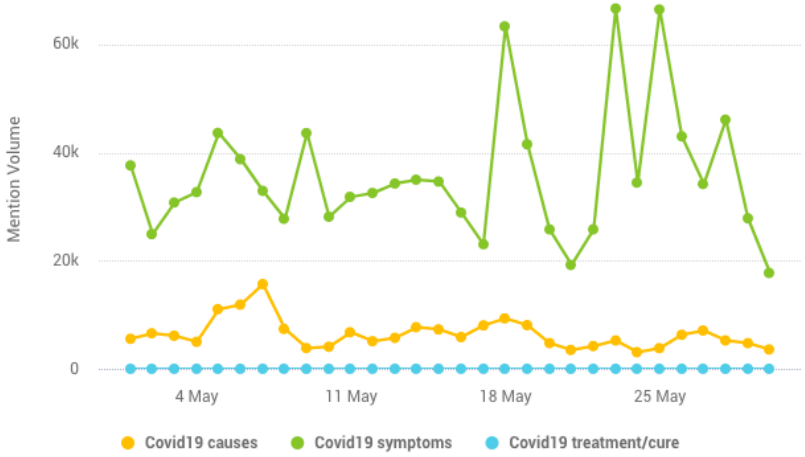


https://cmotions.nl/en/5-typen-bias-data-analytics/

GOOGLE SEARCH DATA



TWITTER CONVERSATIONS

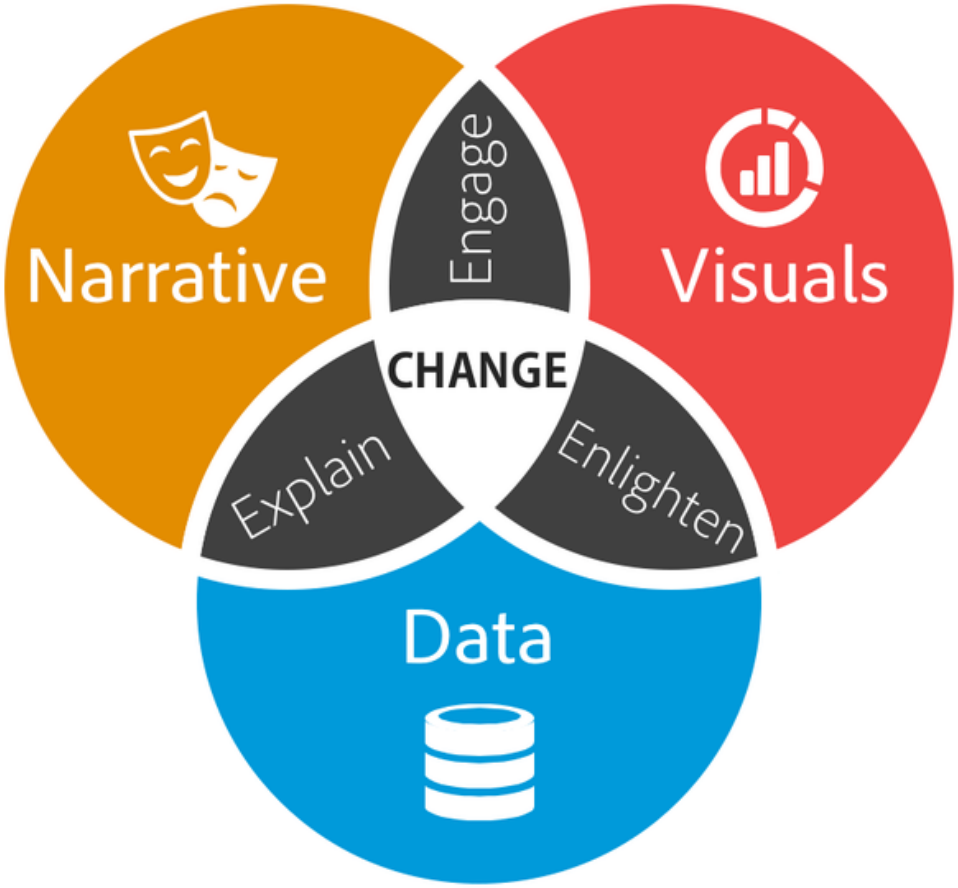


Comparison

Trend spotting

Relationships

Communicating data insights


Narrative
Engage
Visuals
CHANGE
Explain
Enlighten
Data

To do …

1. Scrape twitter data from last dsa tutorial - https://github.com/datsciafrica/presentations/blob/master/accra2019/README.md
2. Take the free social media data analysis course
3. Explore social media data analysis with a self serve analytics tool

Questions