Website and Social Media Data Analysis

TECHNIQUES AND METRICS FOR EXTRACTING INSIGHTS

Extractable Data

Social media data extracted from websites provides invaluable insights for businesses. This data can be broadly categorized into several key areas

Engagement Metrics:

- **Likes:** Indicate direct positive feedback.
- **Shares/Retweets:** Reflect content's spread and influence.
- **Comments:** Provide qualitative feedback and discussion points.
- **Views/Impressions:** Measure content visibility.

User Data:

- **Demographics:** Age, gender, interests of the audience.
- **Location:** Geographical distribution of users.
- **Follower Count:** Indicates user influence and reach.
- **Profile Information:** Publicly available data that can reveal preferences and behaviors.

Content Data:

- **Post Text:** Keywords, topics, and messaging used.
- **Hashtags:** Trending topics and associated conversations.
- **Media Type:** Images, videos, links, and their performance.
- **URLs:** Track the destination of linked content.

Temporal Data:

- **Posting Times:** When content is published.
- **Engagement Patterns:** How engagement varies over time.
- **Frequency:** How often content is posted.
- **Recency:** How recently content was posted.

Sentiment Data:

- **Positive/Negative/Neutral Tone:** The emotional context behind comments and mentions, which shows how the audience perceives a brand or a product. This can be determined through sentiment analysis tools.

Techniques for Analysis

Once the social media data has been extracted, it needs to be analysed. The best way of doing this is through the use of data analysis techniques such as:

- **Statistical Analysis:** Using regression, correlation, and distribution analysis to identify trends and patterns in the dataset.
- **Machine Learning:** Using machine learning models such as topic modeling or sentiment analysis to extract features from the data.
- **Network Analysis:** Analyse the relationship between entities within the network, which could be users or posts.
- **Time Series Analysis:** Used to track social media trends over a period of time.