

# Social Media:

## Introduction:

### Overview:

During our short-term internship with Smart Bridge we've delved into the world of data analytics with a primary focus on Solar Panel forecasting. In this introduction section, we'll provide an overview of the importance of data visualization in conveying insights and our objective to create informative visualizations including dashboards, reports and data stories.

To ensure that our audience comprehends the intricate data we've been working with we've gone beyond merely generating these visualizations. We've taken the crucial step of providing in-depth explanation for each one using paragraphs. This approach not only facilitates an easier understanding of the data but also empowers our audience to draw actionable insights.

## Advantages of Social Media:

When we look at the positive aspect of social media, we find numerous advantages. The most important being a great device for education. All the information one requires is just a click away. Students can educate themselves on various topics using social media.

Moreover, live lectures are now possible because of social media. You can attend a lecture happening in America while sitting in India.

Furthermore, as more and more people are distancing themselves from newspapers, they are depending on social media for news. You are always updated on the latest happenings of the world through it. A person becomes more socially aware of the issues of the world.

In addition, it strengthens bonds with your loved ones. Distance is not a barrier anymore because of social media. For instance, you can easily communicate with your friends and relatives overseas.

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## Disadvantages of Social Media :-

Despite having such unique advantages, Social media is considered to be one of the most harmful elements of society. If the use of Social media is not monitored, it can lead to grave consequences.

It is harmful because it invades your privacy like never before. The oversharing happening on social media makes children a target for predators and hackers. It also leads to cyberbullying which affects any person significantly.

Thus, the sharing on social media especially by children must be monitored at all times. Next up is the addiction of social media which is quite common amongst the youth.

- \* This addiction hampers with the academic performance of a student as they waste their time on social media instead of studying.
- \* Social media also creates communal rifts.

## LITERATURE SURVEY

### Introduction :

### Social media :



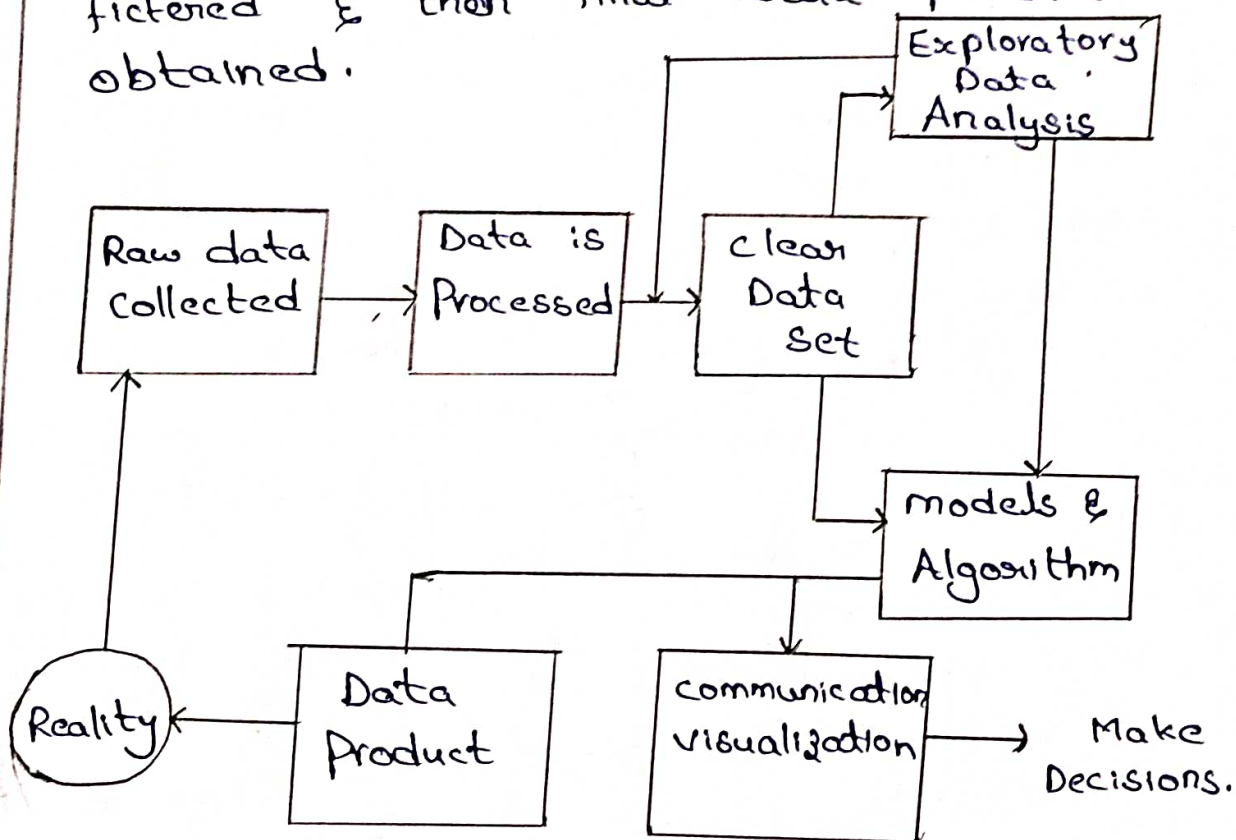
Social media is a tool that is becoming quite popular these days because of its user friendly features. Social media platforms like Facebook, Instagram, Twitter and more are giving people a chance with each other across distances. In other words, the whole world is at our fingertips all thanks to social media. The youth is especially one of the most dominant users of social media. All this makes you wonder that something so powerful and with such a massive reach cannot be all good. Like how there are always two sides to a coin, the same goes for social media. Subsequently, different people have different opinions on the debatable topic. So in this essay on social media we will see the advantages and disadvantages of social media.



## THEORETICAL ANALYSIS:-

### 3.1 Block Diagram:-

This is an Exploratory Data Analysis in which firstly Raw data is collected and the Data is processed then we create a data module & we clear the dataset with unwanted matter & create relationship to the tables dataset & apply models & Algorithm and then we make the visualization like bar graph, Bubble plot, Scatter Not, tree map etc., by using the data Set modified & filtered & then final Data product will be obtained.



## Hardware / Software designing

### Whats App

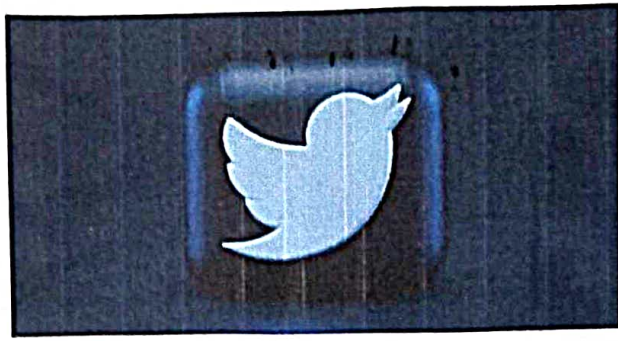


Whatsapp is a cross-platform instant messaging app that allows users to communicate with each other without having to pay for SMS. Whatsapp Messenger is available for iPhone, BlackBerry, Android, Windows phone and Nokia. The app uses the internet connection of the user's device to send and receive messages, meaning that it can be used anywhere in the world as long as there is an internet connection available.

WhatsApp was founded in 2009 by Jan Koum and Brian Acton, who were both former employees of Yahoo!. WhatsApp was originally designed as a replacement for SMS messaging, but it has since evolved into much more than that. These days, Whatsapp is used by millions of people all over the world for a variety of purposes.

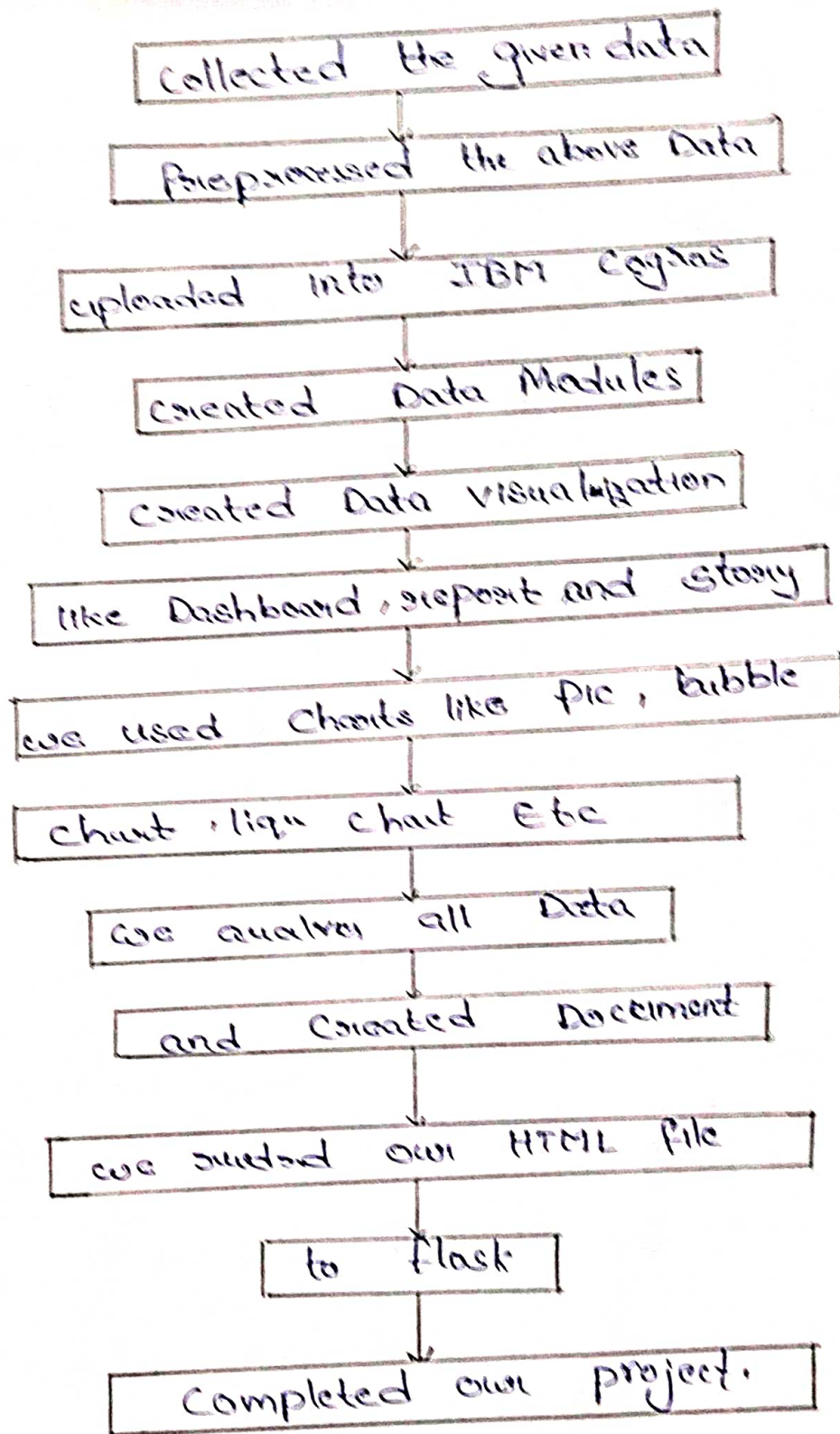


## Twitter



Twitter is defined as a social networking application and site that allows users to share information so that they can post status updates, news and events, in posts called tweets, where users can communicate with each other all day using SMS or Twitter, so that the user can type the tweet using the keyboard on the computer or mobile device and send it to the Twitter server, which transfers it to the list of other users on the site or what followers, who subscribed to Twitter to receive tweets by text message to their mobile phones or instant messaging to their personal computers, were invited.

## FLOWCHART





## Applications:

- \* Instagram
- \* WhatsApp
- \* Facebook
- \* Twitter
- \* Snapchat

## Future Scope :

How will social media change over the next 10 years in social media.

The major challenge for social media networks will be their ability to adapt and remain relevant over time. In part this will not just be about Facebook, Twitter and whatever other platforms gain traction.

- ① Social media will be more integrated into personal, social and business lives. Without realizing it, these platforms will be a natural part of our everyday activities and work.
- ② Social media will have longer term implications for individuals as a result of a life lived in public. Think of it as George Orwell's 1984 come to life. Instead of a government

## Advantages of Dashboard :

- \* Saving BI time
- \* Empowering end users
- \* Improved efficiency enabled by BI software
- \* Bringing data together
- \* Focusing on KPIs
- \* Improving the decision making process
- \* Telling trends.

## Disadvantages of Dashboard :

- \* Failing to define the dashboard's purpose
- \* Offering too much information.
- \* Failing to automate data feeds.
- \* Displaying unclear metrics
- \* Building the same dashboard for different users.
- \* Misusing color
- \* Providing no context.



## Story :

### Advantages :

- \* It is extremely inexpensive
- \* It is friendly, informal, and interactive
- \* It provides an early view of the user interfaces of the system
- \* It is easy to create and easy to modify.
- \* It can ease the "Blank page" Syndrome.

### Disadvantages :

- \* Does not provide a realistic front end
- \* Does not provide full functionality
- \* Difficult to change (rub out!)

### result :-

- The result section will delve into the specific findings we've uncovered during our internship.
- It will include a summary of the insights gained from our data visualization and analytics work.

### Conclusion :-

- In the conclusion we'll summarize the significance of our internship project with smartbridge.
- This section will emphasize the value of data analytics and data visualization in the context of Solar Panel forecasting.