

Pre-Hackathon Assignment: Social Media Performance Analysis

Submission Deadline: 8th January

Team Size : 4

Objective: Build a basic analytics module using **Langflow** and **DataStax** to analyze engagement data from mock social media accounts.

Tools to Use:

- DataStax Astra DB for database operations.
- Langflow for workflow creation and GPT integration.

Task Details:

1. Fetch Engagement Data:

- Create a small dataset simulating social media engagement (e.g., likes, shares, comments, post types).
- Store this data in DataStax Astra DB.

2. Analyze Post Performance:

- Using Langflow, build a simple flow that Accepts post types (e.g., carousel, reels, static images) as input.
- Queries the dataset in Astra DB to calculate average engagement metrics for each post type.

3. Provide Insights: Use GPT integration in Langflow to generate simple insights based on the data

Example outputs:

- Carousel posts have 20% higher engagement than static posts.
- Reels drive 2x more comments compared to other formats.

Submission requirement:

GITHUB REPOSITORY: https://github.com/ShreyasGandhi0607/social_media_performace_analysis

PROJECT DEPLOYMENT LINK: <https://socialmedia-analytics.streamlit.app/>