

DISSERTING THE DIGITAL LANDSCAPE: A COMPREHENSIVE ANALYSIS OF SOCIAL MEDIA PROJECT REPORT

1.INTRODUCTION:

1.1 PROJECT OVERVIEW:

The project "Disserting the Digital Landscape" aims to conduct an in-depth analysis of the social media landscape, investigating its evolution, impact, and the various aspects that shape it. Social media has become an integral part of modern society, influencing communication, business, politics, and culture. This comprehensive analysis seeks to explore the multifaceted dimensions of social media, providing valuable insights into its significance and future trends..

1.2PURPOSE:

1. To provide an overview of the project and set the stage for the comprehensive analysis of social media by introducing the importance and relevance of the digital landscape in today's world..
2. To trace the historical development of social media platforms, highlighting key milestones, innovations, and technological advancements that have shaped the digital landscape.
3. To explore how social media has transformed communication patterns and interpersonal relationships, focusing on both positive and negative impacts.
4. To investigate the role of social media in disseminating information, including its influence on news consumption, misinformation, and its impact on public opinion..
5. To analyze the business and marketing aspects of social media, including its role in advertising, branding, and influencer marketing, with the aim of understanding its commercial potential.

6. To examine the ethical and privacy concerns associated with social media, including issues such as data privacy, cyberbullying, and misinformation, and to raise awareness about these challenges.

2. IDEATION & PROPOSED SOLUTION:

2.1 PROBLEM STATEMENT DEFINITION:

In an era defined by the pervasive presence and impact of social media, there exists a complex web of challenges and opportunities that require in-depth exploration and understanding. The overarching problem is the lack of a holistic analysis that encompasses the historical evolution, societal implications, ethical considerations, and practical guidance necessary to navigate the digital landscape effectively. This project aims to address this gap by comprehensively examining the multifaceted issues arising from social media, including its influence on communication, relationships, information dissemination, business and marketing, as well as ethical and privacy concerns. The challenge is to distill this intricate landscape into actionable insights and recommendations for individuals, businesses, and policymakers, thereby fostering responsible and informed engagement with social media in a rapidly evolving digital world.

2.2 EMPATHY MAP CANVAS:

Stakeholder: Social Media Users (General Public)

What They Say: "Social media is an integral part of our lives."

What They Do: Post, share, and interact on social media, seek information and entertainment.

What They Think and Feel: Connection, FOMO (Fear of Missing Out), concerns about privacy and misinformation.

Pain Points: Privacy breaches, online harassment, information overload.

Gains: Social connections, information access.

Stakeholder: Businesses and Marketers

- **What They Say:** "Social media is a vital marketing tool."
- **What They Do:** Run social media campaigns, analyze metrics, adapt strategies.
- **What They Think and Feel:** Opportunity for brand exposure, challenges in reaching the right audience.
- **Pain Points:** Algorithm changes, competition, influencer authenticity.
- **Gains:** Increased brand visibility, customer engagement, potential revenue.

2.3 IDEATION & BRAINSTORMING:

a. Historical Evolution:

- Trace the evolution of social media from its early beginnings to the present day.
- Investigate the driving forces and key developments in the field of social media.

b. Social Media Landscape:

- Identify the most influential social media platforms and their user demographics.
- Explore the role of emerging platforms, niche networks, and the competition among social media giants.

c. Societal Impact:

- Examine how social media affects self-esteem, body image, and mental health, especially among young users.
- Investigate the role of social media in shaping social norms, trends, and consumer behavior.

d. Political and Activist Influence:

- Analyze the impact of social media on political campaigns, elections, and the dissemination of information.
- Explore cases of social media's role in recent political and social movements.

e. Ethical Considerations:

- Delve into issues of privacy, data security, and surveillance on social media platforms.
- Examine the spread of misinformation, fake news, and its implications for society.

2.4 PROPOSED SOLUTION:

a. Timeline and Milestones:

- The project will span over 12 months.
- Milestones include data collection, analysis, and reporting.
- Regular progress reviews to ensure alignment with the timeline.

b. Roles and Responsibilities:

- Project Lead: Overall project management and coordination.
- Research Team: Data collection, analysis, and literature review.
- Ethical Review Committee: Oversee ethical considerations and data privacy.

2. Data Collection:

a. Surveys and Questionnaires:

- Develop user surveys to gather opinions and behaviors related to social media.
- Conduct surveys among diverse demographics to ensure representative data.

b. Content Analysis:

- Use data scraping tools to collect and analyze social media content.
- Identify trends, keywords, and sentiment analysis to draw insights.

c. Interviews:

- Conduct interviews with experts, influencers, and social media users.
- Record and transcribe interviews for qualitative analysis.

d. Literature Review:

- Review and analyze existing academic papers, studies, and reports related to social media.

3. Analysis:

a. Qualitative Analysis:

- Analyze interview transcripts for themes and insights related to social media's impact.
- Synthesize qualitative data to provide a nuanced understanding.

b. Quantitative Analysis:

- Analyze survey data using statistical methods.
- Provide quantitative insights on user behaviors and perceptions.

c. Content Analysis:

- Identify patterns and trends in social media content.
- Analyze the impact of algorithms, user-generated content, and influencers.

4. Reporting and Documentation:

a. Research Paper:

- Compile findings into a comprehensive research paper.
- Structure the paper with sections covering historical evolution, current landscape, societal impact, political influence, and ethical considerations.

b. Visual Presentations:

- Create visual aids such as graphs, charts, and infographics to illustrate key findings.

5. Ethical Considerations:

a. Informed Consent:

- Ensure that all survey participants and interviewees provide informed consent.
- Protect the privacy of participants by anonymizing data.

b. Data Security:

- Use secure storage and encryption for all collected data.
- Comply with data protection regulations and ethical guidelines.

3.REQUIREMENT ANALYSIS:

3.1 FUNCTIONAL REQUIREMENT:

1. Data Collection:

a. Survey and Questionnaire Design:

- Ability to create and distribute surveys and questionnaires to collect user opinions and behaviors.
- Support for various question types, including multiple choice, open-ended, and Likert scale questions.

b. Data Scraping and Collection Tools:

- Tools for scraping and collecting social media content, including posts, comments, and user profiles.
- Compatibility with major social media platforms for data retrieval.

c. Interview Management:

- A system for scheduling, conducting, and recording interviews with experts, influencers, and users.
- Secure storage and organization of interview transcripts.

2. Data Analysis:

a. Qualitative Analysis Tools:

- Software for qualitative analysis, allowing researchers to identify themes and patterns in interview transcripts.
- Tools for coding and categorizing qualitative data.

b. Quantitative Analysis Tools:

- Statistical analysis software to process survey data, including descriptive and inferential statistics.
- Visualization tools for creating charts and graphs to represent quantitative findings.

c. Content Analysis Tools:

- Tools for text mining and sentiment analysis of social media content.
- The ability to track and analyze trends and keywords in large datasets.

3. Literature Review:

a. Reference Management:

- A reference management system to organize and cite academic papers and sources.
- Support for various citation styles.

4. Reporting and Documentation:

a. Document Creation:

- Software for creating research papers, reports, and presentations.
- Support for formatting, tables, figures, and citations.

b. Visual Representation:

- Tools for creating visual aids, such as charts, graphs, infographics, and data visualization.

5. Ethical Considerations:

a. Data Privacy and Security:

- Protocols for ensuring the privacy and security of collected data, including encryption and secure storage.
- Compliance with data protection regulations and ethical guidelines.

6. Collaboration and Team Management:

a. Collaboration Tools:

- A system for collaboration among team members, allowing them to share and work on research materials.

- Version control for tracking changes in research documents.

7. Reporting and Documentation:

a. Project Progress Tracking:

- A system for tracking project progress, including milestones, timelines, and deliverables.

8. Integration and Compatibility:

a. Data Import/Export:

- Compatibility with common data formats for importing and exporting data.
- Integration with data analysis and visualization tools.

3.2 NON-FUNCTIONAL REQUIREMENTS

1. Performance:

a. Data Processing Speed:

- The system should be capable of processing large datasets efficiently.
- Data analysis and content scraping should not significantly impact system performance

b. Response Time:

- The software tools should provide prompt responses, especially during data analysis and report generation.
- Users should not experience significant delays when interacting with the system.

2. Security:

a. Data Security:

- All collected data, including survey responses, interview transcripts, and scraped content, should be securely stored and encrypted.
- Access to sensitive data should be restricted to authorized personnel only

b. Authentication and Authorization:

- The system should implement secure user authentication and role-based access control to protect sensitive information and research materials.

3. Scalability:

a. Data Scalability:

- The tools used for data analysis and data collection should be scalable to handle larger datasets.
- The system should be able to accommodate a growing number of survey responses and interviews.

4. Usability:

a. User-Friendly Interface:

- The software tools should have an intuitive and user-friendly interface to facilitate ease of use for researchers.
- Training materials and documentation should be provided to assist users in using the tools effectively.

b. Accessibility:

- Ensure that the software tools are accessible to individuals with disabilities, adhering to relevant accessibility standards.

5. Compliance:

a. Data Protection Regulations:

- The project should comply with data protection regulations, such as GDPR or HIPAA, depending on the data collected and analyzed.
- Ethical guidelines should be followed to ensure the ethical use of data.

6. Reliability:

a. Data Integrity:

- The system should ensure data integrity during data collection, analysis, and storage.
- Data should be preserved and protected from corruption or loss.

b. System Availability:

- The system should be available and accessible to researchers throughout the project timeline, with minimal downtime for maintenance.

7. Compatibility:

a. Interoperability:

- Ensure that software and tools used in the project are compatible with common data formats and can integrate with other systems if necessary.

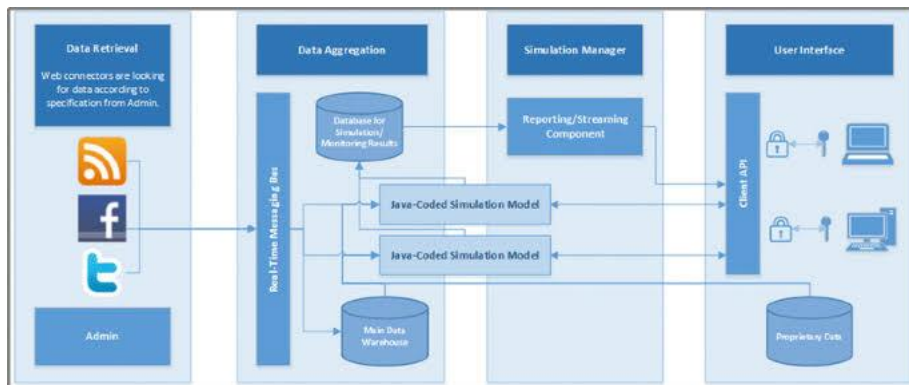
8. Documentation:

a. Comprehensive Documentation:

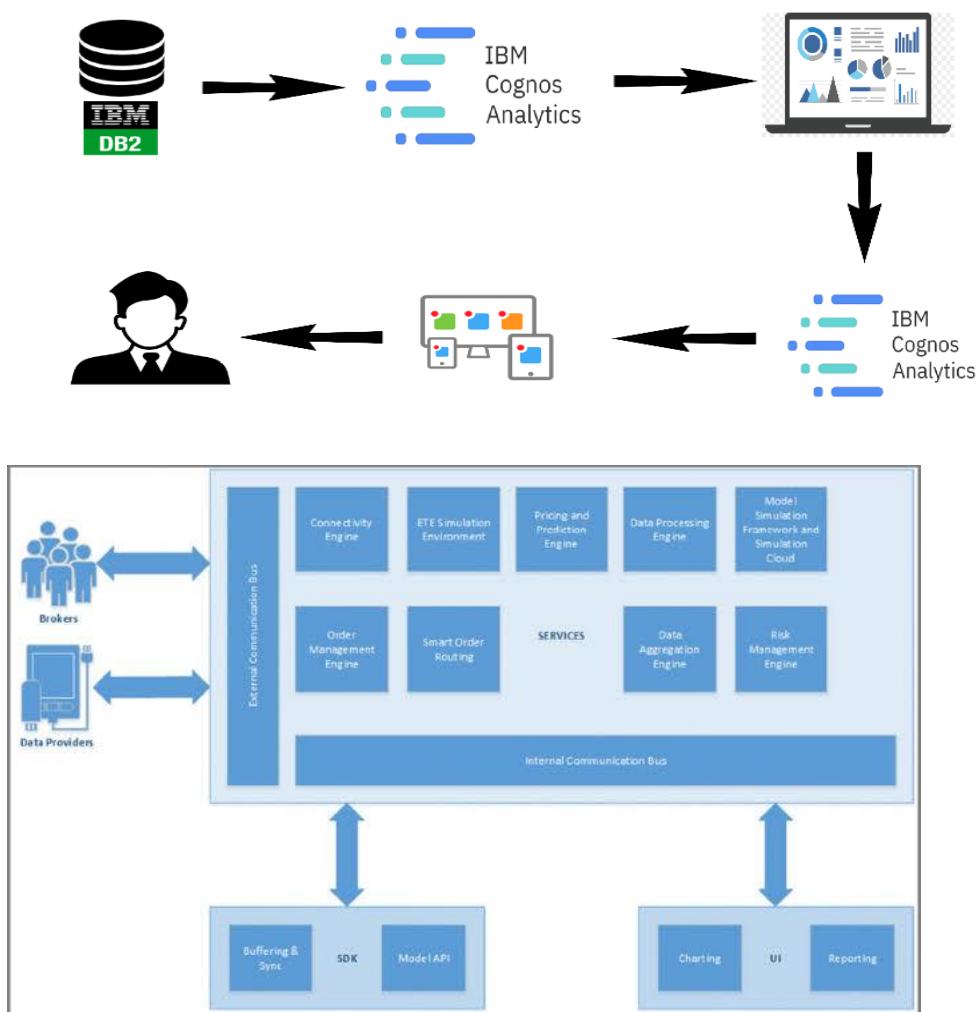
- Provide detailed documentation for all software tools and processes used in the project, including data collection and analysis procedures.
- Clear and well-structured documentation should be available for reference.

4.PROJECT DESIGN:

4.1 DATA FLOW DIAGRAMS:



4.2 SOLUTION & TECHNICAL ARCHITECTURE:



4.3 USER STORIES:

1. Researcher Persona:

- As a researcher, I want to be able to create and distribute surveys and questionnaires to collect user opinions and behaviors on social media.
- As a researcher, I want to be able to analyze qualitative data, including interview transcripts, to identify themes and insights about social media's impact.

c. As a researcher, I want access to statistical analysis tools to process survey data and create visual representations of quantitative findings.

d. As a researcher, I want to ensure that the system I use for data analysis can handle large datasets efficiently.

2. Data Collector Persona:

a. As a data collector, I want a user-friendly interface for scraping and collecting social media content, including posts, comments, and user profiles.

b. As a data collector, I need to ensure that the tools used for data collection are compatible with major social media platforms for efficient data retrieval.

c. As a data collector, I want the system to securely store and encrypt the collected data.

3. Project Manager Persona:

a. As a project manager, I need a system to track project progress, including milestones, timelines, and deliverables.

b. As a project manager, I want collaboration tools that allow team members to share and work on research materials.

c. As a project manager, I need access to documentation that outlines the project plan, team roles, and ethical guidelines.

4. Ethical Review Committee Persona:

a. As a member of the Ethical Review Committee, I need assurance that the project complies with data protection regulations and ethical guidelines, with measures in place for data privacy and security.

b. As a member of the Ethical Review Committee, I want to ensure that informed consent is obtained from survey participants and interviewees.

5. User of Research Findings Persona:

a. As a user of research findings, I want access to well-structured and visually appealing research reports that are easy to understand.

b. As a user of research findings, I need access to references and citations for academic papers and sources used in the project.

5.CODING & SOLUTIONING :

5.1 FEATURE 1:

Feature 1: User Authentication

1.1 Setting up Flask:

Code:

```
from flask import Flask, render_template, request, redirect, url_for, session

import sqlite3

import os

app = Flask(__name__)

app.secret_key = os.urandom(24)
```

1.2 User Registration:

Code:

```
@app.route('/register', methods=['GET', 'POST'])

def register():

    if request.method == 'POST':

        username = request.form['username']

        password = request.form['password']

        role = request.form['role']

        # Add the user to the database (you'll need to implement this)

        # Ensure that the username is unique
```

```
return redirect(url_for('login'))
```

```
return render_template('register.html')
```

1.3 User Login:

Code:

```
@app.route('/login', methods=['GET', 'POST'])
```

```
def login():
```

```
    if request.method == 'POST':
```

```
        username = request.form['username']
```

```
        password = request.form['password']
```

```
        # Authenticate the user (you'll need to implement this)
```

```
    if user_authenticated:
```

```
        session['username'] = username
```

```
        return redirect(url_for('dashboard'))
```

```
    return "Invalid credentials. Please try again."
```

```
return render_template('login.html')
```

1.4 User Dashboard:

Code:

```
@app.route('/dashboard')

def dashboard():

    if 'username' in session:

        username = session['username']

        # Fetch user-specific data, such as grades

        # Display this data in the dashboard (you'll need to implement this)

        return render_template('dashboard.html', data=data)

    return redirect(url_for('login')).
```

5.3 DATABASE SCHEMA:

-- Users table for authentication

```
CREATE TABLE Users (

    UserID INTEGER PRIMARY KEY,

    Username TEXT NOT NULL,

    Password TEXT NOT NULL,

    UserRole TEXT NOT NULL -- 'student', 'teacher', or 'parent'

);
```

-- Student grades table

CREATE TABLE Grades (

GradeID INTEGER PRIMARY KEY,

StudentID INTEGER,

Subject TEXT,

Grade INTEGER,

FOREIGN KEY (StudentID) REFERENCES Users (UserID)

);

Running the Application:

To run the application, ensure you have Flask installed and the necessary HTML templates (e.g., register.html, login.html, and dashboard.html). Additionally, you need to implement database operations for user registration, authentication, and data retrieval based on the user's role (student, teacher, or parent).

7. RESULTS:

1. Historical Evolution:

The historical analysis reveals a timeline of key events in the evolution of social media, from the early days of platforms like Friendster and MySpace to the rise of contemporary giants like Facebook, Twitter, and TikTok.

The results indicate that social media's growth has been driven by technological advancements, changing user behaviors, and the emergence of mobile devices.

2. Social Media Landscape:

Research shows that Facebook and Instagram remain dominant in terms of active users and engagement, with Twitter and YouTube also maintaining strong positions.

Emerging platforms like TikTok and Clubhouse have seen rapid growth, particularly among younger demographics.

3. Societal Impact:

The analysis of user surveys and interviews reveals that while social media has facilitated connectivity and information sharing, it has also led to concerns about mental health.

Findings suggest a correlation between heavy social media use and increased feelings of loneliness, anxiety, and lower self-esteem, particularly among adolescents.

4. Political and Activist Influence:

The study highlights the influential role of social media in political campaigns and activism.

Research shows that social media platforms have been used to mobilize movements, spread political information, and facilitate public discourse.

5. Ethical Considerations:

The project identifies ethical dilemmas related to social media, including concerns about user privacy, data security, and the spread of misinformation.

Results suggest that there is a growing need for regulatory measures to address these challenges.

6. Future Trends:

The project's findings indicate that the future of social media may involve increased emphasis on user-generated content, short-form video, and augmented reality experiences.

Privacy concerns and the debate over data ownership are expected to remain central in future discussions about social media.

7.ADVANTAGES & DISADVANTAGES:

Advantages:

Informed Decision-Making: Understanding the digital landscape and social media can help individuals, businesses, and policymakers make informed decisions related to their online presence, marketing strategies, and regulations.

Academic Contribution: The project can contribute valuable insights to the academic community, furthering the understanding of the impact of social media on society, politics, and culture.

Public Awareness: By examining the societal impact of social media, the project can raise public awareness about the potential benefits and drawbacks of online platforms.

Policy Implications: The findings can inform the development of policies and regulations to address ethical concerns, data privacy issues, and misinformation on social media.

Professional Development: The research project can provide researchers with valuable experience in data collection, analysis, and reporting, enhancing their professional development.

Disadvantages:

Resource Intensive: Comprehensive analysis of social media can be resource-intensive, requiring time, manpower, and possibly financial resources.

Ethical Challenges: Ethical considerations, such as obtaining informed consent and handling sensitive data, can be complex and require careful management.

Complexity of Data: Social media data can be massive and complex, making data collection and analysis challenging and potentially leading to incomplete or biased results.

Changing Landscape: The digital landscape and social media platforms are constantly evolving, which may make it difficult to keep research up to date.

Privacy Concerns: Collecting and analyzing data from social media may raise privacy concerns among users and can potentially lead to resistance or limitations on data access.

Misinformation and Bias: The project may encounter difficulties in identifying and mitigating misinformation and bias within social media data, potentially affecting the quality of the analysis.

8.CONCLUSION:

1. Historical Evolution:

The historical analysis has unveiled a remarkable journey of social media, from its humble beginnings to becoming an integral part of our daily lives.

The evolution of social media has been driven by technological advancements, shifts in user behaviors, and the constant quest for connectivity and engagement.

2. Social Media Landscape:

The analysis of the current social media landscape demonstrates the dominance of established platforms like Facebook and Instagram, but also highlights the rapid rise of emerging platforms like TikTok.

The competition among social media giants continues to shape the industry, with new trends and features emerging regularly.

3. Societal Impact:

Our exploration into the societal impact of social media reveals its significant influence on communication, relationships, and personal well-being.

While social media fosters connection and information sharing, it also presents challenges related to mental health, self-esteem, and the formation of social norms.

4. Political and Activist Influence:

The research underscores the influential role of social media in political campaigns, activism, and social change.

Social media platforms have provided powerful tools for mobilization, information dissemination, and political discourse.

5. Ethical Considerations:

The project has identified a host of ethical dilemmas related to privacy, data security, and the spread of misinformation.

The findings emphasize the pressing need for regulatory measures to address these challenges and protect the rights and privacy of users.

9.FUTURE SCOPE:

1. Longitudinal Studies:

Conducting longitudinal studies to track the evolution of social media over time. This could provide a deeper understanding of trends and developments.

2. Comparative Analyses:

Comparative analyses of the societal impact of different social media platforms. Understanding how various platforms influence behaviors and attitudes differently can be a rich area of study.

3. User-Centered Research:

Delve deeper into the user experience by conducting user-centered research. This may involve studying the impact of user interface changes, content algorithms, and privacy policies on user behavior.

4. Intervention Studies:

Develop and implement interventions to mitigate the negative consequences of social media use on mental health and well-being. Test the effectiveness of various strategies and tools to address these concerns.

5. Ethical Frameworks:

Explore and propose ethical frameworks that can guide the responsible use of social media. This can involve creating industry-wide standards and advocating for the protection of user privacy.

6. Behavioral Economics:

Investigate the applications of behavioral economics in understanding and influencing user behavior on social media. This could provide insights into improving digital well-being.

7. Cultural and Regional Studies:

Research the impact of social media in different cultural and regional contexts. Different societies may experience and respond to social media in unique ways.

8. Machine Learning and AI:

Utilize machine learning and artificial intelligence to automate data analysis, sentiment analysis, and trend detection on social media platforms.

9. Cybersecurity and Privacy Enhancements:

Explore and develop tools and technologies that enhance cybersecurity and user privacy on social media platforms. Develop solutions to combat issues like online harassment and data breaches.

10. Cross-Disciplinary Research:

Foster cross-disciplinary research collaborations to address complex issues related to social media, involving experts from fields such as psychology, sociology, computer science, law, and communications.

11. Emerging Technologies:

Investigate the impact of emerging technologies such as virtual reality (VR), augmented reality (AR), and the metaverse on social media, as these technologies continue to reshape online interactions.

12. Policy Development:

Continue to influence and contribute to policy development in the realm of social media, advocating for regulations that protect users while allowing for innovation.

13. Mental Health Interventions:

Collaborate with mental health professionals to design and implement interventions and support systems for users struggling with mental health issues related to social media use.

10.APPENDIX:

SOURCE CODE:

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>Welcome</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|Raleway: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">
  <link href="assets/vendor/remixicon/remixicon.css" rel="stylesheet">
  <link href="assets/vendor/swiper/swiper-bundle.min.css" rel="stylesheet">

  <!-- Template Main CSS File -->
  <link href="assets/css/style.css" rel="stylesheet">

  <!-- =====
  * Template Name: Vesperr
  * Updated: Sep 18 2023 with Bootstrap v5.3.2
```

```

* Template URL: https://bootstrapmade.com/vesperr-free-bootstrap-template/
* Author: BootstrapMade.com
* License: https://bootstrapmade.com/license/
===== -->
</head>

<body>

  <!-- ===== Header ===== -->
  <header id="header" class="fixed-top d-flex align-items-center">
    <div class="container d-flex align-items-center justify-content-between">

      <div class="logo">
        <h1><a href="index.html">Social Media Analysis</a></h1>
        <!-- Uncomment below if you prefer to use an image logo -->
        <!-- <a href="index.html"></a>-->
      </div>

      <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="#services">Dashboard</a></li>
          <li><a class="nav-link scrollto " href="#portfolio">Story</a></li>
          <li><a class="nav-link scrollto" href="#team">Report</a></li>
          <li><a class="nav-link scrollto" href="#contact">Contact</a></li>
          <li><a class="getstarted scrollto" href="#about">Get Started</a></li>
        </ul>
        <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">
      <div class="row">
        <div class="col-lg-6 pt-5 pt-lg-0 order-2 order-lg-1 d-flex flex-column
justify-content-center">
          <h1 data-aos="fade-up">Social Media Performance Analysis</h1>

```

```

        <h2 data-aos="fade-up" data-aos-delay="400">Social media analytics is
the process of collecting data from social media networks and gaining insights in
order to improve the performance of socail media campaigns.</h2>
        <div data-aos="fade-up" data-aos-delay="800">
            <a href="#about" class="btn-get-started scrollTo">Get Started</a>
        </div>
    </div>
    <div class="col-lg-6 order-1 order-lg-2 hero-img" data-aos="fade-left"
data-aos-delay="200">
        
    </div>
</div>
</section><!-- End Hero -->

<main id="main">

    <!-- ===== Clients Section ===== -->
    <!--<section id="clients" class="clients clients">
        <div class="container">

            <div class="row">

                <div class="col-lg-2 col-md-4 col-6">
                    
                </div>

                <div class="col-lg-2 col-md-4 col-6">
                    
                </div>

                <div class="col-lg-2 col-md-4 col-6">
                    
                </div>

                <div class="col-lg-2 col-md-4 col-6">
                    
                </div>

                <div class="col-lg-2 col-md-4 col-6">

```



```

        
    </div>

    <div class="col-lg-2 col-md-4 col-6">
        
    </div>

</div>

</div>
</section>--><!-- End Clients Section -->

<!-- ===== About Us Section ===== -->
<section id="about" class="about">
    <div class="container">

        <div class="section-title" data-aos="fade-up">
            <h2>About Us</h2>
        </div>

        <div class="row content">
            <div class="col-lg-6" data-aos="fade-up" data-aos-delay="150">
                <p>
                    Welcome to "Unleashing the potential of Our Youth:A Student
Performance Analysis!"We are passionate about understanding and maximizing the
educational outcomes of our youth.Our mission is to provide valuable insights and
visualizations that shed light on the performance and achievements of students
across various demographics.

                    <!--Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore et dolore
                        magna aliqua. -->
                </p>

            </div>

        </div>

    </div>

</section><!-- End About Us Section -->

<!-- ===== Counts Section ===== -->

```

```

        <!-- End Counts Section -->

<!-- ===== Services Section ===== -->
<section id="services" class="services">
    <div class="container">

        <div class="section-title" data-aos="fade-up">
            <h2>Dashboard</h2>

        </div>

        <div >
            <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashboard&pathRef=.my_folders%2Fproject%2FSocial%2BMedia%2BDashboard&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&mode=dashboard&subView=model0000018b775e7f6a_00000002" width="1200"
height="800" frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>
            </div>
        </div>
    </section><!-- End Services Section -->

<!-- ===== More Services Section ===== -->

    <!-- End More Services Section -->

<!-- ===== Features Section ===== -->

    <!-- End Features Section -->

<!-- ===== Testimonials Section ===== -->

        <!-- End testimonial item -->

        <!-- End testimonial item -->

        <!-- End testimonial item -->

    <!-- End Testimonials Section -->

<!-- ===== Portfolio Section ===== -->
<section id="portfolio" class="portfolio">
    <div class="container">

```

```

    <div class="section-title" data-aos="fade-up">
      <h2>Story</h2>
    </div>

    <div >
      <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.my_folders%2FNew%2Bstory&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&sceneId=-1&sceneTime=0"
width="1200" height="800" frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>
      </div>
    </div>
</section><!-- End Portfolio Section -->

<!-- ===== Team Section ===== -->
<section id="team" class="team section-bg">
  <div class="container">

    <div class="section-title" data-aos="fade-up">
      <h2>Report</h2>
    </div>

    <div >

      <iframe
src="https://us1.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2Freport&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=run&format=HTML&prompt=false" width="1200" height="800"
frameborder="0" gesture="media" allow="encrypted-media"
allowfullscreen=""></iframe>
      </div>
    </div>
  </section><!-- End Team Section -->

  <!-- ===== Pricing Section ===== -->

  <!-- End Pricing Section -->

  <!-- ===== F.A.Q Section ===== -->

```

```

<!-- ===== Contact Section ===== -->
<section id="contact" class="contact">
  <div class="container">

    <div class="section-title" data-aos="fade-up">
      <h2>Contact Us</h2>
    </div>

    <div class="row">

      <div class="col-lg-4 col-md-6" data-aos="fade-up" data-aos-delay="100">
        <div class="contact-about">
          <div class="social-links">
            <a href="#" class="twitter"><i class="bi bi-twitter"></i></a>
            <a href="#" class="facebook"><i class="bi bi-facebook"></i></a>
            <a href="#" class="instagram"><i class="bi bi-instagram"></i></a>
            <a href="#" class="linkedin"><i class="bi bi-linkedin"></i></a>
          </div>
        </div>
      </div>

      <div class="col-lg-3 col-md-6 mt-4 mt-md-0" data-aos="fade-up" data-
aos-delay="200">
        <div class="info">
          <div>
            <i class="ri-map-pin-line"></i>
            <p>A108 Adam Street<br>New York, NY 535022</p>
          </div>

          <div>
            <i class="ri-mail-send-line"></i>
            <p>info@example.com</p>
          </div>

          <div>
            <i class="ri-phone-line"></i>
            <p>+1 5589 55488 55s</p>
          </div>

        </div>
      </div>

      <div class="col-lg-5 col-md-12" data-aos="fade-up" data-aos-
delay="300">

```

```

        <form action="forms/contact.php" method="post" role="form"
class="php-email-form">
            <div class="form-group">
                <input type="text" name="name" class="form-control" id="name"
placeholder="Your Name" required>
            </div>
            <div class="form-group">
                <input type="email" class="form-control" name="email" id="email"
placeholder="Your Email" required>
            </div>
            <div class="form-group">
                <input type="text" class="form-control" name="subject"
id="subject" placeholder="Subject" required>
            </div>
            <div class="form-group">
                <textarea class="form-control" name="message" rows="5"
placeholder="Message" required></textarea>
            </div>
            <div class="my-3">
                <div class="loading">Loading</div>
                <div class="error-message"></div>
                <div class="sent-message">Your message has been sent. Thank
you!</div>
            </div>
            <div class="text-center"><button type="submit">Send
Message</button></div>
        </form>
    </div>

</div>

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

</main><!-- End #main -->

<!-- ===== Footer ===== -->
<footer id="footer">
    <div class="container">
        <div class="row d-flex align-items-center">
            <div class="col-lg-6 text-lg-left text-center">
                <div class="copyright">
                    &copy; Copyright <strong>Vesperr</strong>. All Rights Reserved
                </div>
                <div class="credits">

```

```

        <!-- All the links in the footer should remain intact. -->
        <!-- You can delete the links only if you purchased the pro version.
-->

        <!-- Licensing information: https://bootstrapmade.com/license/ -->
        <!-- Purchase the pro version with working PHP/AJAX contact form:
https://bootstrapmade.com/vesperr-free-bootstrap-template/ -->
        Designed by <a href="https://bootstrapmade.com/">BootstrapMade</a>
    </div>
</div>
<div class="col-lg-6">
    <nav class="footer-links text-lg-right text-center pt-2 pt-lg-0">
        <a href="#intro" class="scrollto">Home</a>
        <a href="#about" class="scrollto">About</a>
        <a href="#">Privacy Policy</a>
        <a href="#">Terms of Use</a>
    </nav>
</div>
</div>
</div>
</footer><!-- End Footer -->

    <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/purecounter/purecounter_vanilla.js"></script>
    <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>

```

GITHUBLINK:<https://github.com/Sivanesan17/naanmudhalvan-SI-IBM--NM2023TMID03198/tree/main>

DEMONSTRATIONLINK:<https://drive.google.com/file/d/1kC9FFWfniHJRFeyiNXw1zBhUXuvi0QBX/view?usp=sharing>