Here's the "README" of this project:

WHO

Duane Garner, CEO of TL. His email is [DuaneG@threatlevel.gg](mailto:DuaneG@threatlevel.gg), and he is cc'ed

I am the lead developer for this project.

We currently have a team of 6 developers, including myself. If you need to correspond with them, that can be arranged. There are a variety of specialties and abilities. This team may grow depending on class interest.

WHAT

Building a central dashboard for analyzing social media platform data for content creators. Data can be aggregated for overall cross-platform brand performance. We are focusing heavily on high-quality visualizations and brief, easy-to-understand statistical analysis. I plan to incorporate unsupervised machine learning to aid analysis. I have a lot of ideas for that, but I will need mentoring and advice.

This software will first be primarily used by members of the TL Broadcasting Network. It is a network of content creators under the TL brand.

WHY

To be successful, content creators must have a significant presence on all major social media platforms, such as TikTok, Twitch, and YouTube. While these platforms have in-house analytics for users, there is no good way to aggregate this information in a single dashboard. If a brand uses 6 different media channels, they will need to create their own analytics dashboard or monitor 6 different analytical platforms. This Software as a Product will be the "one-stop shop" for business intelligence in social media.

HOW

Technology stack includes:

1. .NET 6 for the web application
2. AWS and Google Cloud
3. PostgreSQL and potentially NoSQL databases if necessary
4. Python for data gathering, visualization, and machine learning
   1. R may be used, but not sure

There are numerous smaller technologies, frameworks, tools, and libraries that may be included, such as ReactJS, PyTorch, Cron, and specific cloud services, but those are left out for brevity. I can discuss what I had in mind for specifics if necessary.

Anyone and I in the capstone project would focus on the data layer of the software to maximize our experience in data science-related work.

WHEN

With the team I have assembled, I believe it is feasible to complete this project during the Spring 2022 semester.