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# ANALYSING SOCIAL MEDIA TRENDS

# AGENDA

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- Introduction
- Problem Statement
- Project overview
- End users
- Tools and technologies
- Design and layout
- Features and functionality
- Result and screenshots
- Conclusion
- GitHub link

# INTRODUCTION

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- It helps brands and businesses understand audience interests and behaviors.
- Marketers can identify viral opportunities to boost engagement.

# PROBLEM STATEMENT

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- Lack of structured insight into fast-changing social media trends.
- Brands/creators struggle to identify relevant viral content quickly.



# PROJECT OVERVIEW

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- A system/methodology to track, analyze, and predict social media trends.
- Helps businesses, marketers, and researchers make data-driven decisions.

# END USERS

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Marketing teams & advertisers

Content creators & influencers

Businesses (small & large)

Researchers & analysts

# TOOLS AND TECHNOLOGIES

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- Data collection: Twitter/X API, TikTok Analytics, Google Trends
- Analysis: Python (Pandas, NLP), Tableau/Power BI for visualization
- Storage: SQL/NoSQL database
- Optional: AI/ML for trend prediction



# DESIGN AND LAYOUT

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- **Dashboard showing trending hashtags, keywords, sentiment analysis**
- **Trend lifecycle graphs (emerging → peak → decline)**
- **Comparison charts for different platforms**

# FEATURES AND FUNCTIONALITY

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- Real-time trend tracking
- Sentiment analysis (positive/negative/neutral)
- Hashtag/keyword growth monitoring
- Influencer/competitor benchmarki
- Predictive modeling for upcoming trends

# RESULT AND SCREENSHOT

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- Sample dashboards (trend heatmap, hashtag growth chart)
- Case study: analysis of a viral trend (e.g., #Barbenheimer, TikTok dance trend)

# CONCLUSION

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Trend analysis provides actionable insights

Helps brands adapt faster and stay relevant

Future scope: AI-powered automated trend alerts

# GITHUB LINK

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<https://github.com/sundarraaj0406/Portfolio-.git>