**DATA ANALYTICS – Facebook Scrapped Data**

**WHY FACEBOOK DATA?**

Typically, there is a direct relationship between the number of members part of a Facebook page or group and the amount of data available.

**SCOPE OF DATA:**

**1) Facebook Analytics:**

Build a Facebook Analytics which offers detailed downloadable statistics on your owned Pages on its analytics tab.

You can see details of reach and engagements on posts and comments on Facebook Pages, as well as statistics of the people who like your page and its post.

**2) Sentiment classification/Sentiment Analysis and Opinion Mining:**

Understanding their sentiments through post /comments can help us mine knowledge and capture users' ideas without necessarily going through all data, which will save us a huge amount of time.

**3) Evaluation of Post / Event:**

Evaluate the users social support as positive, negative, or neutral towards the post through likes, reactions, comments.

**4) Gain insight of consumers' sentiments, attitudes, opinions, and thoughts about product /service published /announced on facebook posts:**

Possible examples are: products/brands; health threats; natural or non-natural disasters; politicians and political issues.

**FUTURE ENHANCEMENTS BY SCRAPPING AND USING MORE DATA:**

**1) Use social data to segment audiences:**

Segmentation of users into Active, Non-Active classes by scrapping the followers and profiles of page/group and target them by tracking the activities of users on the page and targeting users.

Also, can build a highly personalized user nurturing system, which delivers content based on user's social media activity. For example, whenever users show high interest in a certain topic by frequently liking it, you can trigger an email campaign with content around the same topic.

**2 ) Identify new topics and trends in people’s interactions with the help of users post and comments:**

Detecting new trends with help of acquired posts and comments by Collecting bidirectional interactions provides more context of social exchanges on Facebook, which can assist in more meaningful interpretations of the data.

**3 ) Gain insight into organization’s communication strategies**, actions and other aspects with regard to one or more specific issues discussed in pages/groups.

**4 ) Identify potential influencers and opinion makers** **across the main social media platforms.**

**5 ) Have a real-time overview of people’s requirements of products /services during an episodic event(s)** (e.g., a food crisis/pandemic),

Thus, through user engagement and discussion, your social media research also serves as advertising, brand building, network building, lead generation and offers numerous other improvements for your business or brand.

**USE OF FACEBOOK DATA:**

* **Track Trends with Social Media for Real-Time Insights**

Most social media platforms, such as Facebook, offer numerous ways to analyze trends and conduct market research. By simply searching the latest posts and popular terms, you can gain insight into emerging trends and see what customers are talking about in real-time

* **Marketing effectiveness**

Social Media is key resource for gaining insights for both the planning and execution of your campaigns, as millions of users, share information about their thoughts, opinions, needs, behaviors, and experiences every day. Independent, objective marketing Social media research offers an objective view of your marketing, showing where there are opportunities to increase reach and engagement. Continuous measurement through can help you to quantify your campaign performance and gain ROI.

* **Using social data for product development**

By conducting social media research one can dive into your customer’s world while developing a new product or service. Analyze behavioral signals from social media audiences to understand where your brand or product proposition fits in. And once new product/service is developed, you can use social media research to understand the mindsets, behaviors and affinities of your target audience to create marketing communications, visuals.

* **Attracting new customers and breaking into new demographics**

You can also use social media research for audience intelligence, to understand your customers on a deeper level than just their demographics. Find out information about opinions, lifestyles, habits, and even interests to truly know what sort of people they are and be able to communicate with them in their own language. By understanding audiences, you can attract new customers who might not have even heard of your brand, or who you had never considered.

* **Learn the Language of Your Audience for Improved Marketing Appeal**

The words and factors that you use to track the success of your product or business might not always align with what customers find most important. By analyzing social media exchanges about your product or service, you can learn what factors customers use to determine value as well as the way that they speak about your product, service or brand. By utilizing these factors and terms within your own marketing, you can speak directly to consumers and improve the effectiveness of your marketing efforts.

**EX**: SENTIMENT CLASSIFICATION / ANALYSIS.

1) DATA:

Corpus consisting of 10,000 Facebook posts manually annotated on sentiment (positive, neutral, negative and bipolar posts).

2) Features:

N-gram features: Character n-gram features

Emoticons

TFIDF / Delta TFIDF

3) Classifiers

Support Vector Machines (SVM). Or Naive Bayes classifier.