

## Social Media Analytics (About)

My major work

~~Stack Overflow~~

Coming to the Projects: So, major projects with Fractal Analytics includes

### ① Social Media Analytics for Data Privacy.

↳ basically it was a website discovery for a leading FMCG firm.

Objective: So, the objective was to find out the website or domain ~~where~~ from the leading Social Media Platforms like Facebook, insta, twitter, youtube etc.

My responsibilities → was to do research work to find out the best ways to extract data from social media platforms.

fb →

→ create the scripts on Azure Databricks in Python.  
(for each datasource)

↳ to do qualitative analysis to remove outliers.

↳ ~~link~~ store the extracted data

↳ create a pipeline to store the extracted data on Azure data lake for every period.

Improvements: ↳ on feedback from the client / end user  
received

↳ to update the keyword list of the outliers.