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DISSECTING THE DIGITAL LANDSCAPE: A COMPREHENSIVE ANALYSIS OF SOCIAL MEDIA

DATA ANALYTICS

MENTOR NAME: Mr.Gopi

TEAM :

ARUNKUMAR V   (611220104301)

OBULISUDHARSON O   (611220104311)

KISHORE M   (611220104307)

SRIDHRAN G   (611220104315)

OBJECTIVE

- To analyses the "Social Media" using IBM Cognos.

ABSTRACT

➧ Formats like text, images, photos, video etc. These large volumes of data are converted in meaningful information which can be understood using different methods and tools which are called social media analytics. A literature review of articles published between 2010-2020 has been conducted using articles obtained from reputable databases IEEE Xplore, ACM digital, Emerald insight, Springer Link and Science direct. A number of 44 articles have been selected for review from 110 retrieved papers. The paper has been reviewed according to the study objectives. The study found that SMA tools and techniques which have been used are sentiment analysis, youtube analytics, visible intelligence, IBM Watson tool and predictive models. The social media platforms which were mostly used are twitter, facebook, youtube, trip advisor and blogs. SMA has been observed in different fields like agriculture, politics, health, social and business sector.This paper presents the report of a social media analytics (SMA) review. The review conducted to find out the methods and tools used in social media analytics, types of social media platforms which the SMA are performed and the field which SMA has been performed. Social media contains a lot of user uploaded data in different
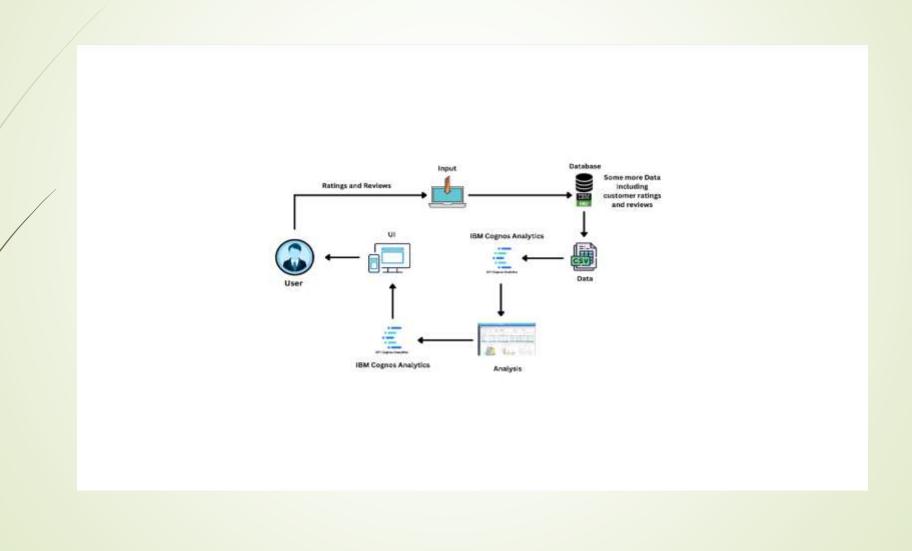
PROBLEM STATEMENT

- Organizations are increasingly interested in their social media profile, and can derive insights into how they are perceived through analysis and classification. Twitter has become one of the top social media platforms for news, information, and interaction with brands and influential figures around the world.

- Therefore, it is no surprise that companies consider this micro blogging platform an essential channel for their marketing strategy and also, to provide customer service. Analysis of Twitter data can help companies obtain qualitative insights to understand how people are talking about their brand.

Solution

➢ An application is build which subscribes to a Twitter feed that is configured by the user. Each tweet received is analyzed for emotional tone and sentiment. The information is presented in a Web UI as a series of graphs and charts.

➢ We make use Node-red to build Dashboard and sentiment node to see the sentiment of tweets and displays the number of positive tweets and negatives that a hashtag has using line charts

Solution architecture

TOOLS USED

- HARDWARE REQUIREMENS

    Processor   :   Intel Core i3

    RAM   :   8 GB

    Hard Disk   :   500 GB

- SOFTWARE REQUIREMENTS

    Operating System   :   Windows

    Language   :   HTML, CSS, JavaScript, Python

    Program – Tool   :   Visual Studio Code

    Web Framework   :   Flask

- TOOL REQUIREMENTS

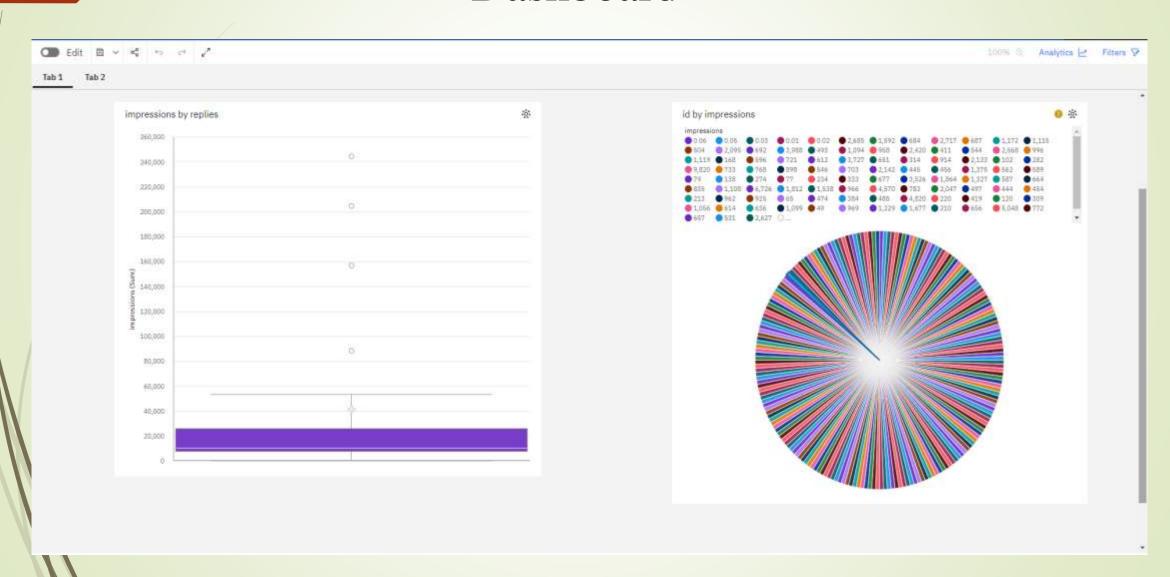   Operating System   :   Windows 10

    Disk Space   :   256 MB

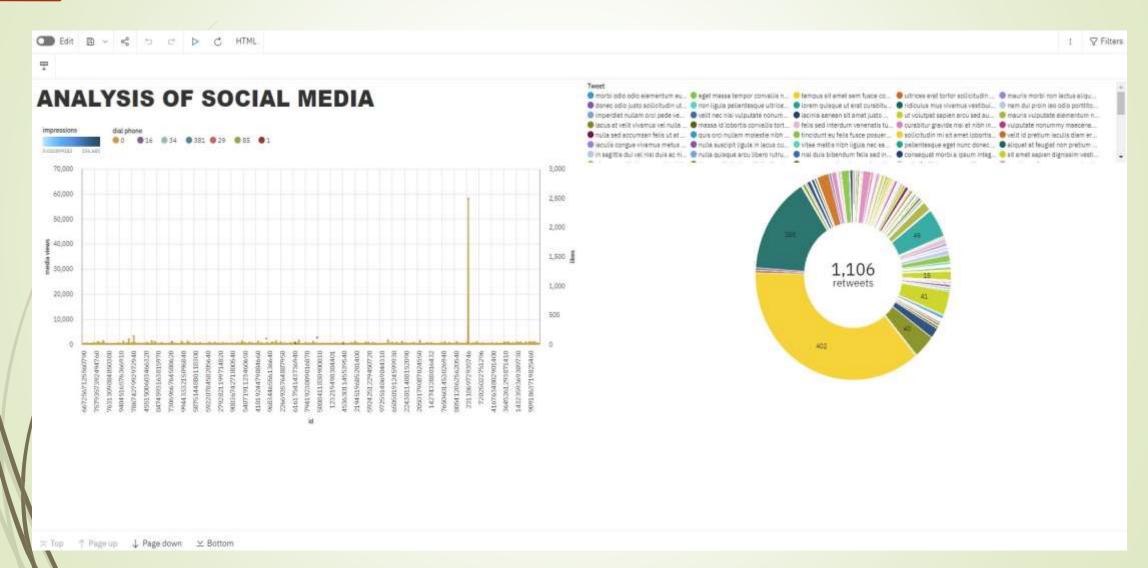   Processor   :   Intel atom processor

    Version   :   3.6.2

Dashboard

Story

STORY

REPORT

THANK YOU