

TEAM DATA NERDS PRESENT EYSOCIOLYTICS

Social
Media
Listening
?

Product
Approach

USP AND
PRODUCT
DIFFERENTIAT
ION

CASE STUDY-
IMPACT OF
SOCIAL MEDIA
LISTENING

PRODUCT
FEATURES

TECHNOLOGY
STACK

SOCIAL MEDIA



Social Media Listening?

Social Media Listening gives brands the opportunity to track, analyze and respond to conversations about them on Social Media.

Social Media Listening helps a business in the following way :-

- Opinions from customers
- Re tune their business offerings
- Make business offerings Customer Centric

Process of Social Media Listening

Our Product And Idea

Process of Social Media Listening

- 01** Monitor Social Media Channels
- 02** Analyze the information and respond to customers
- 03** Shift your entire business position and make it customer centric



SOCIAL MEDIA



Social Media Listening?

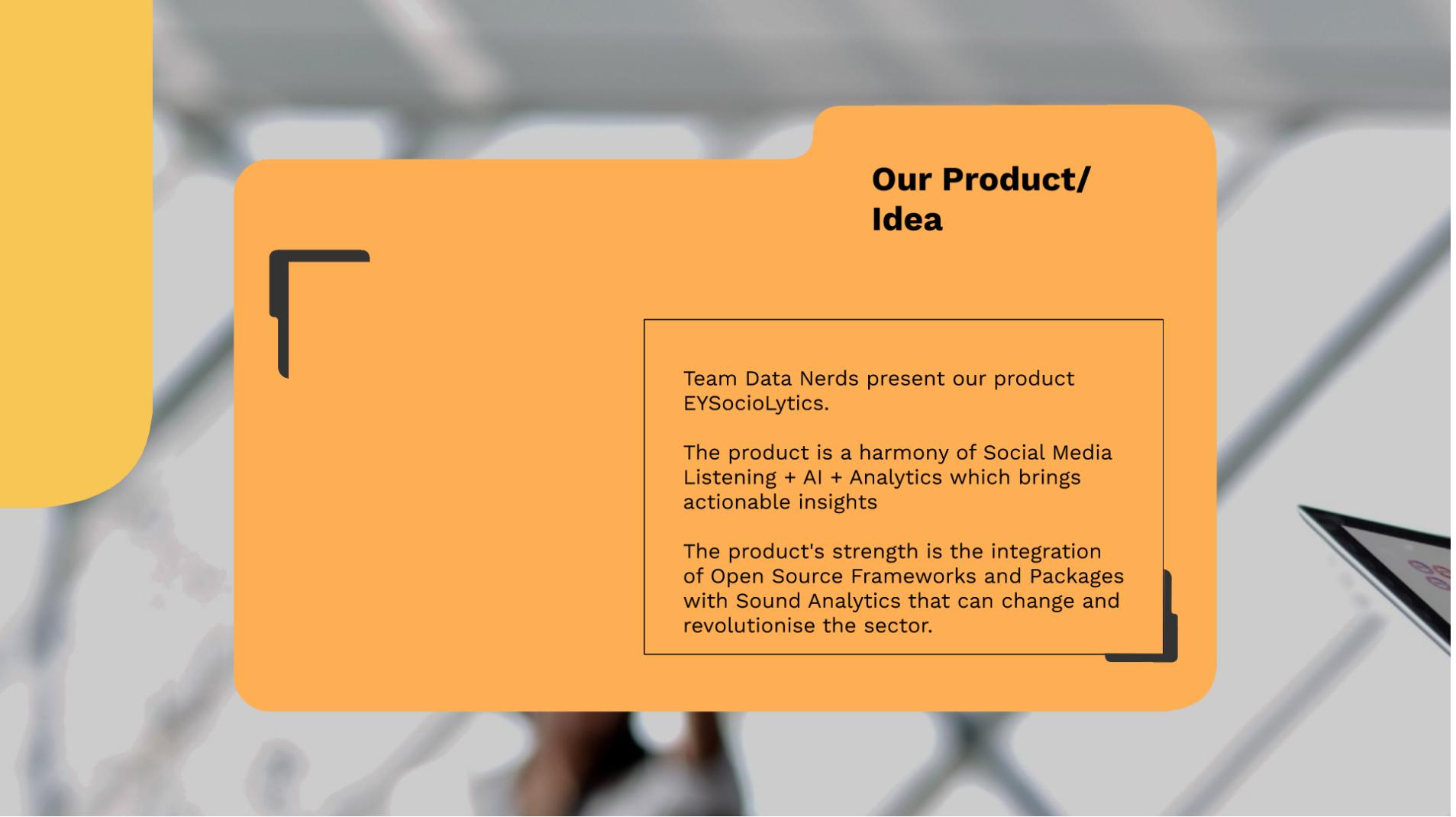
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Our Product And Idea



Our Product/ Idea

Team Data Nerds present our product EYSocioLytics.

The product is a harmony of Social Media Listening + AI + Analytics which brings actionable insights

The product's strength is the integration of Open Source Frameworks and Packages with Sound Analytics that can change and revolutionise the sector.

SOCIAL MEDIA



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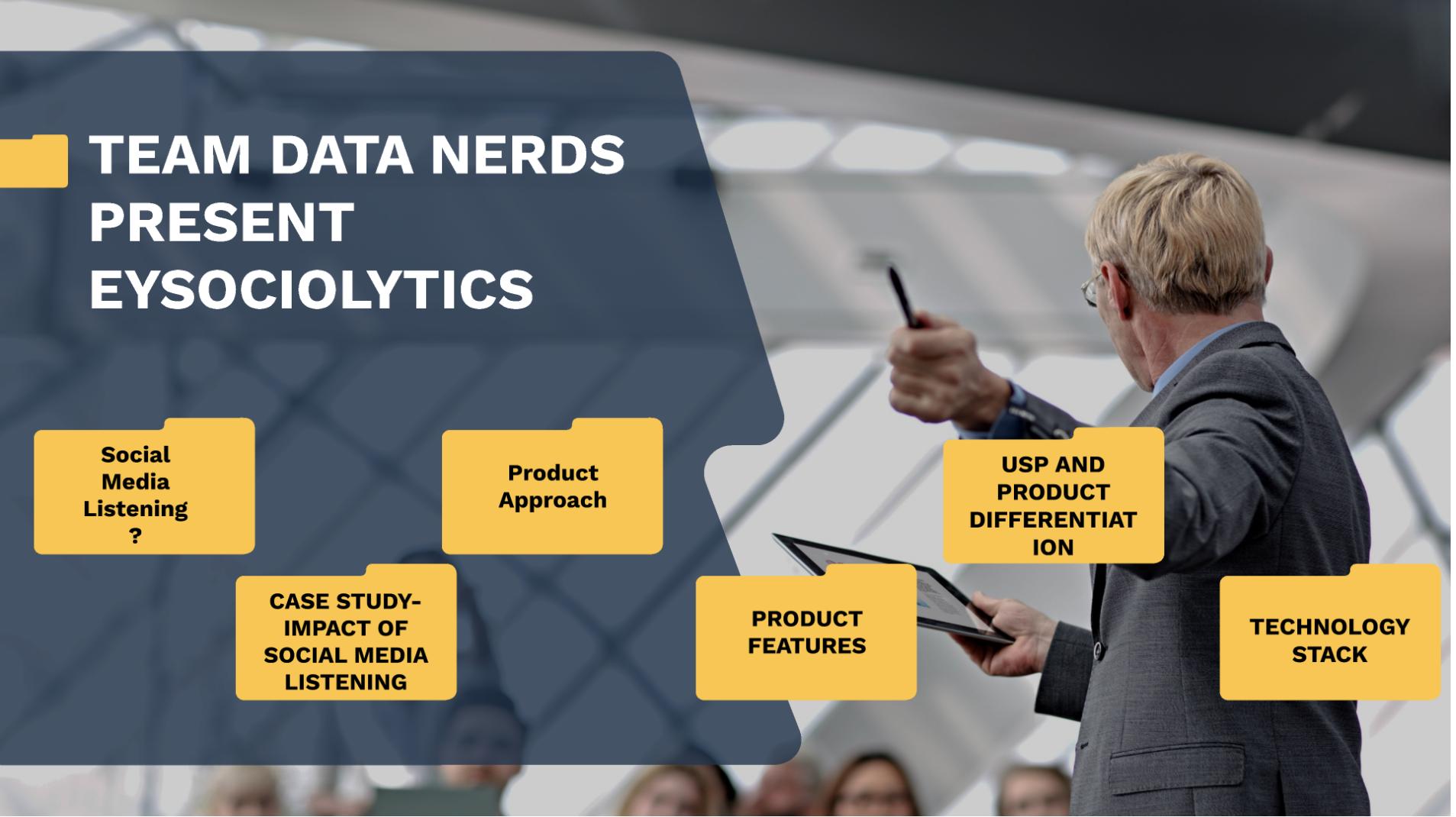
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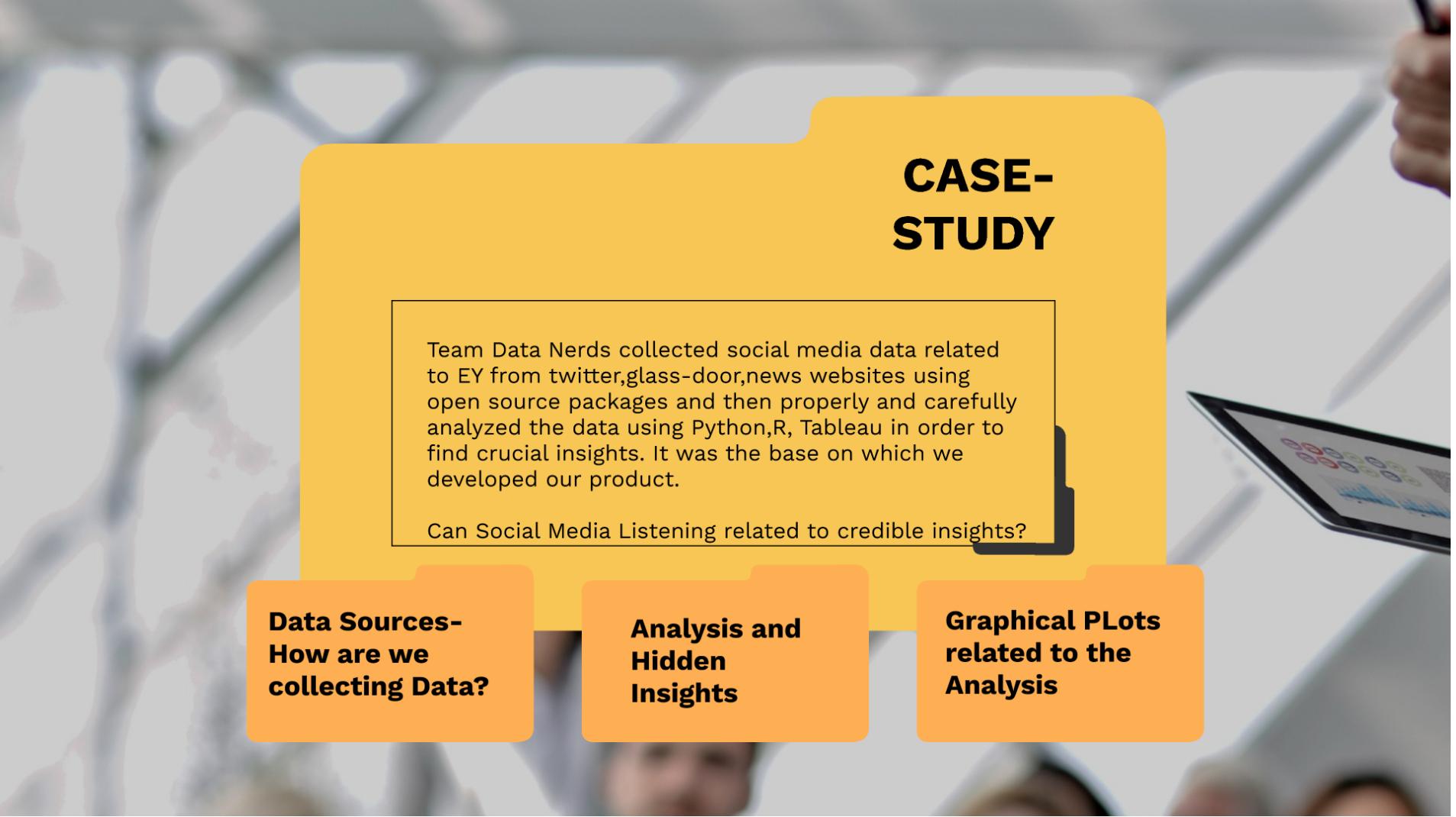
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CASE-STUDY

Team Data Nerds collected social media data related to EY from twitter,glass-door,news websites using open source packages and then properly and carefully analyzed the data using Python,R, Tableau in order to find crucial insights. It was the base on which we developed our product.

Can Social Media Listening related to credible insights?

**Data Sources-
How are we
collecting Data?**

**Analysis and
Hidden
Insights**

**Graphical PLOTS
related to the
Analysis**

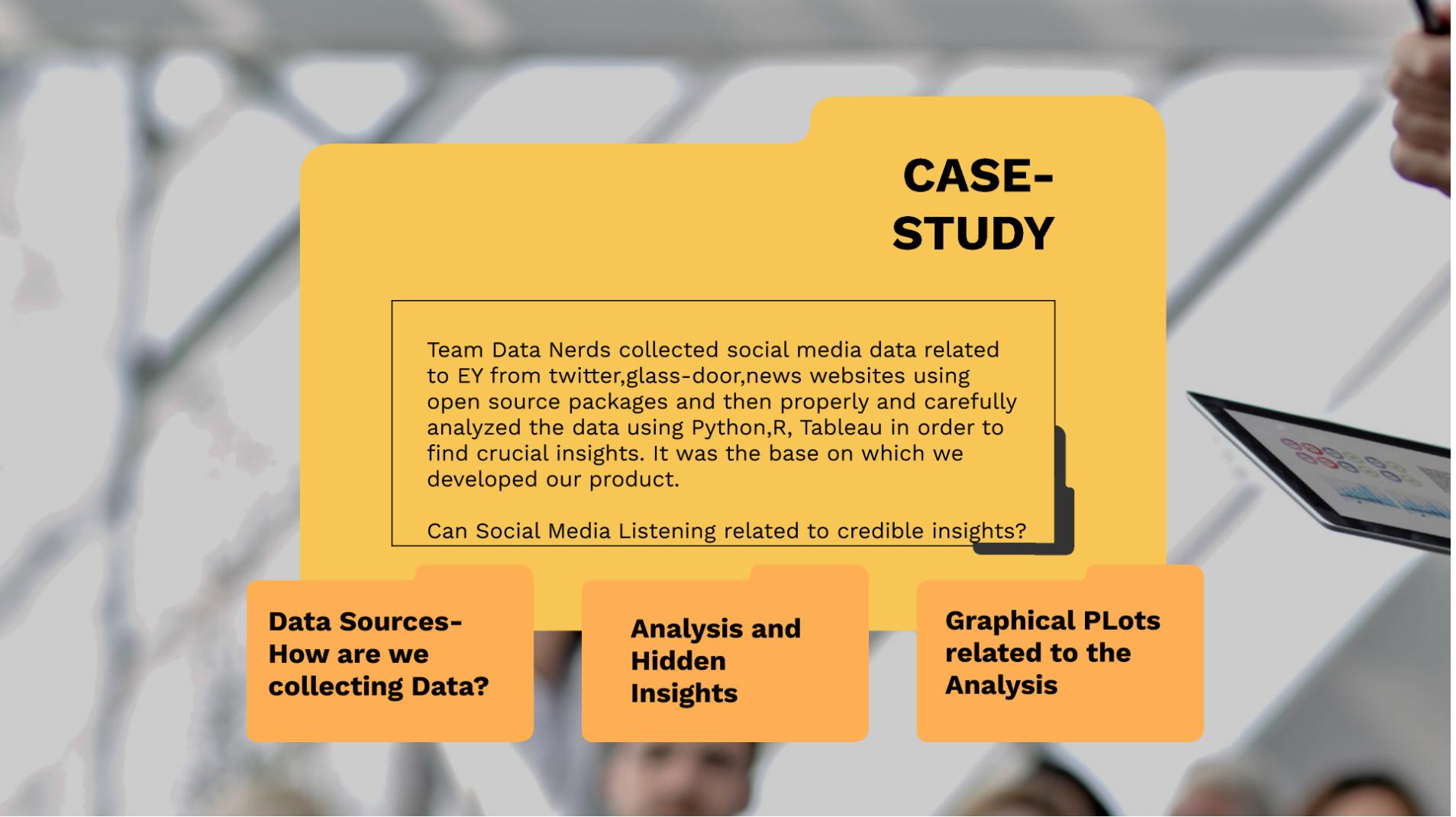
Data Sources

API

- Company Specific API-Twitter
- Twint Tool (USP)
- Rapid API
- Trendn API

Sites we got data from

- Twitter
- Glassdoor
- News Sites
- Facebook



CASE-STUDY

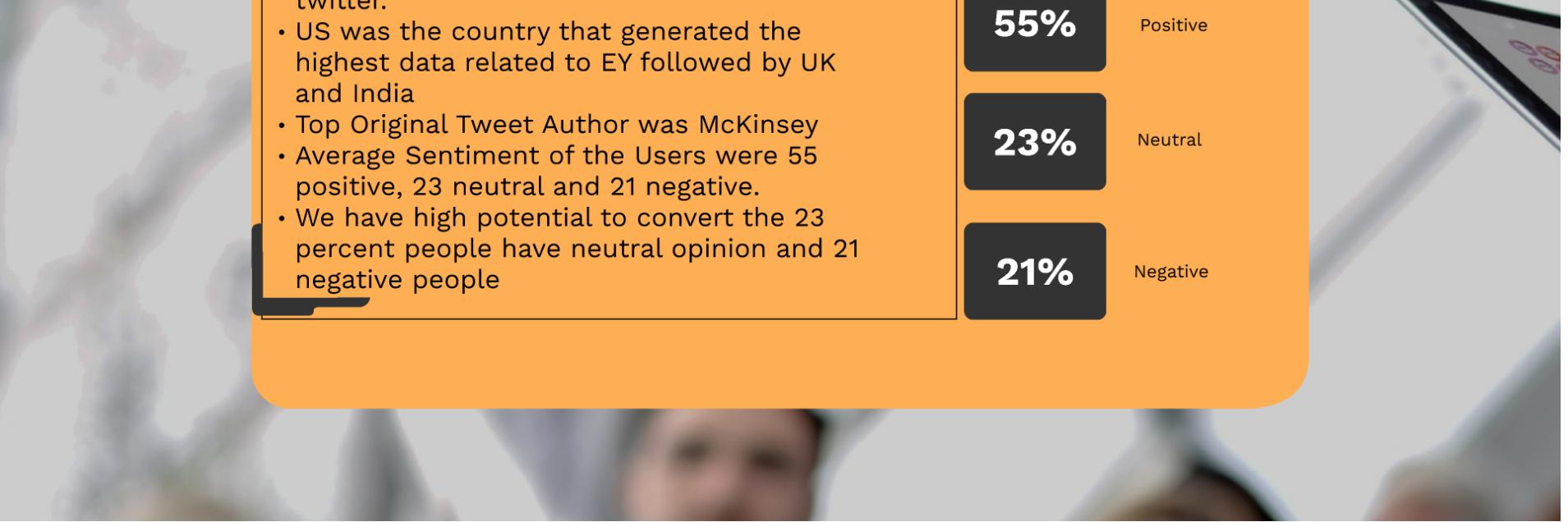
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Analysis And Hidden Insights

The analysis that we conducted with the data provided brought the following insights

- Major Engagement Happened through twitter.
- US was the country that generated the highest data related to EY followed by UK and India
- Top Original Tweet Author was McKinsey
- Average Sentiment of the Users were 55 positive, 23 neutral and 21 negative.
- We have high potential to convert the 23 percent people have neutral opinion and 21 negative people

55%

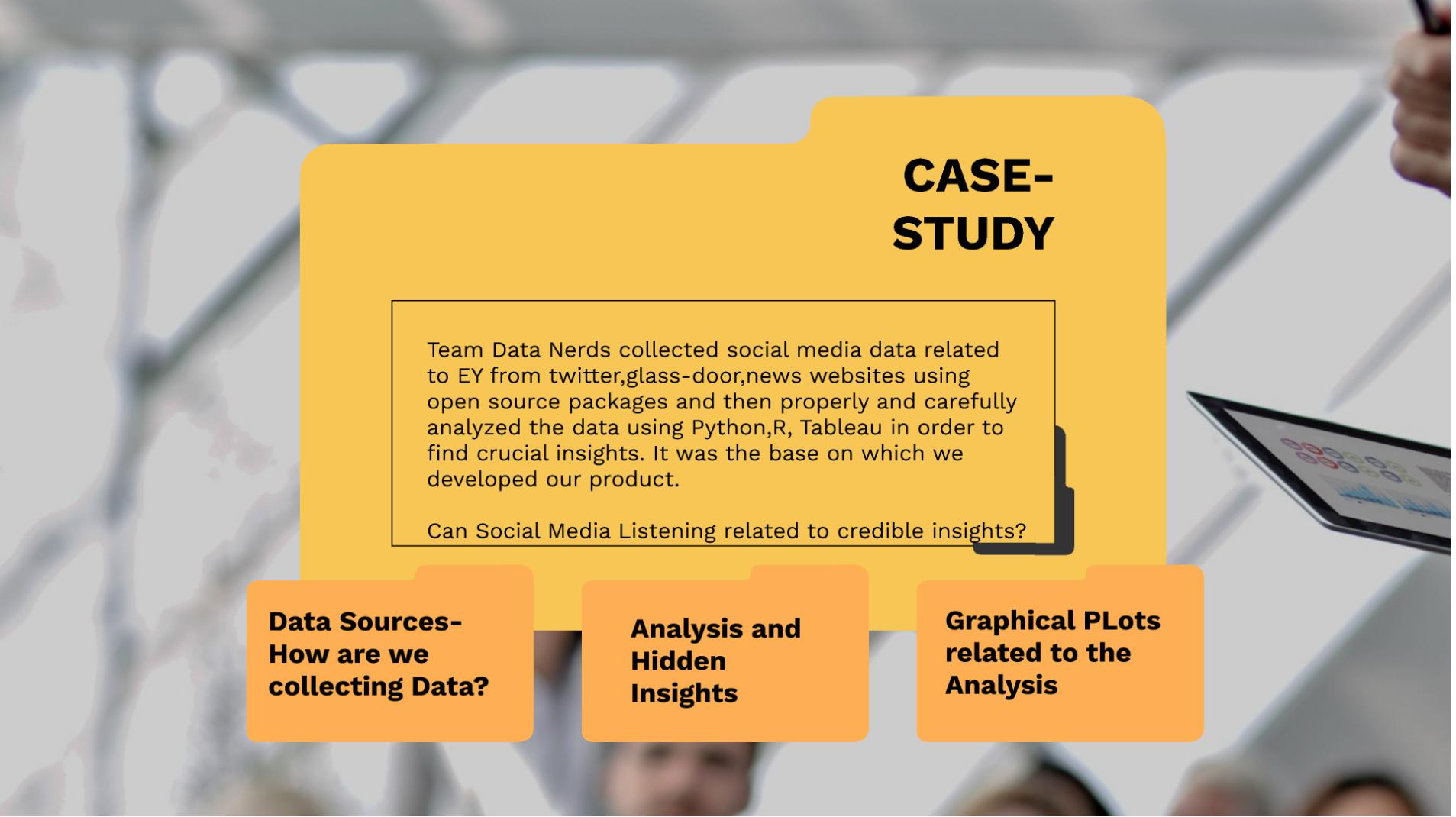
Positive

23%

Neutral

21%

Negative



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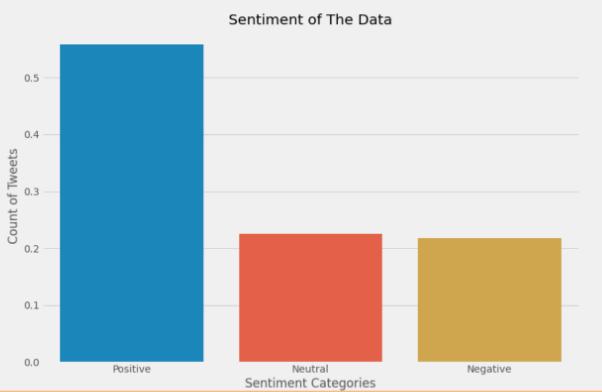
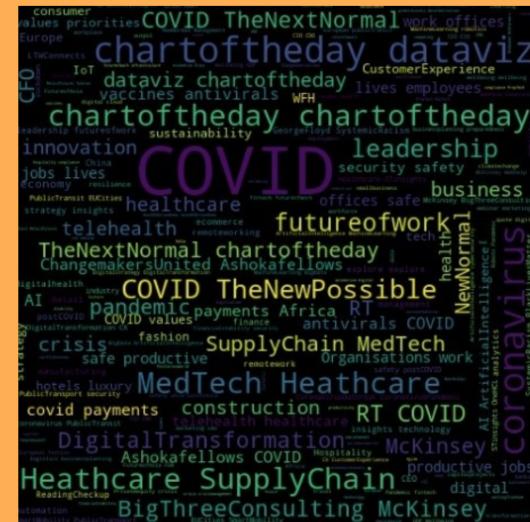
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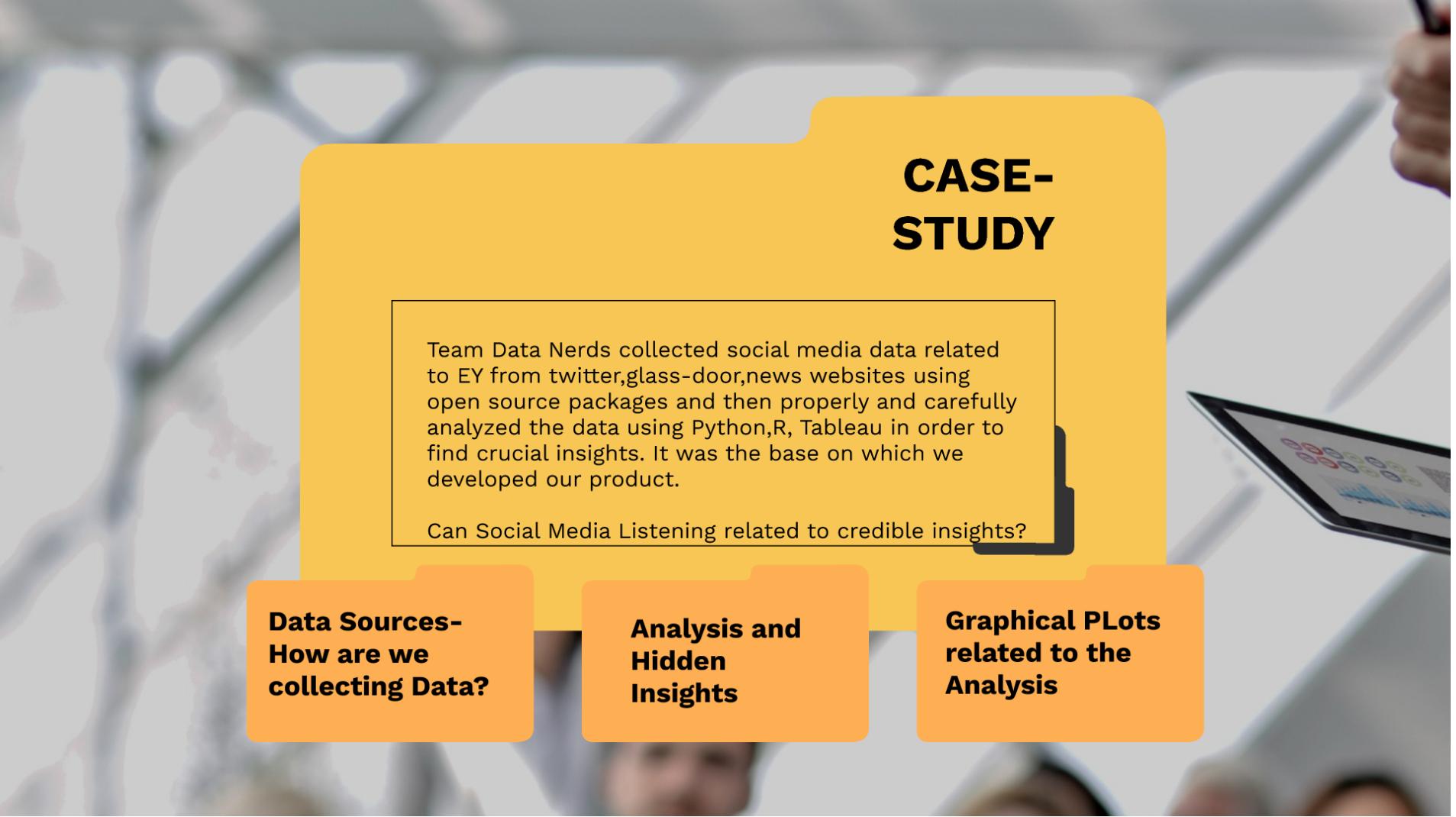
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Graphical Plots

Wordcloud of Tags



Average Sentiment of The Data



CASE-STUDY

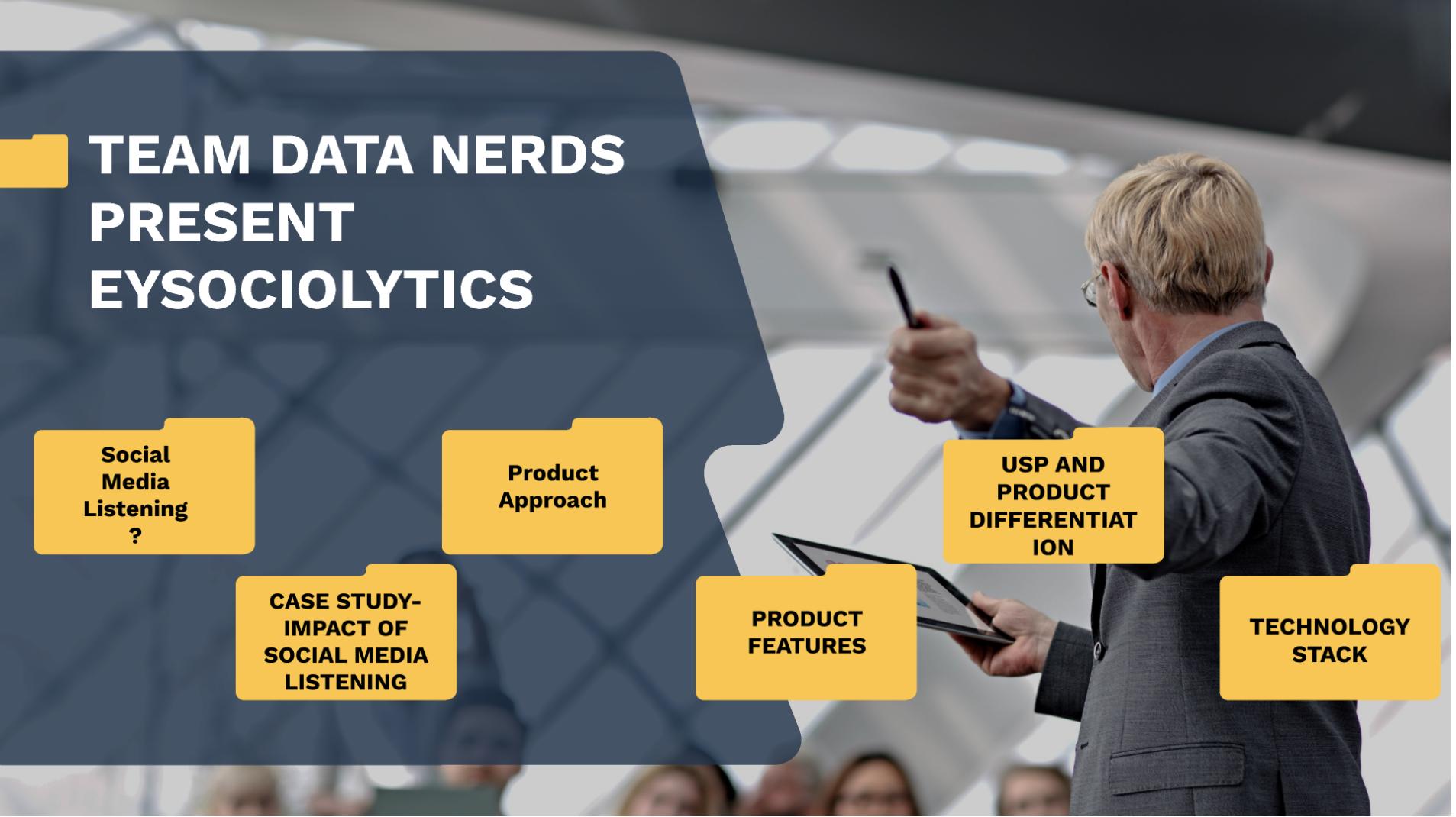
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PRODUCT APPROACH



We will try to present our product development approach in 3 steps

DATA AND ANALYTICS

WEB DEVELOPMENT PLATFORM

ACTIVE PRODUCT DEVELOPMENT ON GITHUB

DATA ANALYTICS

- Data for the product has been collected from Twitter, Facebook, Glassdoor, News Sites using premade API, custom web scrapers developed inhouse.
- Specifically for twitter we are currently using twint which is a OSINT tool.
- ML libraries in Python and R being used in order to analyze data.
- Deep Learning based NLP is being used by utilizing BERT and other packages such as vaderSentiment, textblob.



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ACTIVE PRODUCT DEVELOPMENT ON GITHUB

WEB Development Platform

- For the platform' frontend we are currently using HTML,CSS,Bootstrap,Tailwind,JavaScript.
- For the backend we are using django and django rest framework
- For API we are flask and django rest framework



```
1  import os
2  import json
3  from django.core.wsgi import get_wsgi_application
4  from dj_static import DJStatic, MediaRootStatic
5
6  os.environ.setdefault('DJANGO_SETTINGS_MODULE', 'config.settings.local')
7
8  application = DJStatic(
9      get_wsgi_application(),
10     static_root='/static/',
11     media_root='/media/',
12     media_url='/media/'
13  )
14
15  if __name__ == '__main__':
16      from django.core.management import execute_from_command_line
17
18      execute_from_command_line(sys.argv)
```

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DATA AND ANALYTICS

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ACTIVE PRODUCT DEVELOPMENT ON GITHUB

If you want to follow the product's development
Navigate to this link
[https://github.com/
anushbhatia/
EYGDSHackspions-Team-
Data-Nerd](https://github.com/anushbhatia/EYGDSHackspions-Team-Data-Nerd)



PRODUCT APPROACH

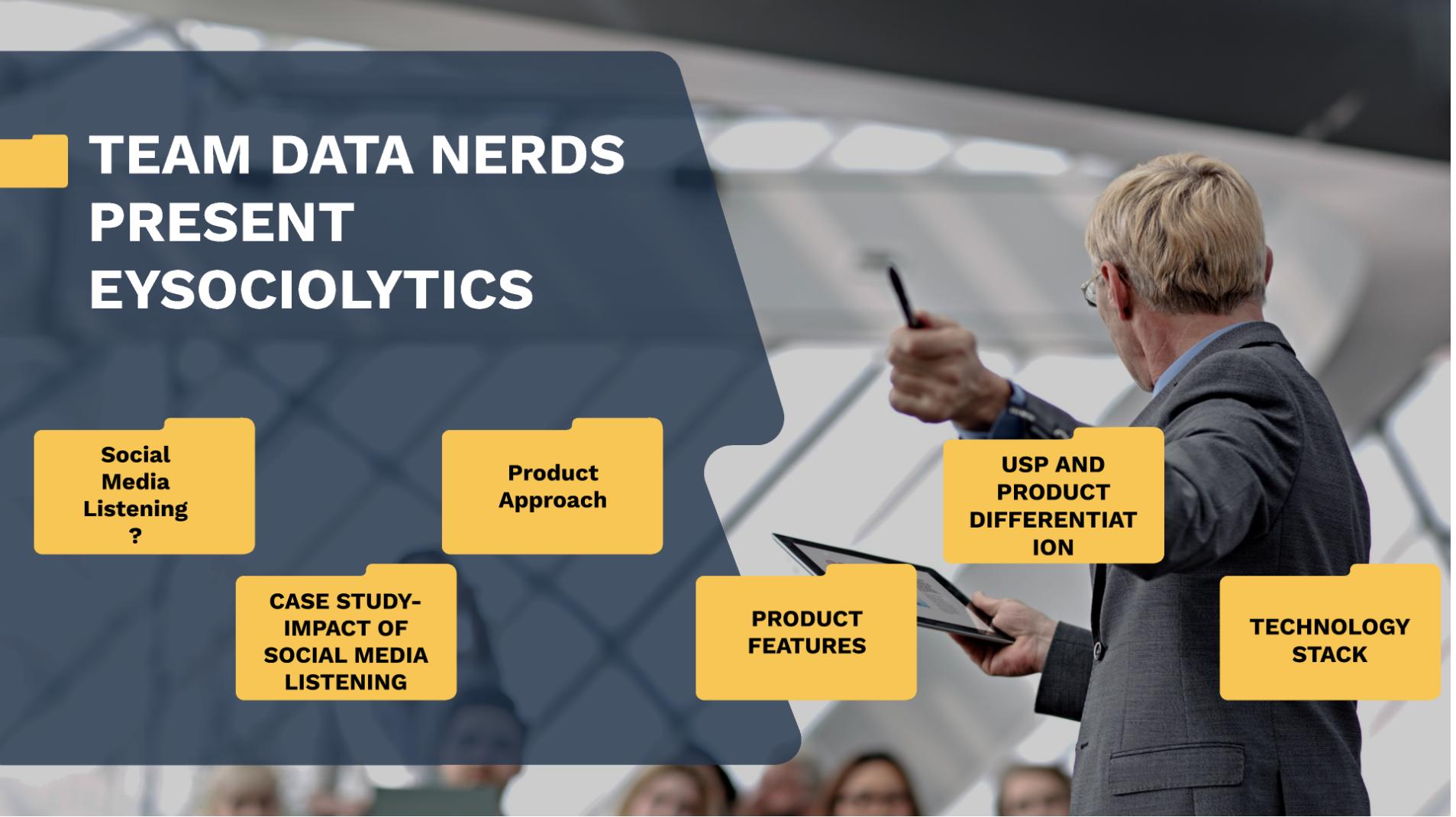


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PRODUCT FEATURES



The product features are mentioned below

DATA AND ANALYTICS

WEB DEVELOPMENT PLATFORM

FURTHER ENHANCEMENTS PLANNED

DATA ANALYTICS

- Graphical Plots For Platform
- Dashboard Fully Customisable
- Integrate With Social Media Platforms
- Gather Hidden Insights
- See trending hashtags related to business



PRODUCT FEATURES



The product features are mentioned below

DATA AND ANALYTICS

WEB DEVELOPMENT PLATFORM

FURTHER ENHANCEMENTS PLANNED

WEB Development Platform

- Open Source Development
- API for services
- Robust and responsive web platform
- Stable integrations with social media platforms
- Twitter Bot Code Kit
- Rasa Bot Code Development and Kit



```
1 import os
2 import json
3 import requests
4 import time
5 import logging
6 import re
7 import random
8
9 from flask import Flask, request, jsonify, render_template
10
11 app = Flask(__name__)
12
13 # Configuration
14
15 # Logging
16 logger = logging.getLogger()
17 logger.setLevel(logging.INFO)
18
19 # URLs
20 URL_TWITTER = "https://api.twitter.com/1.1/statuses/filter.json"
21 URL_TWITTER_STREAM = "https://stream.twitter.com/1.1/statuses/filter.json"
22 URL_TWITTER_OAUTH = "https://api.twitter.com/oauth2/token"
23
24 # Headers
25 HEADERS_TWITTER = {
26     "Content-Type": "application/json",
27     "User-Agent": "Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/58.0.3029.110 Safari/537.36"
28 }
29
30 # Parameters
31 PARAMETERS_TWITTER = {
32     "track": "#fruitybot,fruitybot"
33 }
34
35 # OAuth
36 OAUTH_TWITTER = {
37     "client_id": "YOUR_CLIENT_ID",
38     "client_secret": "YOUR_CLIENT_SECRET",
39     "grant_type": "client_credentials",
40     "resource": "https://api.twitter.com/1.1/statuses/filter.json"
41 }
```

PRODUCT FEATURES



The product features are mentioned below

DATA AND ANALYTICS

WEB DEVELOPMENT PLATFORM

FURTHER ENHANCEMENTS PLANNED

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- Desktop and Mobile App with cross platform technologies



PRODUCT FEATURES

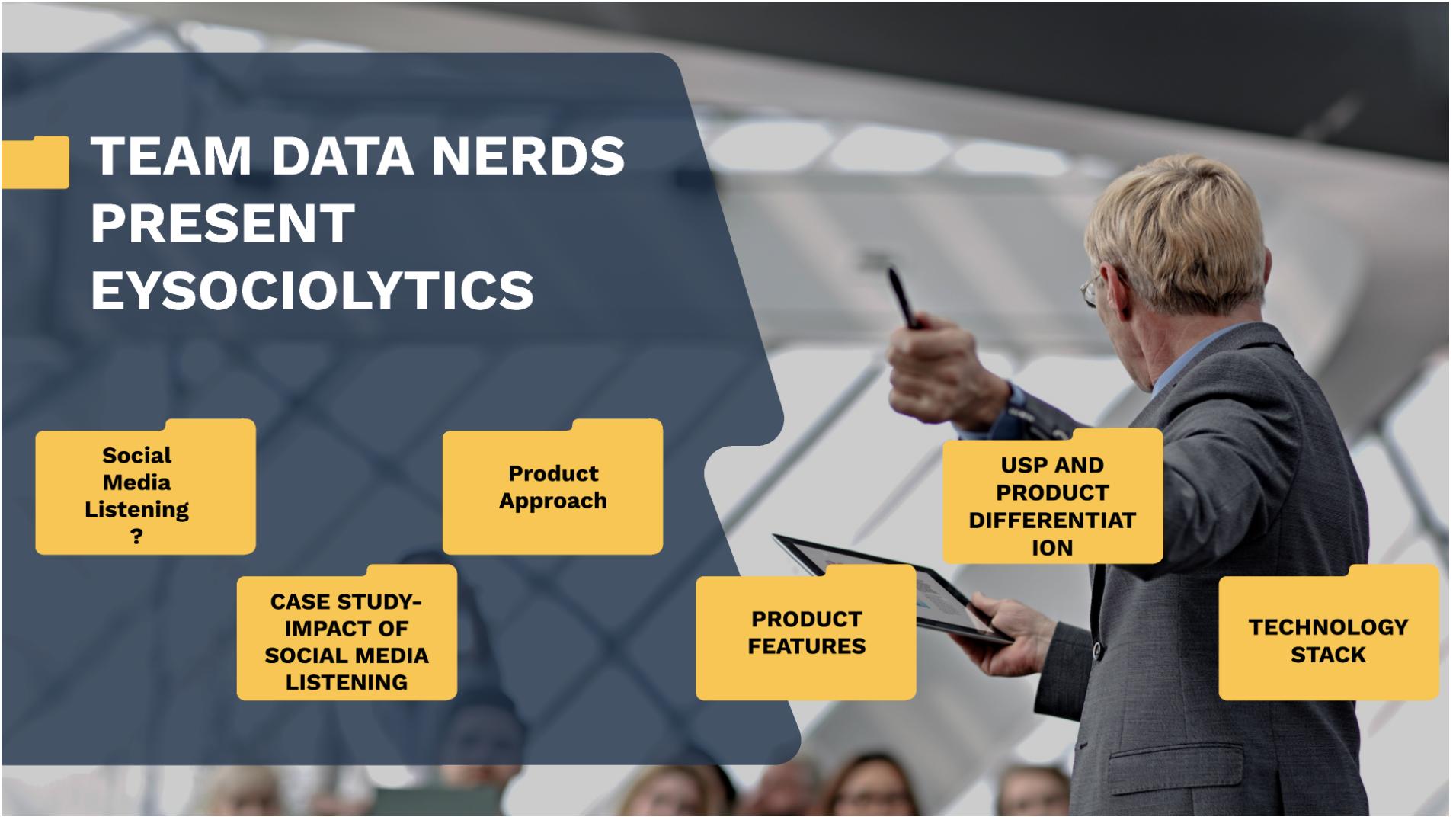


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UNIQUE SELLING POINT OF PRODUCT

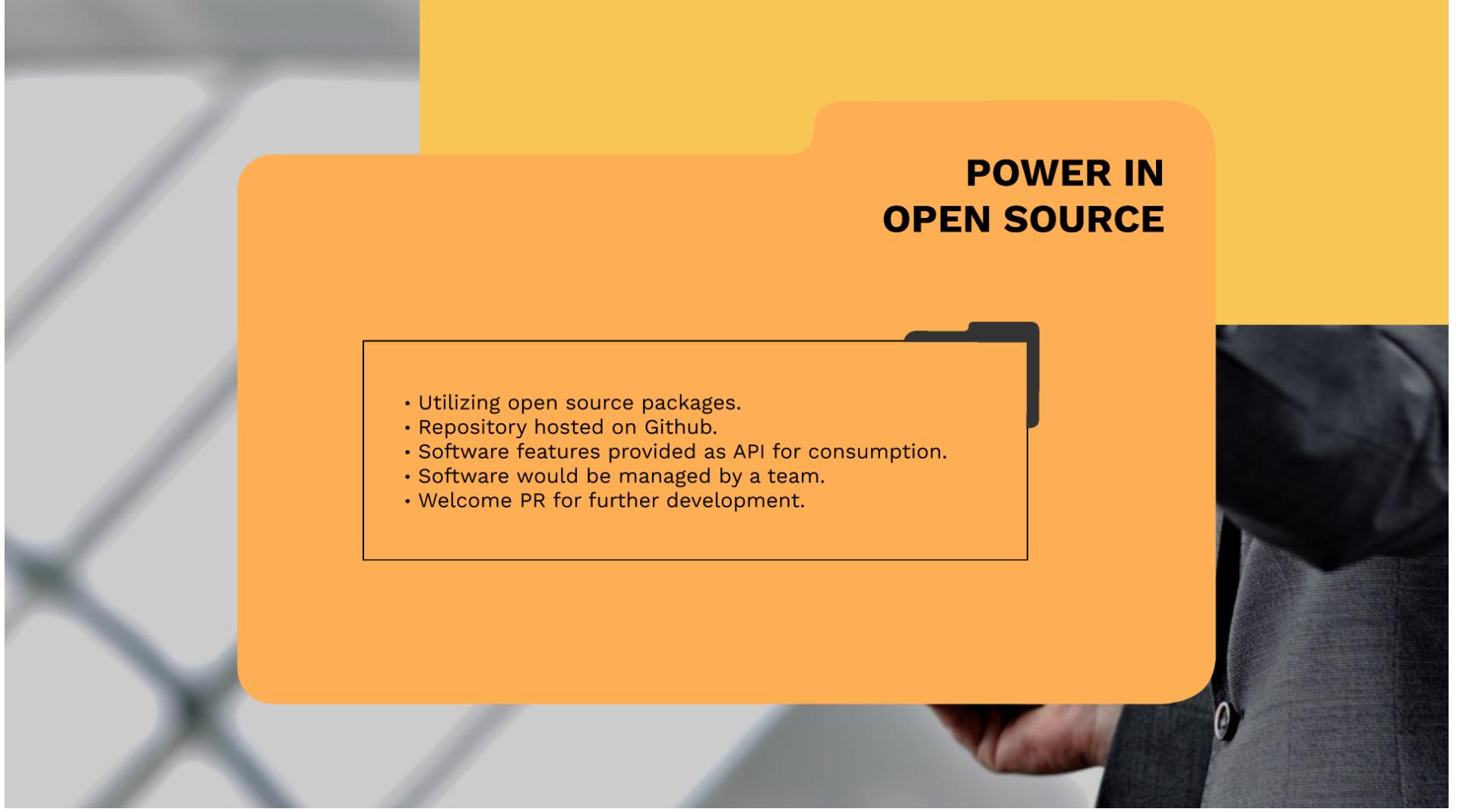


The product has been R&D in such a way that we focus on differentiating it from preexisting products

**POWER IN
OPEN SOURCE**

**CREATE HAPPY
CUSTOMERS!**

**ACTIONABLE
INSIGHTS**



POWER IN OPEN SOURCE

- Utilizing open source packages.
- Repository hosted on Github.
- Software features provided as API for consumption.
- Software would be managed by a team.
- Welcome PR for further development.



UNIQUE SELLING POINT OF PRODUCT



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**POWER IN
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**CREATE HAPPY
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**ACTIONABLE
INSIGHTS**

CREATE HAPPY CUSTOMERS

- Changes the way through which company understands customers.
- Provides bots for twitter,facebook and other social media so that your customers are never alone.
- Understand customer pain points and try to eliminate the bottlenecks.



UNIQUE SELLING POINT OF PRODUCT



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**ACTIONABLE
INSIGHTS**



ACTIONABLE INSIGHTS

- Insights that change the way you interact with customers.
- Understand customer sentiments related to company and products.
- Product that generates insights which can help you to act and make customers happy.
- Use insights and change them into actions for your customers by using our bots and assistants.



UNIQUE SELLING POINT OF PRODUCT

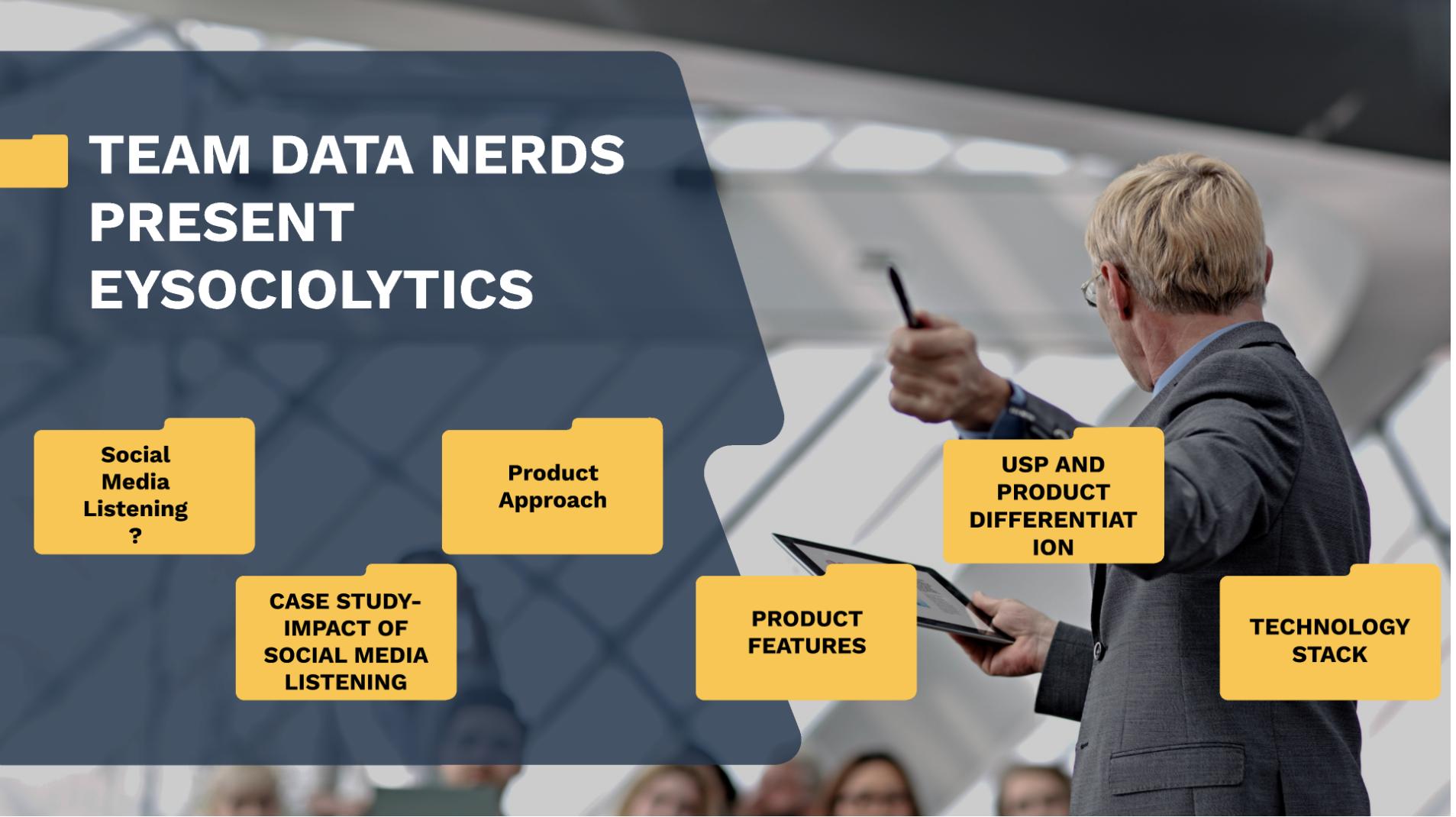


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Technology Stack



We are mentioning the name of the technologies that we are using for the development of the product

**DATA
ANALYTICS
AND AI**

**WEB
PLATFORM**

DEPLOYMENT



Data Analytics And AI

- Python
- R
- Twint
- RASA
- Scikit Learn, Tensorflow, Numpy, Pandas, Plotly
- Textblob, VaderSentiment, NLTK, Spacy



Technology Stack



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**DATA
ANALYTICS
AND AI**

**WEB
PLATFORM**

DEPLOYMENT



Web Platform

- Frontend- HTML,CSS,JS,React,React Native, Bootstrap, Tailwind
- Backend- Django, Django Rest Framework
- API- Flask, Django Rest Framework
- SQL- MYSQL



Technology Stack



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**DATA
ANALYTICS
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**WEB
PLATFORM**

DEPLOYMENT



DEPLOYMENT

- API DEPLOYMENT: HEROKU
- PRODUCT DEPLOYMENT: AZURE



Technology Stack

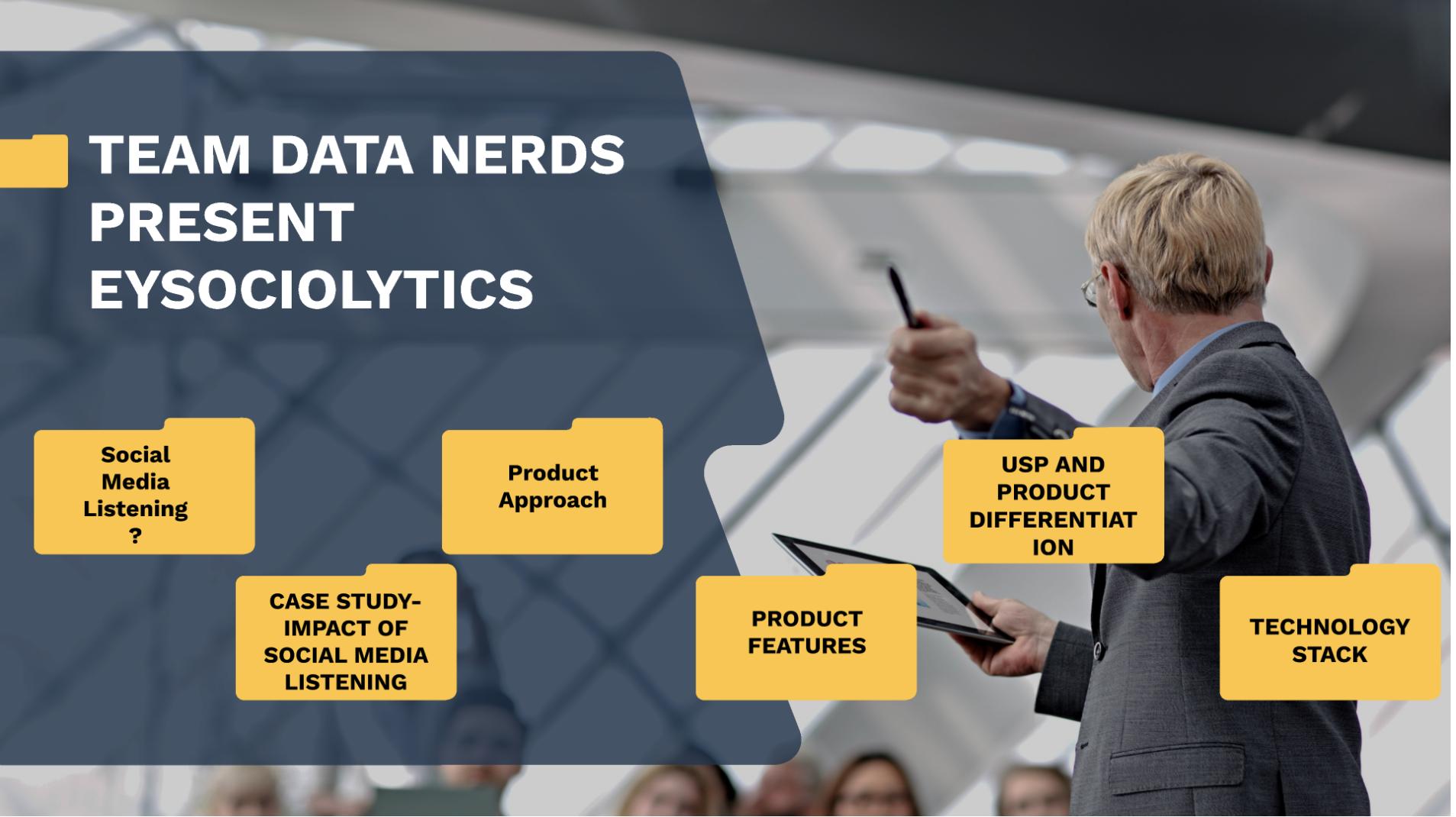


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