DEPARTMENT OF APEX INSTITUTE OF TECHNOLOGY

# PROJECT PROPOSAL

## 1. Project Title: -

Analysis of Social Media Influence on Consumer Behaviour

## 2. Project Scope: -

## This project aims to analyse the influence of social media on consumer behavior, focusing on content effectiveness, demographic variations, and the consumer decision journey. Through surveys and content analysis, it seeks to uncover patterns and emerging trends. The study will provide actionable insights for marketers, offering concise recommendations to optimize social media strategies. The scope is streamlined to deliver immediate, practical applications for businesses navigating the dynamic landscape of digital marketing.

## 3. Requirements: -

* Hardware Requirements

1. PC/Laptop
2. Processor i3 or above
3. 8GB ram or more

* Software Requirements

1. Jupyter Notebook or any other Python IDE
2. TensorFlow Library
3. Keras Library for Deep Learning

**STUDENTS DETAILS**

|  |  |  |
| --- | --- | --- |
| **Name** | **UID** | **Signature** |
| Amisha Khanna | 20BCS6712 |  |
| Rivi Vig | 20BCS6724 |  |
| Charu Garg | 20BCS6735 |  |
| Devi Prasad | 20BCS6749 |  |

**APPROVAL AND AUTHORITY TO PROCEED**

We approve the project as described above, and authorize the team to proceed.

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| **Name** | **Title** | **Signature**  **(With Date)** |
| Mr. Pramod Vishwakarma | Supervisor |  |