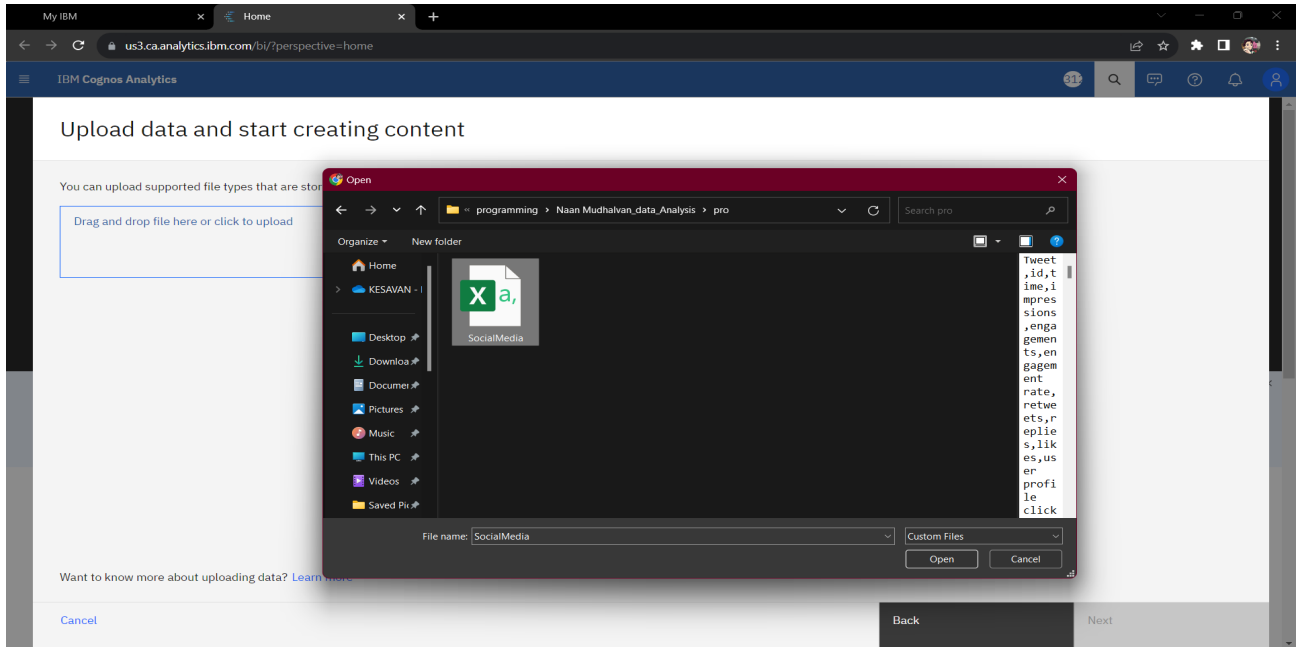


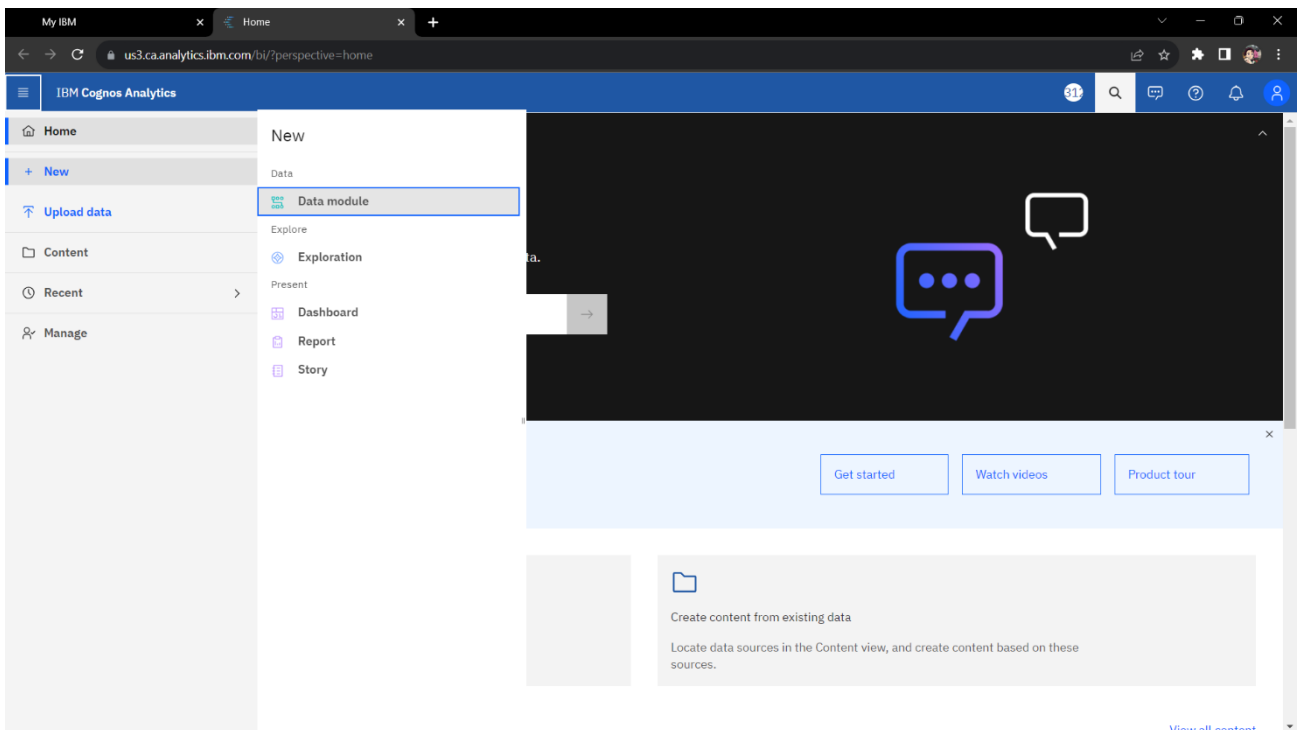
DISSECTING THE DIGITAL LANDSCAPE: A COMPREHENSIVE ANALYSIS OF SOCIAL MEDIA

TEAM ID: [NM2023TMID02617](#)

1: UPLOADING DATA SET



2: CREATING DATA MODULE

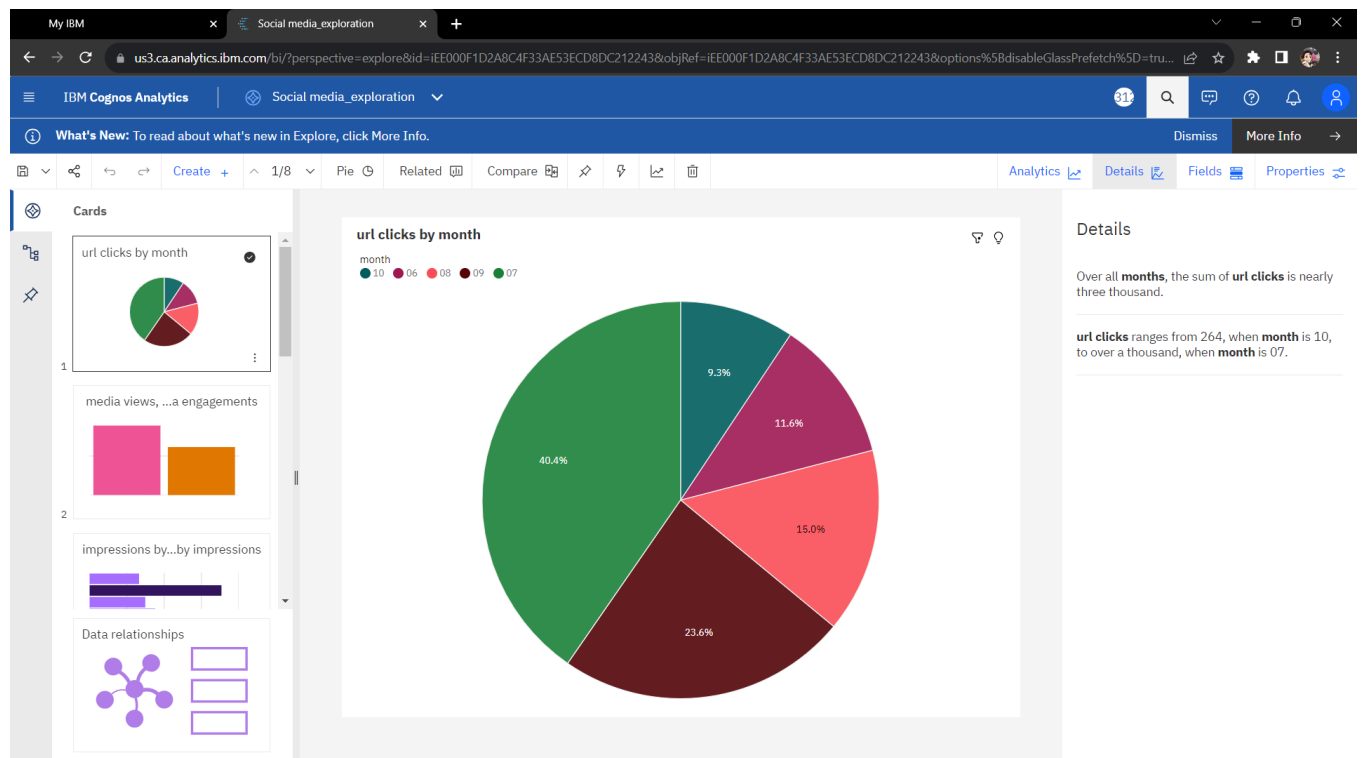


3: DATA MODULE

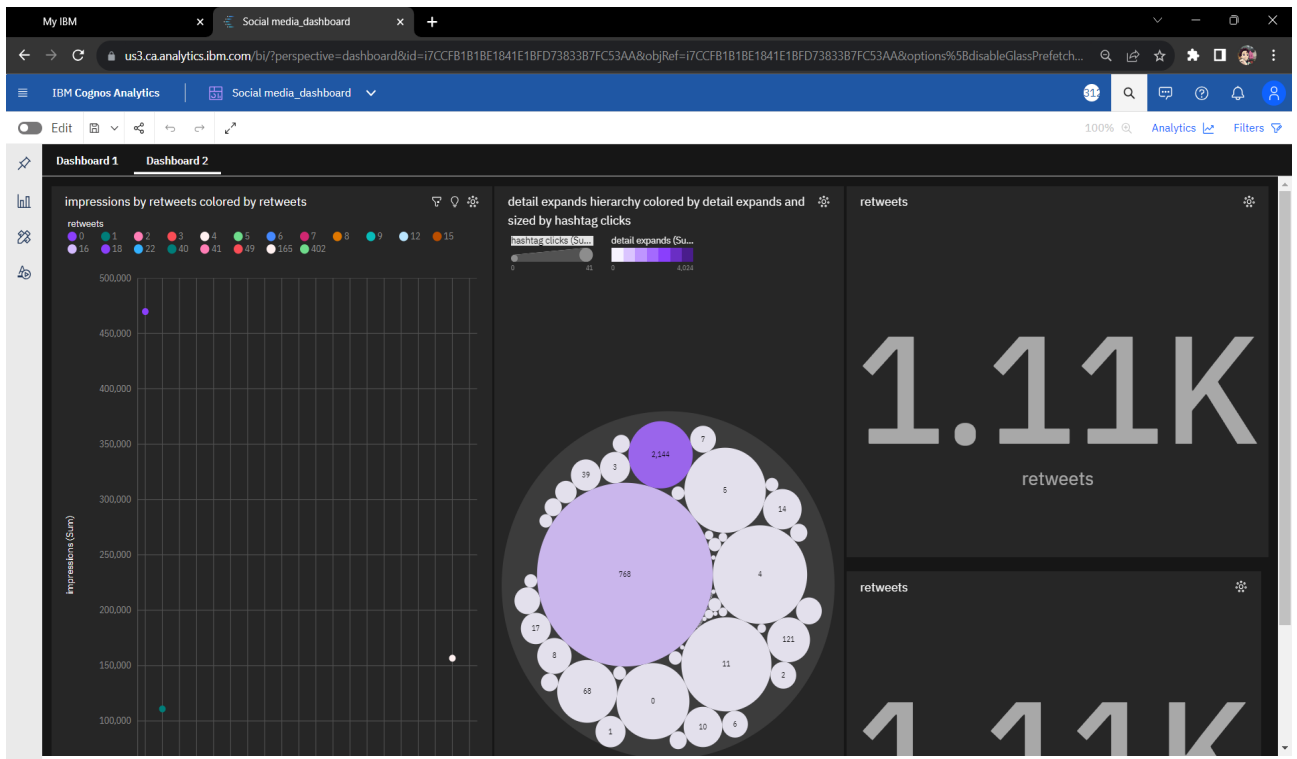
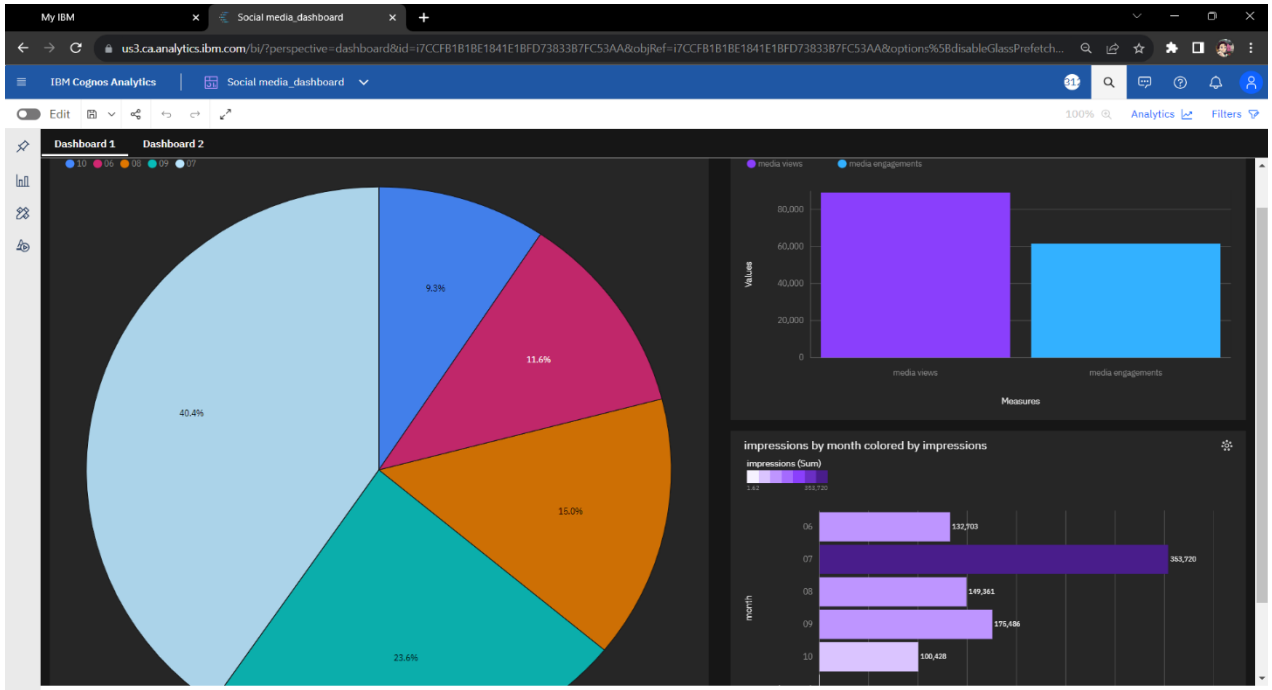
The screenshot shows the IBM Cognos Analytics interface for the 'Social Media data module'. The left sidebar contains a 'Data module' section with a search bar and a list of fields: Tweet, # id, time, date, year, month, day, impressions, engagements, engagement rate, retweets, replies, likes, and user profile clicks. The main area displays a 'Grid' view of the data. The data is organized into columns: Tweet, id, time, date, year, month, and day. The data is loaded from 'SocialMedia.csv'.

Tweet	id	time	date	year	month	day
id ligula suspendisse ornare consequat lectus in est risus auctor sed tristique in tempus sit amet sem fusce consequat #tellus euismod scelerisque quam turpis adipiscing lorem vitae mattis nibh ligula nec sem duis aliquam convallis nunc proin at turpis a pede posuere nonummy integer non #ullamcorper	6672567125560790	2020-06-30 21:09 +0000	2020-06-30	2020	06	30
leo rhoncus sed vestibulum sit amet cursus id turpis integer aliquet massa id lobortis convallis tortor risus dapibus augue vel accumsan tellus nisi eu orci mauris lacinia sapien quis #in aenean lectus pellentesque eget nunc donec quis orci eget orci vehicula condimentum curabitur in libero ut massa volutpat convallis morbi odio odio elementum eu interdum eu tincidunt #vulputate sed accumsan felis ut at dolor quis odio consequat varius integer ac leo pellentesque ultrices	8265456713789040	2020-06-30 17:14 +0000	2020-06-30	2020	06	30
leo rhoncus sed vestibulum sit amet cursus id turpis integer aliquet massa id lobortis convallis tortor risus dapibus augue vel accumsan tellus nisi eu orci mauris lacinia sapien quis #in aenean lectus pellentesque eget nunc donec quis orci eget orci vehicula condimentum curabitur in libero ut massa volutpat convallis morbi odio odio elementum eu interdum eu tincidunt #vulputate sed accumsan felis ut at dolor quis odio consequat varius integer ac leo pellentesque ultrices	281117346800427	2020-06-30 16:59 +0000	2020-06-30	2020	06	30
leo rhoncus sed vestibulum sit amet cursus id turpis integer aliquet massa id lobortis convallis tortor risus dapibus augue vel accumsan tellus nisi eu orci mauris lacinia sapien quis #in aenean lectus pellentesque eget nunc donec quis orci eget orci vehicula condimentum curabitur in libero ut massa volutpat convallis morbi odio odio elementum eu interdum eu tincidunt #vulputate sed accumsan felis ut at dolor quis odio consequat varius integer ac leo pellentesque ultrices	7758025943576750	2020-06-30 13:55 +0000	2020-06-30	2020	06	30
leo rhoncus sed vestibulum sit amet cursus id turpis integer aliquet massa id lobortis convallis tortor risus dapibus augue vel accumsan tellus nisi eu orci mauris lacinia sapien quis #in aenean lectus pellentesque eget nunc donec quis orci eget orci vehicula condimentum curabitur in libero ut massa volutpat convallis morbi odio odio elementum eu interdum eu tincidunt #vulputate sed accumsan felis ut at dolor quis odio consequat varius integer ac leo pellentesque ultrices	6131837006729570	2020-06-30 12:13 +0000	2020-06-30	2020	06	30

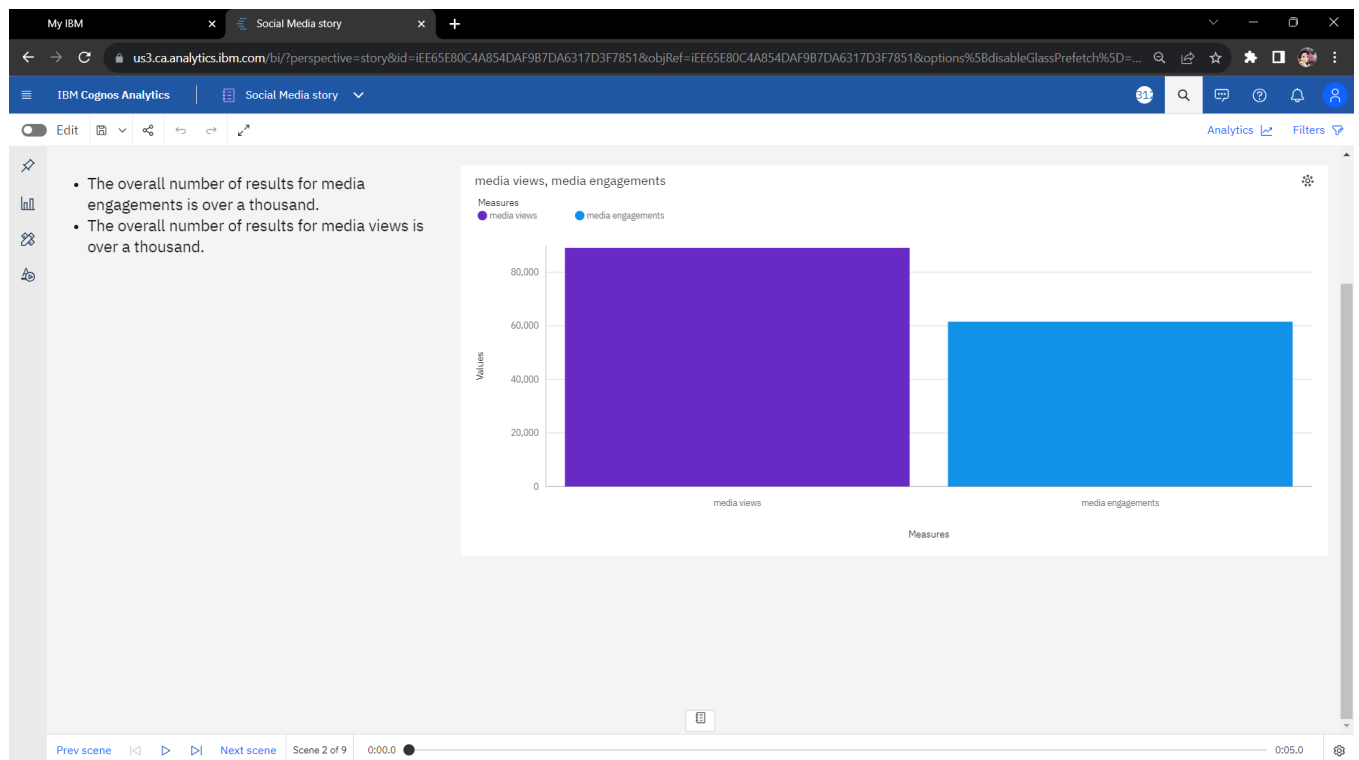
4: DATA EXPLORATION AND VISUALIZATION

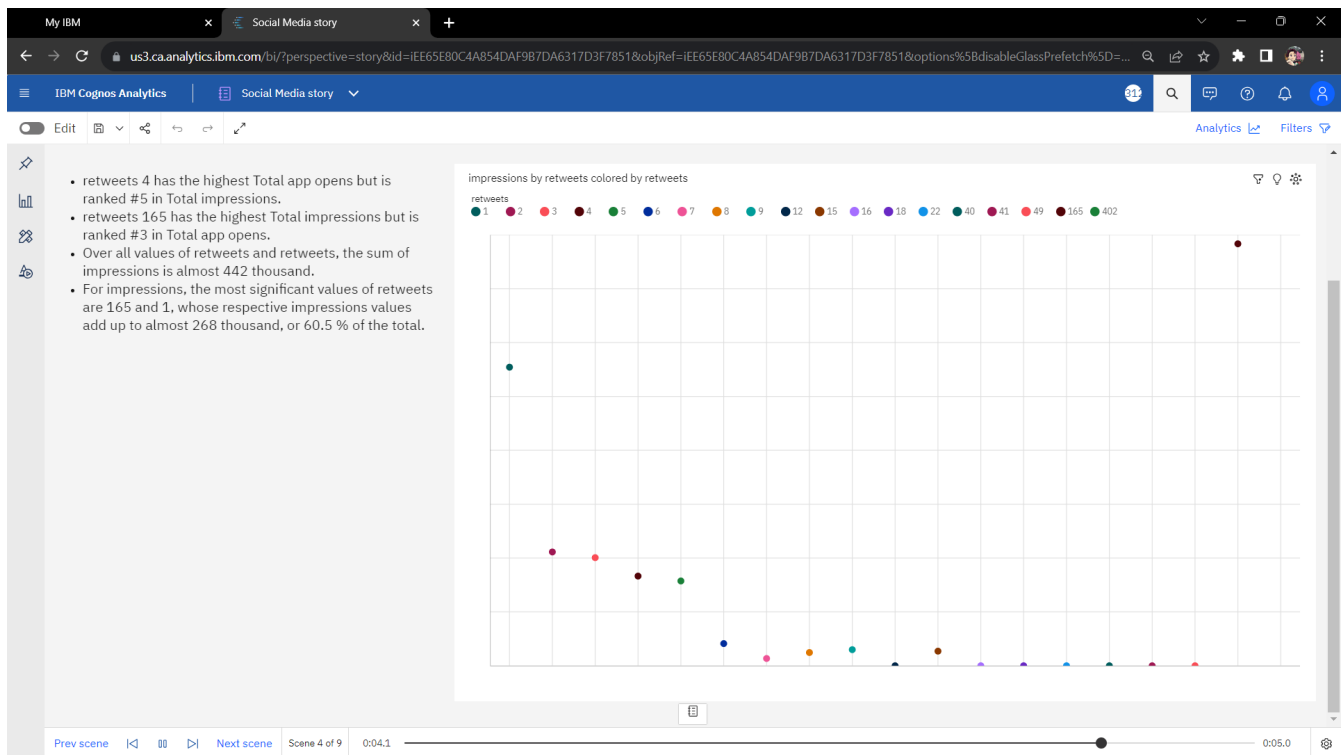
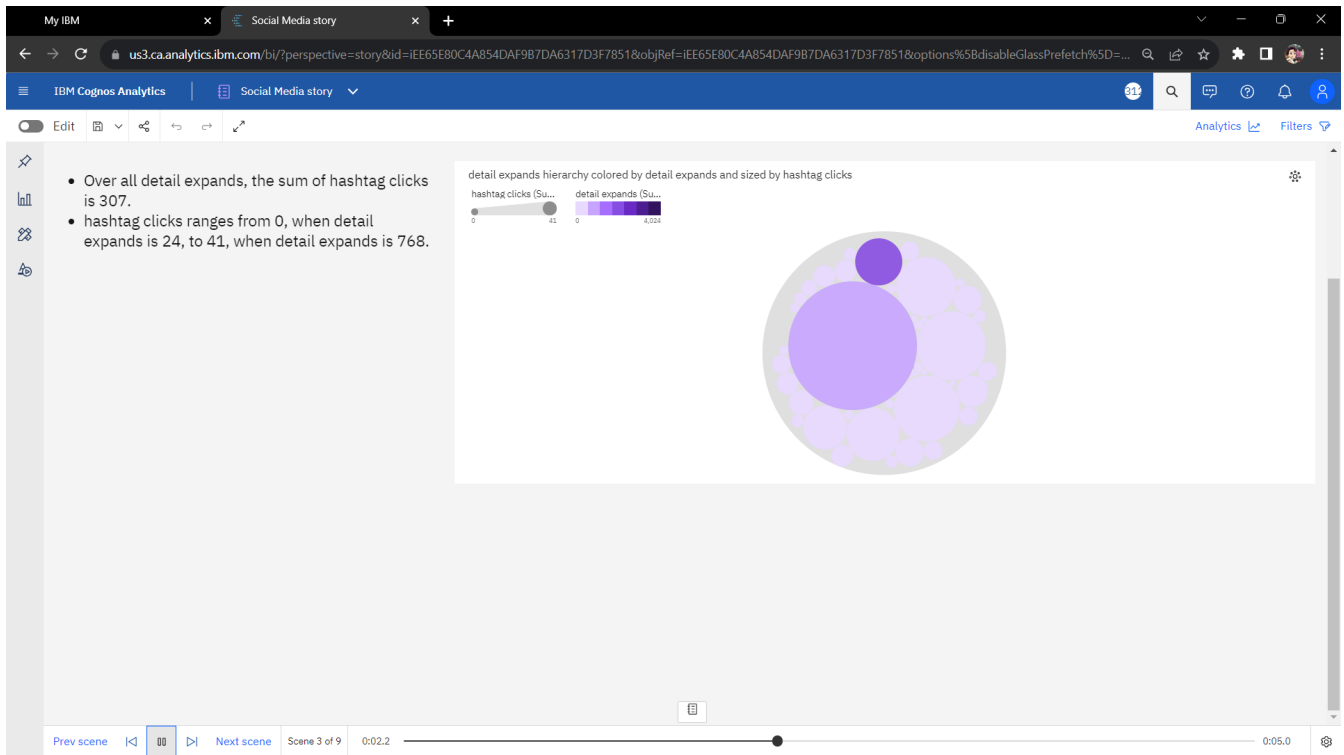


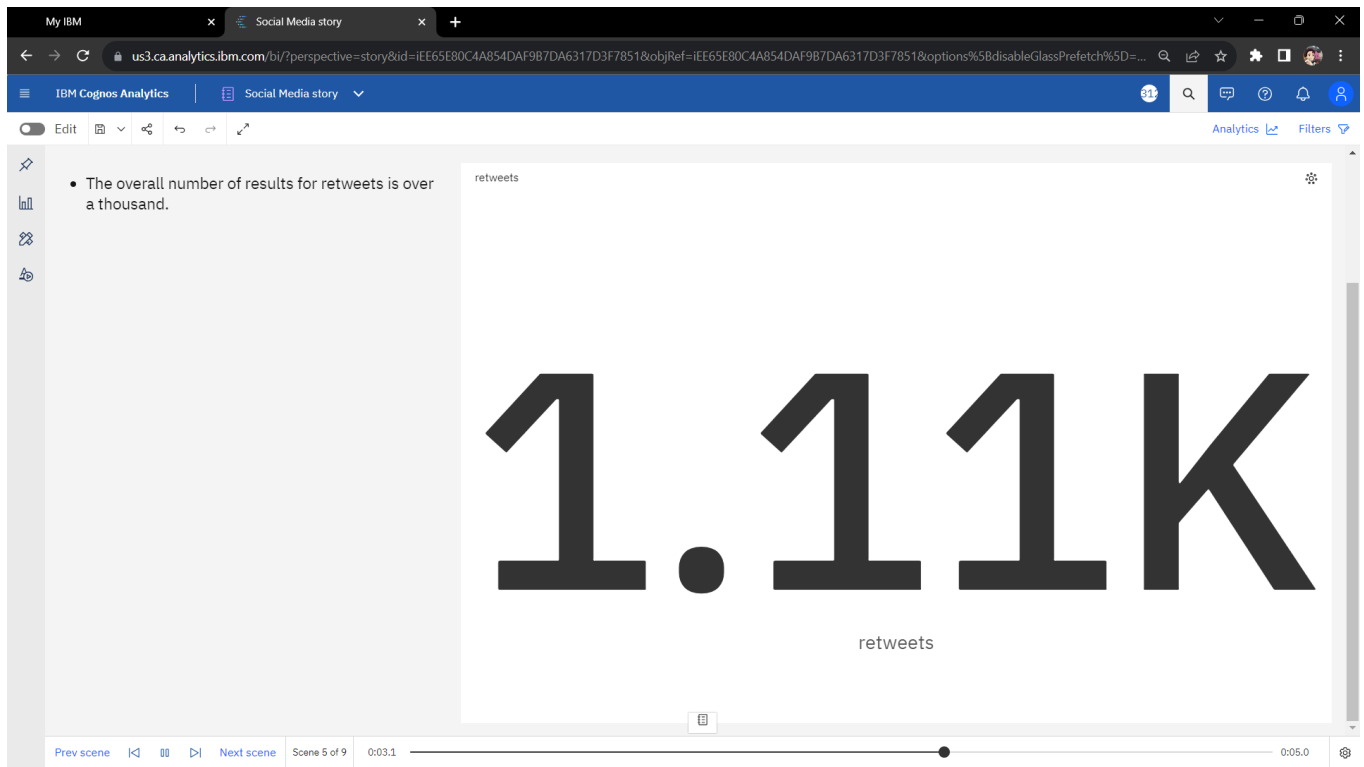
5: DASHBOARD:



6: STORY







My IBM Social Media story

us3.ca.analytics.ibm.com/bi/?perspective=story&id=IEE65E80C4A854DAF9B7DA6317D3F7851&objRef=IEE65E80C4A854DAF9B7DA6317D3F7851&options%5BdisableGlassPrefetch%5D=...

IBM Cognos Analytics Social Media story

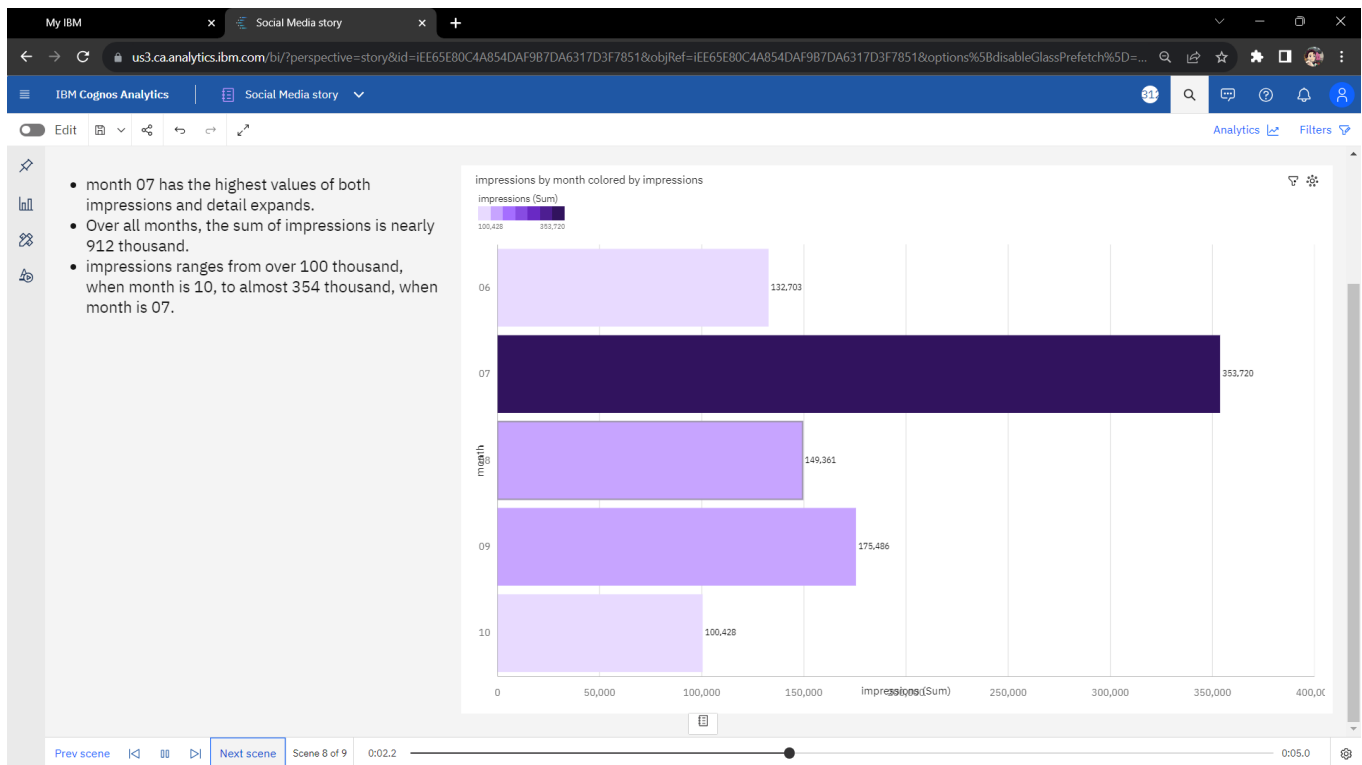
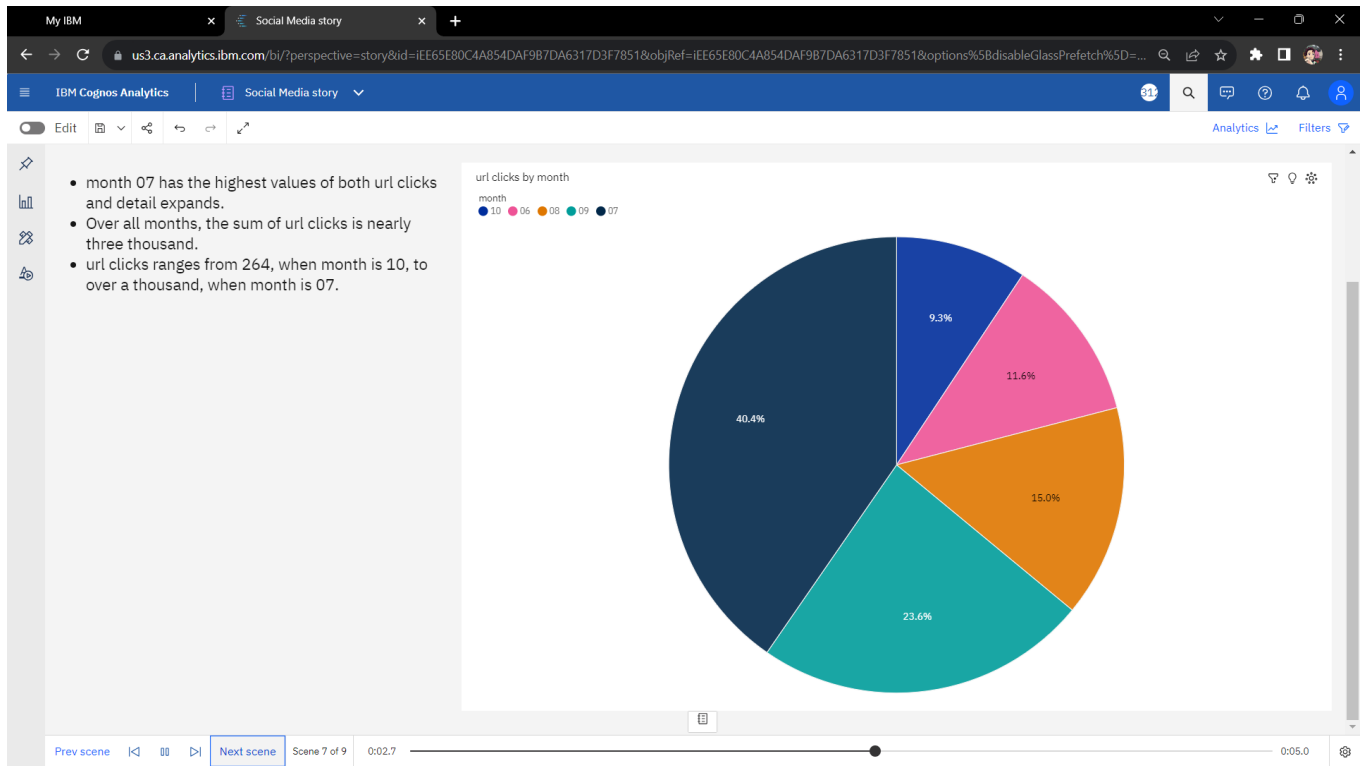
Edit

Analytics Filters

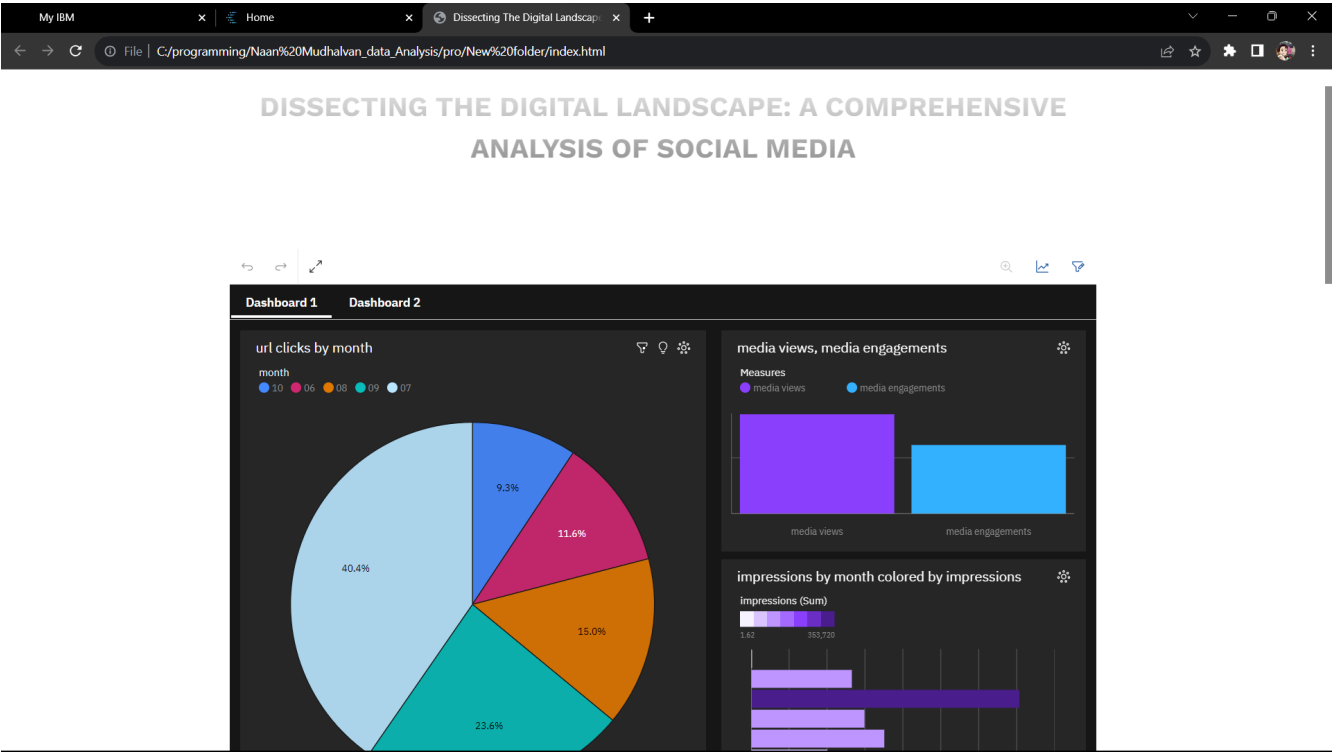
retweets, replies and email tweet

retweets	replies	email tweet
1,106	1,674	2,053

Prev scene Next scene Scene 6 of 9 0:03.6 0:05.0



UI INTEGRATION



My IBM Home Dissecting The Digital Landscape +

File | C:/programming/Naan%20Mudhalvan_data_Analysis/pro/New%20folder/index.html

BASED ON RETWEETS, REPLIES AND EMAIL TWEET

retweets, replies and email tweet

retweets	replies	email tweet
1,106	1,674	2,053

Prev scene Next scene Scene 6 of 9 0:00.0 0:05.0

