



**DISSECTING THE DIGITAL LANDSCAPE: A
COMPREHENSIVE ANALYSIS OF SOCIAL
MEDIA**



Beyond Knowledge

NAAN MUDHALVAN

PROJECT REPORT

Submitted By

BARANI DHARAN V M	611220104018
BARATH B	611220104019
BHARATH VISHNU C J	611220104023
DILIP S	611220104041

*in partial fulfilment for the award of the
degree of*

BACHELOR OF ENGINEERING

in

COMPUTER SCIENCE AND ENGINEERING

**KNOWLEDGE INSTITUTE OF
TECHNOLOGY,**

SALEM-637504

ANNA UNIVERSITY::CHENNAI 600 025

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BONAFIDE CERTIFICATE

Certified that this project report titled “**DISSECTING THE DIGITAL LANDSCAPE: A COMPREHENSIVE ANALYSIS OF SOCIAL MEDIA**” is the bonafide work of “**BARANI DHARAN V M (611220104018), BARATH B (611220104019), BHARATH VISHNU C J (611220104023), DILIP S (611220104041)**” who carried out the project work under my supervision.

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ACKNOWLEDGEMENT

At the outset, we express our heartfelt gratitude to **GOD**, who has been our strength to bring this project to light.

At this pleasing moment of having successfully completed our project, we wish to convey our sincere thanks and gratitude to our beloved president **Mr.C.Balakrishnan**, who has provided all the facilities to us.

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ABSTRACT

ABSTRACT

"Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media" provides a detailed and in-depth analysis of various social media platforms, including Facebook, Twitter, Instagram, YouTube, and LinkedIn. The analysis covers a wide range of topics related to social media, such as the history and evolution of social media, the demographics of social media users, the impact of social media on communication and society, the role of social media in politics and activism, and the challenges and opportunities of social media for businesses and organizations. The paper draws on a wide range of research studies, surveys, and data sources to provide a comprehensive overview of the digital landscape and its implications for individuals, organizations, and society as a whole. Overall, the paper aims to provide a comprehensive and up-to-date understanding of the complex and dynamic world of social media (Twitter as an example), and to inform future research, policy, and practice in this rapidly evolving field.

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LIST OF ABBREVIATIONS

ABBREVIATION

EXPANSION

DFD

DATA FLOW DIAGRAM

FR

FUNCTIONAL REQUIREMENT

NFR

NON-FUNCTIONAL REQUIREMENT

PS

PROBLEM STATEMENT

INTRODUCTION

CHAPTER – 1

INTRODUCTION

1.1 PROJECT OVERVIEW

Drawing from a vast array of research studies, surveys, and data sources, this research paper aspires to provide a comprehensive panoramic view of the ever-evolving digital landscape and its far-reaching implications for individuals, organizations, and society at large. Its ultimate objective is to offer a thorough and contemporary comprehension of the intricate and dynamic universe of social media, using Twitter as a prominent exemplar, and to offer invaluable insights to steer future research, inform policy decisions, and guide best practices in this rapidly evolving field. Its primary goal is to provide an up-to-date understanding of the intricate and dynamic world of social media, using Twitter as a prominent example, while offering insights to guide future research, inform policies, and drive best practices in this rapidly evolving field.

1.2 PURPOSE

The purpose of "Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media" is to conduct a thorough analysis of the constantly evolving world of social media, with a specific focus on popular platforms such as Facebook, Twitter, Instagram, YouTube, and LinkedIn. The goal is to gain valuable insights into various aspects of social media, backed by extensive research data. The knowledge gained through this analysis is intended to inform future research efforts, influence policy decisions, and promote best practices in this rapidly changing field.

CHAPTER – 2

LITERATURE SURVEY

1) INTRODUCTION TO SOCIAL MEDIA ANALYTICS(2010 KAPLAN, A. M., & HAENLEIN, M.).

It provides a comprehensive overview of the burgeoning field of social media and highlights both the challenges and opportunities it presents. In a world where social media platforms were gaining significant traction, the authors recognized the need to understand the implications and potential benefits of this evolving digital landscape. The authors begin by introducing the concept of social media as platforms that enable user-generated content, interaction, and collaboration, emphasizing its transformational impact on communication and information dissemination. They underline the shift from traditional one-way communication to a more interactive, participatory, and user-driven model, heralding a new era in digital engagement. In this paper, outlines the challenges associated with social media, such as the management of vast amounts of user-generated content, the need to filter relevant information from the noise, and privacy concerns.

2) APPLICATIONS OF SOCIAL MEDIA ANALYTICS WITH IBM COGNOS (2010 LAPPAS, T., LIU, K., & TERZI, E).

Lappas et al.'s research explores the application of social media analytics in identifying teams of experts within social networks. The primary aim is to leverage the structure of social connections and user-generated content to discover groups of individuals with specialized knowledge or expertise in specific domains. The study introduces a novel algorithmic approach to this problem. Social networks like Twitter and LinkedIn are rich sources of information about individuals' interests, affiliations, and contributions. The authors propose a method that combines both network topology and content analysis to find communities of experts. By considering the links between users and the content they produce or share, the algorithm identifies clusters of individuals who demonstrate a high degree of expertise in particular areas.

3) SOCIAL MEDIA DATA COLLECTION AND PROCESSING (2011 GRUZD, A., WELLMAN, B., & TAKHTEYEV, Y.)

This research by Gruzd, Wellman, and Takhteyev delves into the concept of Twitter as an "imagined community." The study explores how users on the social media platform, Twitter, form connections and construct a sense of belonging and identity. The authors examine the interactions and information sharing within this virtual community. They argue that Twitter functions as an

imagined community in a way similar to Benedict Anderson's concept, where people who may never meet in person feel a sense of belonging due to shared interests, communication, and information exchange. The paper emphasizes the role of Twitter in connecting individuals with similar interests and how this connection is built around topics or hashtags. It discusses the idea of a "follow network" where users follow others based on shared interests. From a data collection and processing perspective, this study sheds light on the dynamics of social media interaction.

4) CHALLENGES AND FUTURE DIRECTIONS (2007 DAVENPORT, T. H., & HARRIS, J.)

In "Competing on Analytics," Davenport and Harris present a pioneering perspective on how organizations can harness the power of data analytics to gain a competitive edge. They argue that data analytics is evolving into a strategic asset, and organizations should not just rely on intuition or historical data but actively compete on their analytical capabilities. The authors emphasize that while many organizations have access to vast amounts of data, the challenge lies in effectively using that data to make informed decisions. They propose that companies should build a culture that values data-driven decision-making and invest in the necessary technology and talent to support this culture. Through case studies and real-world examples, the book highlights how organizations across various industries have successfully leveraged data analytics to improve their operations, customer service, and overall performance.

5) Ethical Considerations in Social Media Analytics (2012 boyd, danah, & Crawford, K.)

The authors highlight the significant societal impact of big data, particularly in the realm of social media. They contend that while big data offers immense potential for understanding and influencing human behavior, it also raises crucial ethical questions. One central theme of the article is the issue of privacy. Boyd and Crawford discuss the extent to which data collected from social media and other digital platforms can infringe on individuals' privacy. They argue that individuals often unwittingly share vast amounts of personal data online, and this data can be used to create detailed profiles, raising concerns about surveillance and data mining. The authors also point out that big data analytics can lead to the creation of categories and stereotypes that may result in discrimination.

IDEATION & PROPOSED SOLUTION

CHAPTER - 3

IDEATION & PROPOSED SOLUTION

3.1 PROBLEM STATEMENT DEFINITION

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which Makes me feel
PS-1	User-1	I strive to engage with my community.	online harassment creates an unsafe environment.	leaving me feeling vulnerable and discouraged from meaningful interactions.	Vulnerable
PS-2	User-2	I pursue meaningful bonds.	The pervasive culture of comparison and social validation creates an atmosphere of insecurity.	leading to a sense of isolation and diminished self-worth.	it makes me feel emotionally drained and socially isolated.

3.2 EMPATHY MAP CANVAS

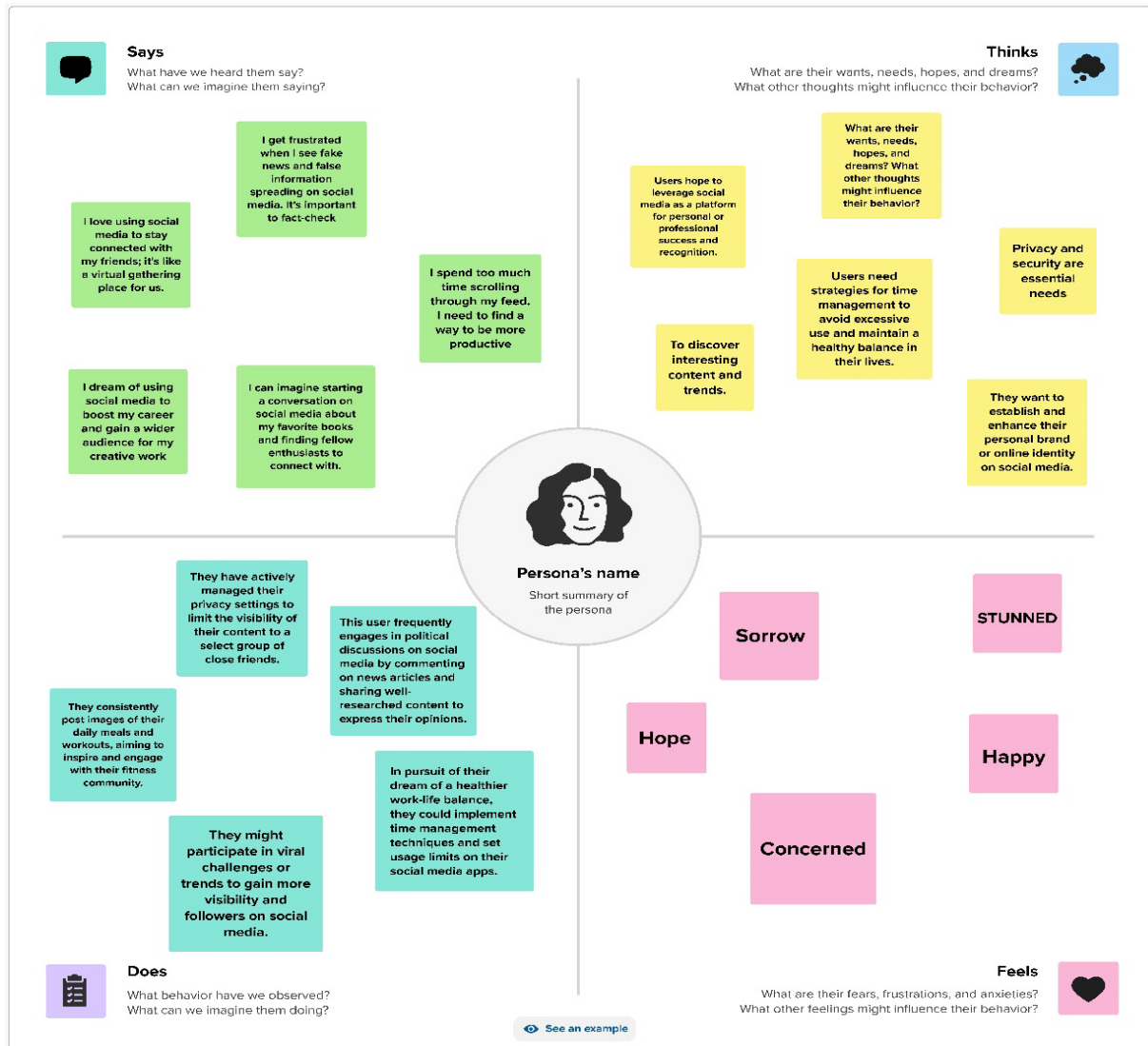


Fig.No. 3.2 EMPATHY MAP

3.3 IDEATION & BRAINSTORMING

1

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

Social media has transformed how we communicate and live. This research will examine social media platforms to understand how they have changed over time, their impact on our well-being and privacy, and how they affect the information we see. We aim to provide insights for navigating the digital world more effectively.

Fig. No. 3.3.1 BRAINSTORMING & IDEA PRIORITIZATION



Fig. No. 3.3.2 BRAINSTROMING & IDEA PRIORITIZATION

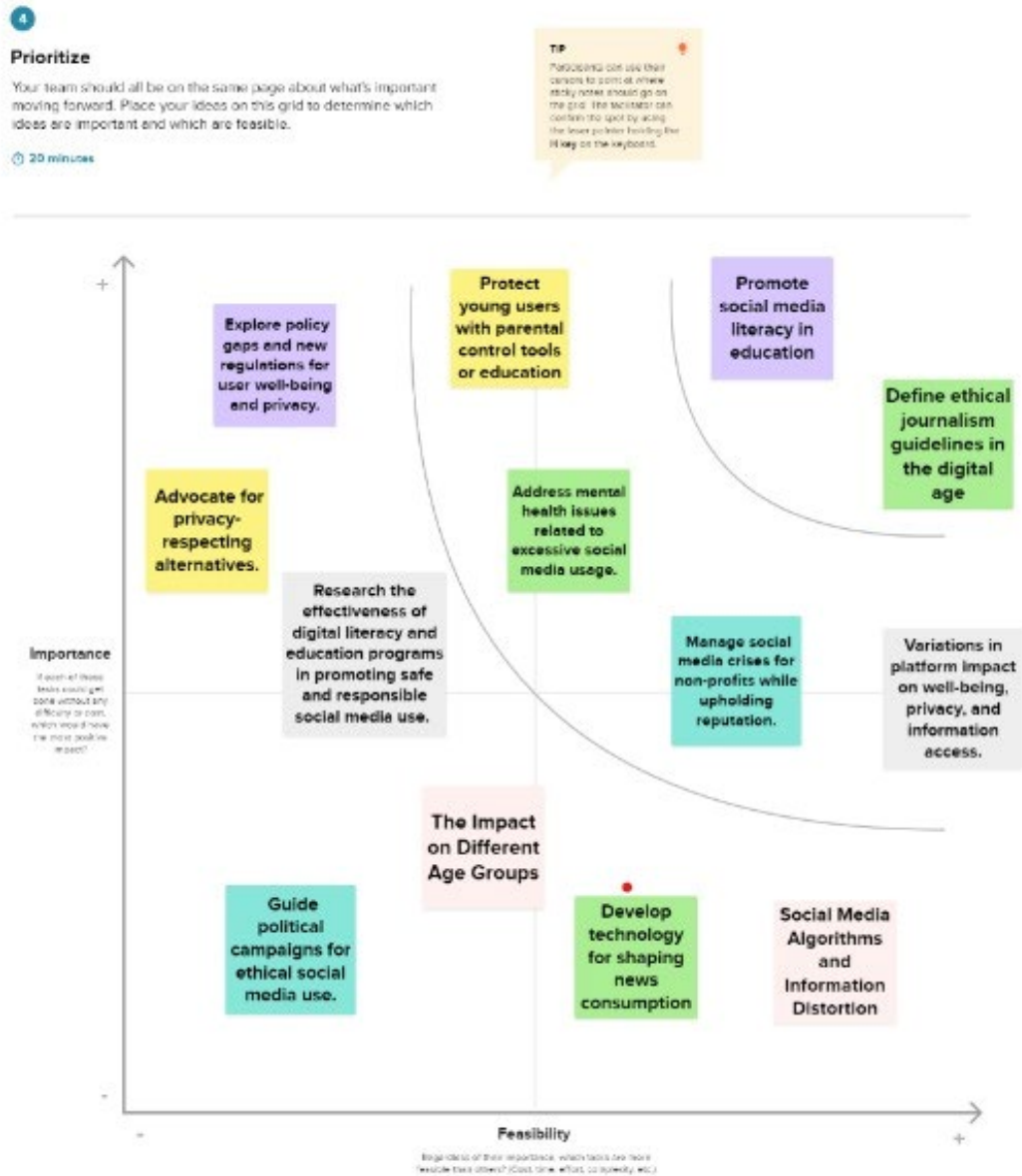


Fig. No. 3.3.3 BRAINSTROMING & IDEA PRIORITIZATION

3.4 PROPOSED SOLUTION

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Our approach includes ongoing monitoring, predicting trends, and providing detailed reports, giving those involved the information they need to understand and navigate the dynamic social media environment.
2.	Idea / Solution description	Our research initiative, "Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media," aims to provide a thorough understanding of the ever-changing social media environment. We gather data, assess psychological impacts, analyze algorithms, monitor trends, address ethical concerns, and explore opportunities and risks.
3.	Novelty / Uniqueness	A Comprehensive Analysis Of Social Media" apart is its holistic approach to understanding the complex social media ecosystem. Unlike singular studies, our research combines data analysis, psychology, ethics, and trend monitoring to offer a 360-degree view of this dynamic digital landscape.
4.	Social Impact / Customer Satisfaction	It is designed to have a significant social impact while enhancing customer satisfaction. By offering in-depth insights, it empowers individuals, businesses, and policymakers to make informed decisions in the digital realm, increasing their satisfaction with online engagement strategies.
5.	Business Model (Revenue Model)	Our revenue model for "Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media". It comprises research subscription services, consulting, sponsored research, data licensing, educational programs, event hosting, advertising, and premium content.

6.	Scalability of the Solution	It is highly scalable due to its adaptable structure. We can readily accommodate increasing data volumes, expand research topics, and engage with a wider audience. As demand grows, we can enhance our research capabilities, offer more specialized services, and extend our reach to a global audience.
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CHAPTER - 4

REQUIREMENT ANALYSIS

4.1 FUNTIONAL REQUIREMENTS

FR No.	Functional Requirement (Epic)	Sub Requirement (Story / Sub-Task)
FR-1	User Registration	Registration through Form Registration through Gmail Registration through LinkedIN
FR-2	User Confirmation	Confirmation via Email Confirmation via OTP
FR-3	Login	Users must use valid credentials to log in to the system.
FR-4	Dataset	Upload dataset into the analytics tool.
FR-5	Analysis	The project entails collecting comprehensive data, analyzing and uncovering insights, and discovering patterns within the information for valuable insights.
FR-6	Create Dashboard	Create Charts, Graphs, Tables, etc.
FR-7	Reporting	The reporting feature empowers users with comprehensive control over their business operations. It gathers up-to-the-minute data and presents it through a user-friendly and intuitive interface.

4.2 NON - FUNTIONAL REQUIREMENTS

NFR No.	Non-Functional Requirement	Description
NFR-1	Usability	Resource optimization makes it accessible to all.
NFR-2	Security	Access to Dashboards/Templates is granted to anyone with the correct login credentials.
NFR-3	Reliability	Templates are dependable since we upload and access them via the cloud.
NFR-4	Performance	It exhibits top-tier performance and exceptional efficiency.
NFR-5	Availability	It is accessible to anyone interested in sales data at no charge.
NFR-6	Scalability	The dashboards and templates are highly scalable, allowing users to customize metrics at their discretion.

CHAPTER - 5 PROJECT DESIGN

5.1 DATA FLOW DIAGRAMS

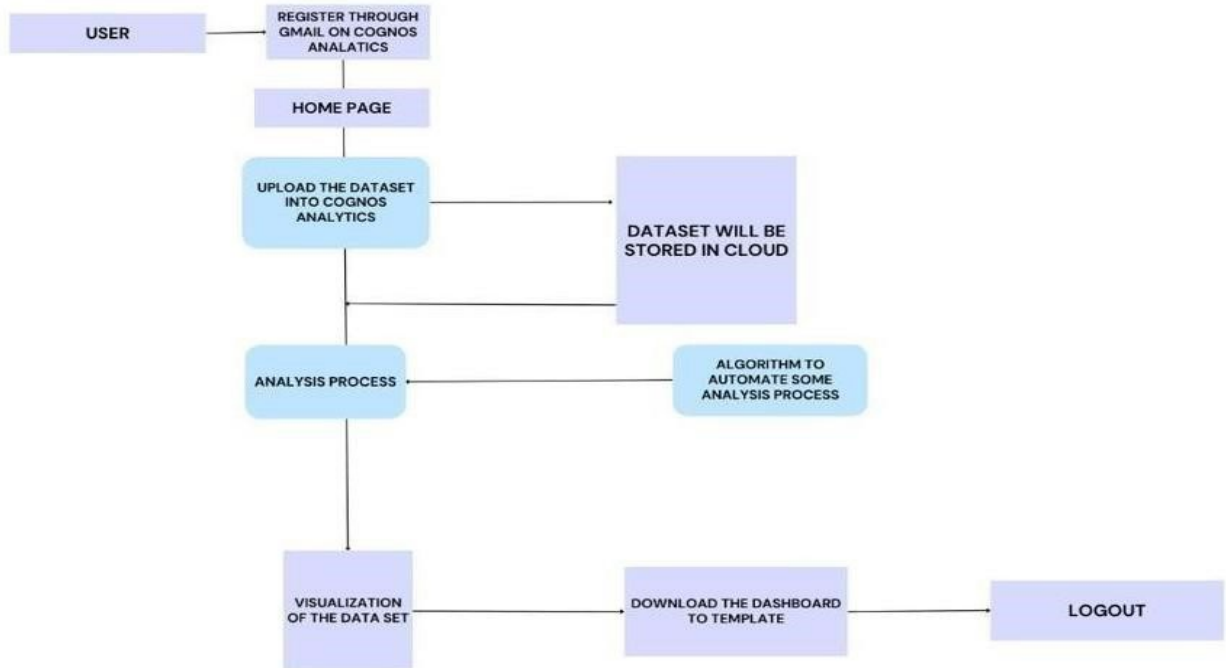


Fig. No. 5.1 DATA FLOW DIAGRAMS

5.2 SOLUTION & TECHNICAL ARCHITECTURE

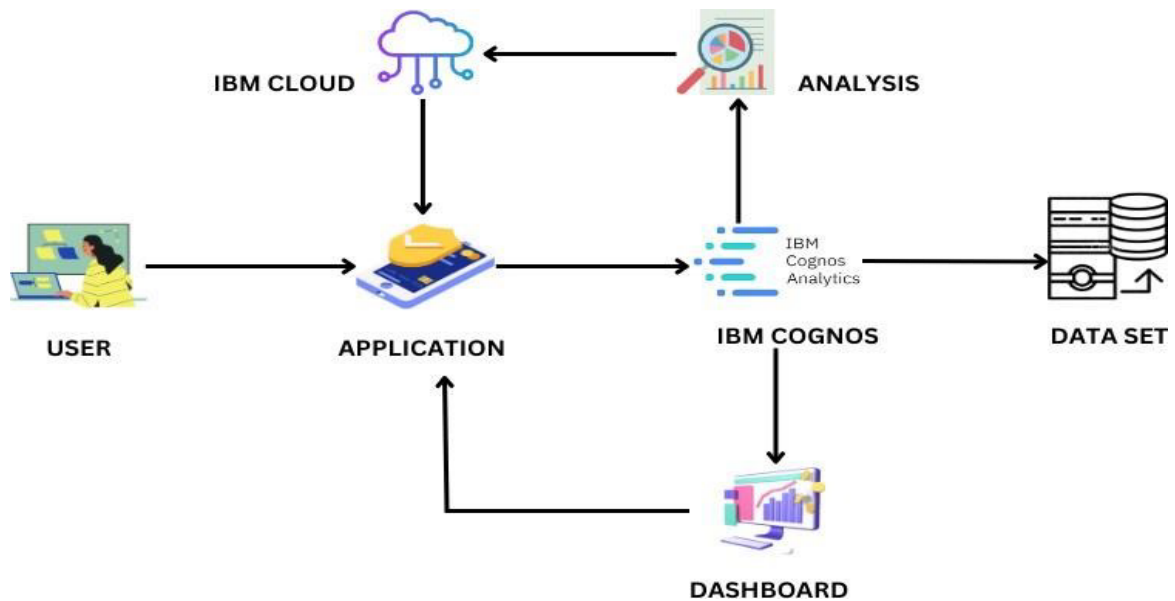


Fig. No. 5.2. SOLUTION ARCHITECTURE

5.3 USER STORIES

User Type	Functional requirements	Release	User Number story	User Story	Acceptance Criteria	Priority
Customer (Web User)	User Authentication	Sprint 1	USN-1	As a user, I want to create an account with personal email.	Users should be able to register with a valid email address.	High
	Data Collection and Integration	Sprint 1	USN-2	As a user, I want to import social media records from our database.	The system should provide an option to import social media record from a CSV file.	High
	Dashboard and Reporting	Sprint 2	USN-3	As a user, I want to see a dashboard that displays the number of unique visualizations.		Low
	User Profile Management	Sprint 2	USN-4	As a user, I want to update my user records in my profile and I want to add new details to the system.	User receive confirmation message successful update	Medium

Admin	Login	Sprint 6	USN-8	As an admin, I can login to the application by entering username & password		High
	Dashboard	Sprint 7	USN-9	As an admin, I can view the dashboard and other activities of the application	I can access the dashboard	High

+

CHAPTER - 6

CODING & SOLUTIONING

6.1 FEATURE 1

DASHBOARD

```
<!DOCTYPE html>
```

```
<html lang="en">
```

```
<head>
```

```
  <meta charset="UTF-8">
```

```
  <meta name="viewport" content="width=device-width, initial-  
scale=1.0">
```

```
  <title>Dissecting The Digital Landscape: A Comprehensive Analysis Of  
Social Media</title>
```

```
  <link rel="stylesheet" href="app.css">
```

```
</head>
```

```
<body>
```

```
<div class="dashboard" id="dashboard">
```

```
  <h1>Dashboard</h1>
```

```
  <iframe
```

```
src="https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&path  
Ref=.my_folders%2FSocial%2Bmedia_dashboard&closeWindowOnLa  
stView=true&ui_appbar=false&ui_navbar=false&shareMode  
=embedded&action=view&mode=dashboard&subView=mod  
el0000018b3bf9cbea_00000000" frameborder="0" gesture="media"  
allow="encrypted-media" allowfullscreen=""></iframe>
```



```
    </div>
</body>
</html>
```

6.2 FEATURE 2

REPORT

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-
scale=1.0">
  <title>Dissecting The Digital Landscape: A Comprehensive Analysis Of
Social Media</title>
  <link rel="stylesheet" href="app.css">
</head>
<body>
  <div class="report" id="report">
    <h1>Report</h1>

    <iframe
src="https://us3.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FSocial%
2BMedia_run%2Breport&amp;closeWindowOnLastView=true&amp;ui_app
bar=false&amp;ui_navbar=false&amp;shareMode=embedded&amp;action=r
un&amp;format=HTML&amp;prompt=false" frameborder="0"
gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
  </div>
```

</body>

</html>

6.3 FEATURE 3

STORY

<!DOCTYPE html>

<html lang="en">

<head>

<meta charset="UTF-8">

<meta name="viewport" content="width=device-width, initial-scale=1.0">

<title>Dissecting The Digital Landscape: A Comprehensive Analysis Of Social Media</title>

<link rel="stylesheet" href="app.css">

</head>

<body>

<div class="story" id="story">

<h1>Story</h1>

<iframe

src="https://us3.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.my_folders%2FSocial%2BMedia%2Bstory&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&sceneId=model0000018b3ce551f5_00000000&sceneTime=0" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>

</div>

</body>

</html>

RESULTS

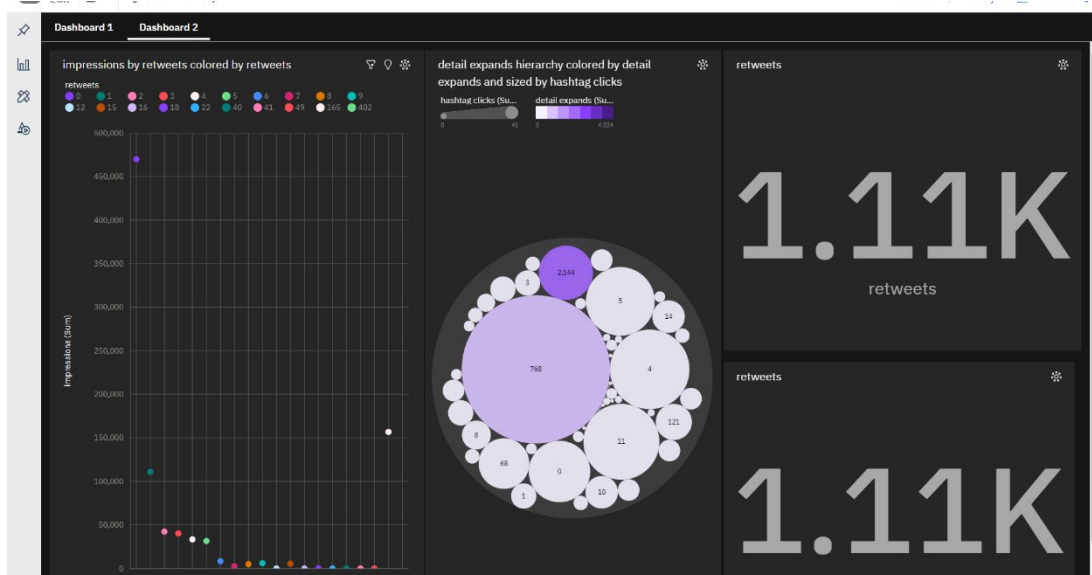
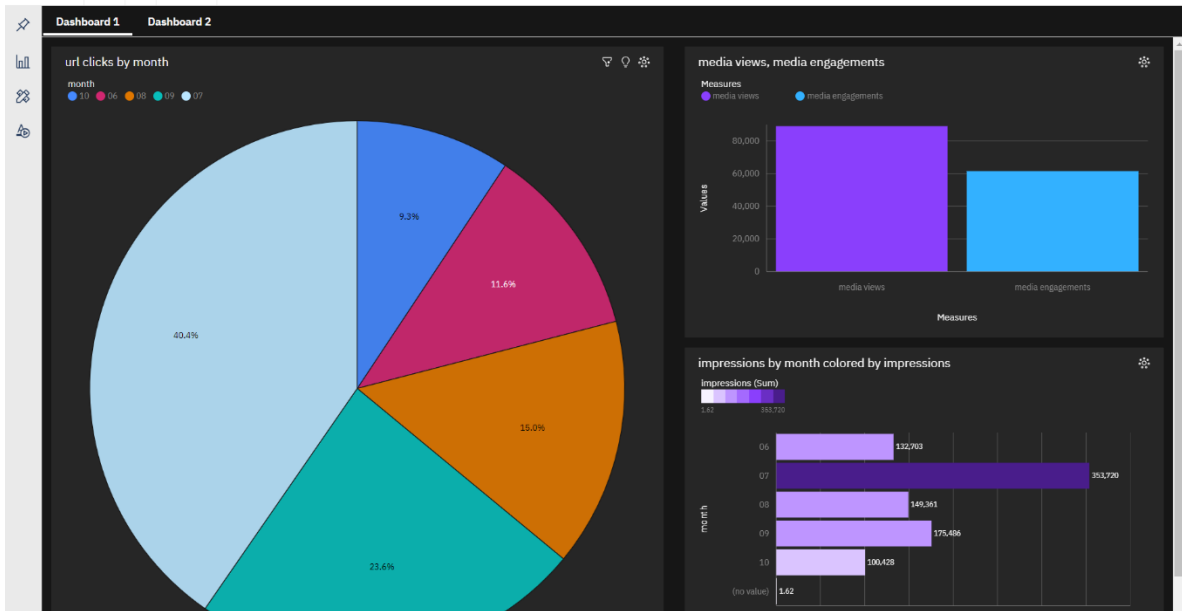
CHAPTER - 7

RESULTS

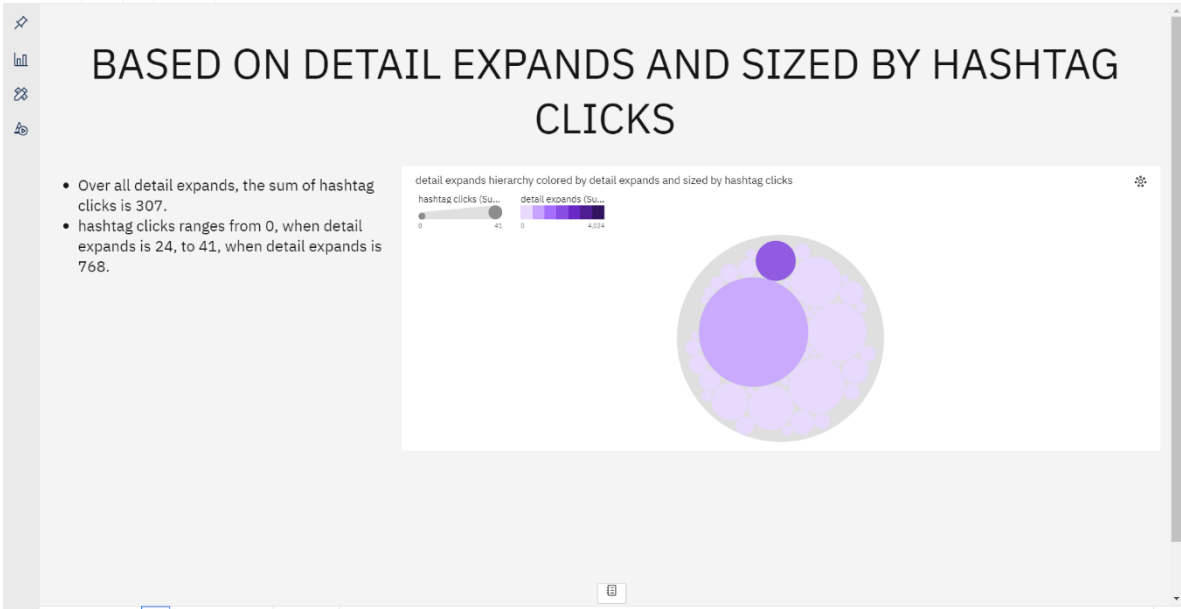
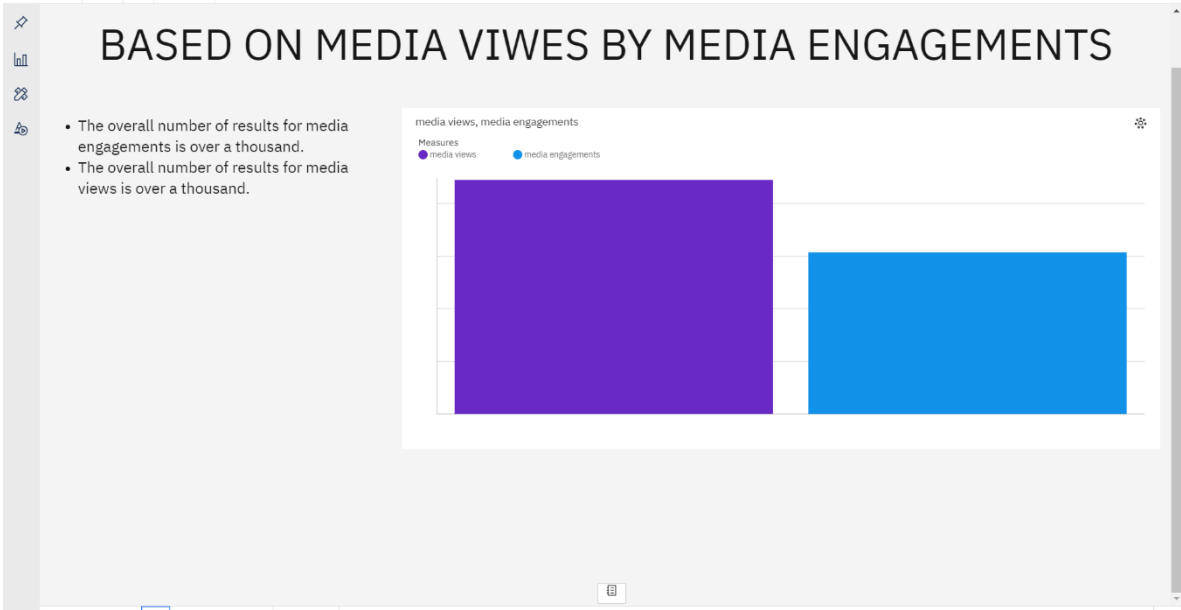
7.1 PERFORMANCE METRICS

7.1.1 Utilization of Data Filters

Dashboard

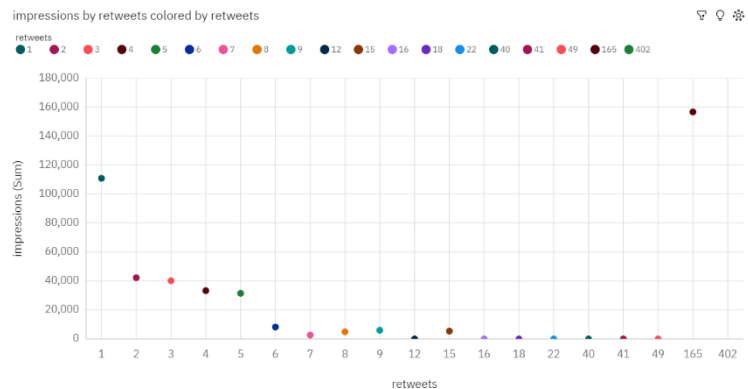


Story



BASED ON IMPRESSIONS BY RETWEETS

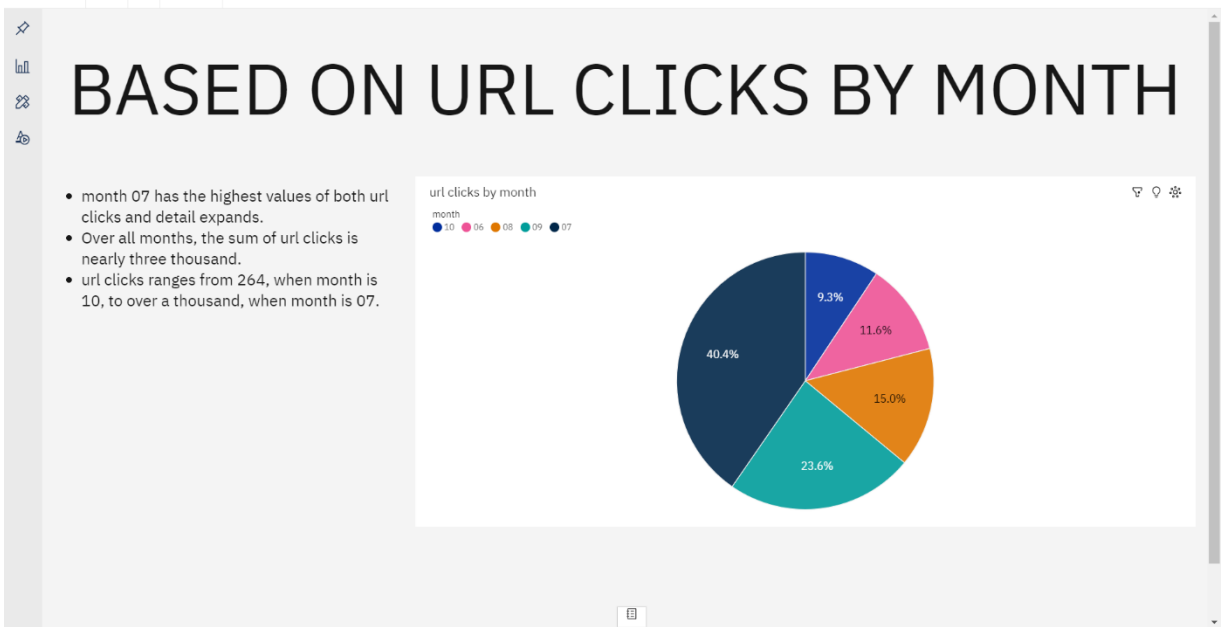
- retweets 4 has the highest Total app opens but is ranked #5 in Total impressions.
- retweets 165 has the highest Total impressions but is ranked #3 in Total app opens.
- Over all values of retweets and retweets, the sum of impressions is almost 442 thousand.
- For impressions, the most significant values of retweets are 165 and 1, whose respective impressions values add up to almost 268 thousand, or 60.5 % of the total.

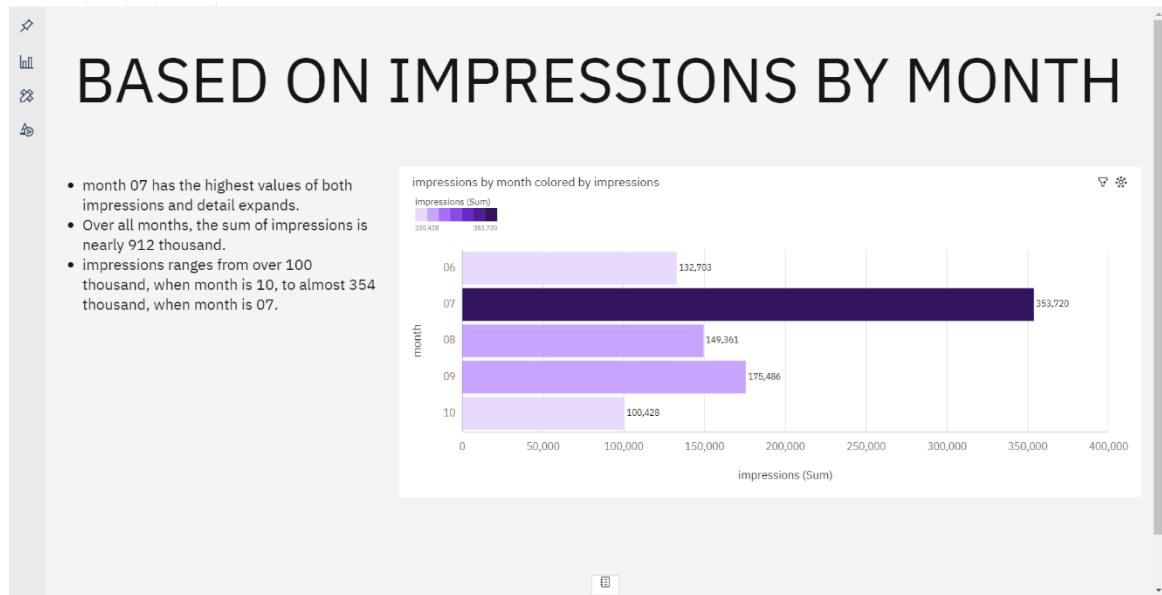


BASED ON RETWEETS

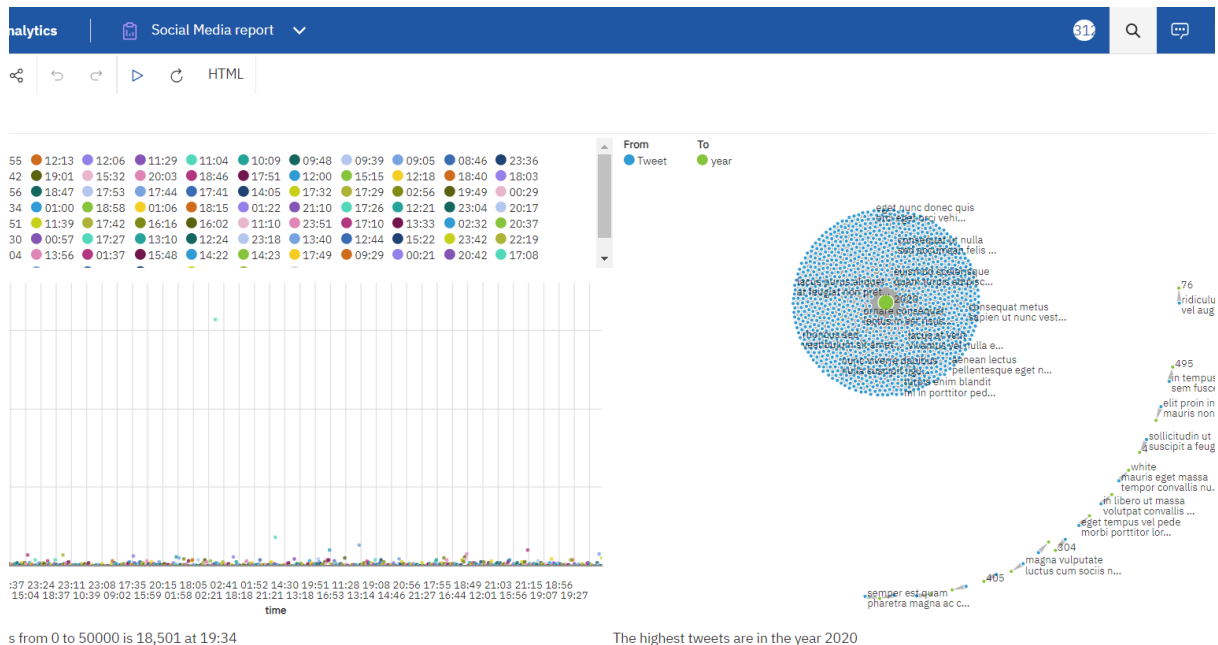
- The overall number of results for retweets is over a thousand.

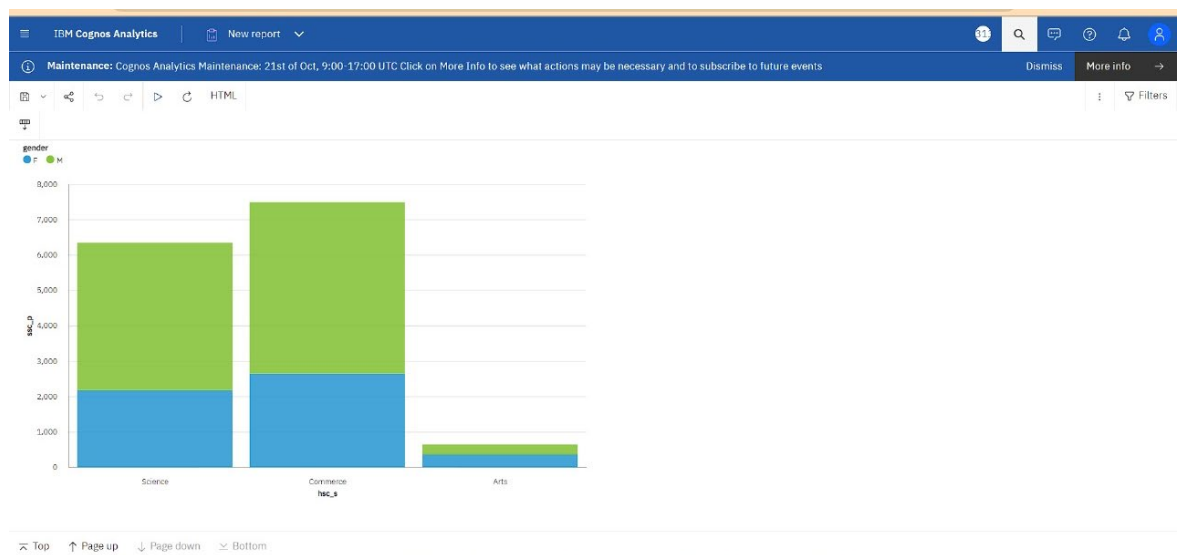
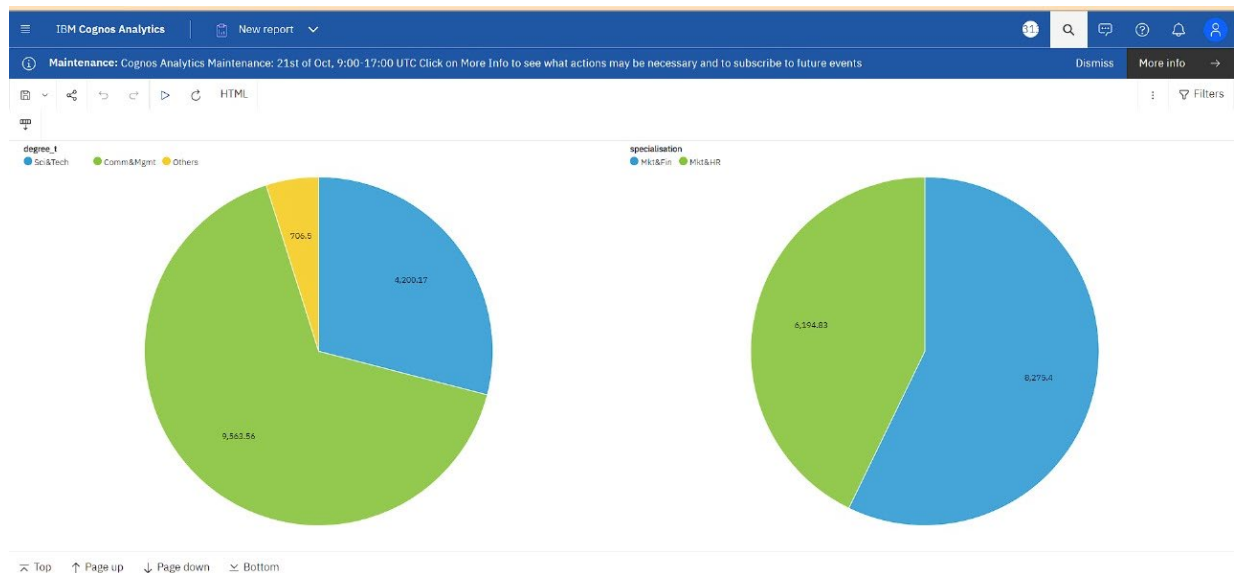






Report





7.1.2 No. of Calculation Fields

IBM Cognos Analytics

Social Media data module

Grid

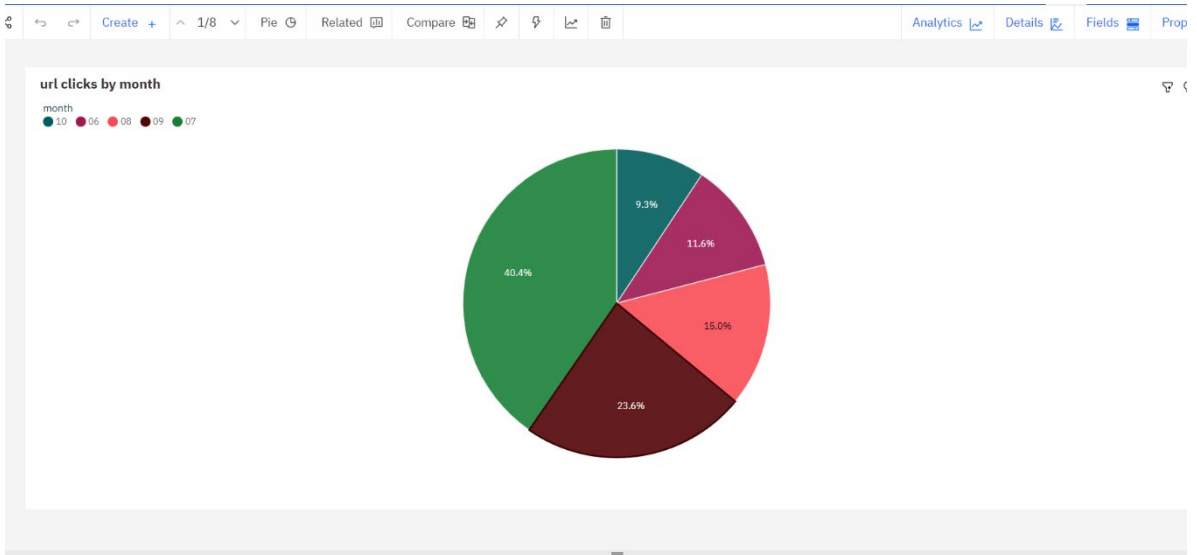
Relationships

Custom tables

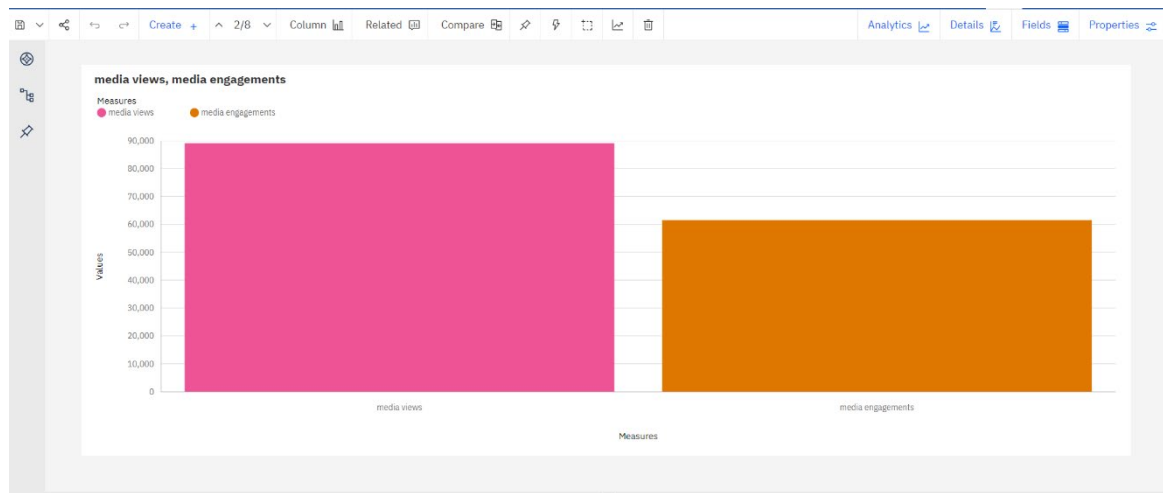
	Tweet	id	time	date	year	month	day
id ligula suspendisse ornare consequat lectus in est risus auctor sed tristique in tempus sit amet sem fusce consequat #tellus euismod scelerisque quam turpis adipiscing lorem vitae mattis nibh ligula nec sem duis aliquam convallis nunc proin at turpis a pede posuere 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	8265456713789040	2020-06-30 17:14 +0000	2020-06-30	2020	06	30	
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	281117346800427	2020-06-30 16:59 +0000	2020-06-30	2020	06	30	
	7758025943576750	2020-06-30 13:55 +0000	2020-06-30	2020	06	30	

7.1.2 No. of Visualizations/Graphs

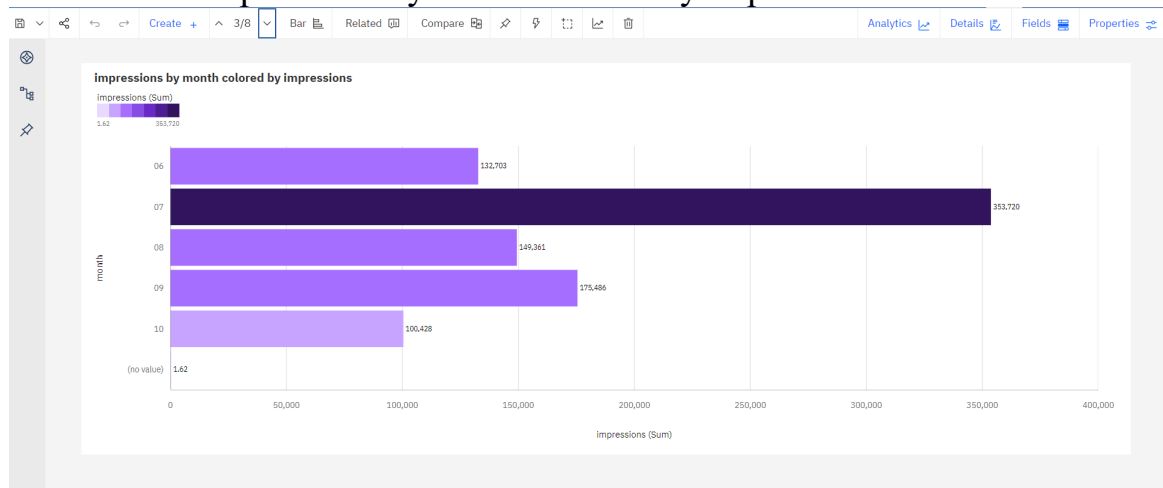
1. Based On url clicks by month



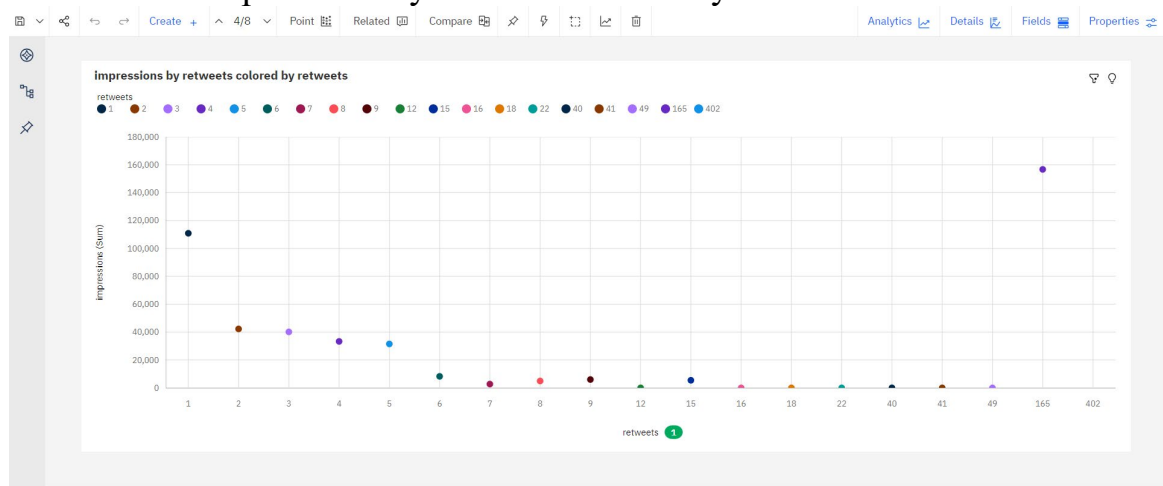
2. Based On media views, media engagements



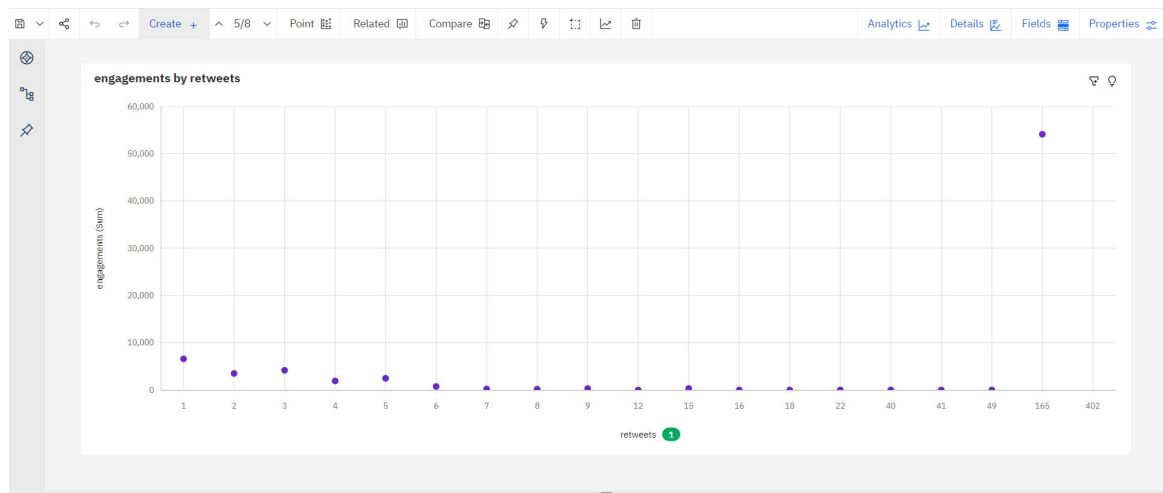
3. Based On impressions by month colored by impressions



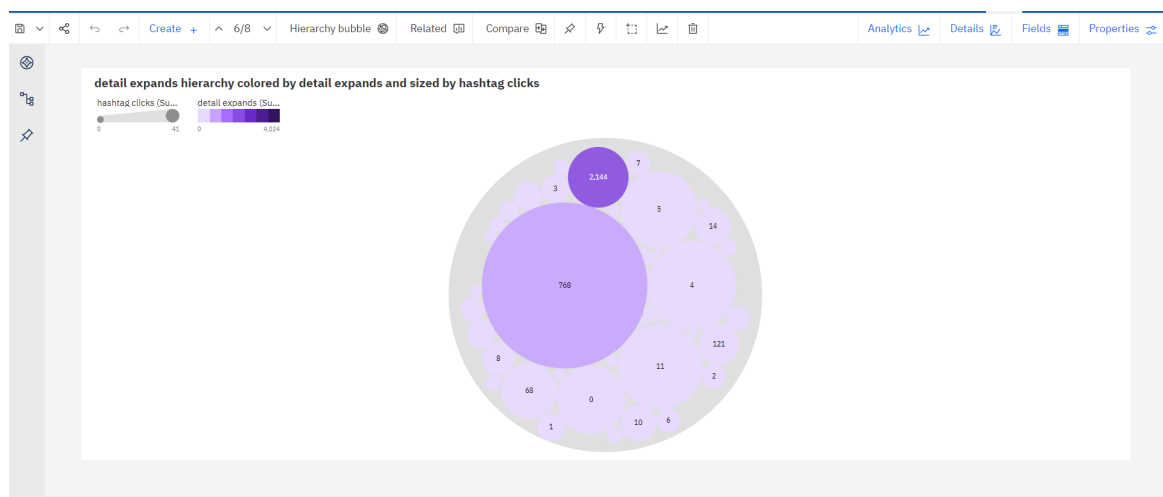
4. Based On impressions by retweets colored by retweets



5. Based On engagements by retweets



6. Based On detail expands and sized by hashtag clicks



7. Based on retweets, replies and email tweet

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

8. Based on retweets



ADVANTAGES & DISADVANTAGES

CHAPTER - 8

ADVANTAGES & DISADVANTAGES

ADVANTAGES:

Enhanced Communication: Social media facilitates instant communication and helps people stay connected globally.

Increased Awareness: Social media platforms provide a platform for spreading awareness about important issues, events, and social causes.

Educational Opportunities: Social media offers a wealth of educational resources and platforms for online learning, making education accessible to a broader audience.

Business Growth: Social media serves as a powerful marketing tool, allowing businesses to reach a wider audience, increase brand awareness, and drive sales.

Community Building: Social media fosters the creation of online communities based on shared interests, connecting like-minded individuals worldwide.

DISADVANTAGES:

Privacy Concerns: Social media platforms often collect personal data, raising concerns about privacy breaches and unauthorized use of information.

Mental Health Issues: Excessive use of social media can lead to anxiety, depression, and feelings of inadequacy due to social comparison and cyberbullying.

Spread of Misinformation: Social media can be a breeding ground for fake news and misinformation, leading to public confusion and misinformation.

Social Isolation: Paradoxically, while social media connects people online, it can lead to a sense of social isolation in the real world, reducing face-to-face interactions.

Cyberbullying and Harassment: Social media platforms can be misused for cyberbullying, harassment, and online abuse, causing emotional distress and trauma to victims.

CONCLUSION

CHAPTER - 9

CONCLUSION

In conclusion, the transformative influence of social media on our lives is undeniable, reshaping how we communicate, interact, and perceive the world around us. Through a comprehensive examination of social media platforms, this research has delved into their evolving nature over time, shedding light on their profound impacts on individual well-being, privacy, and the information landscape.

Our exploration has revealed the dual nature of social media. While it enhances connectivity and democratizes information, it also raises critical concerns. Privacy breaches, the amplification of misinformation, and the potential negative effects on mental health have surfaced as significant challenges. It is evident that a balanced approach is necessary to harness the benefits of social media while mitigating its adverse effects.

By understanding the intricate dynamics of social media, we have laid the groundwork for navigating the digital world more effectively. Insights garnered from this research pave the way for informed policies, digital literacy initiatives, and user-focused platform enhancements. Empowering individuals with knowledge about privacy settings, critical thinking, and responsible online behavior becomes paramount.

FUTURE SCOPE

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FUTURE SCOPE

In future, Exploring the influence of augmented reality and virtual reality on social media experiences could uncover novel dimensions. Investigating the interplay between social media and mental health, particularly in vulnerable demographics, offers vital insights. Future studies might also focus on global social media trends and their regional impacts, informing targeted interventions. Moreover, the development of innovative privacy-preserving technologies and the assessment of their effectiveness in real-world scenarios hold promise. Collaborative international research endeavors are essential to anticipate and address the evolving challenges and opportunities in the dynamic realm of social media.

CHAPTER - 11

APPENDIX

11.1 SOURCE CODE

HTML

```
<!DOCTYPE html>
<html lang="en">
<head>
  <meta charset="UTF-8">
  <meta name="viewport" content="width=device-width, initial-
scale=1.0">
  <title>Dissecting The Digital Landscape: A Comprehensive Analysis Of
Social Media</title>
  <link rel="stylesheet" href="app.css">
</head>
<body>
  <nav>
    <div class="navbar">
      <a href="#home">Home</a>
      <a href="#dashboard">Dashboard</a>
      <a href="#story">Story</a>
      <a href="#report">Report</a>
    </div>
  </nav>

  <div class="wrapper">
    <h1 class="title" id="home">Dissecting The Digital Landscape: A
Comprehensive Analysis Of Social Media</h1>
    <div class="dashboard" id="dashboard">
      <h1>Dashboard</h1>

      <iframe
src="https://us3.ca.analytics.ibm.com/bi/?perspective=dashboard&path
Ref=.my_folders%2FSocial%2Bmedia_dashboard&closeWindowOnLa
stView=true&ui_appbar=false&ui_navbar=false&shareMode
=embedded&action=view&mode=dashboard&subView=mod
el0000018b3bf9cbea_00000000" frameborder="0" gesture="media"
allow="encrypted-media" allowfullscreen=""></iframe>
    </div>
```

```

<div class="story" id="story">
  <h1>Story</h1>

  <iframe
src="https://us3.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.
my_folders%2FSocial%2BMedia%2Bstory&closeWindowOnLastView
=true&ui_appbar=false&ui_navbar=false&shareMode=embe
dded&action=view&sceneId=model0000018b3ce551f5_00000000
&sceneTime=0" frameborder="0" gesture="media" allow="encrypted-
media" allowfullscreen=""></iframe>
</div>

<div class="report" id="report">
  <h1>Report</h1>

  <iframe
src="https://us3.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FSocial%
2BMedia_run%2Breport&closeWindowOnLastView=true&ui_app
bar=false&ui_navbar=false&shareMode=embedded&action=r
un&format=HTML&prompt=false" frameborder="0"
gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>
</div>
</div>
<footer>
  <div class="info">
    <h3>NM I'd: NM2023TMID01923</h3>
    <div class="right">
      <h4>Team Members:</h4>
      <ul>
        <li>Kowshikraj K</li>
        <li>Mohana N</li>
        <li>Kesavan S</li>
        <li>Nithyapriya V</li>
      </ul>
    </div>
  </div>
</div>
</body>
</html>

```

CSS

```
@import
url('https://fonts.googleapis.com/css2?family=Work+Sans:wght@400;500;600;700;800;900&display=swap');
```

```
::-webkit-scrollbar{
  width: 0.5rem;
}
```

```
::-webkit-scrollbar-track{
  background: transparent;
}
```

```
::-webkit-scrollbar-thumb{
  background: rgb(140,140,140);
}
```

```
::-webkit-scrollbar-thumb:hover{
  background: rgb(39, 39, 39);
}
```

```
*{
  margin: 0;
  padding: 0;
  box-sizing: border-box;
  font-family: 'Work Sans', sans-serif;
  scroll-behavior: smooth;
}
```

```
body{
  background-image: url('./bg.jpg');
  background-size: cover; /* or 'contain' depending on your preference */
  background-repeat: no-repeat;
  background-position: center center;
  width: 100%;
  height: 100%;
}
```

```
nav{
  padding: 1.6rem;
  display: flex;
  align-items: center;
```



```

    justify-content: center;
}

.navbar a {
    text-transform: uppercase;
    font-size: 1rem;
    padding: 10px 20px;
    color: rgb(255, 255, 255);
    font-weight: 600;
    text-decoration: none;
}

.navbar a:hover {
    color: gray;
}

.title{
    background: -webkit-linear-gradient(#e5e5e5, #8e8e8e);
    -webkit-background-clip: text;
    -webkit-text-fill-color: transparent;
    width: 1000px;
    line-height: 3rem;
    text-align: center;
    margin-top: 1rem;
    text-transform: uppercase;
}
img{
    z-index: -9;
}

.wrapper{
    display: flex;
    flex-direction: column;
    align-items: center;
    justify-content: center;
    padding-bottom: 2rem;
}

.wrapper div h1 {
    color: white;
    text-align: center;
    margin-top: 2rem;

```

```

    margin-bottom: 1.4rem;
}

.wrapper iframe{
    width: 1000px;
    height: 700px;
    border-radius: 1rem;
}

.wrapper iframe:hover{
    box-shadow: rgba(0, 0, 0, 0.35) 0px 5px 15px;
}

.info{
    display: flex;
    color: white;
    align-items: end;
    justify-content: space-between;
    gap: 2rem;
}

footer{
    margin: 2rem 5rem;
}

.info ul{
    display: flex;
    gap: 2rem;
}

.info li{
    list-style: none;
    line-height: 1.8rem;
}

@media (max-width: 1181px) {
    .wrapper iframe{
        width: 600px;
        height: 600px;
    }

    .title{
        font-size: 1.6rem;
    }
}

```

```
}  
}  
  
@media (max-width: 480px) {  
  .wrapper iframe{  
    width: 400px;  
    height: 00px;  
  }  
  
  .title{  
    font-size: 1.2rem;  
  }  
}
```

11.2 GITHUB & PROJECT VIDEO DEMO LINK

GITHUB LINK:

https://github.com/KowshikrajK/NaanMudhalvan_DataAnalytics_NM2023TMID01923

PROJECT VIDEO DEMO LINK

REFERENCES

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