

## Social Media Analytics Types :- 3 categories

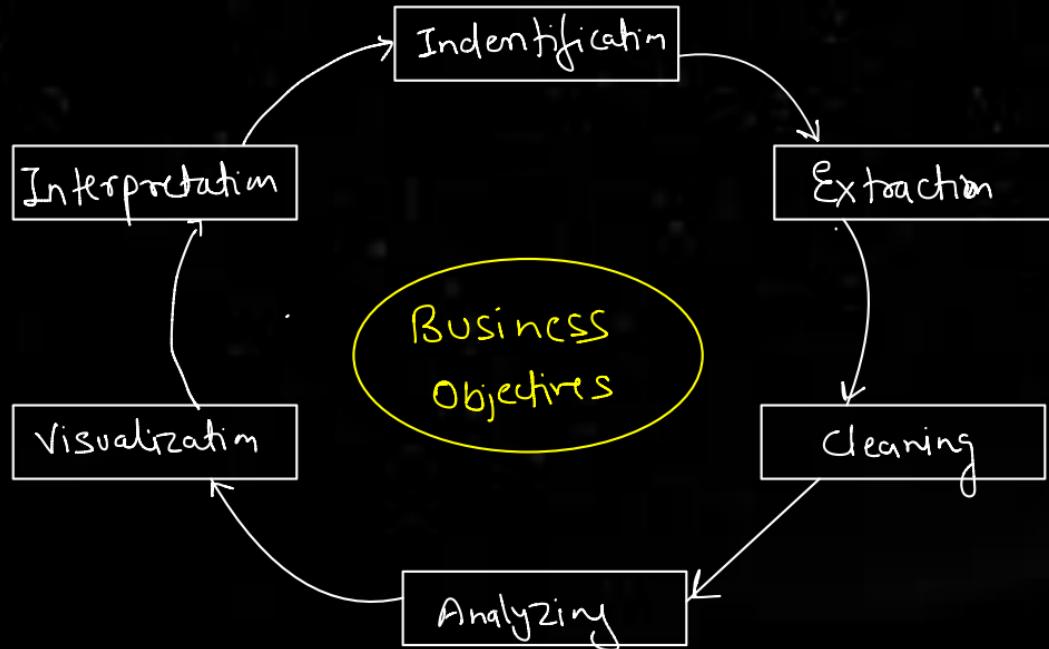
- 1) Descriptive analytics
- 2) Predictive analytics
- 3) Prescriptive analytics

2) Descriptive analysis :- This involve gathering & describing SM data in the form of reports, visualization & clustering to understand a business problem. ex- include action analytics such as no. of likes, tweets & views.

2) Predictive Analysis: This involve analyzing large amount of accumulated SM data to predict future Event.  
Ex analyzing SM posts to predict future purchasing behaviour or using historical website visit to predict future sales figure.

3) Prescriptive Analysis: This involve suggesting the best action when handling a scenario based on analyzing pattern of behavior. It has not yet been widely applied to SM data.

## # · Social Media Analytics Life Cycle:



The SMA process involves 6 steps to mine desired business insights from SM data. The process begins with defining business goals & objective, & continue until these objectives are fully satisfied.

The 6 steps are:-

1. Data collection :- Gathering relevant data from SM platforms
- 2) Data processing :- Cleaning & preparing the data for analysis
- 3) Data Analysis :- Analyzing data using methods & tool.
- 4) Insight generation :- Interpreting the result of analysis generate <sup>Insight</sup>
- 5) Insight Communication :- Communication with relevant stakeholders
- 6) Insights implementation :- To inform business decision & action

## Step-1 Identification

- In this stage, SMA involve finding the right source of data to analyze in order to gain valuable business insights.
- The data should be aligned with Business's objective & can come from platform such as SM, blogs, and non official platforms.
- It is important to consider business objective when identifying the source & type of data to be analyzed.

## Step-2 : Extraction :-

- It involves using appropriate method & tools together data from identified source.
- This include manual data collection for small scale data & automated extraction by API for large dataset.
- Specialized tools may be needed to extract certain type of data, such as SN & hyperlink n/w data.
- Consider privacy & ethical issue.

## Step-3 : Cleaning :-

- It involves removing unwanted data from collected

dataset.

- It involve processes such as Coding, filtering, clustering, & NLP to remove irrelevant data.
- Both automated & manual technique may be used for cleaning.

Step-4 : Analyzing :-

- It involve using clean data to identify valuable insight for Business.
- The Approach & technique used will depend on the type of data being analyzed & tools & Algorithm employed.

- To Maintain integrity of data

### Step-5: Visualization :-

- It involve creating visual representation of the result of analysis.

- It help to reveal hidden pattern, relationship & trends in complex & large data sets.

→ This result Shows different type of visualization including N/W data, temporal data & other type of visualization include tree, Hierarchical graph, Maps etc.

## Step-6 Interpretation

- Interpret & translate analytic result into a meaningful Business problem.
- Two Strategies or approaches used -
  - 1) producing easily consumable analytical result
  - 2) Improving analytics consumption capabilities.

## # challenges to Social Network Analysis

- volume & velocity is a challenge
- Diversity challenge:- SM users & content they

generate extremely diverse, multilingual, & vary  
across time & space

- Unstructured data as a challenge

# SMA tools :-

