

## Module-1 :- SMA --

SMA in small & large organization:

- Policy
- Structure
- Employee
- Salary
- Culture

- 1) Policy: It tends to play a smaller role in larger organizations than in small ones. In smaller orgs. whether have long term personal relationship with other employe or owner.
- 2) Structure - diffn betw small & large organ. is their hierarchy. Larger companies have more staff & more hierarchical structure. In nature.
- The advantage of big companies is their response capability & also revenue or more equipment.
- 3) Employee - difference betw large companies & small org is tends to have diverse workforce of employee.
- small organization people who want to work in variety of field of looking for growth & risk. but in large organization can be fit to take the form of company itself.
- 4) Salary - Larger companies tend to have higher salaries. However this aspect is recognized by smaller employe & many counter with addition perk.
- 5) Culture - The most notable difference of org type is culture. for startup every decision they make can be risky as such they tend to be less risky than the large establish Companies.

Purpose of SMA: The most Purpose of SMA is

- 1) Setting a goal (Specific product, Service or Brand)
- 2) Data collection
  - topic
  - Keyword
  - Range

- Source - twitter, link.
- youtube - Comment
- Amazon - Review
- Newsite - comments

- 3) SMA platform - Use - Analysis, Support Parameter.
- w) NLP / ML / Data Analysis / Insights
- s) Classify that data / —gender / Age
- g) Behavioural Analysis.
  - +ve
  - -ve
  - neutral
- r) Clustering Analysis
- e) Dashboards / visualization / chart / graph / table

↳ Tools summarize share result.

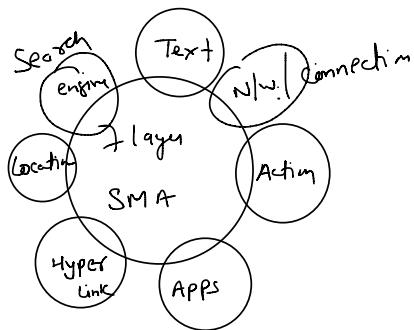
- ↳ what are the customers saying about a brand / Product on SM.
- ↳ which content posted on SM more with customer
- ↳ Improve product or Services
- ↳ review of company +ve, -ve, neutral.
- ↳ How can SM be used to promote Brand awareness
- ↳ who are the influential follower, fan, friends SM.
- ↳ traffic mostly comes from where or which geographical location
- ↳ which keyword are trends trending on SM
- ↳ How competitor performing SM

### #Differ bet<sup>n</sup> SMA vs BA \*

<u>SMA</u>	<u>BA</u> (Business Analytics)
→ Data is High volume	→ Data is medium to high volume
→ Highly diverse in data	→ uniform data
→ Data is widely shared over Internet (public data)	→ Data is only shared within the organization. (Private)
→ More sharing create greater value / Impact	→ less sharing create more value
→ No business control over data	→ Tightly controlled by business

- Socialized data
  - data informal in nature
  - public data
  - Unstructured & semi structure
  - Real time data
  - Data is not Analytical friendly
  - stored in 3<sup>rd</sup> Party DB
- Bureaucratic data
  - Data is formal in nature
  - Private Data
  - Structure data
  - Historical data
  - Data is analytical friendly
  - stored in owned DB

## # 7 layer of SMA



→ SMA involve analyzing data from 7 layers. each level contain potentially valuable information & insights. that can be gathered for business intelligence purpose.

- 1) Text
- 2) Action
- 3) N/w
- 4) Mobile/ Apps
- 5) Hyperlinks
- 6) Location
- 7) Search engine

1) Text - This include the content of SM Post, comments, tweet, blog Post, FB Status etc. It is used to understand user sentiment & identify emerging theme or topic.

2) N/w - This include connection bet<sup>n</sup> users on SM & relationship bet<sup>n</sup> them.

such as follows & find on SM.

- 3) Action - They include the action taken by users on SM such as like, comment, share & other interaction. It is used to measure popularity, influence in SM.
- 4) Mobile/Apps - This include data related to the user of SM on mobile device. Such as user OS, location of user. It is used to measure & optimize the user engagement with application.
- 5) Hyperlink - They include links between Post & website as well as content of those linked website. It reveal traffic pattern.
- 6) Location - It include data on geographical location of user & location specific content. This engage with SM. It is used to mining & map the location of SM.
- 7) Search engine - They include data on How user find & access SM content through search engine as well as keywords they use in their search. It is used to analyze historical search data for trend analysis, keyword monitoring & Adv. history.

#### # SMA Type

- 1) Descriptive Analytics
  - 2) Predictive "
  - 3) Prescriptive "
- 1) Descriptive Analytics - They involve gathering & describing SM data in the form of reports, visualization & clustering to understand a business problem. ex - include action analytics such as like, tweets & view.
  - 2) Predictive Analytics - They involve analyzing large amount of accumulated data to predict future event. ex - analyzing SM post to predict future purchasing behaviour or using historical website visit to predict future sales.
  - 3) Prescriptive - They involve suggesting the best action when handling a scenario based on analyzing pattern of behaviour.

It has not yet been widely applied to SM data.