Extract Trends from Social Media Data Using Selenium Automation

ABSTRACT

Nowadays trends are changing day by day, so identifying trends is very important because trend analysis helps understand how a business has evolved in various areas, especially research areas such as marketing where current business activities and practices take place. So, all we need is a place where trends are available. Social Networks have become an important environment for collective trends extraction. The interactions amongst users provide information of their preferences and relationships. This information can be used to measure the influence of ideas, or opinions, and how they are spread within the Network.

Currently, the most relevant and popular Social Networks are Instagram, Twitter etc. These Social Networks were created to share posts, comments and opinions. This data is presented as images, short text strings containing different ideas expressed by real people and that can now use to extract trending products. Extracted trends are used to map with e-commerce websites like Flipkart, Amazon, etc. which provide information on trending products that people are talking about, so the retailers can source them to meet their needs. In other words, if they offer a more popular product, a larger audience will be willing to buy it.

For this we came up with the idea of identifying of trends from social media and mapping trends with e-commerce products. We scrap data from social media using the automation tool selenium in python, and we use Deep Neural Networks (based on VGG16 Architecture) to identify trends in the collected data.

Keywords: Trends extraction, social media, Web scrapping, Selenium, Deep Neural Networks, Machine Learning, Classification, Data mining, Image Processing etc.

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