

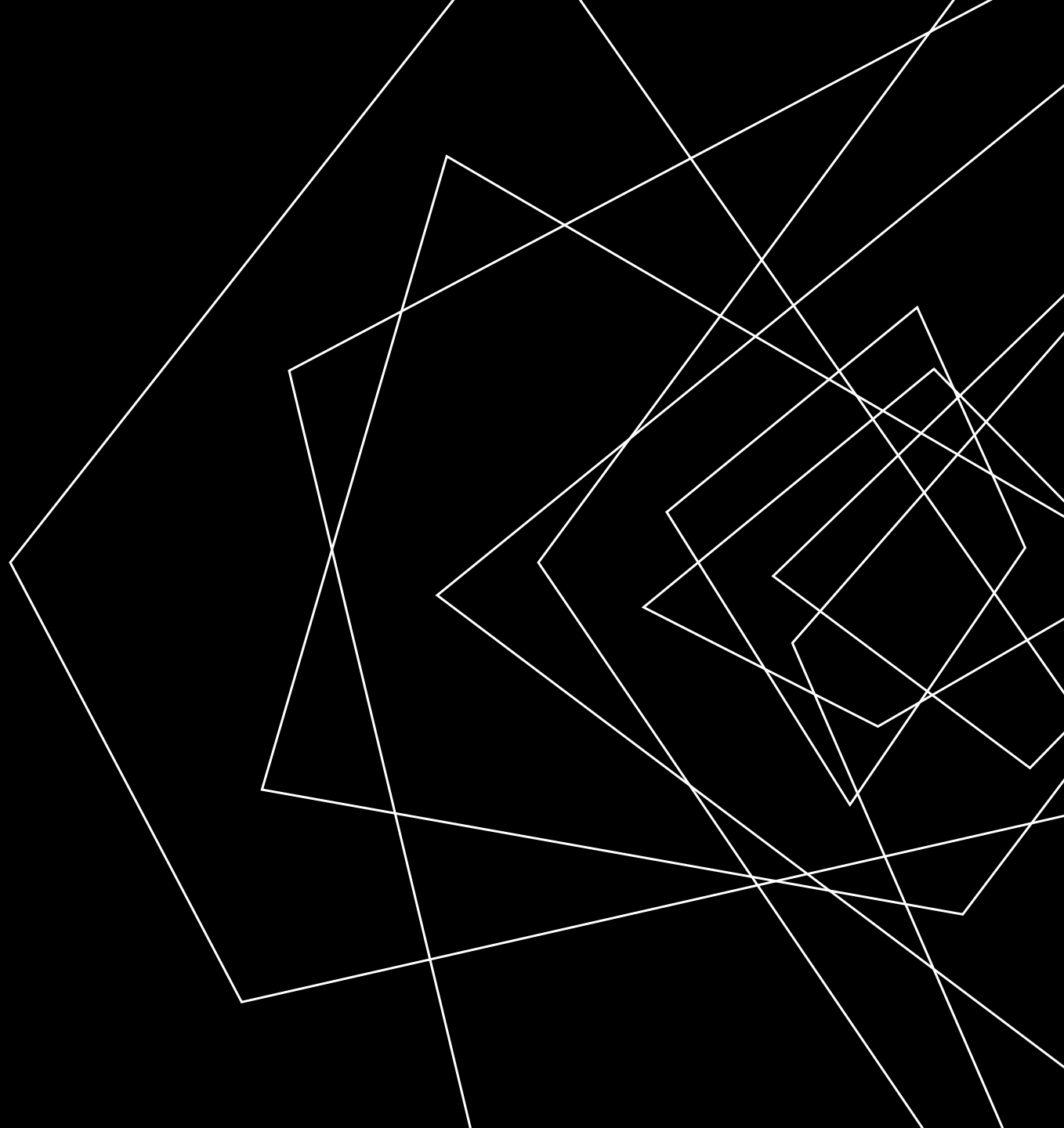


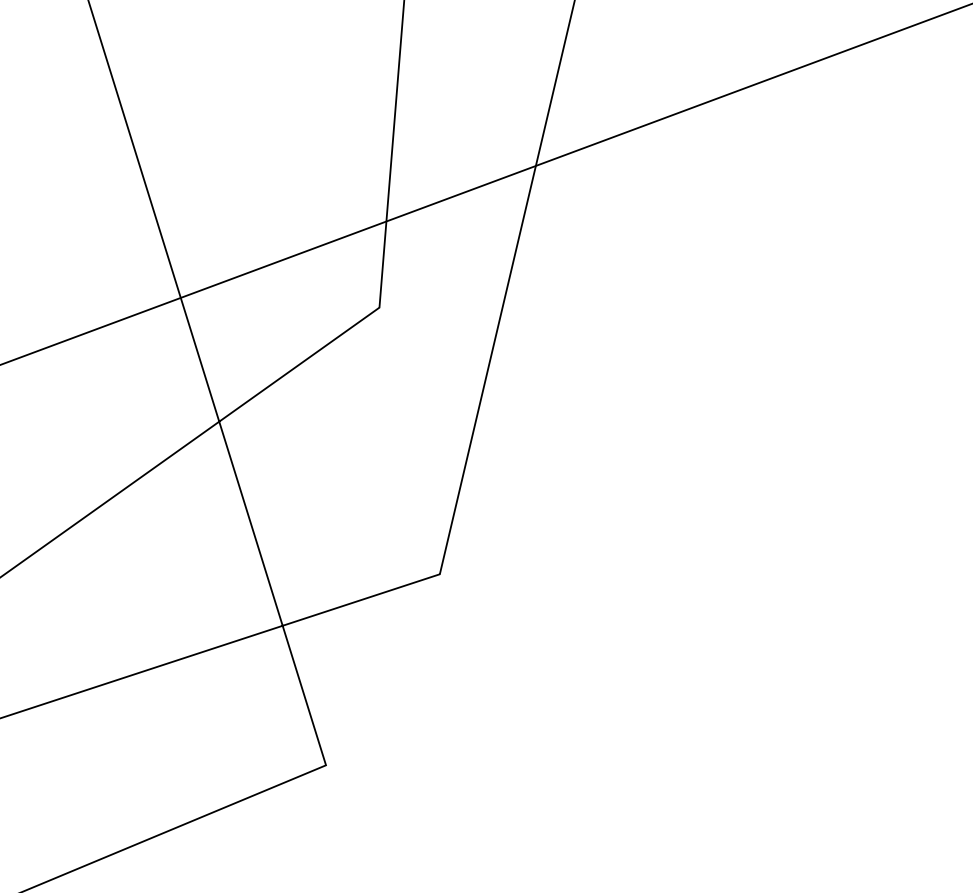
SOCIAL MEDIA AND WEB ANALYTICS

Group 1: Ingmar Van Laethem, Cenk Can, Felix De Poorter, Gust Bossuyt, Juntian Si, Iris Cappoen and Helena Peters

ASSIGNMENT 1

Targeting

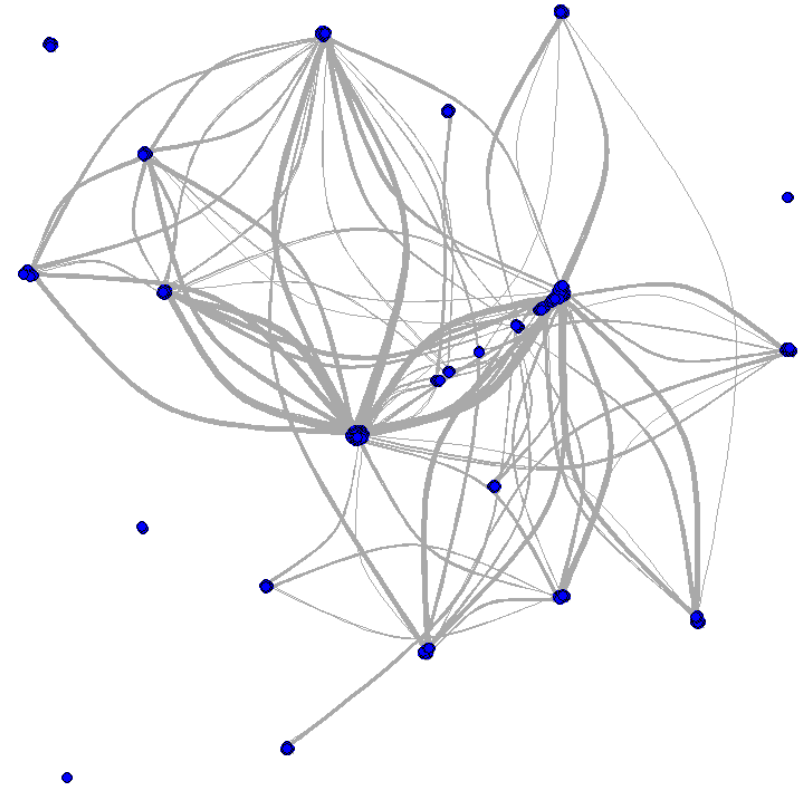




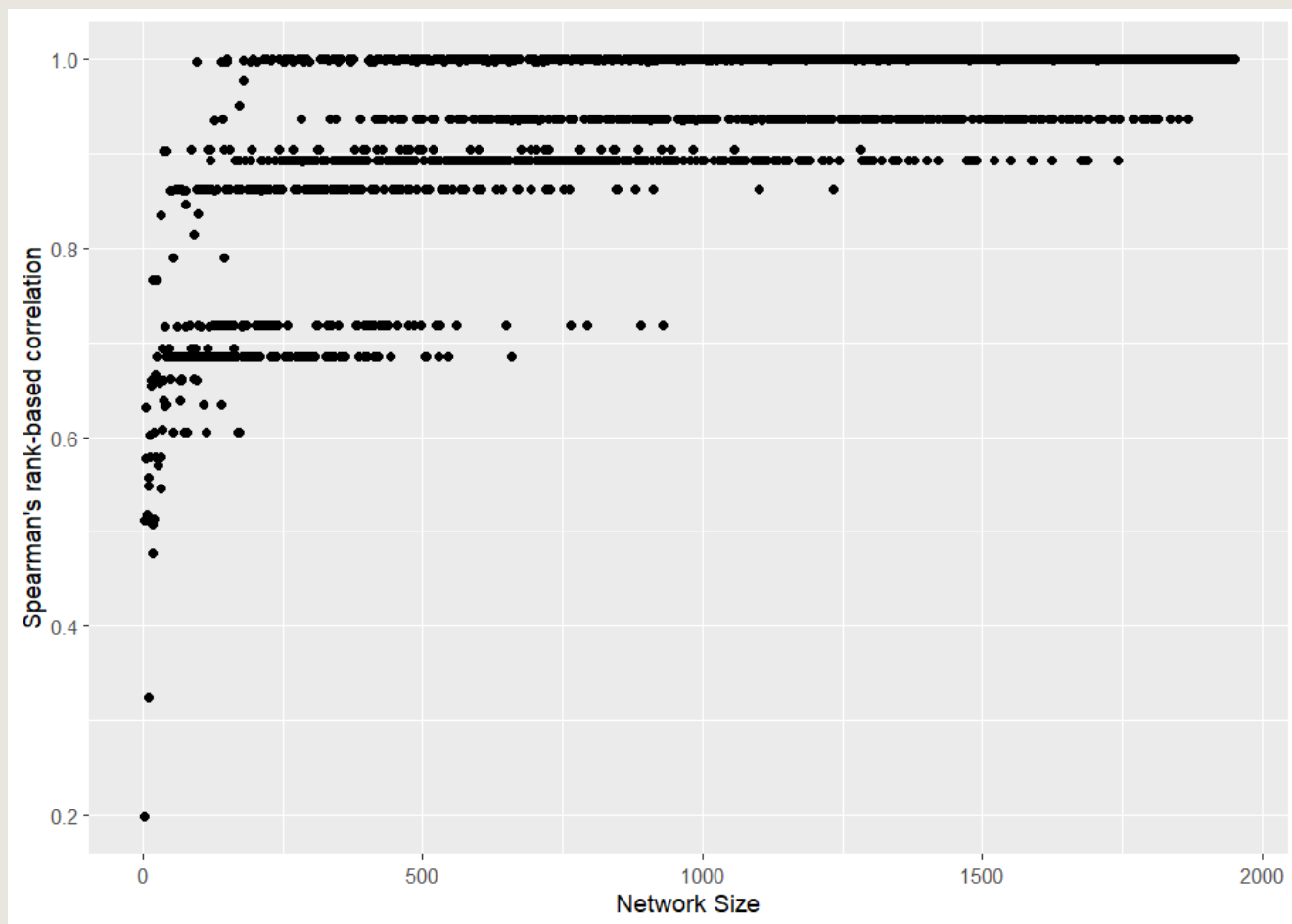
THE NETWORK

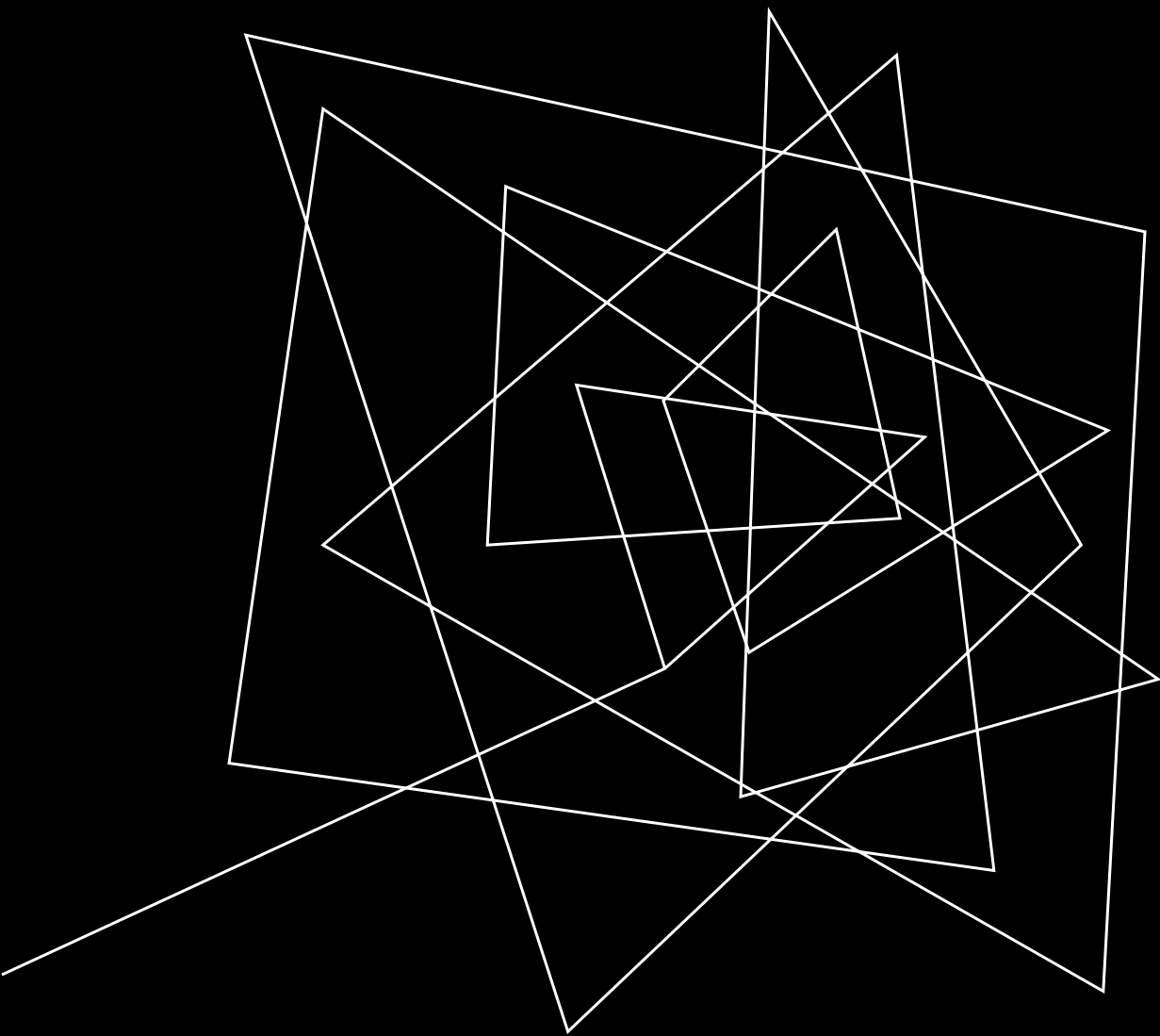
Dirk Van den Poel

- 138 followers
- 1950 second-degree followers



SPEARMAN'S CORRELATION





ASSIGNMENT 2

Descriptive

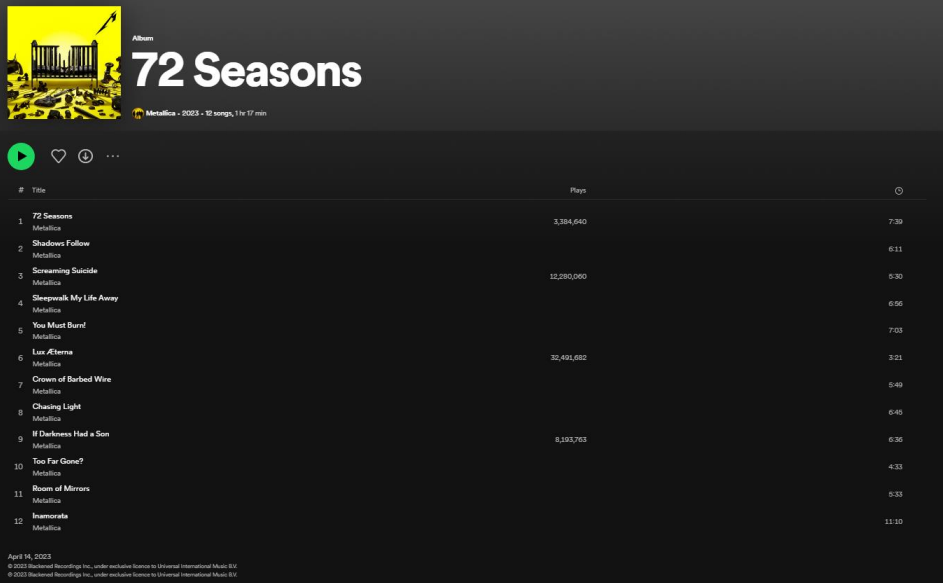
METALLICA

04.14.23





Predict popularity of
upcoming album *72
Seasons* based on
social media
comments



Album

72 Seasons

Metallica • 2023 • 12 songs, 1 hr 17 min

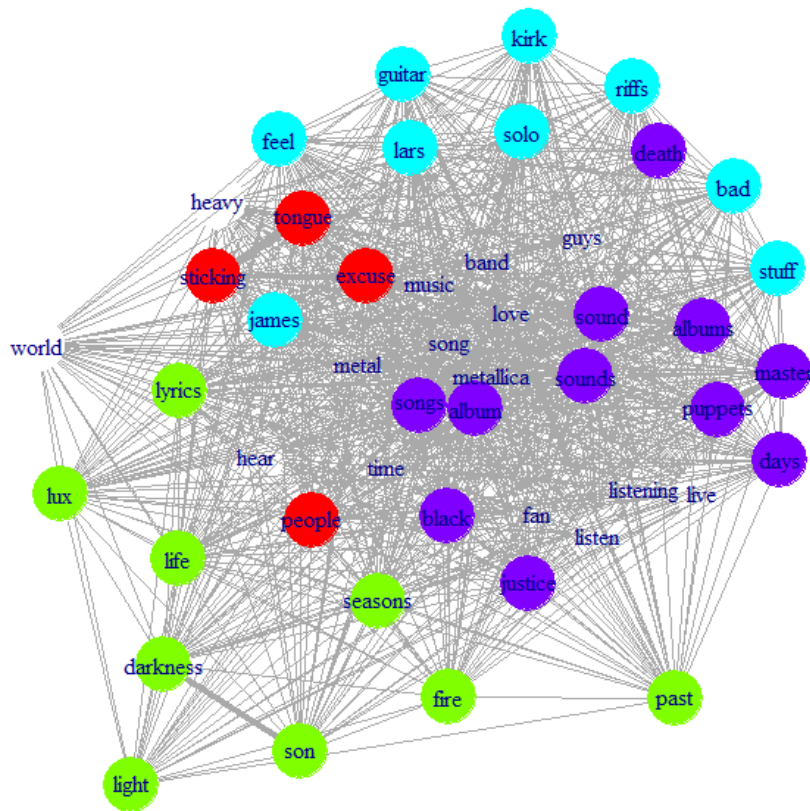
Play, Heart, Share, More options

#	Title	Plays	Duration
1	72 Seasons Metallica	3,384,640	7:39
2	Shadows Follow Metallica		6:11
3	Screaming Suicide Metallica	12,280,060	5:30
4	Sleepwalk My Life Away Metallica		6:56
5	You Must Burn! Metallica		7:03
6	Love & Hate Metallica	32,491,682	3:21
7	Crown of Barbed Wire Metallica		5:49
8	Chasing Light Metallica		6:46
9	If Darkness Had a Son Metallica	6,103,763	6:36
10	Too Far Gone? Metallica		4:33
11	Room of Mirrors Metallica		5:33
12	Immortalite Metallica		11:10

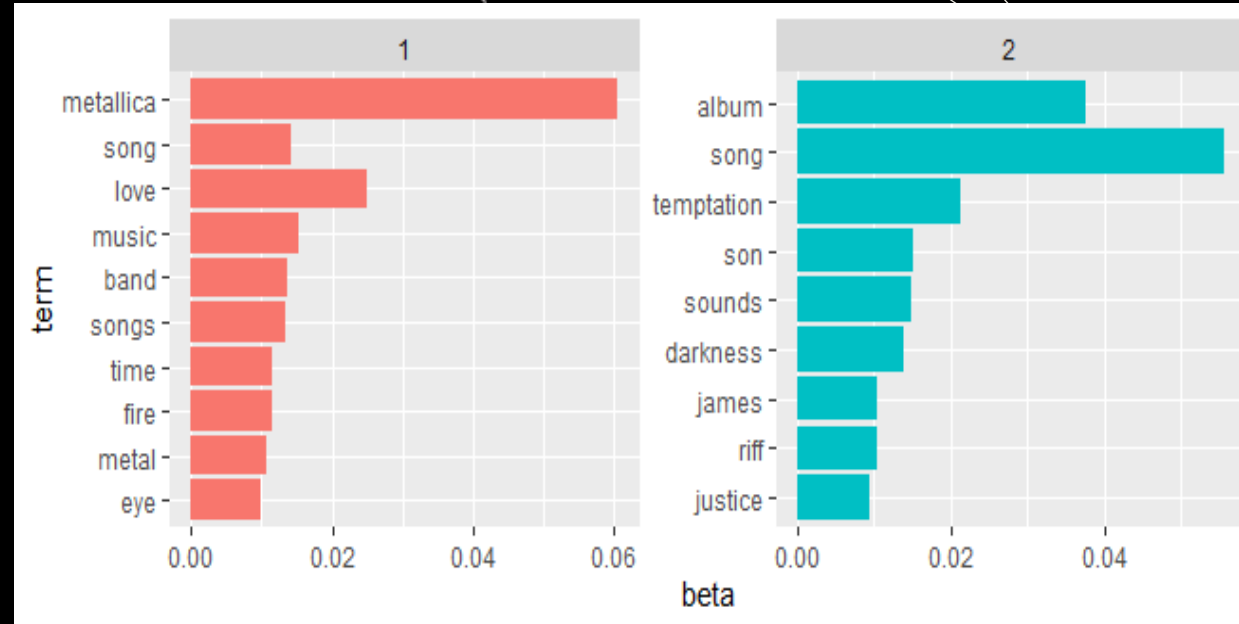
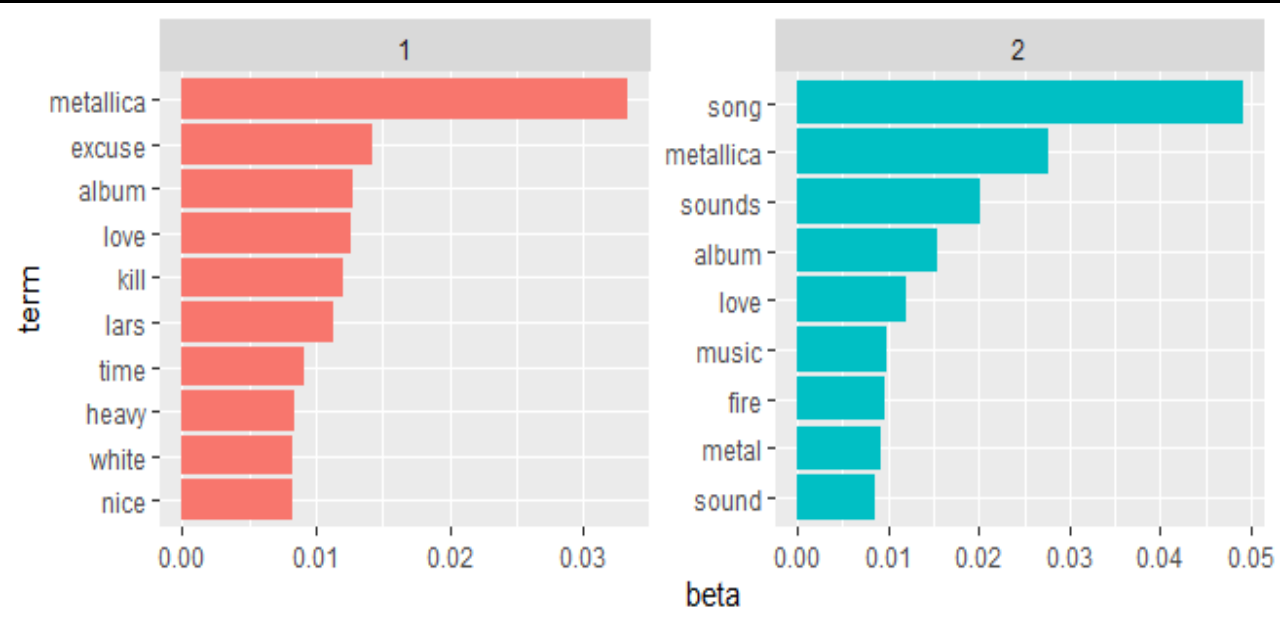
April 14, 2023

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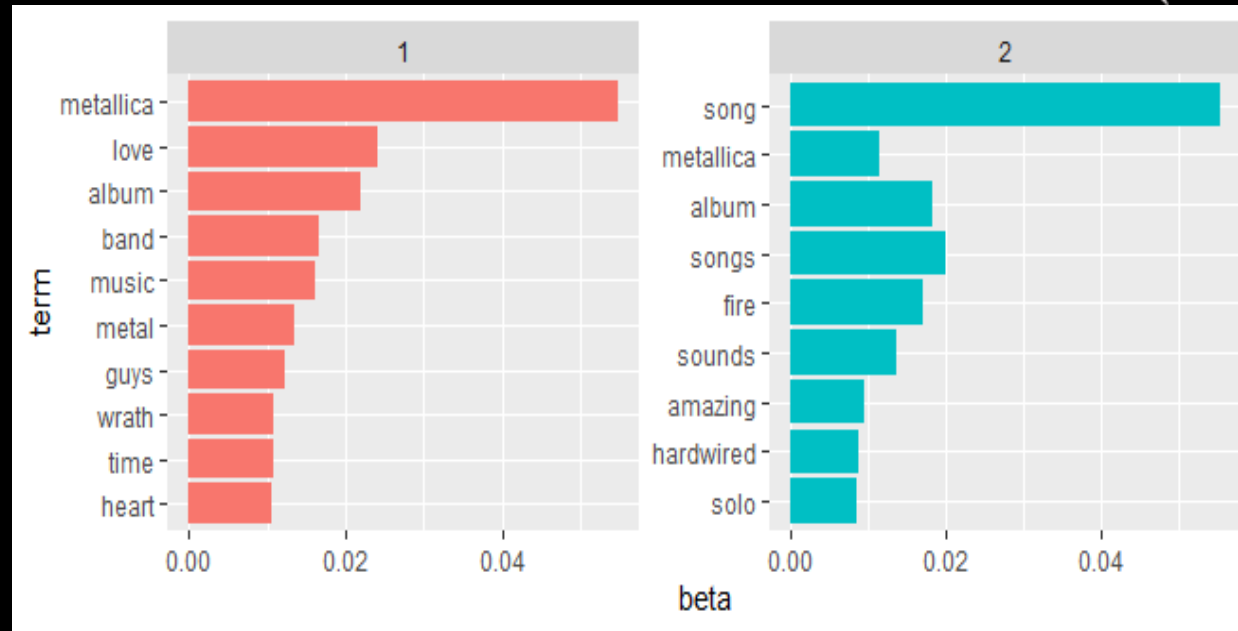
WORDGRAPHS, WORDCLOUD
LUX AETERNA



TOPIC MODELLING



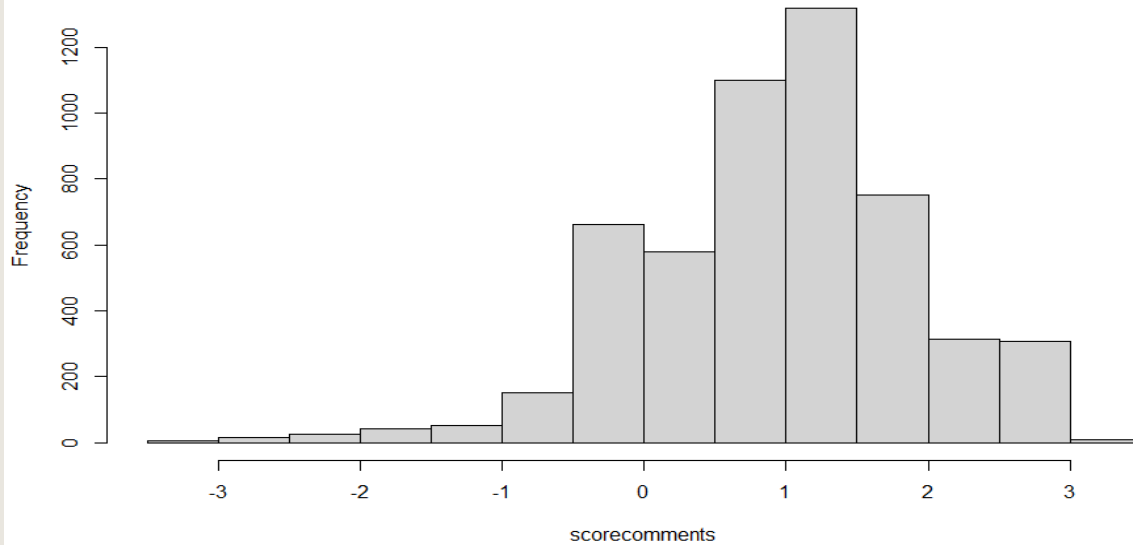
TOPIC MODELLING



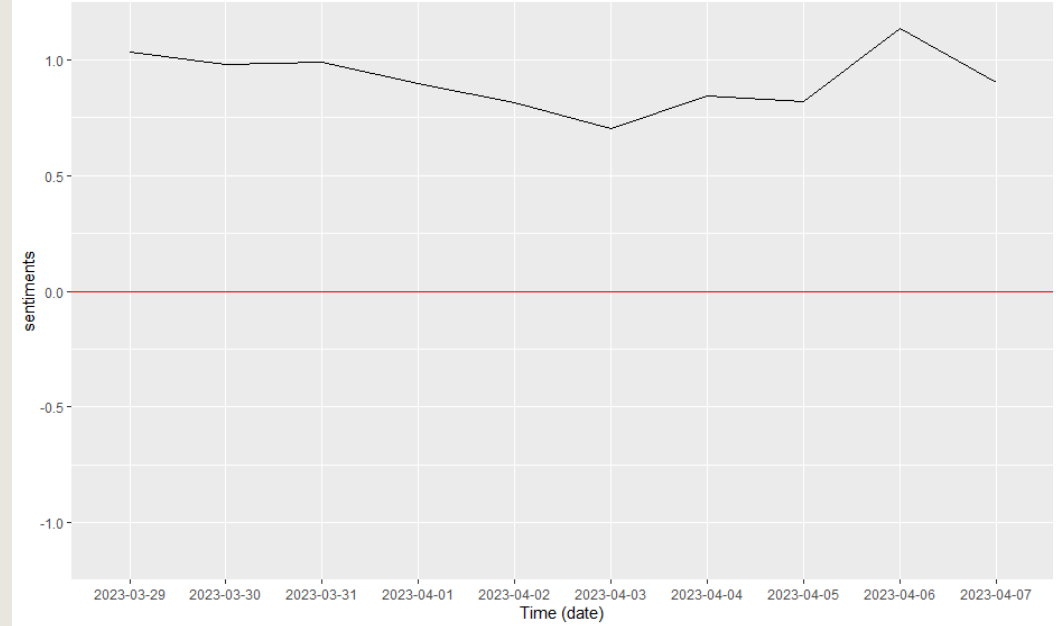
SENTIMENT ANALYSIS

72 SEASON

Histogram of scorecomments

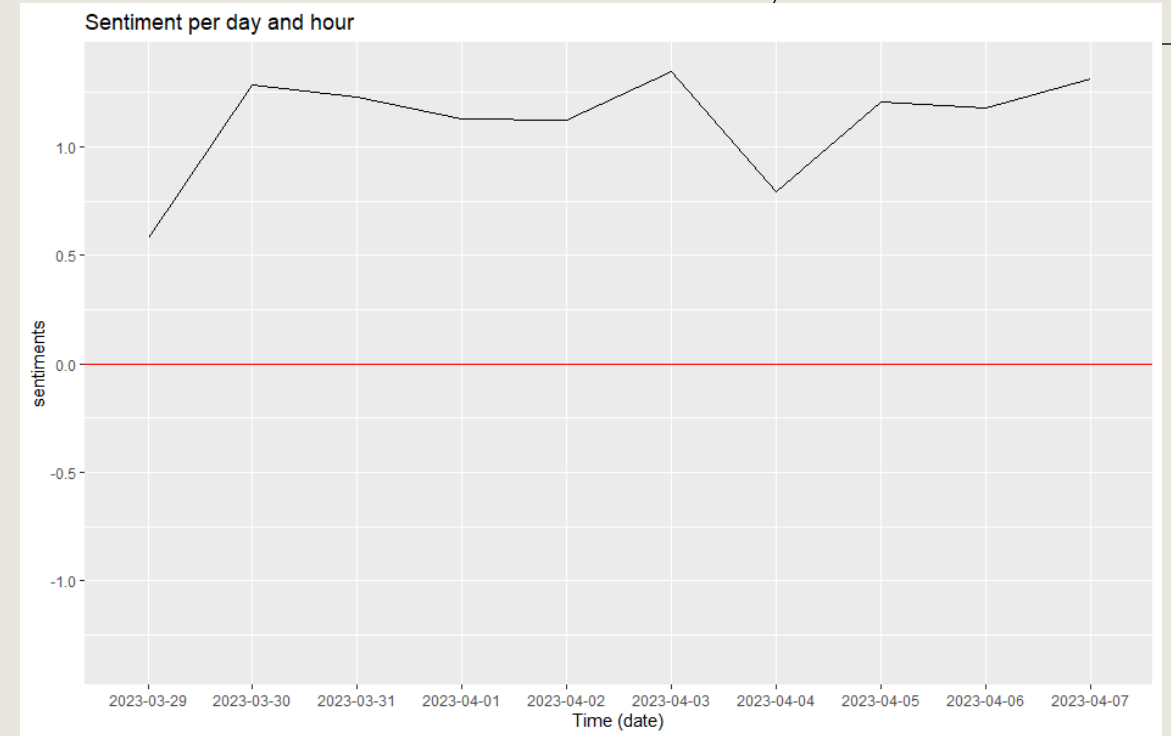
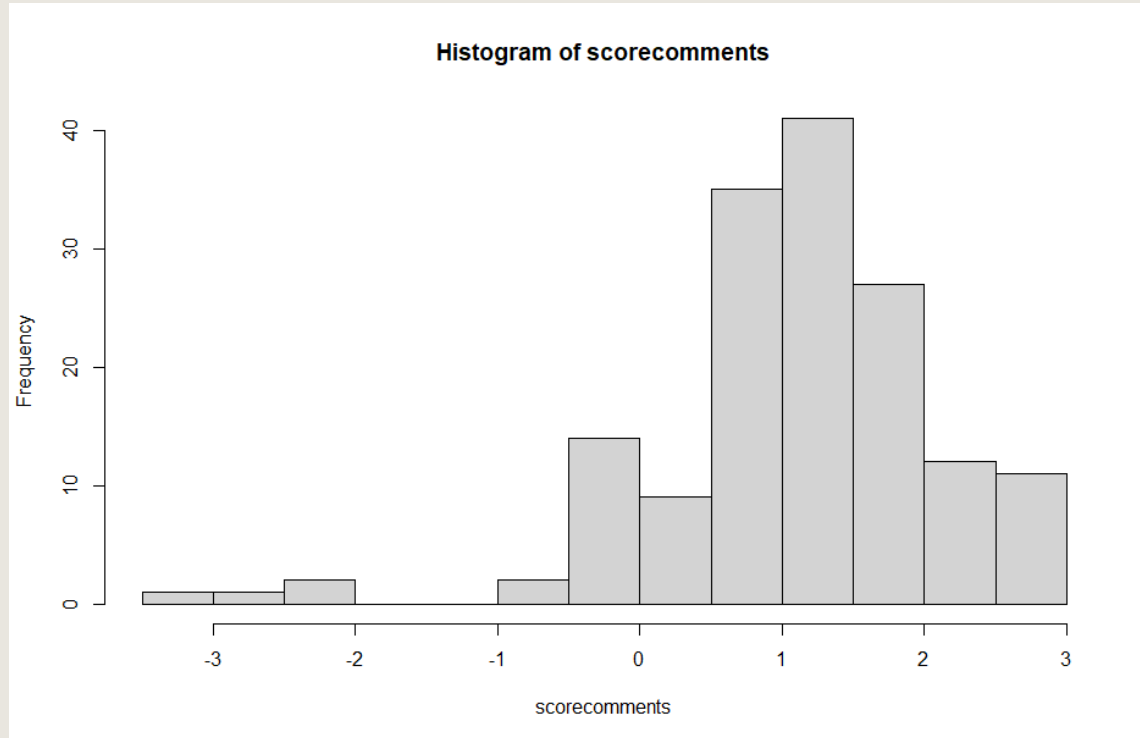


Sentiment per day and hour



SENTIMENT ANALYSIS

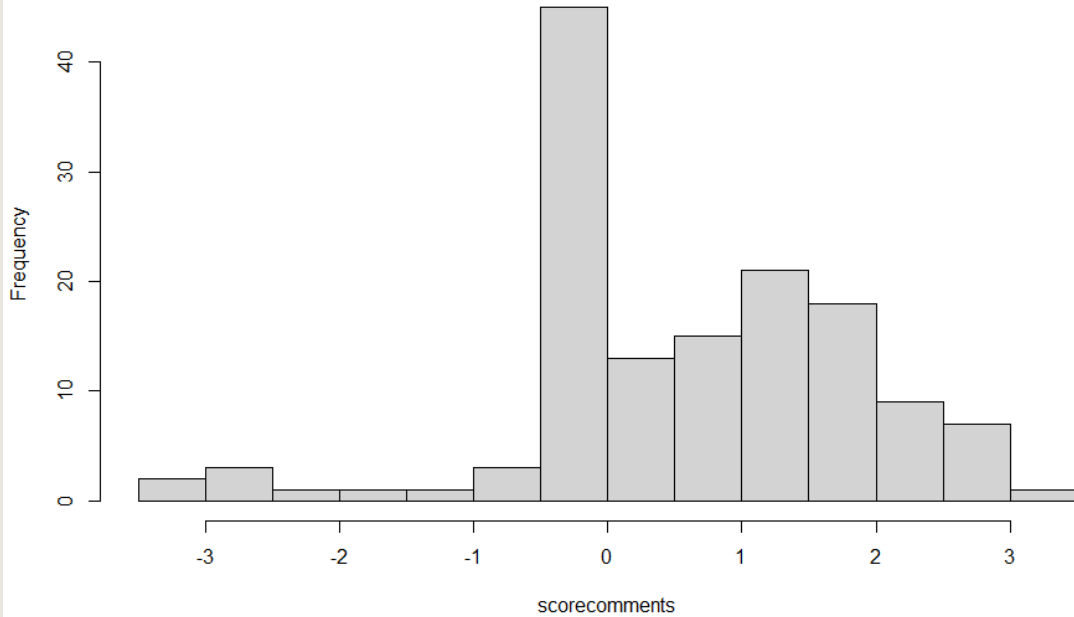
IF DARKNESS HAD A SON



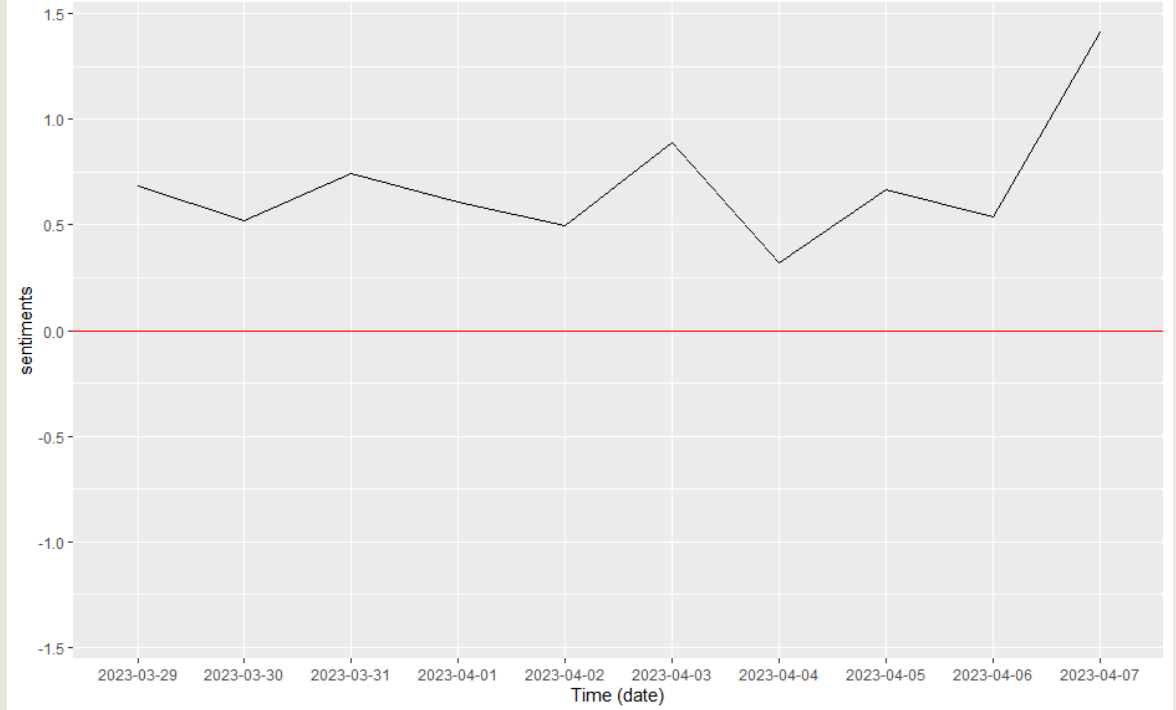
SENTIMENT ANALYSIS

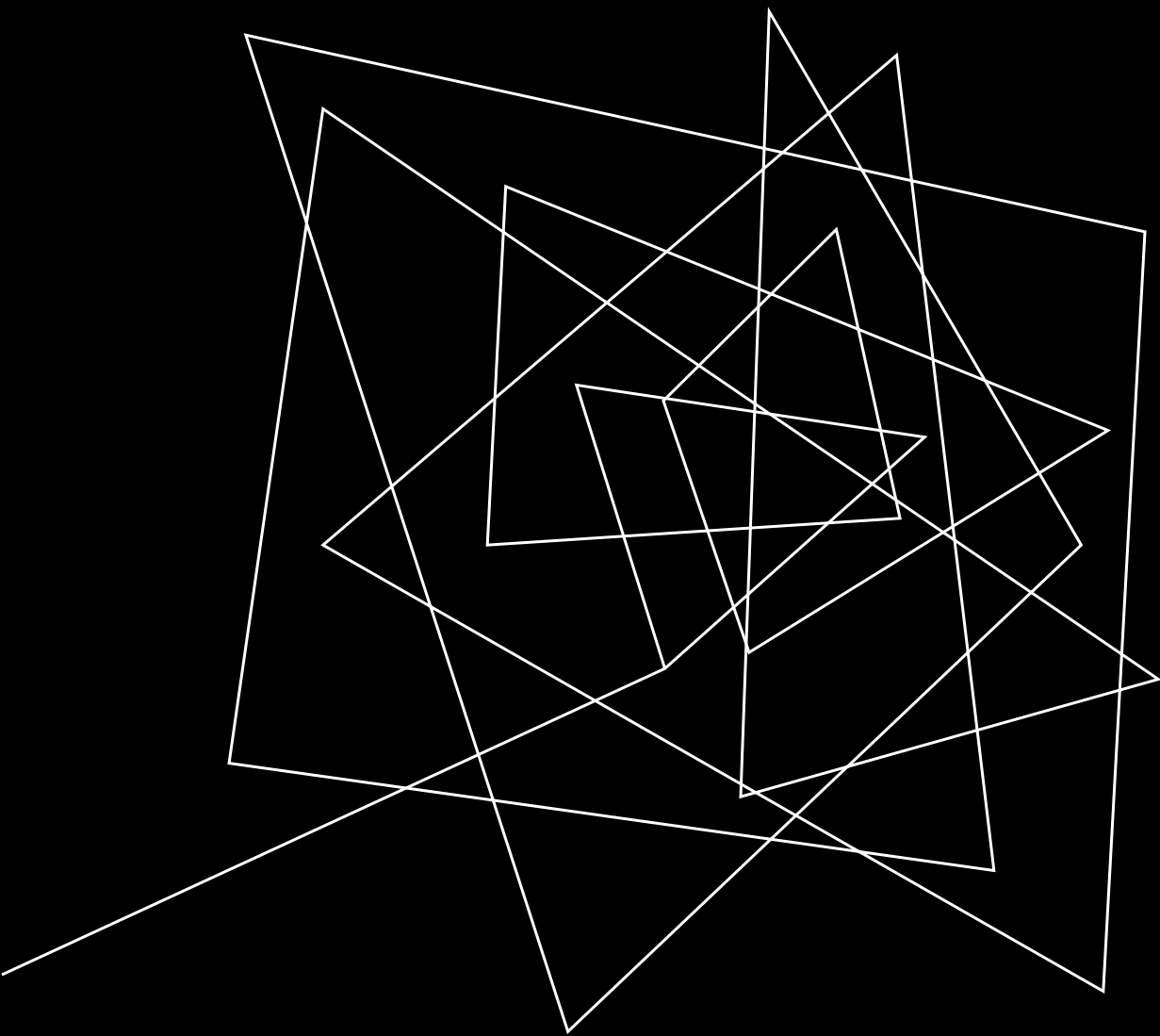
UX AETERNA

Histogram of scorecomments



Sentiment per day and hour





ASSIGNMENT 2

Predictive



Model	
Lasso Regresssion	9.438426
Linear Regression	9.875361
XGBoost	6.150961
Random Fores	8.296205

CONCLUSION

	track.name	popularity.lasso	popularity.lm	popularity.xgb	popularity.rf
1	Inamorata	40.72753	29.97128	38.45424	39.45781
3	72 Seasons	48.87139	50.63008	56.08714	52.58438
4	Shadows Follow	49.97637	43.96165	49.32023	49.41068
5	Screaming Suicide	49.68958	52.02141	49.71667	49.78458
6	Sleepwalk My Life Away	48.28501	43.56943	49.38692	49.29148
7	You Must Burn!	47.53226	44.83596	52.94320	52.38062
8	Lux Æterna	49.89105	48.90869	44.98128	47.81260
9	Crown of Barbed Wire	47.33696	48.59340	44.70396	47.23778
10	Chasing Light	47.12725	45.61260	42.84475	47.35343
11	If Darkness Had a Son	45.97718	46.72798	45.68991	44.99534
12	Too Far Gone?	47.37318	43.28844	42.57379	44.60843
13	Room of Mirrors	46.82633	39.41209	46.05856	47.49000



THANK YOU

Group 1: Ingmar Van Laethem, Cenk Can, Felix
De Poorter, Gust Bossuyt, Juntian Si, Iris
Cappoen and Helena Peters