

Project Design Phase-I
Proposed Solution

Date	19 September 2022
Team ID	NM2023TMID20068
Project Name	Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media
Maximum Marks	2 Marks

Proposed Solution :

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	To conduct a comprehensive analysis of the social media landscape and provide insights on the trends, user behavior, content strategy, and platform-specific features that influence engagement and reach.
2.	Idea / Solution description	One idea for analyzing social media data is to conduct a comparative analysis of the top social media platforms, such as Facebook, Instagram, Twitter, LinkedIn, TikTok, and YouTube.
3.	Novelty / Uniqueness	One unique aspect of conducting a comprehensive analysis of the social media landscape is the ability to gain insights into user behavior and preferences across multiple platforms.
4.	Social Impact / Customer Satisfaction	identify areas for improvement, and adapt their social media strategy to create a positive and engaging experience for their customers.
5.	Business Model (Revenue Model)	Social media platforms generate revenue through a variety of methods, including advertising, sponsored content, subscriptions, and e-commerce
6.	Scalability of the Solution	businesses can evaluate the scalability of their social media strategy by analyzing their customer service capabilities on social media platforms. This includes analyzing response times, customer satisfaction rates, and customer feedback