Take Aways….

**Module 4**

* Clickstream data. Tool used for click stream analysis Types of insights that clickstream analysis provides.
* Advantages and disadvantages of using online surveys over traditional survey methods. Online survey questionnaire for a product satisfaction study
* Process involved in A/B testing and results of an A/B test conducted on any social media
* Role of web indexing to increase web search engines
* Web crawling in the context of search engines and challenges web crawlers face when handling dynamic content and avoiding traps.
* Tokenization in natural language processing
* Sentiment analysis Vs emotion detection in micro-text analysis
* Process of generating reports in Google Analytics and limitations of Google Analytics related to data collection and analysis.
* Flowchart illustrating the process of web crawling, indexing, and search retrieval in web search engine.
* Potential biases and ethical considerations associated with applying NLP techniques to analyse micro-texts in a specific domain.

**Module 5**

* Influence maximization and its challenges in computational problem in social networks
* Influence maximization in a marketing setup, where the objective is to optimize the diffusion of influence within a network.
* Link prediction strategies to identify potential connections between users in a social network. Strategy to solve a link prediction problem using structured data features.
* Step-by-step strategy proposed for solving a link prediction problem using machine learning and network analysis techniques.
* Challenges and limitations of the proposed link prediction strategy when applied to complex, large-scale networks.
* Interactive and experiences using Unity. Unity in analysing player behaviour and optimising game design in a game analytics context.
* Concept of virality and its relevance to influence maximization.
* Collective classification and how relying solely on social networks might lead to suboptimal predictions in collective classification.
* Need of data preprocessing in social media data analysis.
* Applications of Unity and PyCharm in advertising and game analytics.
* Role of Unity in advertising and game analytics, highlighting key applications and benefits.

**Module 6…**

* Role of social media in the public sector like the government for communication with citizens.
* Key metrics used to measure the success of social media marketing campaigns in businesses.
* Data ownership in the context of online privacy.
* Privacy policy on a website or online platform.
* Social media monitoring and its significance for businesses.
* ROI in measuring social media success for businesses
* Geotagging
* Potential risks and benefits of public sector agencies using social media platforms to share sensitive information.
* Role of social media as a tool for public sector agencies in crisis communication.
* Social listening in the context of business social media strategies
* Advantages and disadvantages of using different social media platforms as part of a company's social media marketing strategy
* Strategy to implement effective engagement with citizens and gather feedback through social media platforms.  Role of social media in public sector communication and engagement
* Impact of influencer marketing on brand awareness and customer trust in the digital age
* Different metrics and key performance indicators (KPIs) used to measure the success of social media marketing campaigns.
* Importance of real-time monitoring and engagement on social media platforms for businesses and strategies for handling negative comments
* Challenges and solutions associated with maintaining privacy and cybersecurity in the digital era.
* Privacy policies of major social media platforms and implications of data ownership and user consent in the context of social media data collection and sharing.
* Ethical considerations surrounding the use of personal data for targeted advertising on social media
* Strategies that brand employ to interact with its audience and its contribution to its success on social media