Pre-Hackathon Assignment:

Social Media Performance Analysis

Objective:

Build a basic analytics module using Langflow and DataStax to analyze engagement data from mock social media accounts.

Tools to Use:

- DataStax Astra DB for database operations.
- Langflow for workflow creation and GPT integration.

Task Details:

1. **Fetch Engagement Data:**
    - Create a small dataset simulating social media engagement (e.g., likes, shares, comments, post types).
    - Store this data in DataStax Astra DB.
2. **Analyze Post Performance:** Using Langflow, build a simple flow that
    - Accepts post types (e.g., carousel, reels, static images) as input.
    - Queries the dataset in Astra DB to calculate average engagement metrics for each post type.
3. **Provide Insights:** Use GPT integration in Langflow to generate simple insights based on the data
    - Example outputs:
        - Carousel posts have 20% higher engagement than static posts.
        - Reels drive 2x more comments compared to other formats.

Submission requirement:

- Create your project, link it to level supermind hackathon
- Record a video describing:
    - -Langflow workflow
    - -How DataStax was used to store and query data
    - -How GPT was leveraged to generate insights
- Add the link to your Github repository or Google Drive link of the ZIP file containing your code.
- Add the YouTube video link.
- Demo videos are a must.
- The video shouldn't be private.
- A well-written description is a plus.
- The project repository must be public.