

# SOCIAL SAGE

CONNECTING DOTS IN THE DIGITAL COSMOS



# PROJECT OVERVIEW

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In today's digital world, social media has become an important part including art of our lives, with millions of users sharing and consuming content on various platforms. This unprecedented volume of data presents an opportunity to gain valuable insights into user behavior, trends, and sentiments. To harness the power of social media data, we propose the development of a Social Media Analytics Dashboard using web development technologies and Python. Here are some key aspects and functionalities of social media analytical performs:

## 1.Data gathering and monitoring:

- Social media analytical platforms gather data from various social media channels, including Facebook, Twitter, Instagram.

## 2.Performance Metrics:

- These platforms provide a comprehensive set of performance metrics and KPIs(Key performance Indicators)to access the effectiveness of social media Efforts.
- Metrics may include reach, impressions, click-through rates, follower growth and sentiments analysis.

## 3.Audience insights:

- Social media analytics tools offer demographic information about followers ,including age, gender, location, and interests



- Understanding the audience helps in tailoring content and targeting the right demographics.

#### 4. Content Analysis:

- Users can analyze the performance of individual posts and content types to determine what resonates most with the audience.
- This analysis helps in optimizing content strategy and posting schedules.

#### 5. Trend Analysis:

- Many platforms provide trend analysis and tracking of popular hashtags and topics on social media.
- Identifying trending topics can help create timely and relevant content.

#### 6. Reporting and Visualization:

- Social media analytics platforms generate reports and visualizations to present data in an easily digestible format.
- Customizable dashboards and reports allow users to focus on specific metrics and goals.



## API Used for Extracting real-time data

**Instagram Graph API:** You can make HTTP requests to the Instagram Graph API using your access token. You can access data like user information, media (posts), and comments.

**Facebook Graph API and Webhooks:** To receive real-time updates, you can set up Webhooks. Webhooks allow Facebook to send notifications to your server whenever certain events occur, such as a user liking a page or following a profile.

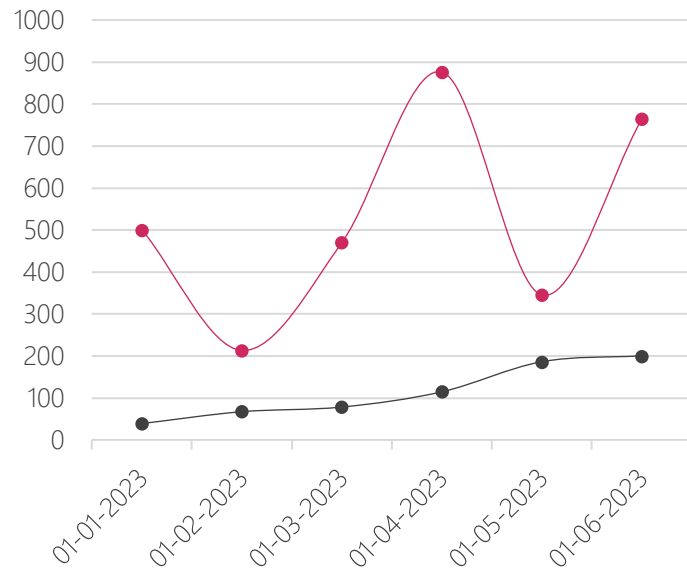
**Twitter Streaming API:** Provides real-time access to Twitter data, including tweets and user activities. You can use streaming endpoints to capture real-time likes and retweets.



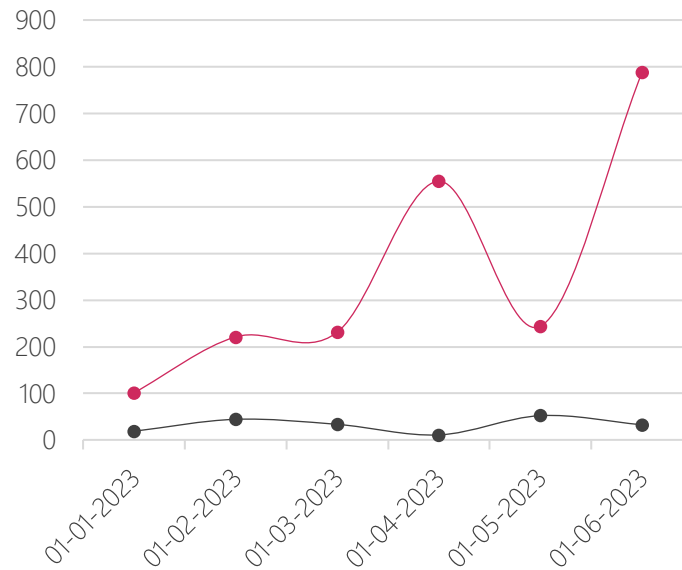
# ANALYTICS

Reach v/s followers

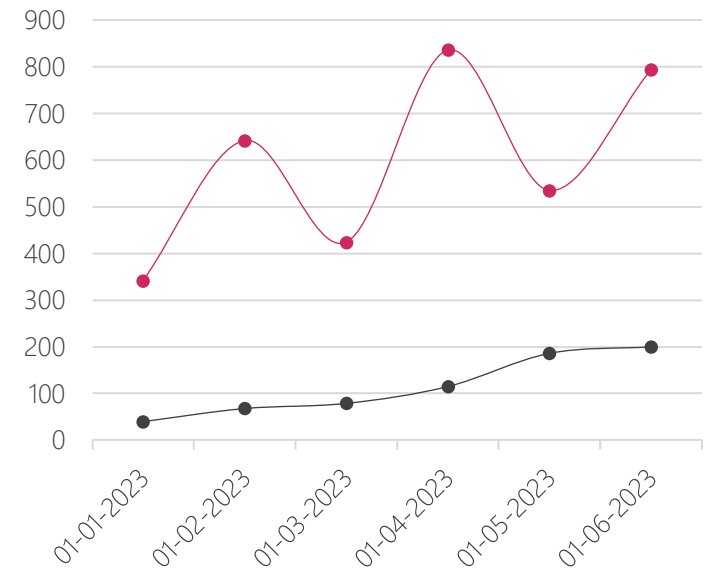
Instagram



Facebook



Twitter



# TOP COUNTRIES



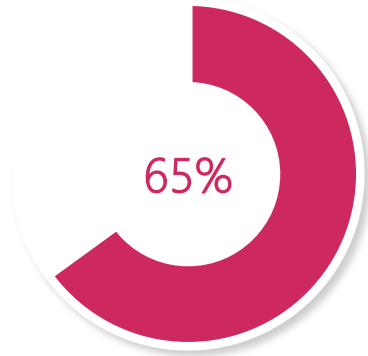
87 percent of your followers are from "INDIA"

11 percent of your followers are from "BRAZIL"

1 percent of your followers are from "CANADA"

1 percent follower are from other cities.

# CONTENT INTERACTION



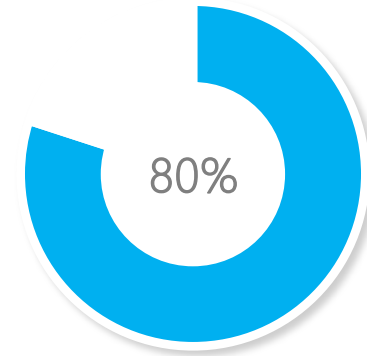
Instagram

65 percent of your views were from your followers



Twitter

45 percent of your followers liked your latest post



Facebook

80 percent of your followers liked your latest post





# DASHBOARD

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**Real-time Insights:** Provide real-time analytics and performance metrics for all connected social media accounts.

**Data Visualization:** Use charts, graphs, and visual aids to display engagement, reach, and follower growth trends.

**Competitor Analysis:** Include tools to track and analyze competitor's social media strategies, allowing users to adapt and improve their own strategies.



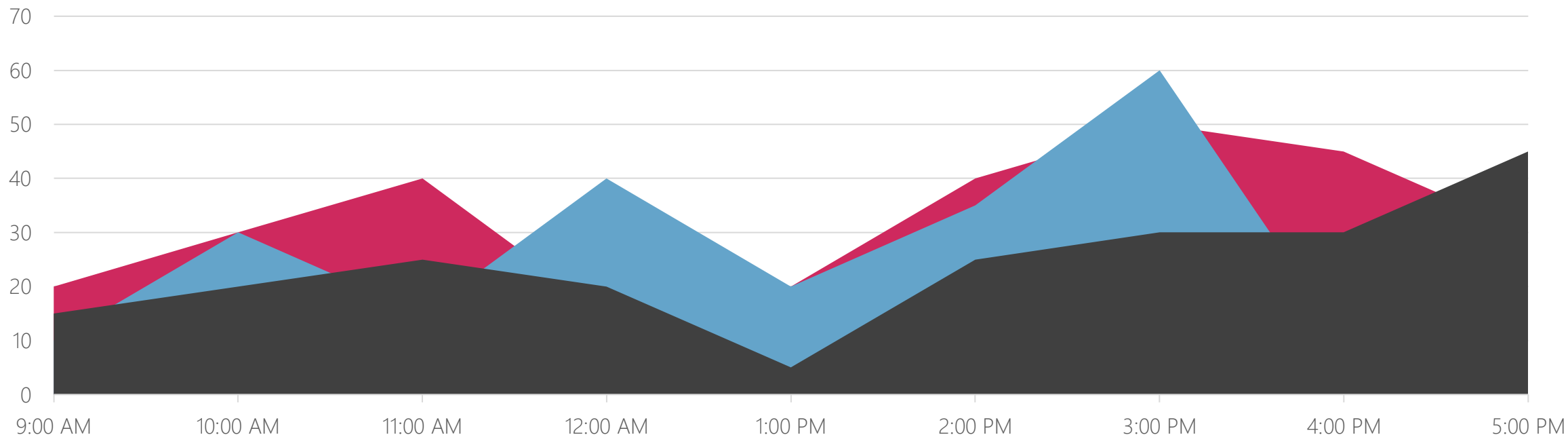




## "Optimizing Social Media Management: The Power of a Social Dashboard Website"

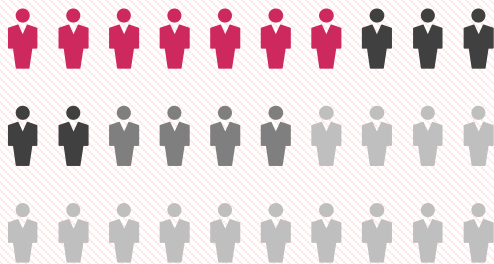
A social dashboard website acts as a pivotal control center for individuals and businesses navigating the complex realm of social media. This platform integrates multiple social media accounts, streamlining tasks like content scheduling, posting, and analytics. It empowers users by providing real-time insights, engagement tracking, and social listening tools, allowing timely responses and fostering meaningful interactions with their audience. Through customizable features and data-driven analytics, it enables users to comprehend their online impact comprehensively. By facilitating seamless management, analysis, and strategic decision-making, social dashboard websites play a vital role in enhancing brand visibility, engagement, and overall digital marketing effectiveness in an increasingly competitive online landscape.

# HOURLY CONTENT INTERACTION



Your average view count is maximum when the users show maximum engagement during an hour of the day.

**40%**  
Of your users are active



**03:00 PM**



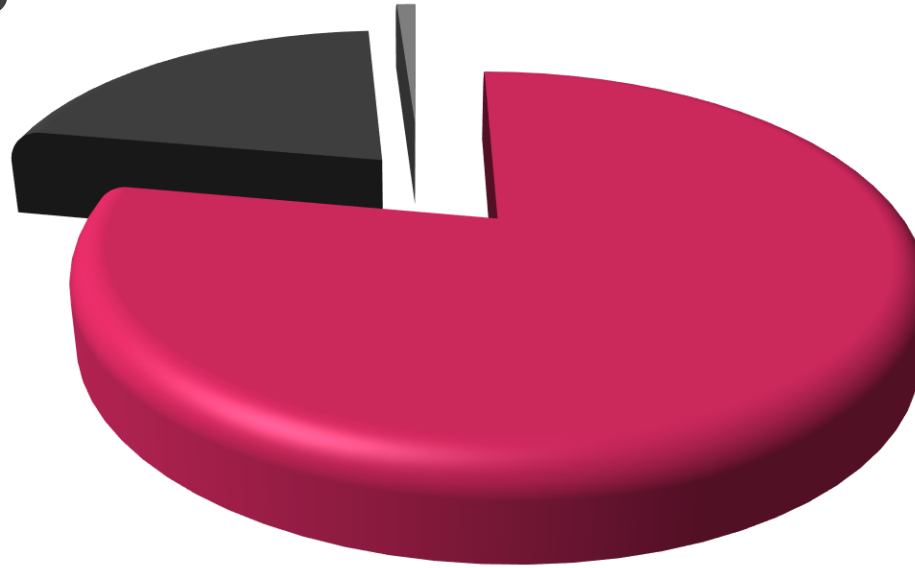
# TOTAL FOLLOWERS BY GENDER

Of your audience is female, try posting content that is gender neutral and relatable to grow your audience equally.

**22%**

**1%**

Of your audience is others.

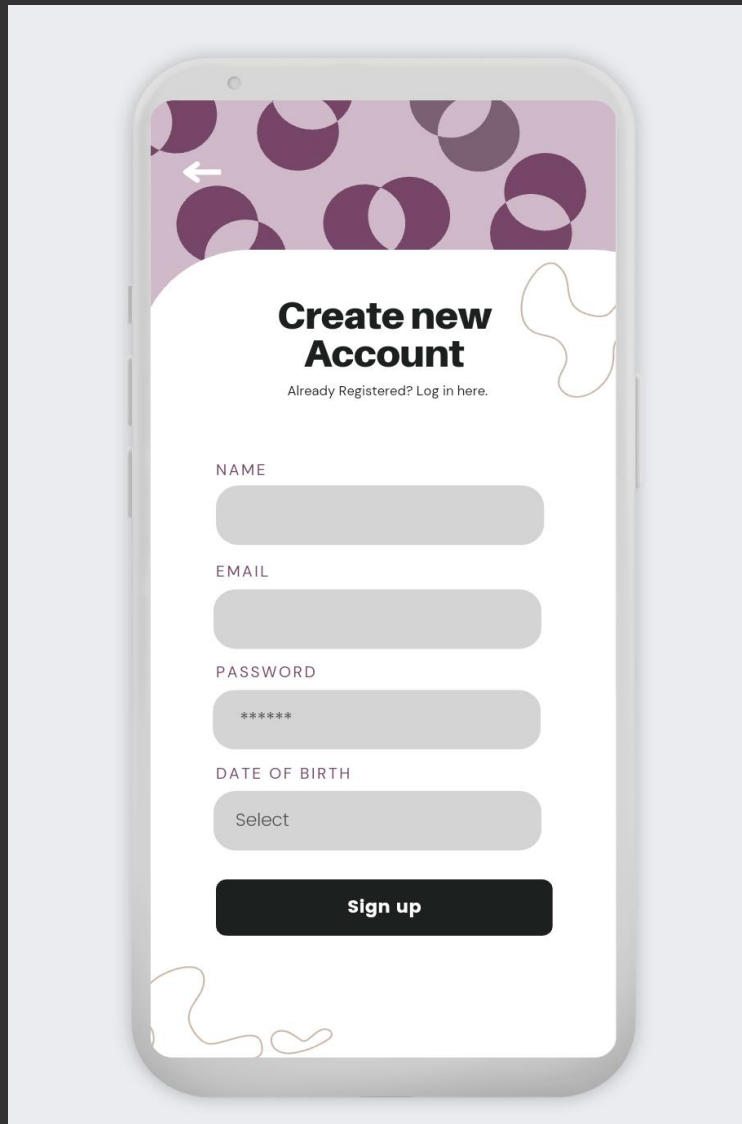


**78%**

Of your audience is male, we suggest you to post content based on the masses.

# OUR WEB APP LOOKS LIKE :

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←

## Create new Account

Already Registered? Log in here.

NAME

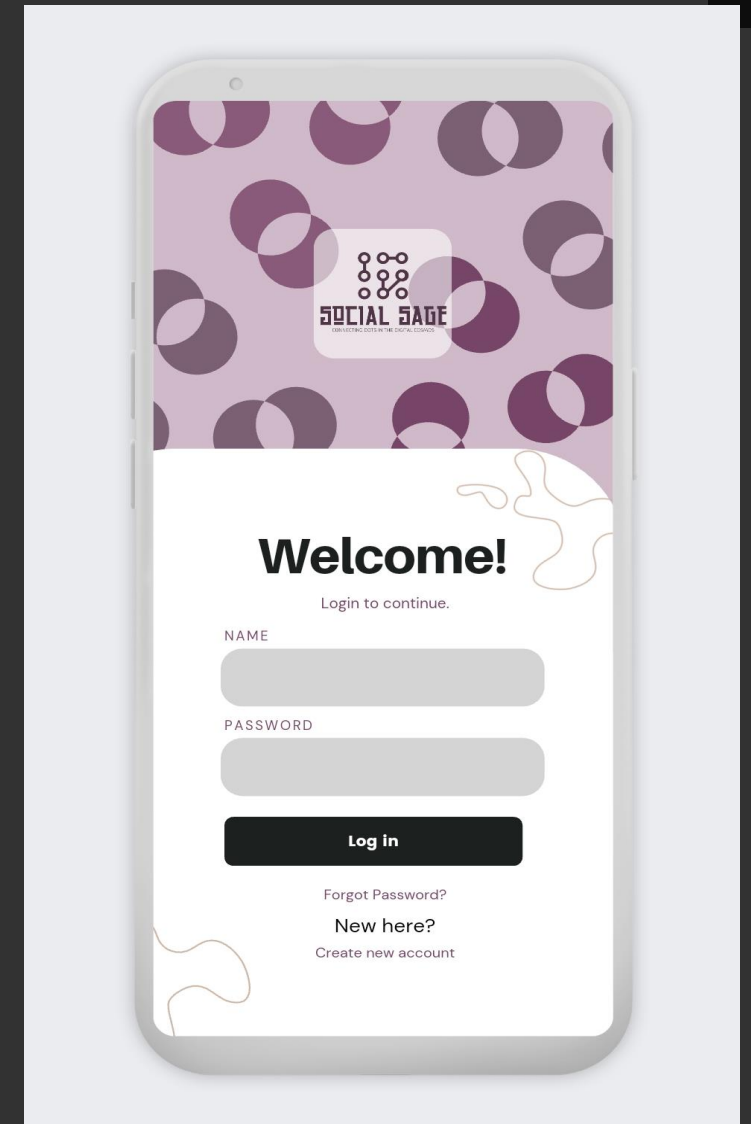
EMAIL

PASSWORD

DATE OF BIRTH

Select

**Sign up**



**WELCOME!**

Login to continue.

NAME

PASSWORD

**Log in**

Forgot Password?

New here?

Create new account



Your Logo Here

# TECH-STACK

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## -->Frontend:

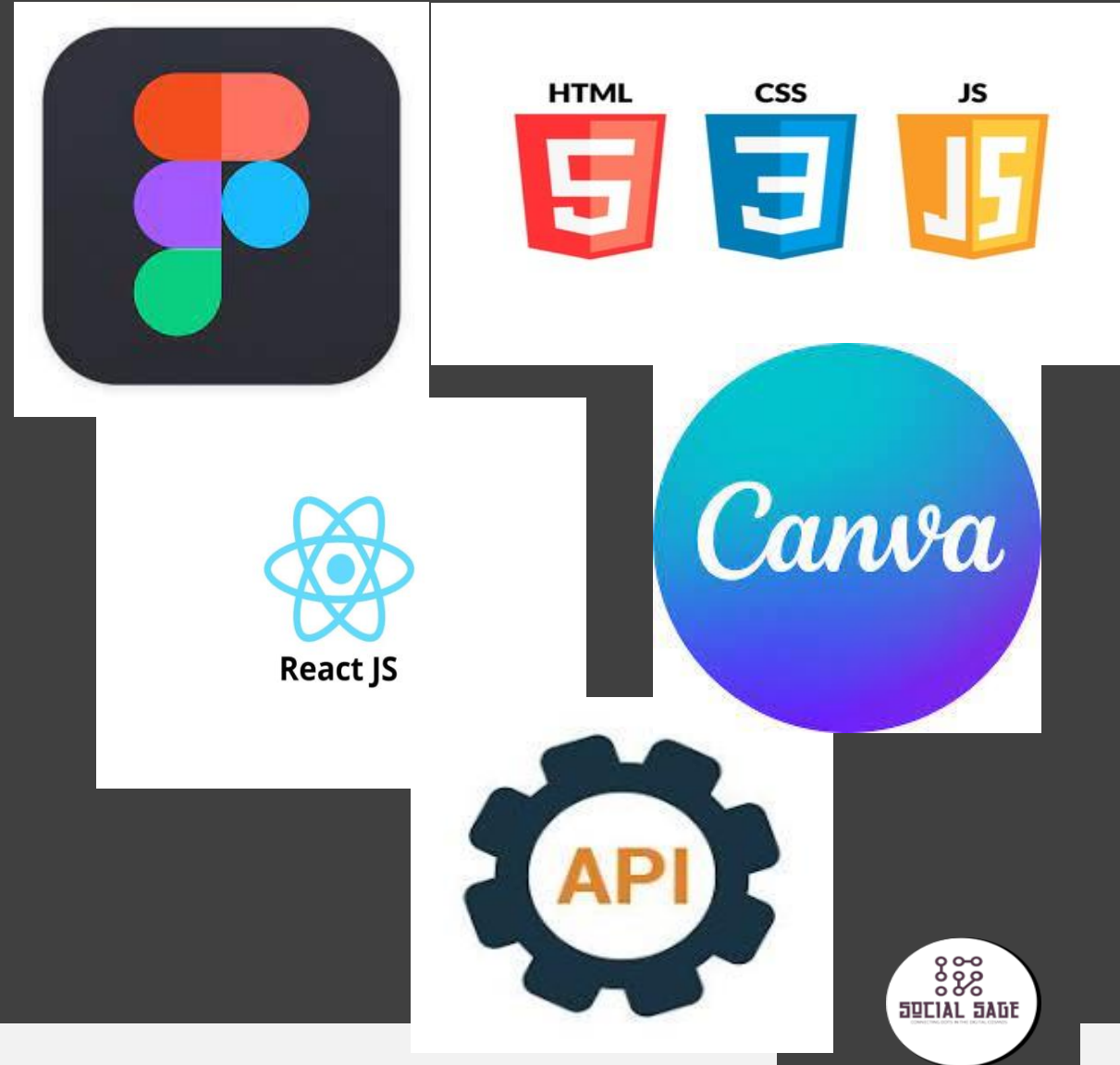
- HTML
- CSS
- React JS

## -->Backend:

- API integration
- Java script

## -->UI/UX:

- Canva
- Figma



# Project Milestone

As of

**Date: January 18, 2024**





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THANK  
YOU

