**Ideation Phase**

**Brainstorm & Idea Prioritization Template**

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| Date | 10 November 2023 |
| Team ID | NM2023TMID05035 |
| Project Name | Dissecting the digital landscape: A comprehensive analysis of social media |
| Maximum Marks | 04 marks |

# **Dissecting the digital landscape: A comprehensive analysis of social media**

Proposed solution:

1. Social Media Monitoring Tools:

There are many third-party tools and platforms like Hootsuite, Sprout Social, and Brandwatch that offer social media monitoring and analysis services. These tools can help track mentions, hashtags, and keywords, and provide data on engagement, sentiment, and audience demographics.

2. Sentiment Analysis Tools:

Sentiment analysis solutions use natural language processing (NLP) and machine learning algorithms to determine the sentiment (positive, negative, or neutral) of social media posts or comments. Tools like Lexalytics and MonkeyLearn can be integrated to analyze sentiment.

3. Custom Data Scraping and Analysis:

Some organizations create custom web scrapers and data analysis pipelines to extract and analyze social media data. This approach provides more flexibility in terms of the data collected and the analysis performed.

4. In-House Data Analytics Teams:

Larger organizations often have in-house data analytics teams that work with data scientists and analysts to collect, process, and analyze social media data using tools like Python, R, and SQL.

5. Social Media API Integration:

Social media platforms often provide APIs that allow developers to access data from their platforms. Organizations can build custom solutions by integrating these APIs to gather and analyze data in real-time.

6. Predictive Analytics:

Some solutions focus on using historical social media data to make predictions, such as forecasting trends, predicting customer behavior, or estimating future engagement levels.

7. Network Analysis:

This approach involves analyzing the network of interactions on social media platforms. It can be used to identify key influencers and understand how information flows through social networks.

8. Competitor Analysis Tools:

Some tools are specifically designed for competitive analysis, allowing businesses to benchmark their performance against competitors on social media.

9. Topic Modeling:

Topic modeling techniques like Latent Dirichlet Allocation (LDA) can help identify prevalent topics or themes in social media conversations.

10. Real-Time Alerts and Reporting:

Many solutions provide real-time alerts and automated reporting to keep organizations informed about significant trends, mentions, or changes in sentiment.

Solution Architecture:

Project Demonstration & Documentation

Performance testing

Report

Story

Dashboard

Data visualization

Data preparation

Data collection & Extraction from database

Define problem/ Problem understanding

Project Flow