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Course Title: SOCIAL MEDIA ANALYTICS

Please attach this cover page as the first page of your completed assignment before submitting it.

Assignment #	8
Due Date	2nd April 2018
Group # (if applicable)	N/A

**Return all assignments through the Course Assignment Submission Page
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I hereby certify that I am the author of this document and all sources used in the preparation of this assignment have been cited in accordance with Ryerson's Code of Student Conduct directly or paraphrased in the document. Sources are properly credited according to accepted standards for professional publications. I also certify that this paper was prepared by me (all group members if it is a group paper) for this purpose.

DS8006: Lab 8 Visualizing geo-coded Twitter Data

Student's name: Md Khaled Hyder

1. Briefly explain how you modified the script. Whose Twitter followers are you mapping and why?

Ans: I have made following changes to the script in the tutorial.

1. Applied enhanced data cleaning to remove location with invalid characters.
2. Plot the world map as well as Canada map using the ggplot2 library.
3. Filtered condition to show the spread of followers within Canada.

Here I have mapped the followers of Jessie Reyez @Jessiereyez; she is a Colombian-Canadian singer and songwriter. Her recent song "figures" become popular among the audience and in last week she has won Juno Award in "breakthrough artist" category.

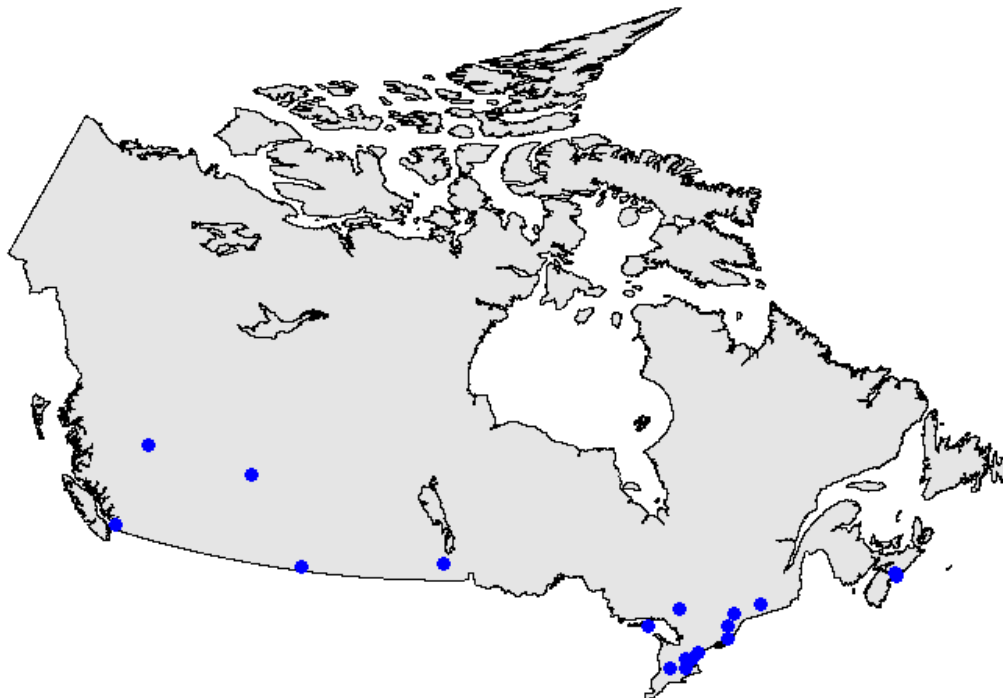
I am mapping her followers because I want to observe the spread of her followers on the map to create a marketing strategy for her campaign manager.

2. Include a screenshot of the resulting visualization.

Screenshot1: Canada Map

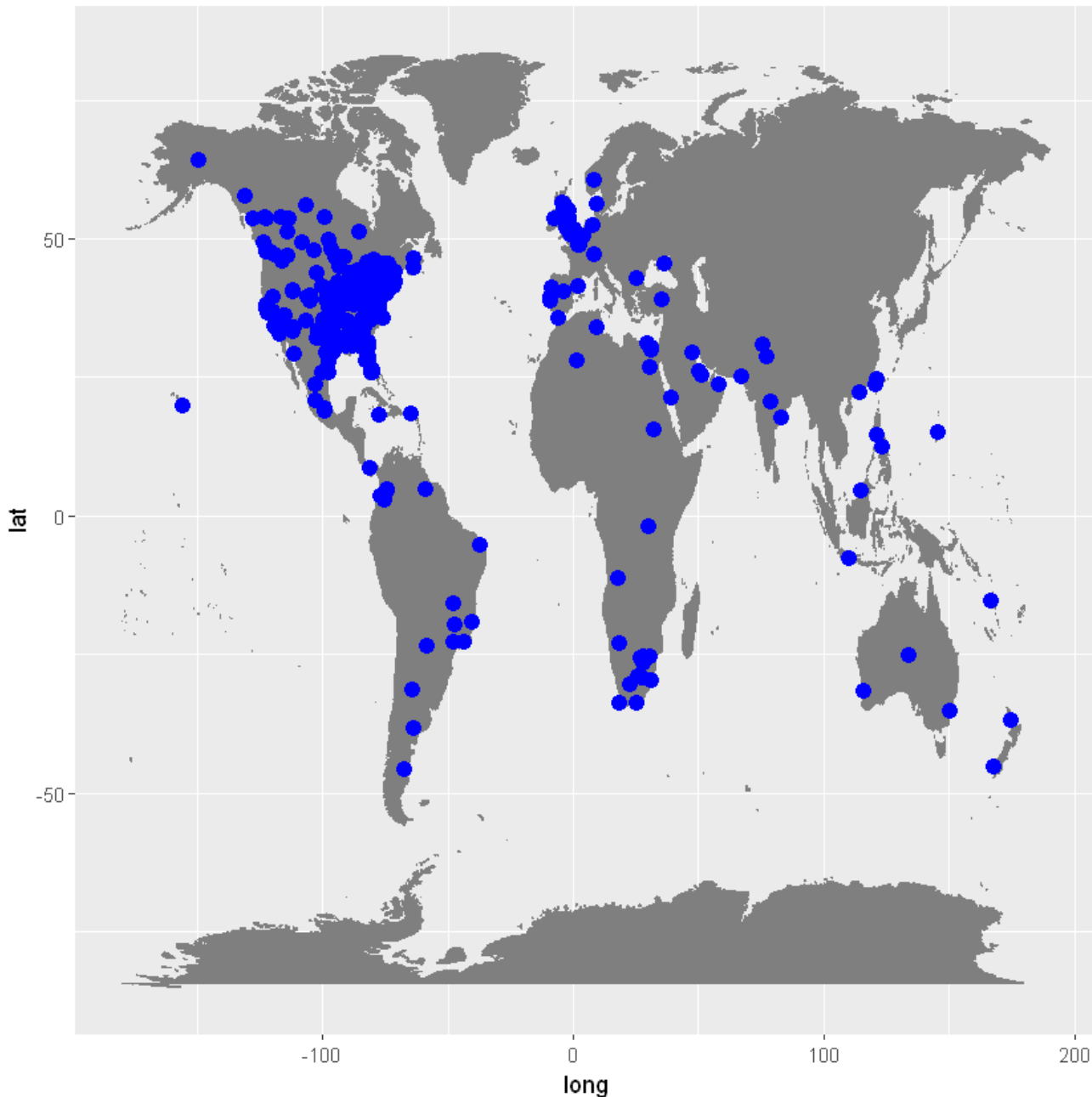
Observation: The map shows most of her followers are Toronto, ON-based.

The Geography of @Jessie Reyes's Followers



Screenshot 2: World Map

Observation: This map shows most of her followers are US/Mexico based because she was born in Toronto, later she moved to the US and grew her music career in the US. Besides North America, she has a bunch of followers in Europe and South America.



3. Briefly explain why someone would be interested in your results.

If we consider social media analytics to Music Industry, the most useful utilization would be the distribution of Album of an Artist and Event planning. In summary, following actions can be taken by using my analysis:

- Ensure availability of album to local music store based on follower base.
- Run geo-based advertisement campaign.
- Plan concert or event considering the target audience.

4. What was the most challenging part of this lab?

The most challenging part of this lab finds a celebrity who has fewer followers by keeping in mind google API limit of 2500. To overcome this challenge, I have fixed the follower data retrieval to 2500. The

second most challenge was to clean the data. In many cases, people mentioned their location as “Somewhere in the world” or others non-geo names, symbols, etc.