

18/03/2024

(54) 21/03

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Class: BE

Div: (1)

Batch: C12

Roll no: 2003054

Group no: 9

### Assignment 7

#### \* Problem Statement:

Develop a dashboard and reporting tool based on real-time social media data.

#### \* Theory:

Analysing social media data has become increasingly essential for businesses and organizations to understand consumer behaviour, market trends, sentiment analysis & brand reputation.

Developing a dashboard and reporting tool for real-time social media data involves integrating various data sources, employing analytics techniques, and presenting insights in an actionable format.

i) Data Collection: Discuss gathering various social media platforms and integrating it with other relevant sources like website analytics.

- ii) Data Processing: Explain preprocessing steps such as cleaning, sentiment analysis, and topic modeling to extract meaningful insights.
- iii) Dashboard Design: Explore dashboarding tools & design principles for effective visualisation & interactivity.
- iv) Key Performance Indicators: Identify relevant key performance indicators like engagement rate & sentiment score for monitoring social media performance.
- v) Reporting: Outline report structure with summary metrics, trend analysis & actionable recommendations tailored to different stakeholders.
- vi) Ethical Considerations: Address privacy concerns, data anonymisation, and ethical data usage practices.
- vii) Future directions & challenges: Discuss emerging trends, scalability issues & challenges like maintaining data quality & adapting to platform changes.



**Group 9  
(BI Consultant)**



Year

☐ 2022

☐ 2023

☐ 2024

□ 2022

□ 2023

2024



**Connections**  
**615**

**Connections**  
**615**



**Companies**

**307**



**Companies**

**307**



**Invitations  
Received**  
**71**

**Invitations  
Received**  
**71**

**Invitations  
Received**  
**71**



 **Invitations  
Sent  
15**

 **Invitations  
Sent**  
**15**

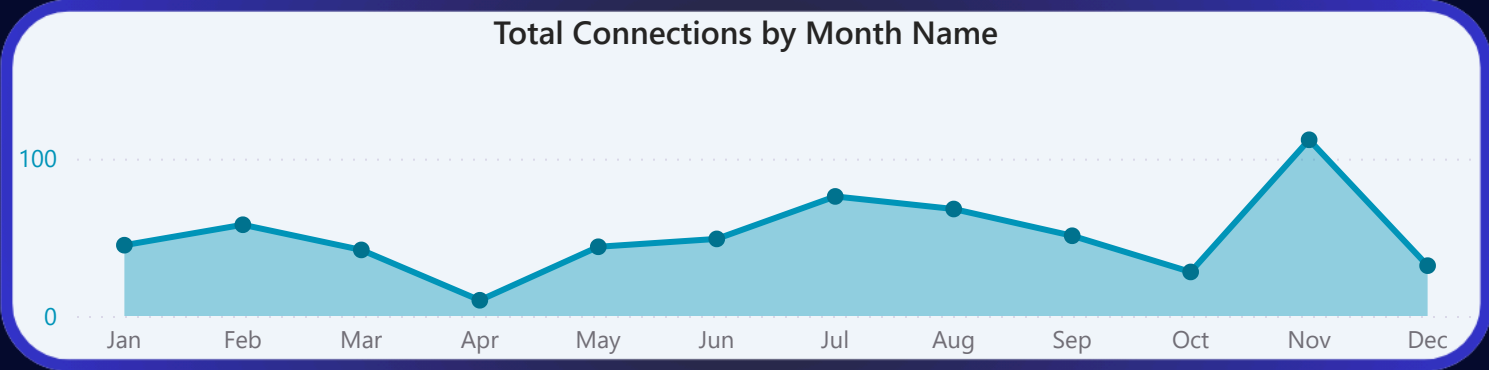
 **Invitations  
Sent  
15**



 Reactions  
**124**

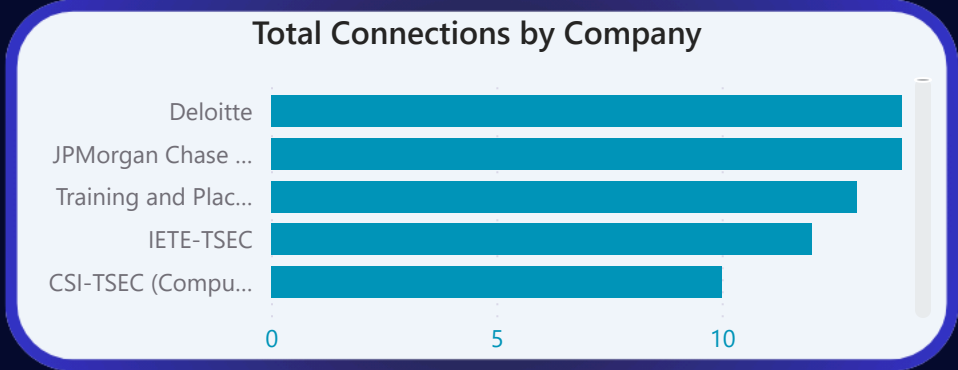
 Reactions  
**124**

Month	Total Connections
Jan	40
Feb	50
Mar	40
Apr	10
May	40
Jun	45
Jul	70
Aug	65
Sep	45
Oct	20
Nov	100
Dec	25



### Total Connections by Company

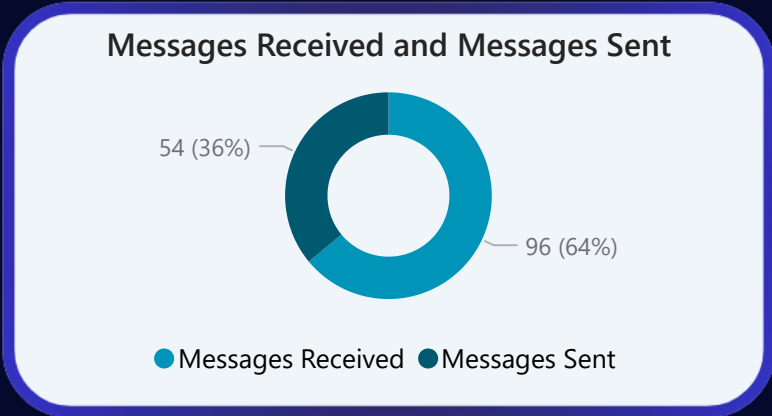
Company	Total Connections
Deloitte	11
JPMorgan Chase & Co.	11
Training and Placement	8
IETE-TSEC	6
CSI-TSEC (Computer Science)	4



### Messages Received and Messages Sent

A donut chart illustrating the distribution of messages. The chart is divided into two segments: a larger teal segment representing 'Messages Received' at 96 (64%), and a smaller dark teal segment representing 'Messages Sent' at 54 (36%). A legend at the bottom identifies the colors: teal for 'Messages Received' and dark teal for 'Messages Sent'.

Category	Count	Percentage
Messages Received	96	64%
Messages Sent	54	36%



### Total Reactions by Type

Reaction Type	Total Reactions
LIKE	50
PRAISE	15
EMPATHY	12
INTEREST	8
MAYBE	3
ENTERTAINM...	1

