



SIMATS ENGINEERING

Saveetha Institute of Medical and Technical Sciences
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Course Code: DSA0613

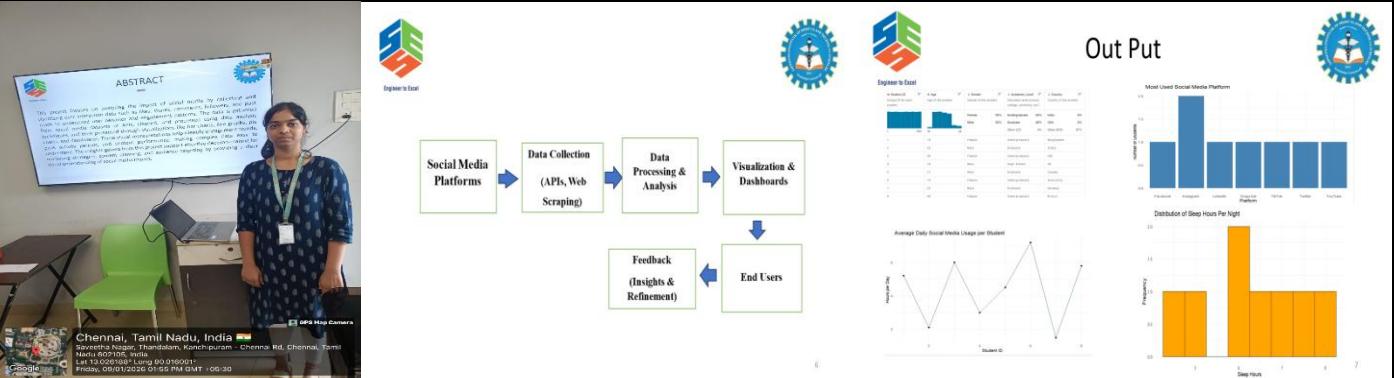
Slot: Slot-D

Course Name: Data Handling Visualization for Data Analysis

Course Faculty: Dr. Kumaragurubaran, Dr. Senthilvadivu.S

Project Title: Social Media Impact Analysis Through Data Visualization

Module Photographs: (3 photographs –Module Photo, Individual student contribution module work in the project and presentation image)



Project Description: (here you write what you did in this project (contribution) including Model Description)

Module 1: Engagement Amount & Proportion Analysis

This module focuses on understanding how users interact with social media platforms by analyzing engagement metrics such as likes, comments, shares, and views. Engagement amount analysis helps identify which platforms or posts generate the highest total interaction. Proportion analysis shows how each engagement type contributes to overall user activity. By comparing absolute values and percentages, we can clearly see dominant platforms and content trends. Data visualization techniques like bar charts and pie charts make these patterns easy to interpret. This analysis helps in recognizing user preferences and behavioral patterns. Overall, it provides a strong foundation for measuring social media impact and guiding data-driven decisions.

FORMULAS

- Total Engagement :** $TE = L + C + S + V$
- Average Engagement:** $AE = \frac{TE}{N}$
- Engagement Proportion :** $EP = \frac{E_i}{TE}$
- Engagement Percentage :** $E\% = EP \times 100$
(L = Likes, C = Comments, S = Shares, V = Views, N = Number of posts)

Student Signature

Guide Signature