Influential user in social network

Group members(Group 14):

A S K Viswas	AM.EN.U4CSE20013
P Laxmi Praneeth	AM.EN.U4CSE20052
V Harshit	AM.EN.U4CSE20074
G Nandan	AM.EN.U4CSE20226

Abstract:

Social networks have become an integral part of our daily lives, and the importance of identifying influential users has grown significantly with the rise of social media marketing. Influential users can have a significant impact on the opinions and behaviours of other users in the network, making them valuable targets for marketing campaigns, political campaigns, and other applications.

In this project, we propose an approach for identifying influential users in social networks using social network analysis techniques. We first analyse the network connections between users to identify the nodes with the highest centrality measures, including degree centrality, betweenness centrality, and clustering coefficient.
Our approach can be used for a wide range of applications, including social media marketing, political campaigning, and identifying thought leaders in various domains.

Problem Statement:

If we want to know who is most central in a network, that seems like an easy question, just count how many people they are linked to, right? But what if they are only linked to people who are disconnected themselves?
We are addressing this problem of identifying the most influential person in a Social Network (Facebook Data Here)

Approach:

1. Data Acquisition and Learning
2. Representation of Data
3. Development and Explanation