

SOCIAL MEDIA DASHBOARD

A MINI PROJECT REPORT

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TABLE OF CONTENTS

Sr.no	Section	Page no
1.	Introduction	3
2.	Problem Statement	4
3.	Technical details	5
4.	Key features	6
5.	Project Advantages	7
6.	Bonus feature	8
7.	Results	9
8.	Conclusion with Future scope	12
9.	References	13

INTRODUCTION TO SOCIAL MEDIA DASHBOARD

Our project, titled "**Social Media Dashboard**", aims to develop a user-friendly interface that allows users to track and manage their social media presence across multiple platforms. Our team consists of three members, each bringing unique skills in front-end development, design, and user experience. The dashboard will feature real-time data visualization, post-scheduling functionality, and analytics to provide insights into user engagement. This report outlines our project's goals, individual roles, and the technologies used, such as HTML, CSS, AWS, MY SQL and JAVASCRIPT to build an intuitive and responsive application.

PROJECT OVERVIEW

A **Social Media Dashboard** is a comprehensive tool designed to manage, monitor, and analyze social media activities across various platforms. It provides users with a centralized interface to track key metrics such as engagement, subscriber growth, and content performance in real-time. This dashboard typically integrates data from Youtube allowing users to efficiently schedule vedieo, respond to interactions, and assess the effectiveness of campaigns. By offering insights through visualized data and customizable reports, it helps individuals and businesses make informed decisions to enhance their social media strategies

TEAM MEMBERS

- PULKIT : project lead & Backend Dev
- MIKASH: Frontend Dev
- ISHAN: Frontend dev

PROBLEM STATEMENT: SOCIAL MEDIA DASHBOARD

In today's digital landscape, influencers, and organizations increasingly rely on social media platforms to engage with audiences, build brand awareness, and drive growth. However, managing multiple social media accounts across different platforms can be overwhelming and inefficient. Each platform has its own analytics, posting schedules, and engagement metrics, leading to fragmented and time-consuming efforts for content management and performance tracking.

Despite the availability of various social media tools, users still struggle to gain a comprehensive, real-time overview of their social media performance across platforms. Key challenges include:

1. **Lack of Unified Metrics:** Social media managers often have to switch between platforms to monitor engagement, subscriber growth and reach resulting in inconsistent reporting and analysis.
2. **Inefficient Workflow:** The absence of centralized content planning, scheduling, and posting capabilities makes it difficult to maintain consistency across multiple channels.
3. **Inadequate Performance Insights:** Many tools provide basic data but lack advanced analytics, which could help users gain deeper insights into audience behaviour, optimal posting times, and content performance trends.
4. **Real-Time Monitoring:** Without real-time tracking and notifications, users can miss key engagement opportunities or fail to respond promptly to important interactions.

TECHNICAL DETAILS

1. HTML:

- o **Purpose:** The backbone of any website, used to define the structure and layout of a webpage.
- o **Basic syntax :** HTML tags are used to define different sections, headings, paragraphs, links, images, forms, etc

2. CSS:

- o **Purpose:** Used to style the HTML structure and define the look and feel of a web page (colours, fonts, spacing, etc.).
- o **Basic syntax :** CSS follows a selector {property: value;} format.

3. JAVASCRIPT:

- o **Purpose :** Add interactivity with JavaScript. For instance, implement form validations, handle user inputs, or fetch data from APIs to enhance the dynamic nature of your application.
- o **Basic: syntax:**
 1. Variables: let, const, and var to define variables.
 2. Functions: Define logic and reuse blocks of code.

Backend Development:

- **MY SQL:** It is used for managing data and extracting data which is applied in some particular case.

API:

YouTube API: These APIs are used to extract data from YouTube channel, including video, comments, subscriber, and engagement metrics.

KEY FEATURES

1. Publishing.

- Automated posting to optimize for the best engagement times.
- Queue management to ensure continuous content delivery.

2. Real-Time Analytics

- Track key performance indicators (KPIs) like engagement, reach, clicks, impressions, etc.
- Provide insights on follower growth, demographics, and audience behaviour.
- Track mentions, hashtags, and trends relevant to your brand.

3. Social Listening

- Monitor conversations, mentions, and brand-related keywords across social platforms.
- Track competitors, industry trends, and customer sentiment.
- Filter by hashtags, keywords, or specific terms to gather actionable insights.

4. Engagement Management

- Centralized inbox for responding to messages, comments, and mentions.
- Interaction tracking to manage customer support and engagement from one interface.
- Automated responses or alerts for high-priority messages.

5. Reporting Tools

- Customizable reports to present performance data and track trends over time.
- Set reporting periods (daily, weekly, monthly) for continuous performance assessment.

6. Competitor Analysis

- Compare performance with competitors to understand where you stand in the industry.
- Track their audience engagement, post frequency, and content strategies.

7. Trend Identification

- Track trending topics or hashtags relevant to your industry.
- Spot opportunities for content creation based on ongoing conversations.

PROJECT ADVANTAGES

1. Centralized Management

- **Posting:** Schedule and post content on youtube

2. Real-Time Analytics

- **Performance Tracking:** Access real-time data on engagement metrics such as likes, comments, shares, reach, and impressions.
- **Trend Analysis:** Identify trends and patterns in audience behaviour, helping to adjust strategies for maximum impact.

3. Improved Decision Making

- **Data-Driven Insights:** Dashboards often include built-in analytics, allowing you to make informed decisions based on data rather than guesswork.

4. Time Efficiency

- **Automated Scheduling:** Automate the process of scheduling video, enabling consistent content delivery without manual intervention.

5. Competitor Analysis

- **Benchmarking:** Many dashboards provide tools for tracking competitors' social media performance, helping you identify opportunities or gaps in your strategy.
- **Competitive Edge:** By observing competitors' engagement rates and content, you can fine-tune your own campaigns.

Bonus Features

1.AI-Powered Insights and Recommendations

- **Content Suggestions:** Use AI to analyze past performance and trends, suggesting optimal content types, themes, or hashtags based on audience behaviour.

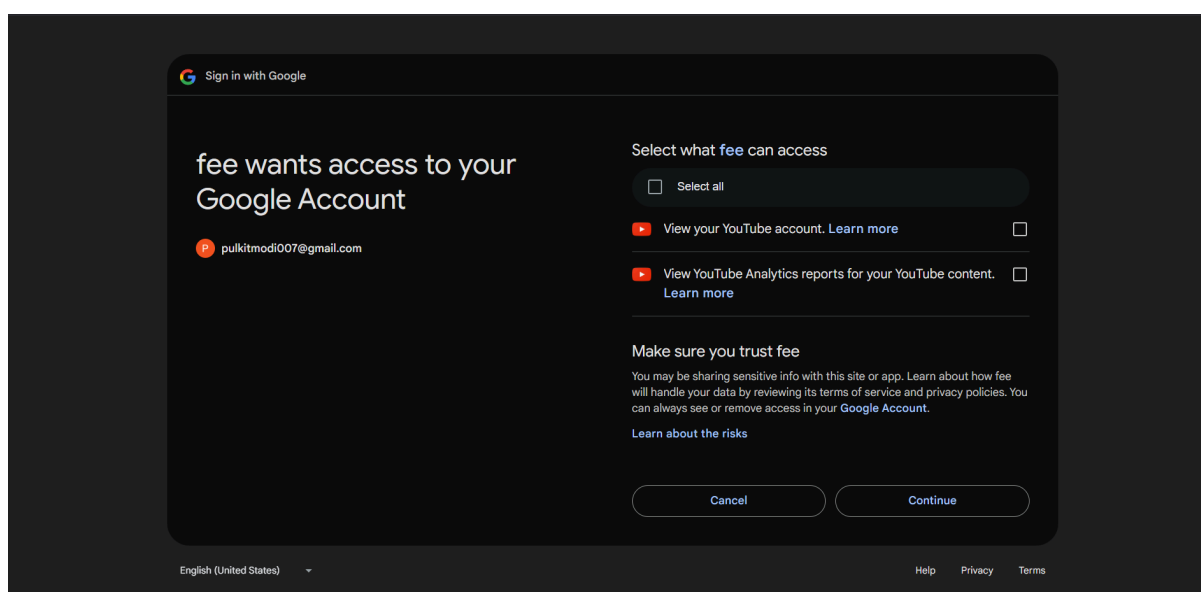
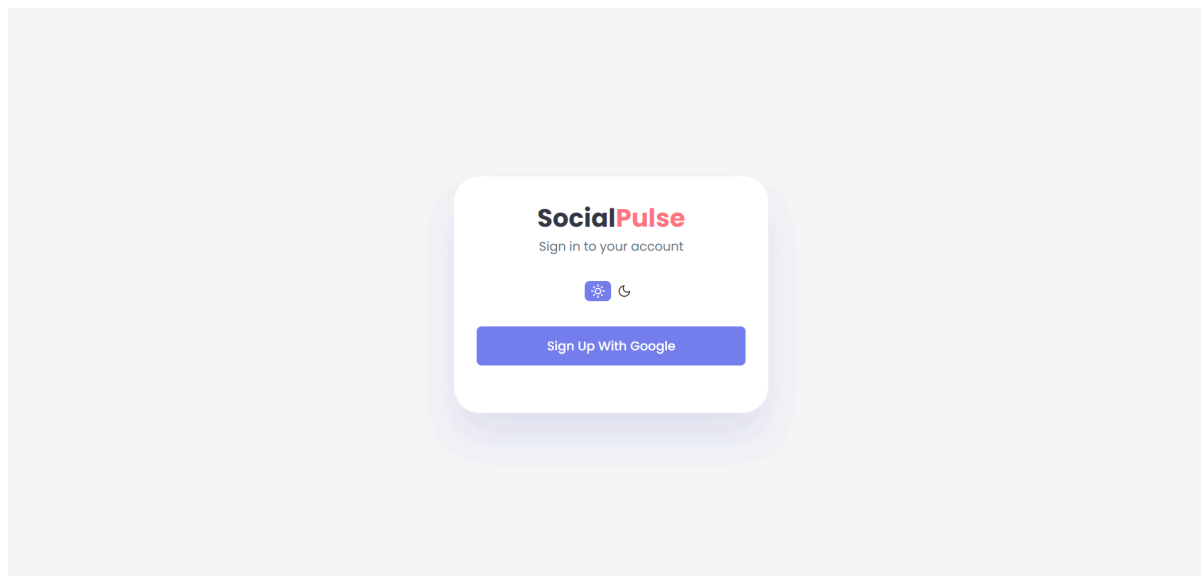
2.Automated Social Listening

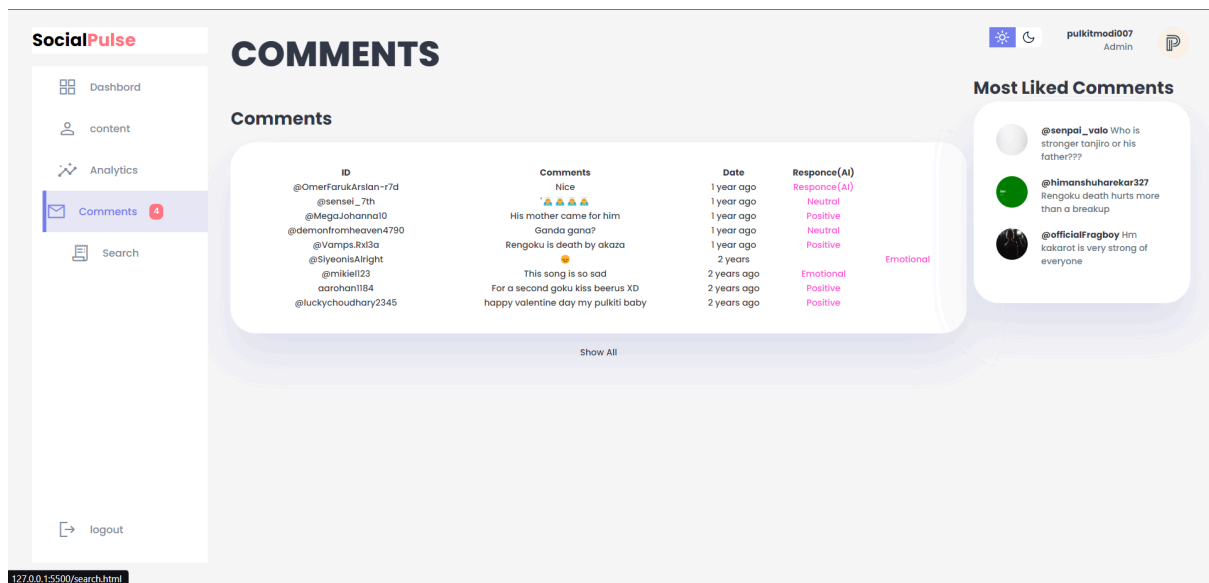
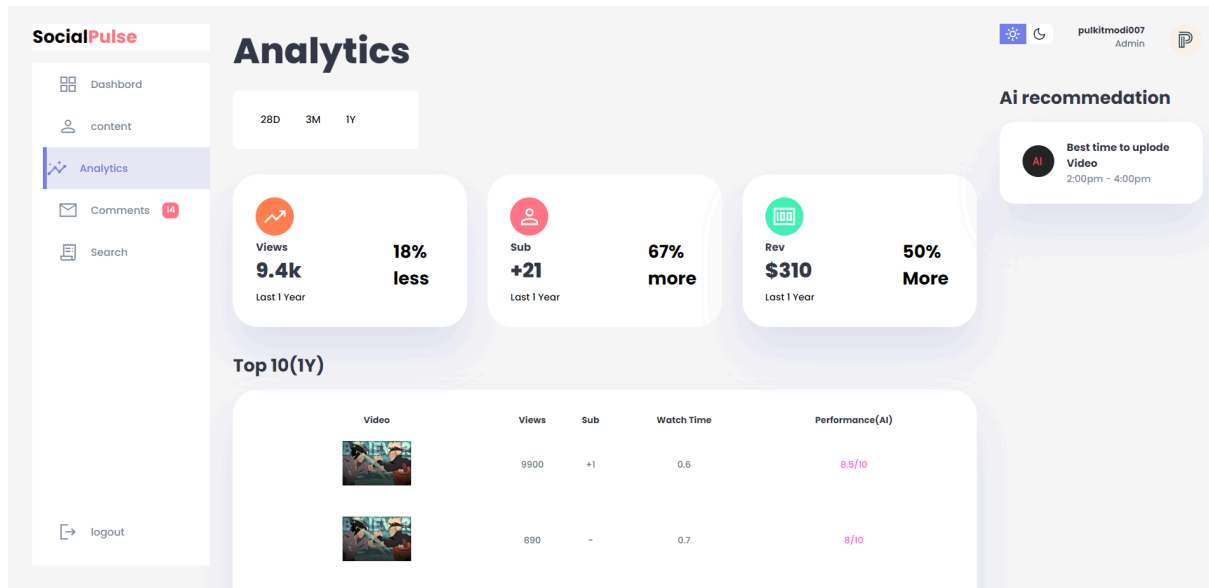
- **Competitor Mentions:** Monitor mentions of competitors to identify opportunities or threats in the market.

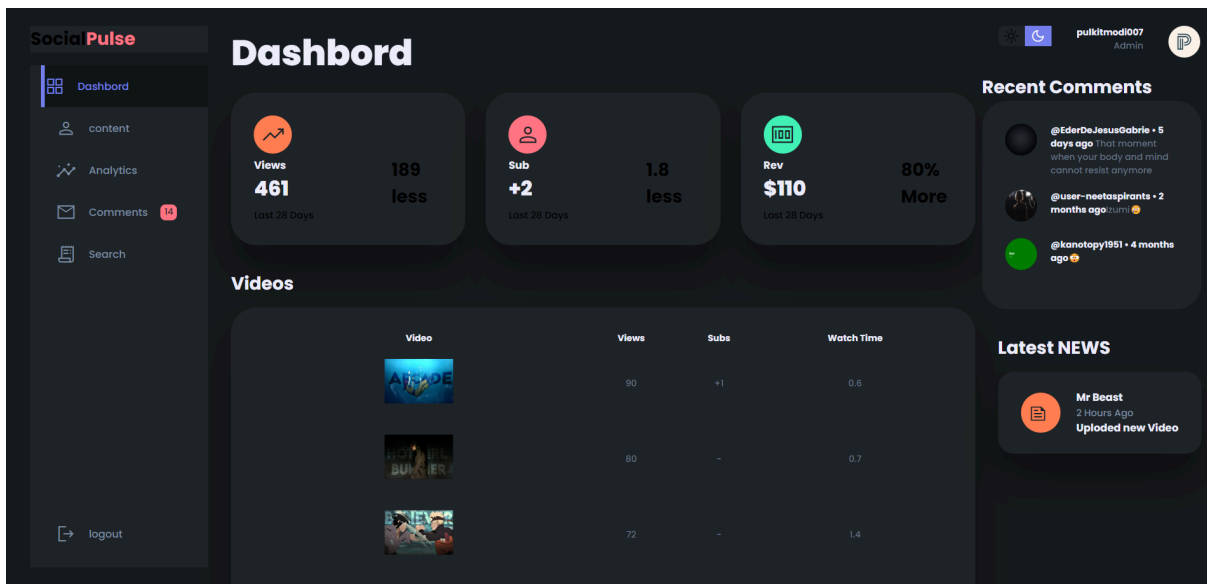
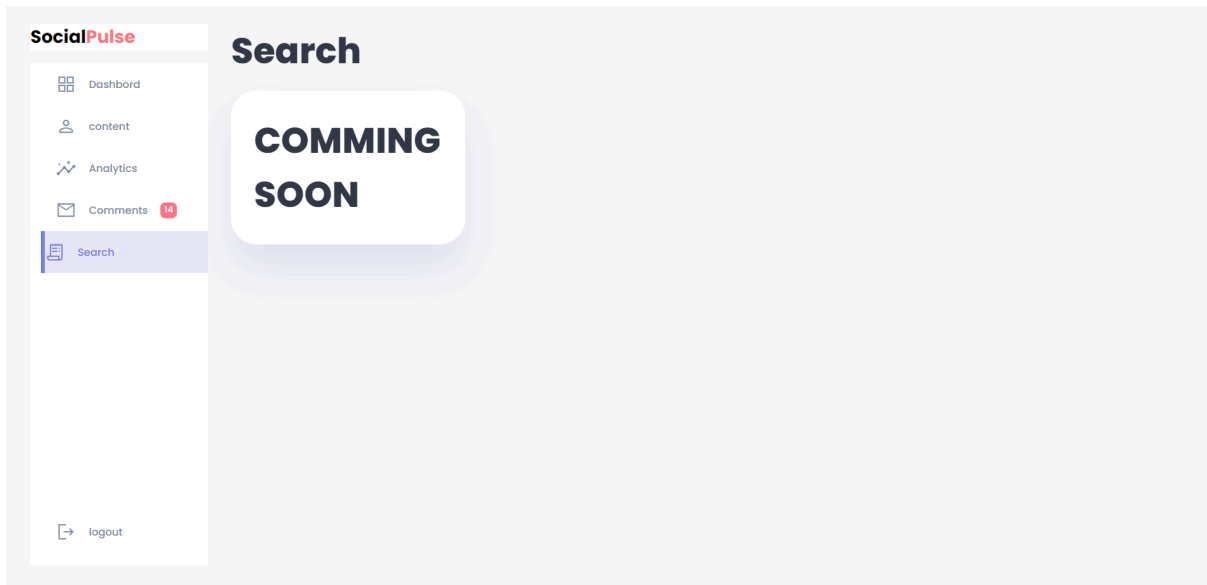
3.Enhanced Reviews analyst

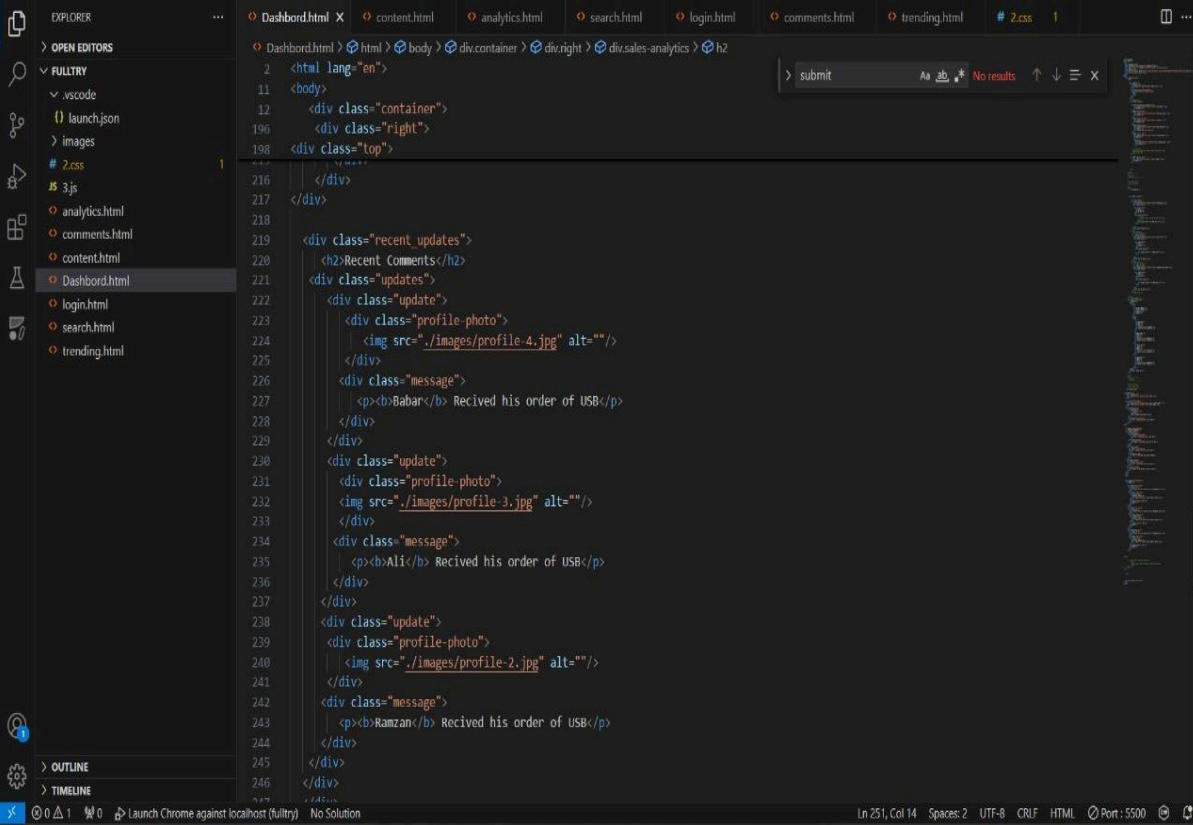
- **Comment Review System:** system that analyse comment that there nature on a video.

RESULTS









```
2 <html lang="en">
11 <body>
12 <div class="container">
196 <div class="right">
198 <div class="top">
216 </div>
217 </div>
218
219 <div class="recent_updates">
220 <h2>Recent Comments</h2>
221 <div class="updates">
222 <div class="update">
223 <div class="profile-photo">
224 
225 </div>
226 <div class="message">
227 <p><b>Babar</b> Recived his order of USB</p>
228 </div>
229 </div>
230 <div class="update">
231 <div class="profile-photo">
232 
233 </div>
234 <div class="message">
235 <p><b>Ali</b> Recived his order of USB</p>
236 </div>
237 </div>
238 <div class="update">
239 <div class="profile-photo">
240 
241 </div>
242 <div class="message">
243 <p><b>Ramzan</b> Recived his order of USB</p>
244 </div>
245 </div>
246 </div>
```

FUTURE SCOPE

The future scope of this project involves expanding its capabilities by integrating advanced Backend such as MySQL and AWS ,AI features, such as Large Language Models (LLMs) ,search option for extracting other competitor data and other cutting-edge AI technologies. Additionally, the project aims to be deployed on a robust cloud infrastructure, such as Amazon Web Services (AWS), to ensure scalability, reliability,

References and Links Used

In developing our social media dashboard site, we drew inspiration from several popular platforms and resources. These references helped us understand best practices and design principles for creating an effective coffee management system.

Inspiration Sources

Additional Resources

- **W3Schools**: Utilized for HTML and CSS tutorials and examples.
- **Stack Overflow**: Consulted for troubleshooting and coding advice.

Tools and Technologies

- **VS Code**: Our primary code editor for development.
- **GitHub**: Used for version control and collaboration.
- **Youtube API**: used for collecting data from youtube

These references and tools have been instrumental in guiding our project development. We are grateful for the wealth of knowledge and resources available from these platforms.