LONG TERM INTERNSHIP

DATA ANALYTICS

UNCOVERING THE VOICES OF DIGITAL AGE: SOCIAL MEDIA ANALYSIS

Team Members:

1.VADRA RAMESH

2.TUDUMU SAILAKSHMI

3.UTTARAVILLI JAGADISH KUMAR

4.VANJANGI THORAN SAI KISHORE NAIDU

5.KOTNI LAXMAN SATISH SAI KUMAR

Data Analytics with Tableau

Uncovering the Voices of Digital Age: A Social media Analysis.

Introduction:

Now-a-days the age of the Internet has changed the way people express their views and opinions it is now mainly done through blog posts, online Forums, product review websites, Social media etc.

In the modern words millions of people using Social network sites like Facebook Twitter, instagram etc. to express their emotion and opinions and share views about their lives. Social media is generating a large volume of data in the form of Tweets.

Problem Statement:

Analyzing the performance of the Social media data Twitter data This data Set contains. Super volumes of opinion texts in the form of tweets, likes & expressions, re-tweets media views etc.

Technical Architecture:

Pre- Requisites:

For completing this project there are some of the pre requisites needed.

* A system with minimum 4GB Ram and 256 GB Hard Disk.
* Good Internet Connection.
* Google Drive / any of the Database Server with management Studio.
* MySQL: https://www.youtube.com/watch?v=2cZfUOg2Mmo
* Tableau Desktop: https://www.youtube.com/watch?v=b2pwyynHQ0s.
* Tableau Public Account:
* Html, CSS & Bootstrap.

Prior Knowledge:

To complete this project. One must understand the below concepts and able to work with the tools.

* Data Visualization: https://www.youtube.com/watch?v=5ypn_ZUMST4s.
* Uni-Variate Bi-Variate and multi-Variate Analysis https://www.youtube.com/watch?v=JG5GRIMjp3c.
* chart Types: https://www.youtube.com/watch?v=cSYmUBwrdbo
* Tableau: https://www.youtube.com/watch?v=aHaOIvR00So
* Business Intelligence: https://www.youtube.com/watch?v=Ug8zBJ1DhIQ.

Project objectives:

By the end of this project, you will:

* Able to Connect Tableau with different data Sources
* know Fundamental Concepts and techniques used for Data Visualization.
* Gain a broad understanding about data and different types of charts
* Have knowledge on developing Visualizations, Dashboards and Story
* Able to integrate the developed dashboard and Story with the web application.

Project Flow:

To accomplish this we have to complete all the activities listed below.

* Data Collection
  * Collect the dataset or Create the dataset
* Data base/spread sheet Connection
  * Collect data will be stored into the database or upload into google drive.
  * Connect the tableau desktop with google drive option or required database under connectors.
* Visualizing and analysing data
  * Understand the Data and the Business questions.
  * Based on the Business questions try to develop the visualization.
  * Develop the Dashboard.
  * Develop the story board.
* publishing to the Tableau public.
  * Developed Visualizations Dashboard and story will be published to Tableau public Account.
  * once it is published. we will get the shareable links.

Milestone 1: Data Collection.

Data Collection is the process of gathering and measuring information on variables of interest.

In an established systematic fashion that enables one to answer stated research questions systematic fashion that enables one to answer stated research questions.

Activity 1: Downloading the dataset.

please use the link to download the dataset.

https://drive.google.com/file/d/1epgilCa52sG3GUSFx2Yp6 1UxynINcxBC/view?usp-sharing.

Activity

Milestone 2: working with Dataset

Activity 1: Understand the data

The In Dataset Twitter.csv data contains a period of six months beginning from june 2010 till october 2020 has 21 Coloumns and 1173 records.

Fields include

* ID - person id
* Tweets. Individual tweets
* Date - Date of the tweets
* Impressions - impressions of the tweets
* Engagements - Tweets engagement
* Engagement Rate - Engagement ratio
* Retweets - people retweet or not

* Replier - Folks reply to the tweet
* liker - people like a tweet
* UPC - User profile clicks on a particular tweet.
* UC - User clicks.
* HC - Hashtag clicks on a particular tweet.
* DE - Details Expands.
* PL - permalink.
* App opens - people app opens
* App installs - apps install
* Follows - people follows a person's profits.
* Email tweet - Email tweet.
* Dail phone - particular tweet phone dial.
* Media views - people's views on a tweet
* Media Engagement - Total engagement on a tweet.

Activity 2: Import Dataset into Database and Connect Tableau Desktop to Database Server.

Explanation video Link:
https://drive.google.com/file/d/1dGqdoleXAJa3dwUnqlLipuoom9wAhSz1/view?usp=sharing.

Milestone 4: Data Visualization

Data Visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive and easier to interpret. By using visual elements such as charts, graphs and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

Activity 1:- Top 10 likes in social media
The data is stored by number of likes, with the most liked post at the top. The chart title is "Top 10 Likes in Social Media". The x-axis shows the social media post and the Y-axis shows the numbers of likes

Explanation video link:-
https://drive.google.com/file/d/1JRKURW8FOqKHbvgFOFahPgukOKRbxOFY/view?usp=sharing

Activity 2:- Month-wise media views and Links
The pie chart shows the month wise media views and likes for social media. The chart title is "media views links". Slice in the pie chart represent different social media metrics. Some of the metrics shown here are in the month

https://drive.google.com/file/d/1JRURW8FOqKbvgFOFahPgukOKRbxOFY/view?usp=sharing

Activity 3 :- Total Impression. media views - and like
The graph give the overall insights of the data of total impression. media views. and like.
Explanation Video link:-
https://drive.google.com/file/d/1HicaBQxsoKRF1I5IUKed THG2p19344o/view?usp-sharing.

Activity 4 :- Top 10 days of media views.
The Bubble chart show the Complete visualization of top 10 days media views in which day is have the highest media views

Activity 5 :- Day-wise replies.
The graph depicts the information about day wise replies where Highest replies received on july 10th and drastically it decreased on july 9th and again in the month of aug slightly decreased.
Explanation video link:-
https://drive.google.com/file/d/1HicaBQxsoKRF1I5IUKed TH62p19.344o/view?usp-sharing.

Activity 6 :- Top 10 Days Impression.

This graph depicts the information about top 10 days impression Compare to all days. day 10 has the highest impressions.

Explanation video link:

https//drive google.com/file/d/11yGnviqkbophnkq5XNB nG41UqfKY8Su/view ? usp- Sharing.

Activity 7 :- Day wise media views and likes.

Explanation video link :- https//drive google. com/file/d/1Hm8G CFXJrmY2275jqJg Teffn@ouun/view?usp-Sharing.

Activity 8 :- Day- wise Retweets and impressions

Line Chart depicts the information about individual day wise impressions and retweets from the result as usually day 10 has highest retweets and impressions.

Milestone 5 :- Dashboard.

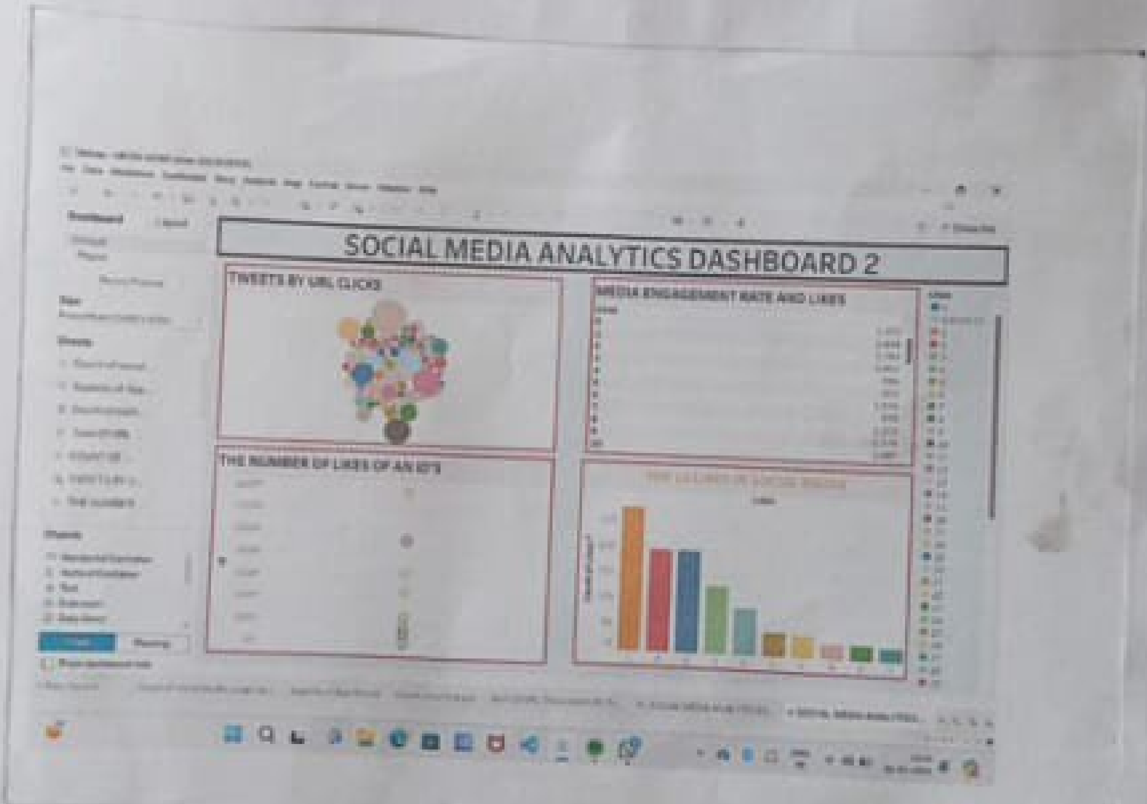
Dashboard can be defined as an information management tool that visually tracks. analyses and displays key performance indicators (KPI) metrics, as well as key data points

Activity 1 : Creating the Dashboard.

Once you have Created views on different sheets in Tableau. you Can pull them into a dashboard.

Explanation video link.

https://drive.google.com/file/d/1uca5jt5voadozyqN1sdtfv.PwTvhdoEa/view?usp-sharing.



Milestone 6 : Story

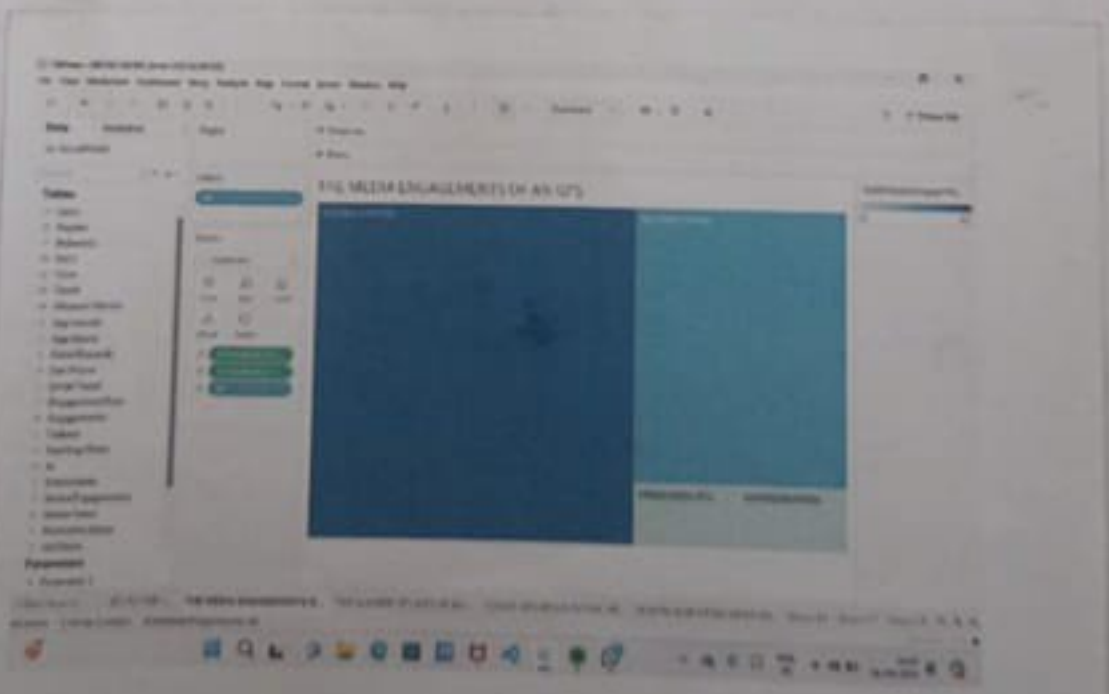
A data story is a way of presenting data and analysis in a narrative format. with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets

the stage and explains in a logical and systematic way and a conclusion that summarizes the key finding and highlights their implications. Data stories can be told using a variety of mediums such as report presentations. interactive visualizations and videos.

Activity 1 - Creating the story board.

Explanation vido link:

https://drive.google.com/file/d/1PdaIwwwofjgLiqCd5R xhUoUjj1Snc.3Na/view?usp-Sharing.

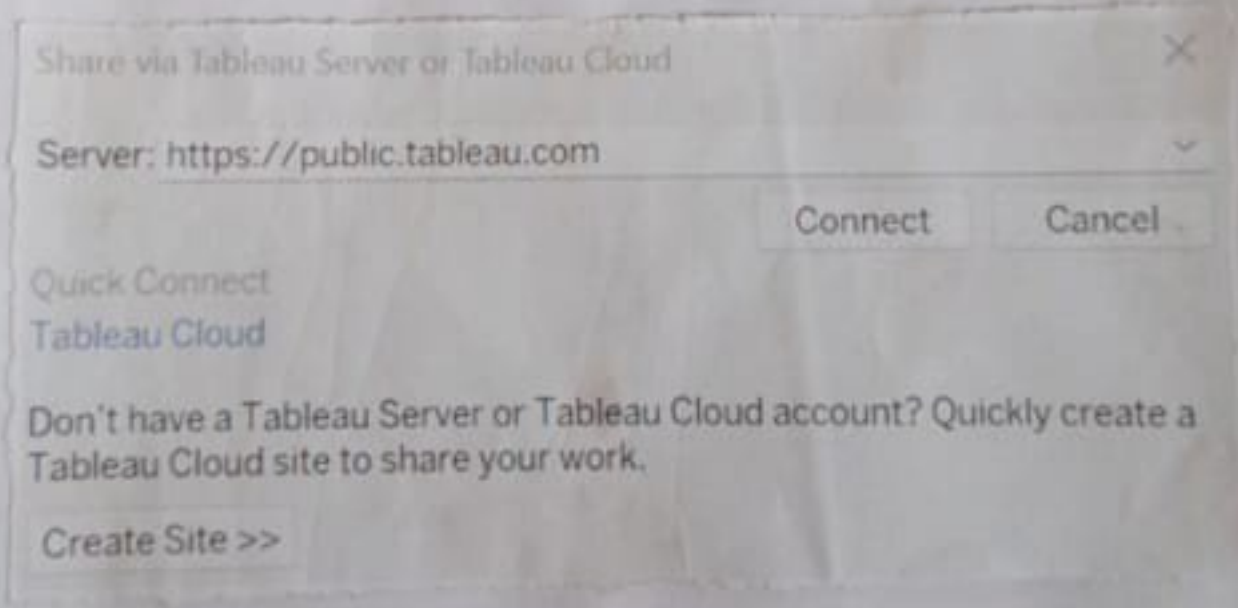


Milestone 7 : Publishing and web integration.

Publishing helps us to track and monitor key performance metrics, to communicate results and progress. help to a publisher stay information. make better decisions and communi-cate their performance to others.

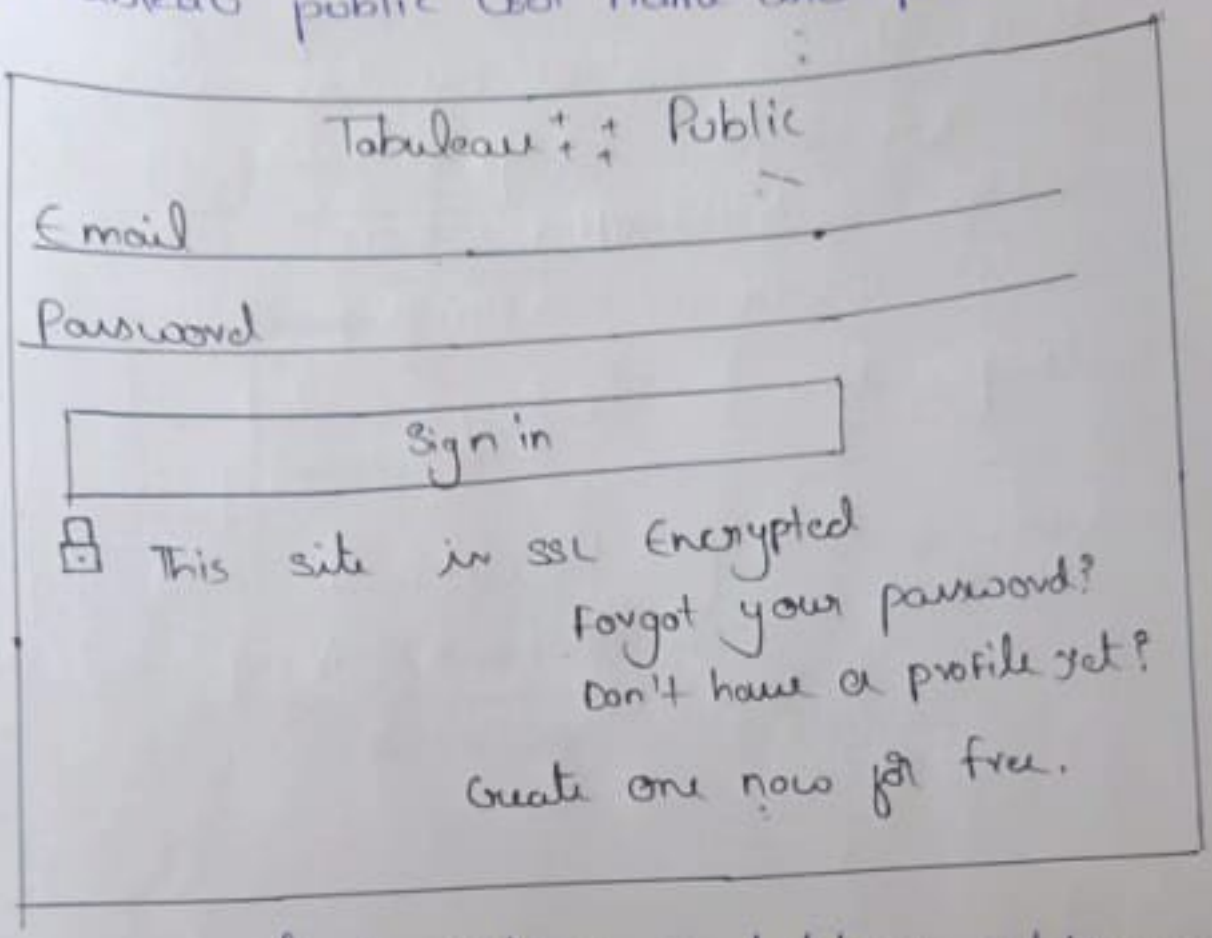
Activity 1 : Publishing dashboard and reports to tableau public.

Step 1 : Go to Dashboard / story click on share button on the top ribbon.



Give the Server address of you tableau public account and click on Connect.

Step 2:- Once you click on connect it will ask you for tableau public user name and password.

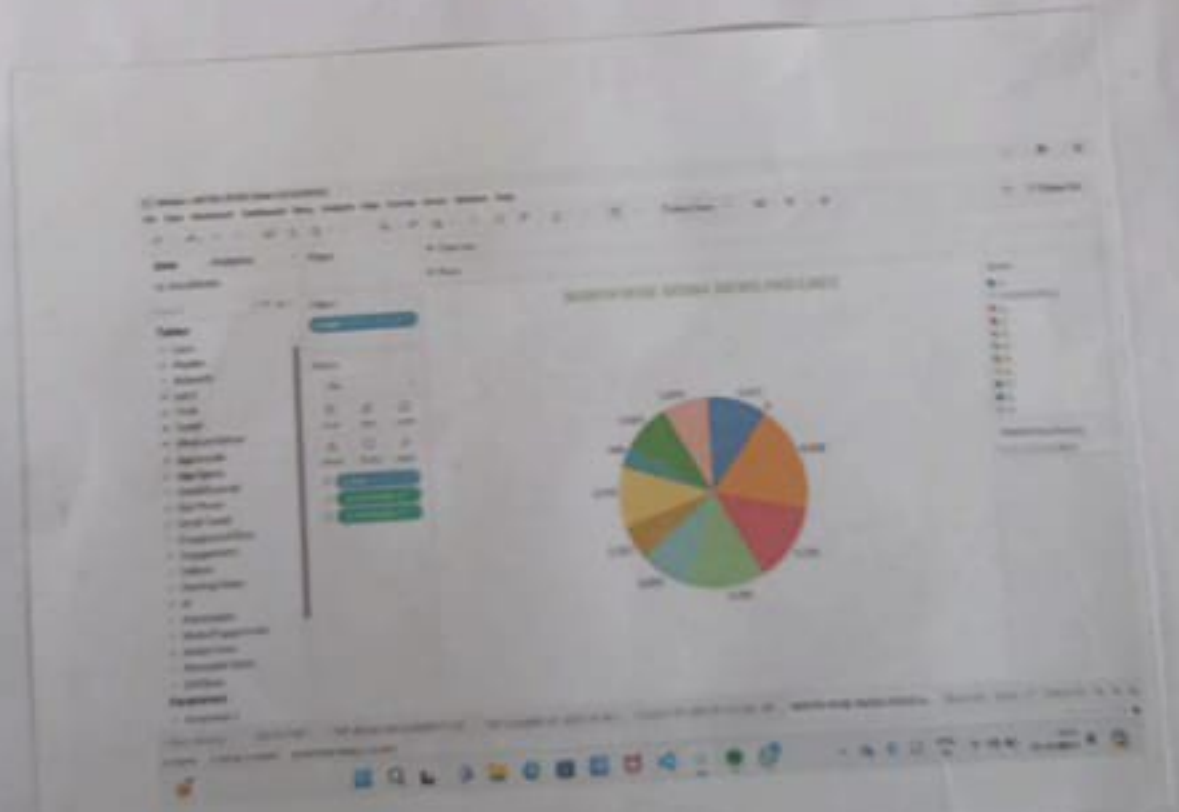


once you login into your tableau public using the Credentials. the particular visualization will be published into tableau public.

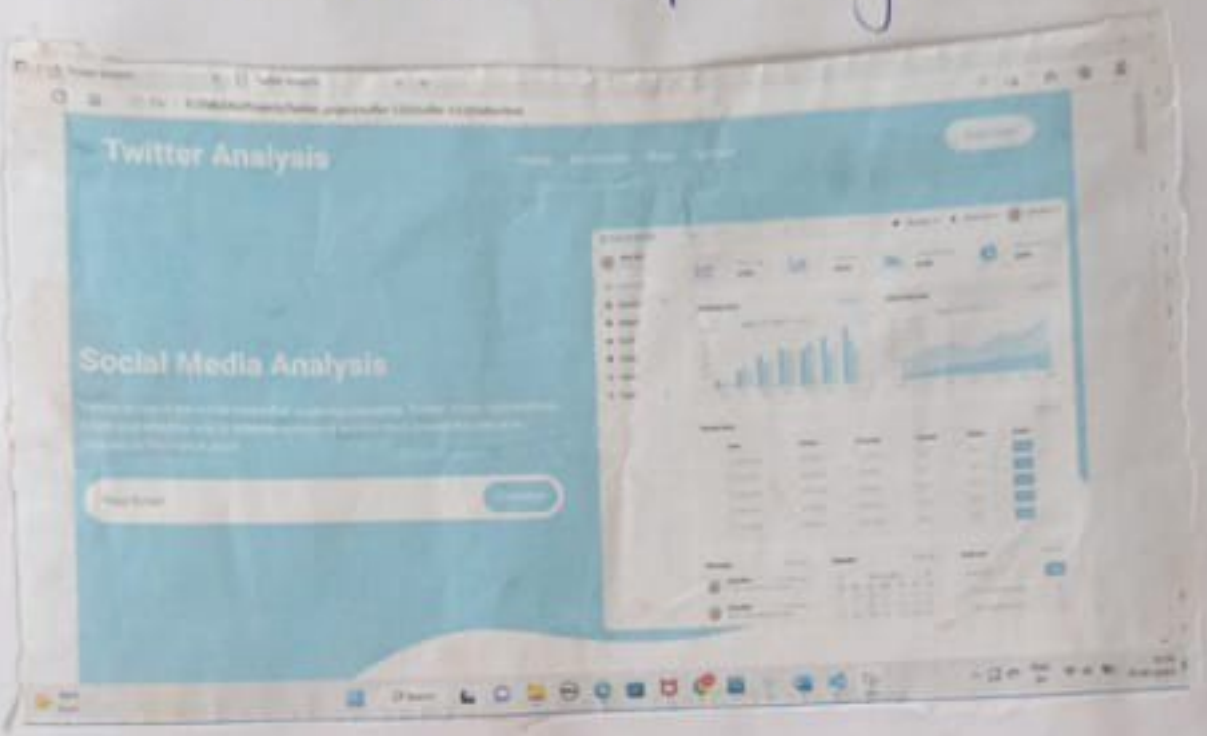
Note:- while publish the visualization to the public. respective sheet will get published where you click on share option.

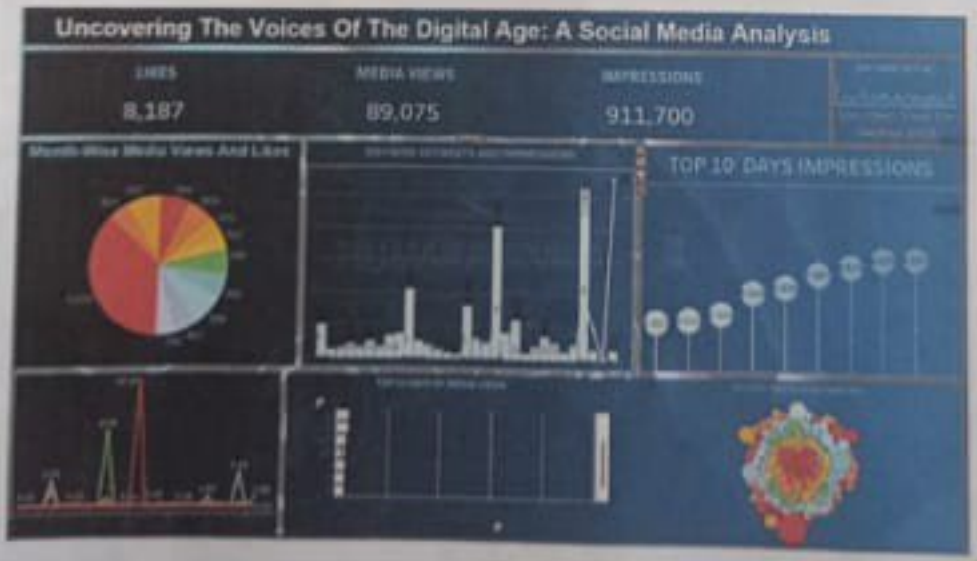
Activity 2:- Integrating with web with Embed Code.

explanation Video link:-



https://drive.google.com/file/d/1D3aaUBRGUbcPAuK4AZvheJH918smTLmN/view?usp=sharing.





Conclusion :-

* From the analysis and result section. most of the liker and replier received on 10th July as Compare to other months and lesser amount of like and replier received in August and June.

* on Aug average. if a person tweeted was highest viewed by people's in the month of July 10 it has 5126 views on a particular tweet whereas from 20 to 24 days has lesser views.

* There show how people responding on a particular tweet and they mostly do like. replier views and impression rather than hashtags. and clicks. follows etc. most of the people do not use hashtag in their tweets. Few peoples interested in using hash-tag in their tweets