**Facebook Graph Api**

Data analytics has widely emerged in the last decade. Professionals analyse data to get relevant results out of it. These results can be used to increase company product statistics & help them improve it. Among the huge data Social media data are most potent and game-changing for effective marketing research. Social media platforms offer a powerful opportunity to gain immediate access to the unfettered opinions of consumers. Many companies are aware of the value of using social media data to gain marketing insights. Among all the social media platforms, **Facebook** data plays a very important role in the market. Billions of people are connected with facebook. So after a product launch by a company the analysts can look out for the reactions by the people,their response,etc which will help them to analyse how good or bad their product is & where should they improve.

A number of excellent programs and services – some free and some commercial – have been developed for the analysis of social media data. Yet, the focus of the vast majority of these tools is to provide summary statistics of the data. But when it comes to facebook manually extracting data from such a huge sea isn’t possible. Here I can coin the term “**Facebook Graph Api**”. Facebook Graph Api is provided inorder to help analysts as well as regular people to analyse their activity & get data related to it from Facebook. This Api can be used as Http query, Php sdk, Javascript sdk, Android sdk, iOS sdk or Graph Api Explorer(https://developers.facebook.com/tools/explorer/).