A Project Report on

DISSECTING THE DIGITAL LANDSCAPE:

A comprehensive Analysis of social media.

by

Team Leader: SANDHYA KARUNAKAR (20AT1A0564)
Student 1 POTHULA INDHU (20AT1A0552)
Student 2 EDIGA HARSHITH GOUD (20AT1A0546)
Student 3 EDIGA KASI VISWANATH (20AT1A0501)

Under the Guidance of

MRS.M. JAYA SUNITHA, MTech

Associate Professor

DEPARTMENT OF COMPUTER SCIENCE ENGINEERING

G. PULLAIAH COLLEGE OF ENGINEERING AND TECHNOLOGY (Autonomous)

(Approved by AICTE | NAAC Accreditation with 'A' Grade | Accredited by NBA (ECE, CSE, EEE, CE) | Permanently Affiliated to JNTUA)

ABSTRACT

"Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media" is a meticulously researched and thorough research article that delves into the multifaceted realm of various social media platforms, with a primary focus on Twitter as an exemplar. This paper presents an in-depth examination of the history and evolutionary trajectory of social media, traversing the development from its inception to its current state, along with an exploration of the diverse demographics of social media users.

Drawing upon a diverse array of research studies, surveys, and authoritative data sources, the analysis encompasses a wide range of topics concerning social media. This includes an investigation into the profound impact of social media on communication and society, shedding light on the transformative influence it has had on interpersonal interactions, information dissemination, and cultural trends.

Moreover, the paper meticulously explores the role of social media in shaping the political landscape and driving activism, elucidating its potential for both positive and negative impacts on democratic processes and social movements. Additionally, it sheds light on the challenges and opportunities that social media presents to businesses and organizations, analyzing its implications for marketing, customer engagement, and brand reputation.

By providing a comprehensive and up-to-date understanding of the complex and dynamic world of social media, this research article aims to serve as a valuable resource for scholars, policymakers, and practitioners alike. It is designed to inform future research, influence policy decisions, and guide strategic practices in this rapidly evolving field. The paper serves as a definitive guide for individuals, organizations, and society as a whole to navigate the intricacies and possibilities offered by the ever-expanding digital landscape.

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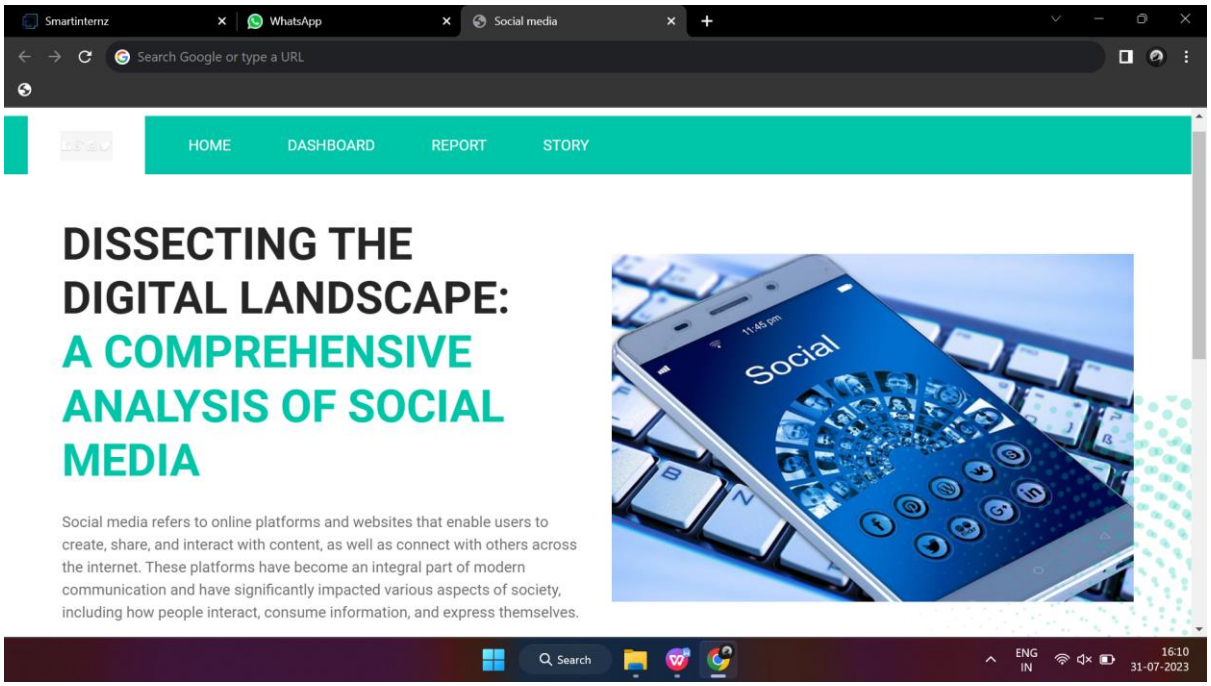
The database collected from IBM cogons about the **DISSECTING THE DIGITAL LANDSCAPE: A Comprehensive Analysis of social media.**

Web site :



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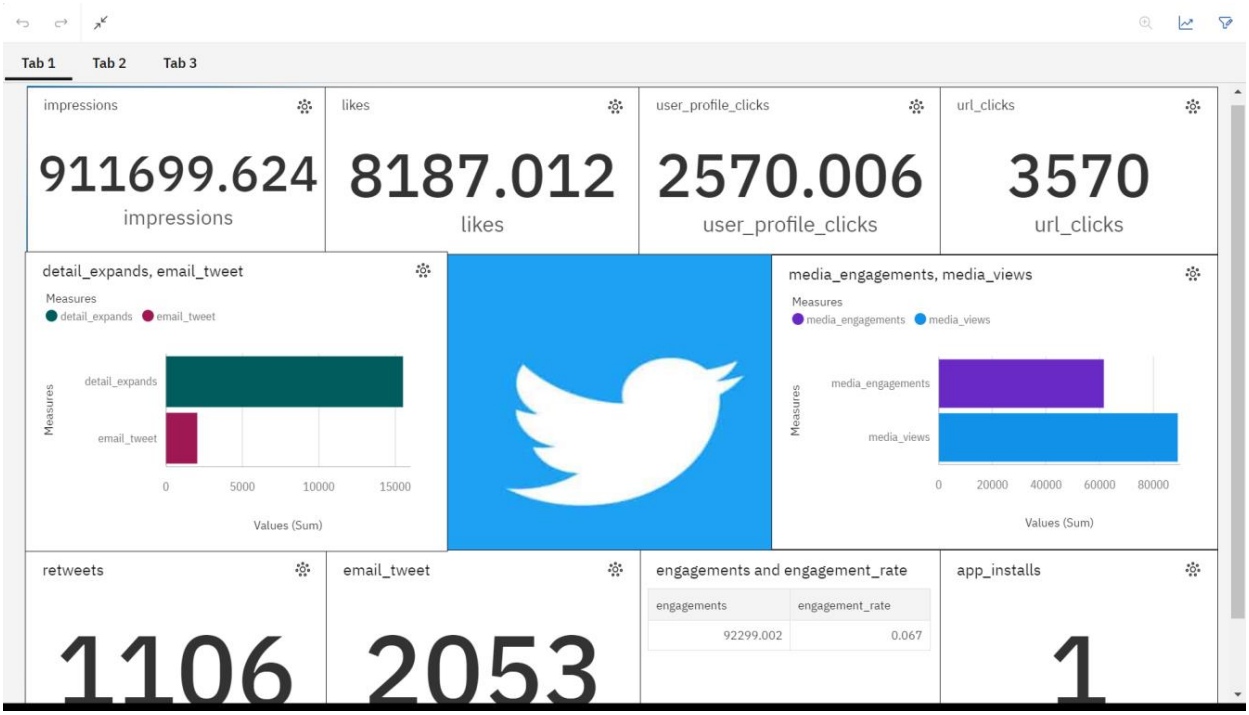

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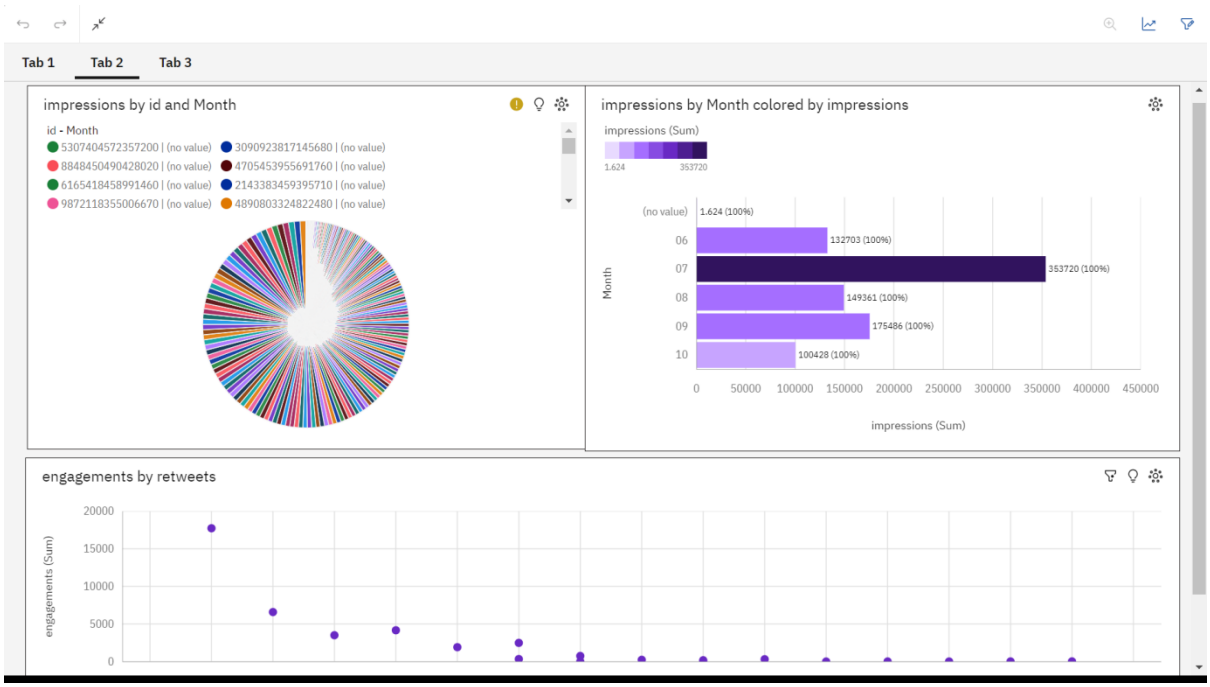
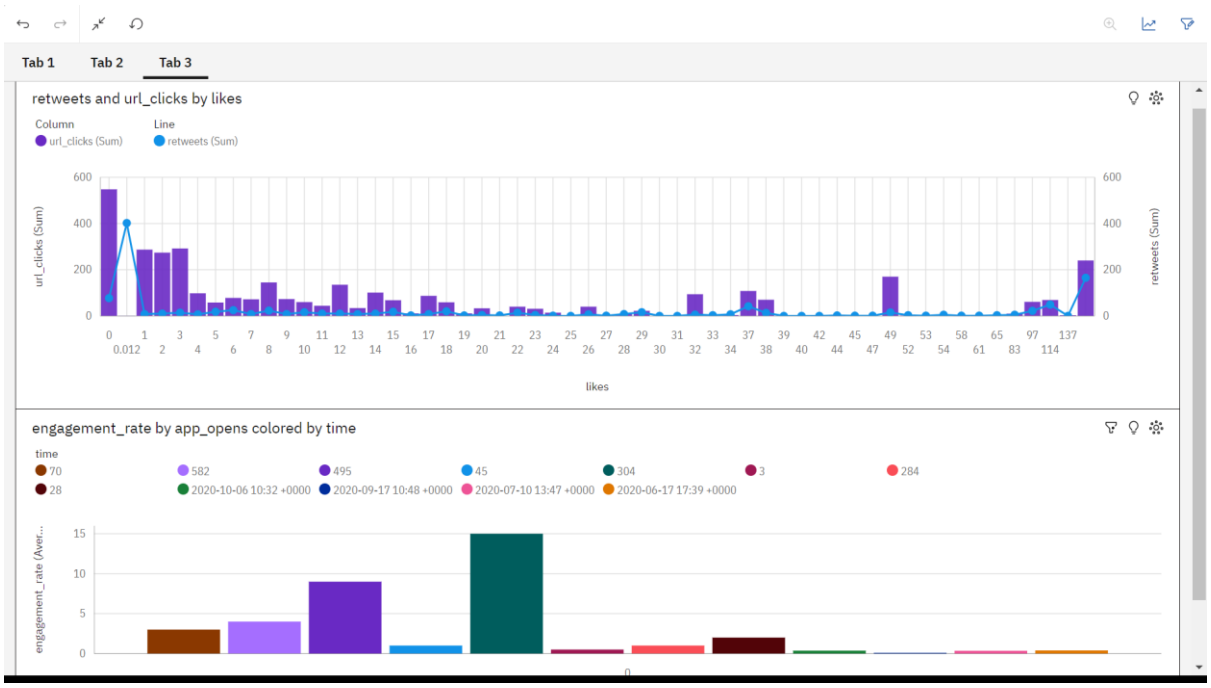


DashBoard 3


Tab 1
Tab 2
Tab 3
retweets and url_clicks by likes
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retweets (Sum)
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CHAPTER 1

INTRODUCTION

Social media platform provides a wealth of information about customer behavior, preferences, and interests. Without social media analysis, businesses may miss out on opportunities to better understand their target audience and make data-driven decisions. Social media data provides valuable insights for a better understanding of Customers, Improved Marketing Effectiveness, and Competitive Analysis. Product and Service Development. This project provides a detailed and in-depth analysis of various social media platforms, including Facebook, Instagram, Google, Twitter, Youtube, and LinkedIn.

The analysis covers a wide range of analysis about topics related to social media. Such as the history and evolution of social media, the demographics of social media in communication and society, and the challenges and opportunities of social media for businesses and organizations

What is social media?

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information, and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

What are the benefits of using social media?

Billions of people around the world use social media to share information and make connections. On a personal level, social media allows you to communicate with friends and family, learn new things, develop your interests, and be entertained. On a professional level, you can use social media to broaden your knowledge in a particular field and build your professional network by connecting with other professionals in your industry. At the company level, social media allows you to have a conversation with your audience, gain customer feedback, and elevate your brand.

CHAPTER 2

DEFINE PROBLEM/ PROBLEM UNDERSTANDING

2.1 Specify the business problem

The business problem addressed in "Dissecting the Digital Landscape: A Comprehensive Analysis of Social Media" is helping businesses understand and use social media effectively. This includes using platforms like Facebook, Twitter, Instagram, YouTube, and LinkedIn to reach and engage their target customers, improving brand awareness, and increasing sales. Additionally, the paper examines how social media impacts consumer behavior, customer support, and business reputation. It also covers challenges like handling negative publicity and navigating ethical and legal considerations. The research aims to provide businesses with valuable insights to optimize their social media strategies and achieve their goals in the dynamic digital landscape.

2.2 Business requirements

The business requirements for this project would likely include

Data collection: The first requirement is to collect data from Twitter that is relevant to the number of tweets, retweets, likes and shares.

Data cleaning and preparation: The collected data must be cleaned and processed to ensure it is suitable for analysis. This may involve removing irrelevant information, correcting inconsistencies and missing values, and transforming the data into a format that is compatible with the analysis tools.

Data analysis: The data must be analysed to uncover meaningful insights.This could involve using techniques such as descriptive statistics, regression analysis, and data visualization to gain a deeper understanding of the data.

Report creation: The insights and findings from the data analysis must be presented in a comprehensive report that includes visualizations and data tables. The report must be well organized and easy to understand, with clear and concise explanations of the results.

2.3 Literature Survey

A literature survey for a project titled "Tweet, Tweet, Retweet: Conversational Aspects of Retweeting on Twitter" , Social media has enabled conversations to occur asynchronously and beyond geographic constraints, but they are still typically bounded by a reasonably well defined group of participants in some sort

of shared social context. Network-driven genres (e.g., social network sites, microblogging) complicate this because people follow the conversations in the context of individuals, not topical threads. Yet, conversations still emerge between dyads and among groups.

Overall, the literature survey would provide a comprehensive overview of the current state of knowledge in the field of Social media and would provide a foundation for the analysis and report creation aspects of the project.

2.4 Social or Business Impact

Social Impact: The findings from this project could help people have a better understanding on Social media.

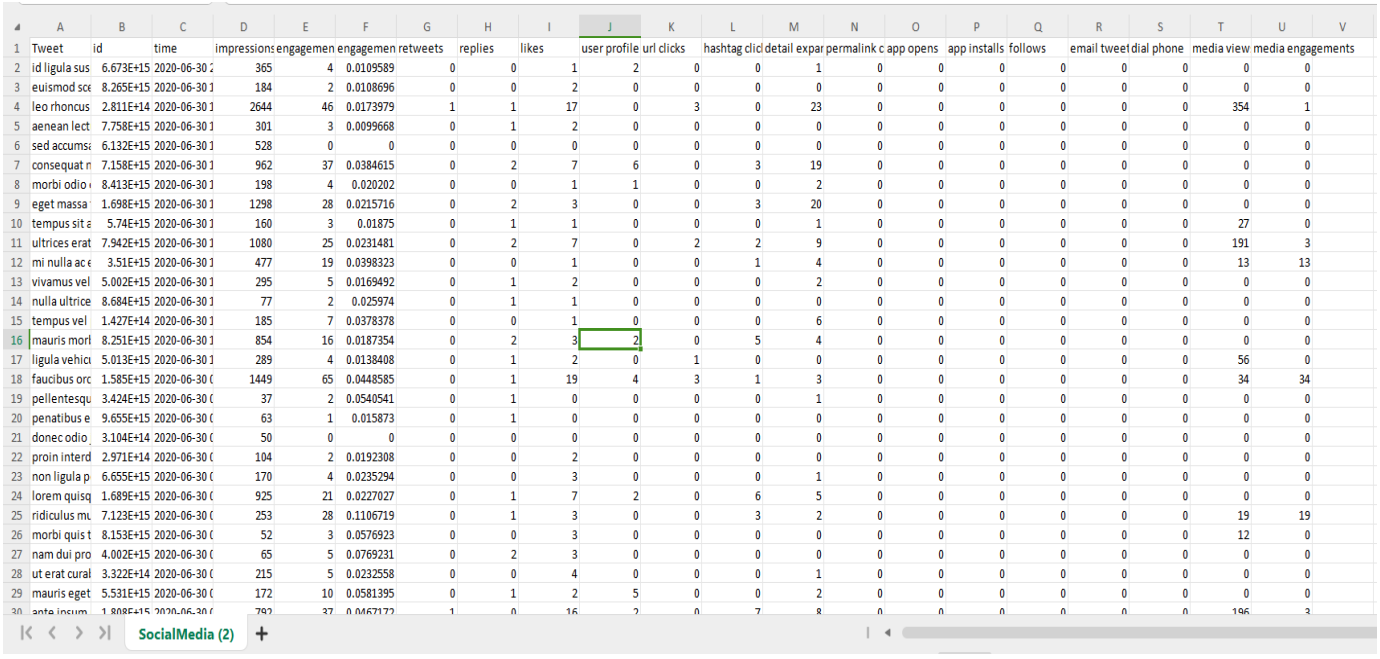
Business Model/Impact: Social media provides businesses with a platform to reach a wider audience and increase brand awareness through targeted advertising and content marketing.

CHAPTER 3

DATA COLLECTION & EXTRACTION FROM DATABASE

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, test hypotheses, and evaluate outcomes and generate insights from the data.

3. 1 **Collect the dataset**



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15	tempus vel	1.427E+14	2020-06-30 1	185	7	0.0378378	0	0	1	0	0	0	6	0	0	0	0	0	0	0	0	
16	mauris morl	8.251E+15	2020-06-30 1	854	16	0.0187354	0	2	3	2	0	5	4	0	0	0	0	0	0	0	0	
17	ligula vehicu	5.013E+15	2020-06-30 1	289	4	0.0138408	0	1	2	0	1	0	0	0	0	0	0	0	0	56	0	
18	faucibus orc	1.585E+15	2020-06-30 0	1449	65	0.0448585	0	1	19	4	3	1	3	0	0	0	0	0	0	34	34	
19	pellentesqu	3.424E+15	2020-06-30 0	37	2	0.0540541	0	1	0	0	0	0	1	0	0	0	0	0	0	0	0	
20	penatibus e	9.655E+15	2020-06-30 0	63	1	0.015873	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	
21	donec odio	3.104E+14	2020-06-30 0	50	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
22	proin interd	2.971E+14	2020-06-30 0	104	2	0.0192308	0	0	2	0	0	0	0	0	0	0	0	0	0	0	0	
23	non ligula p	6.655E+15	2020-06-30 0	170	4	0.0235294	0	0	3	0	0	0	1	0	0	0	0	0	0	0	0	
24	lorem quisq	1.689E+15	2020-06-30 0	925	21	0.0227027	0	1	7	2	0	6	5	0	0	0	0	0	0	0	0	
25	ridiculus mu	7.123E+15	2020-06-30 0	253	28	0.1106719	0	1	3	0	0	3	2	0	0	0	0	0	0	19	19	
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29	mauris eget	5.531E+15	2020-06-30 0	172	10	0.0581395	0	1	2	5	0	0	2	0	0	0	0	0	0	0	0	
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SocialMedia (2)

CHAPTER 4

DATA PREPARATION

4. 1 Prepare The Data For Visualization:

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into the performance and efficiency.

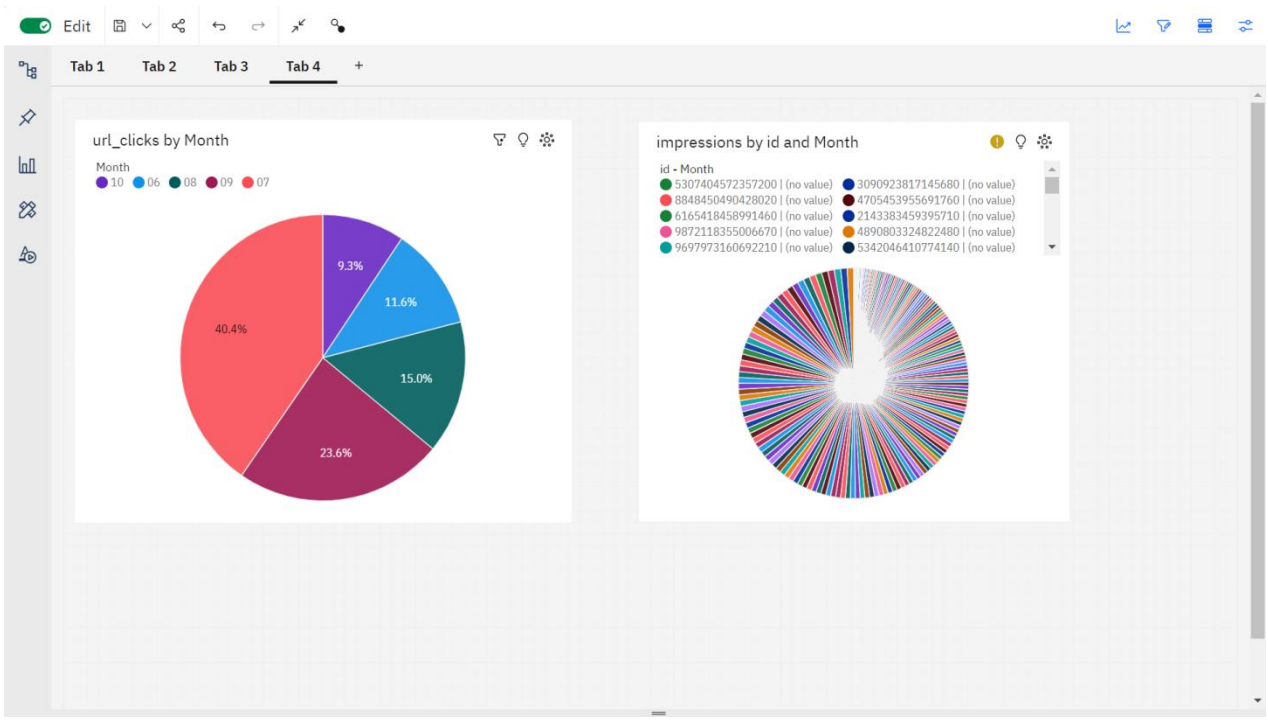
CHAPTER 5

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 are 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.

5.1 No of Unique Visualizations

The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyze Twitter data include bar charts, line charts, heat maps, scatter plots, pie charts, Maps etc. These visualizations can be used to compare performance, track changes over time, and show distribution, and relationships between variables.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Tab 1
Tab 2
Tab 3
Tab 4
url_clicks by Month
Month
10
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9.3%
11.6%
15.0%
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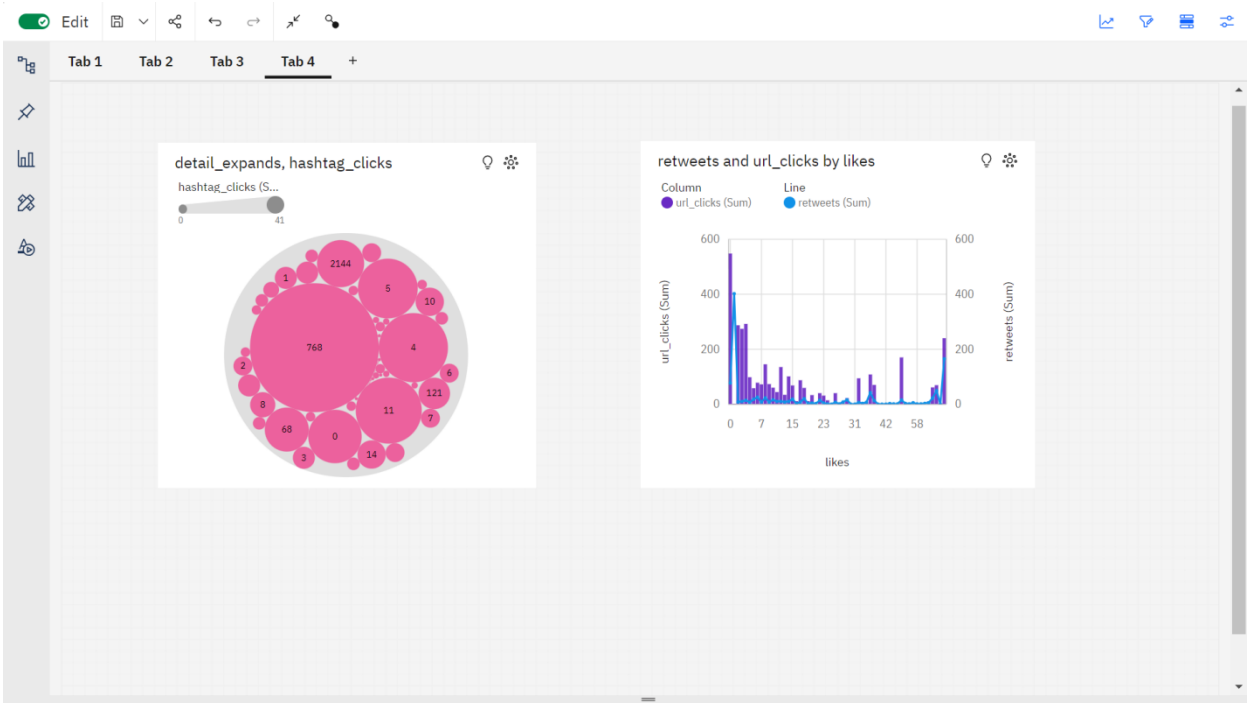
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retweets and url_clicks by likes
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url_clicks (Sum)
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600
400
200
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url_clicks (Sum)
retweets (Sum)
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7
15
23
31
42
58
likes

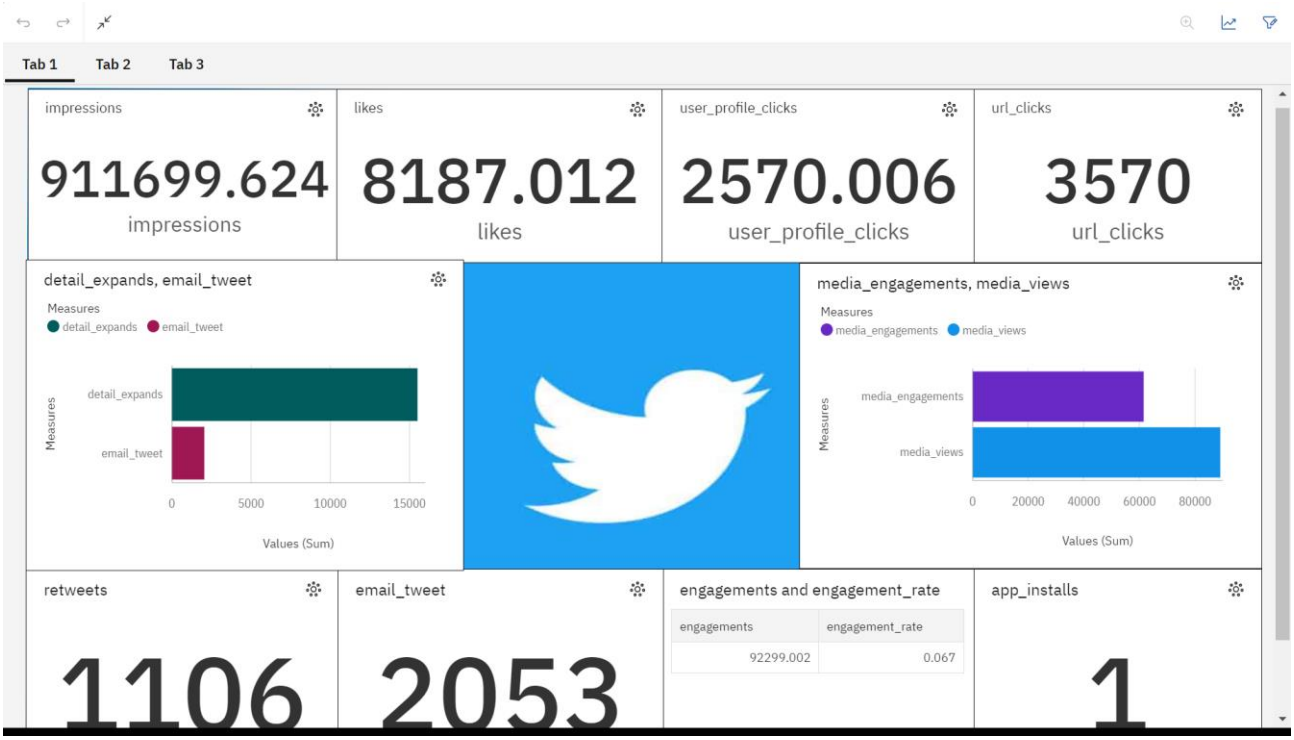
CHAPTER 6

DASHBOARD

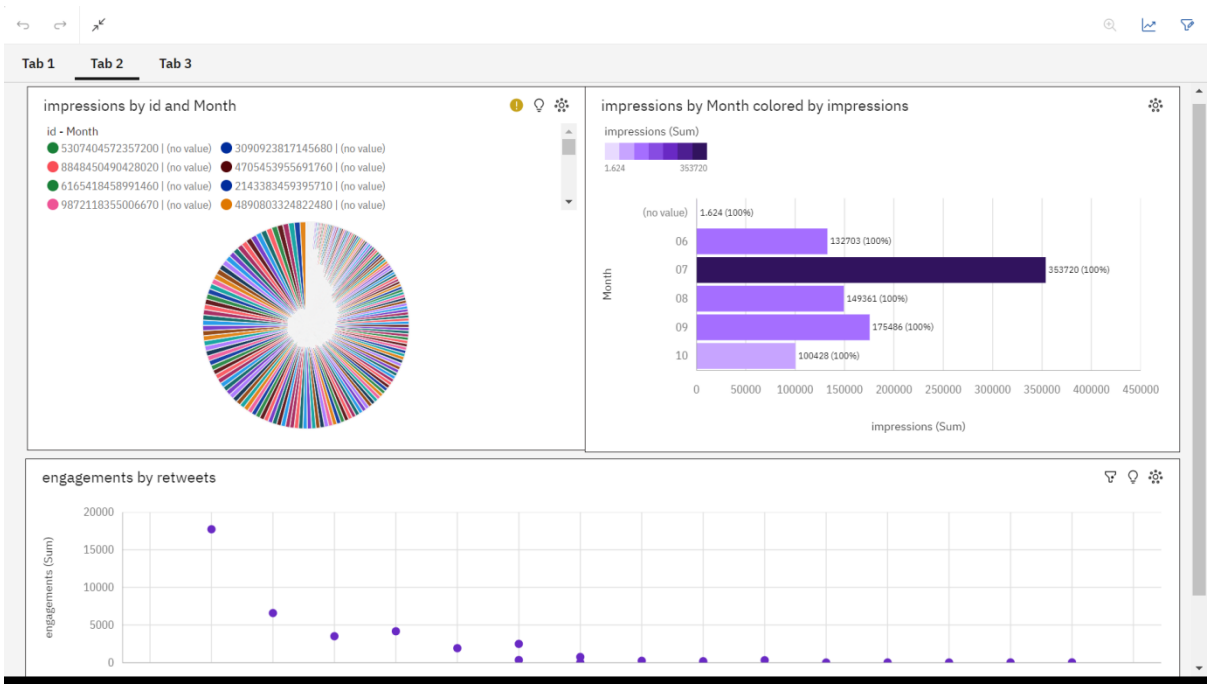
6.1 Responsive And Design Of Dashboard

The responsiveness and design of a dashboard for analyzing the factors important for Dissecting the Digital Landscape: A Comprehensive Analysis of Social media analyzes various engagement metrics such as likes, comments,
shares, and retweets to understand the level of engagement on different social media platforms. It analyzes social media trends and patterns to understand the changing preferences and interests of users.

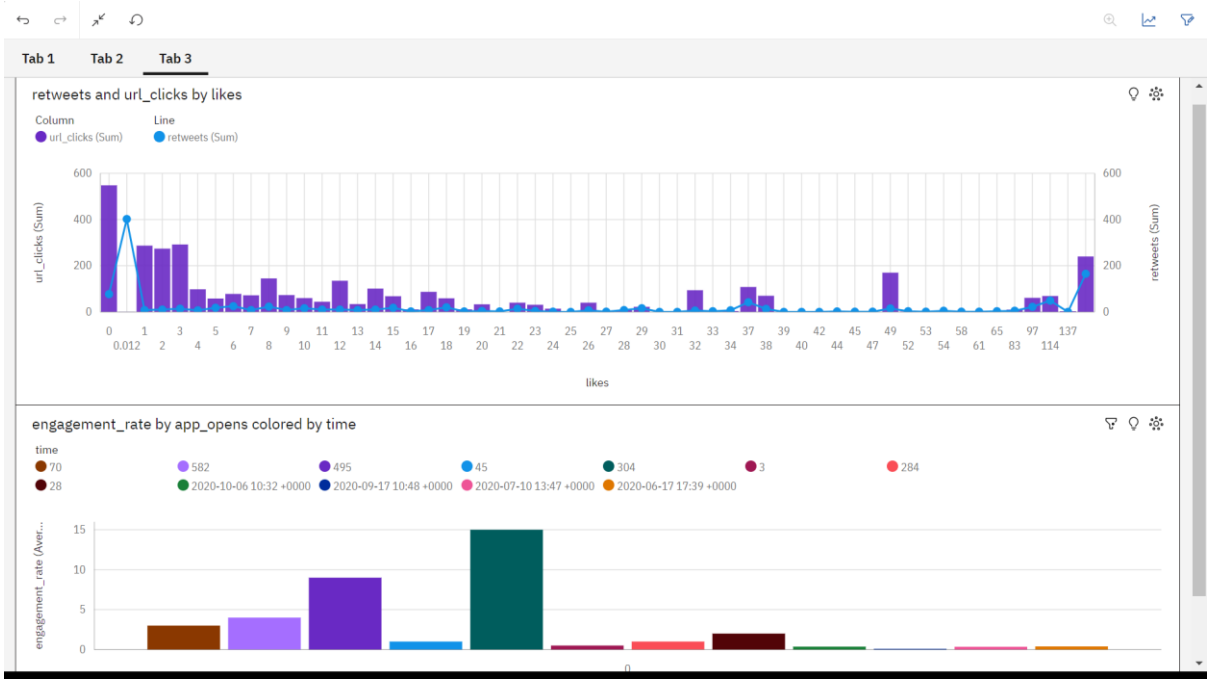
Dashboard1



Dashboard 2

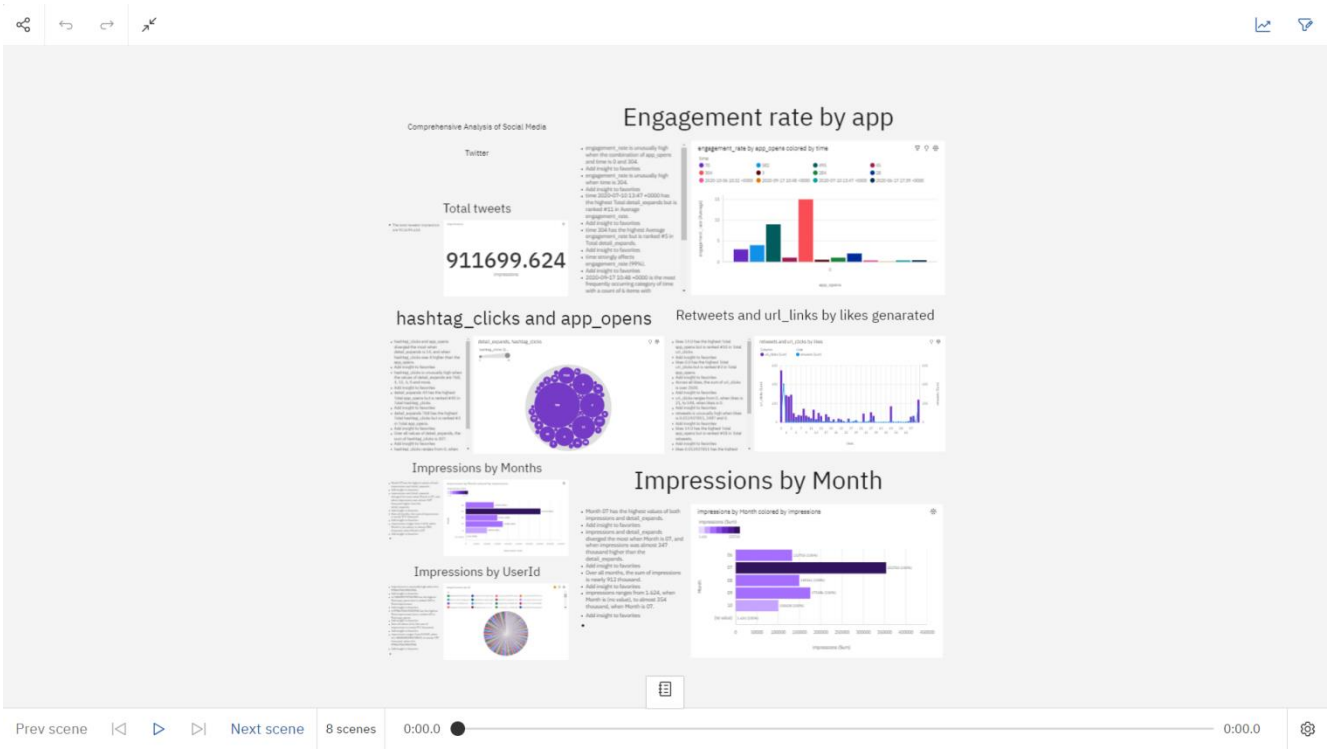


Dashboard 3



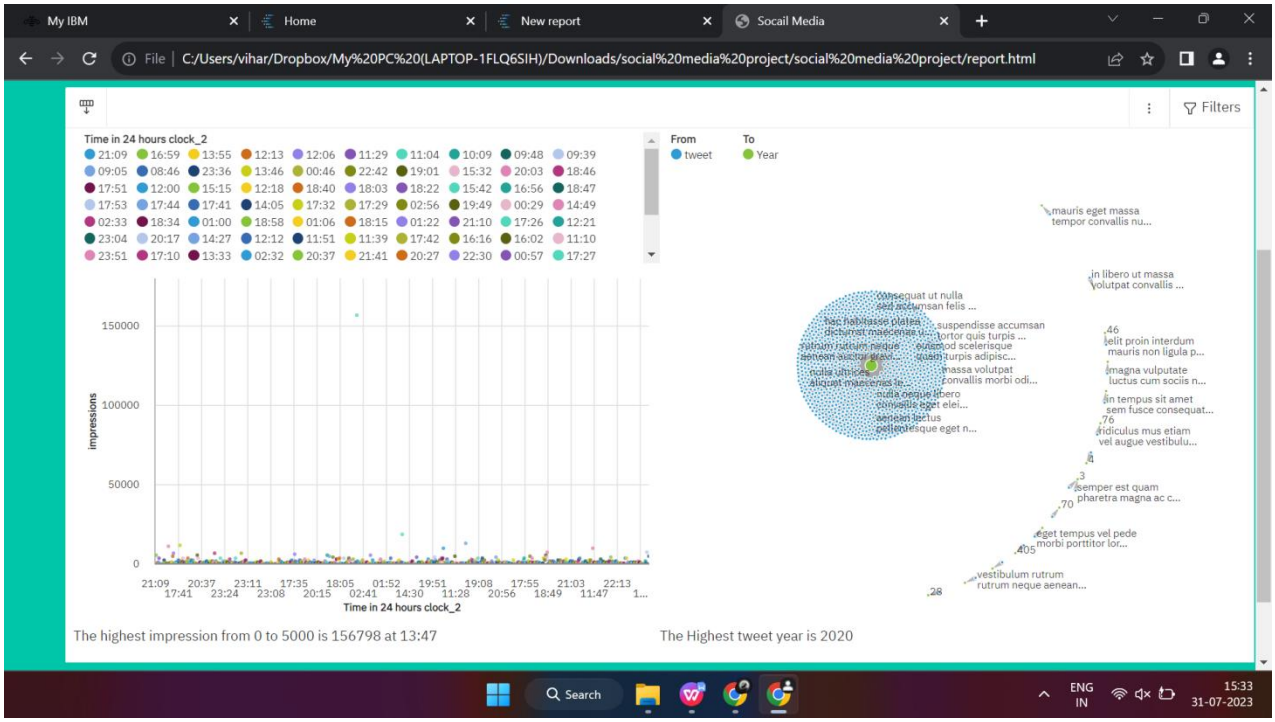
CHAPTER 7

STORY



CHAPTER 8

REPORT

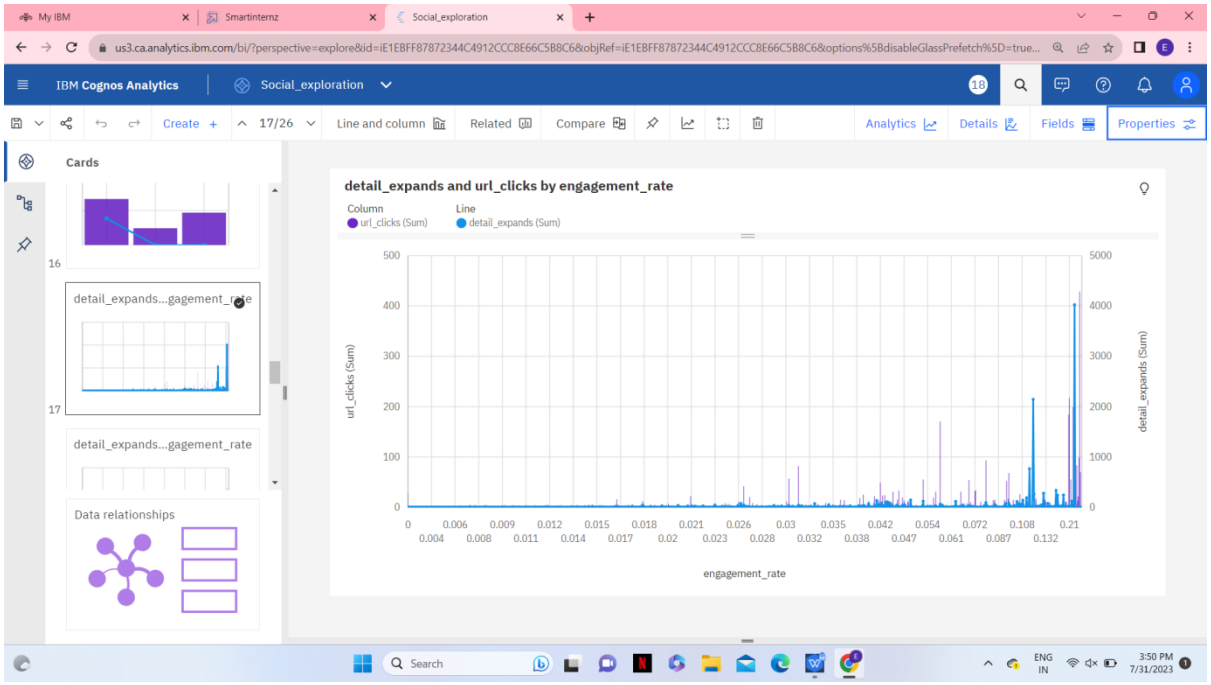


CHAPTER 9
PERFORMANCE TESTING

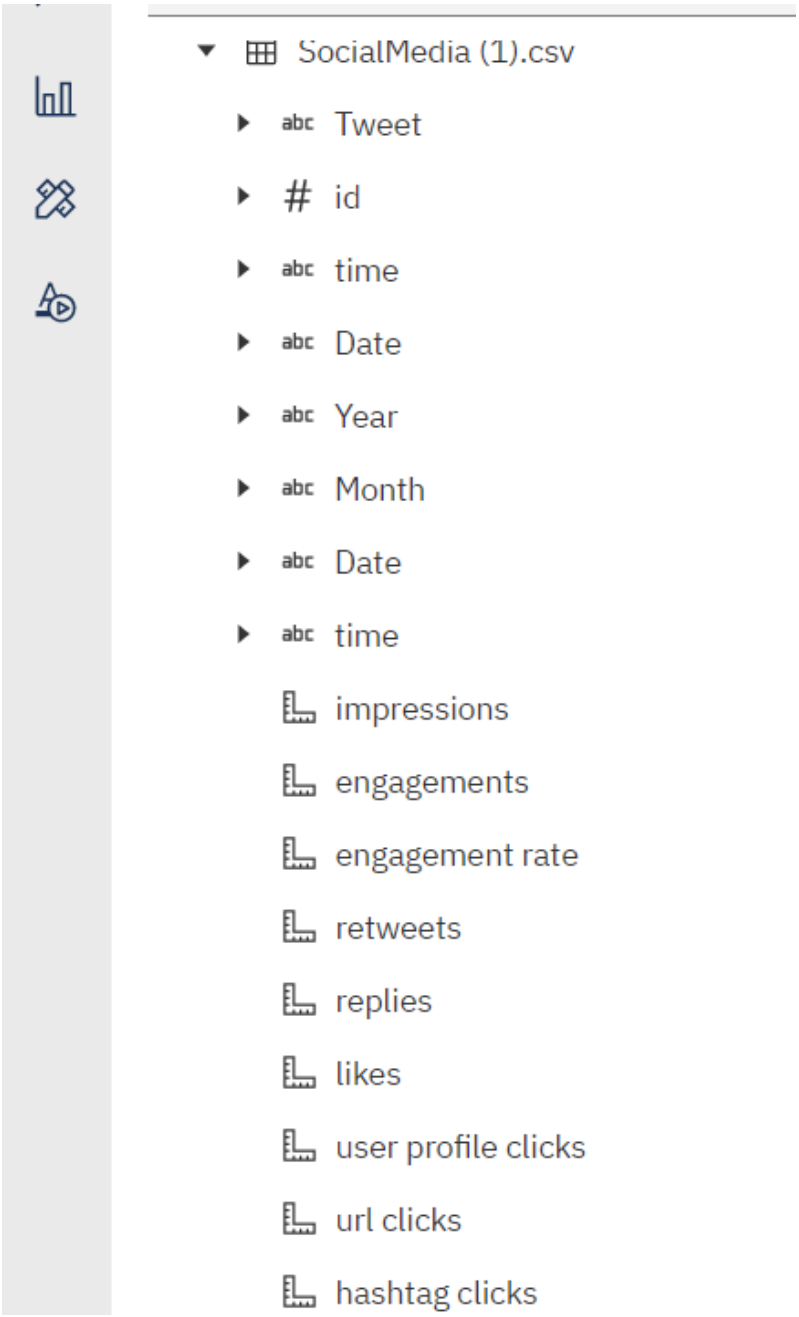
9.1 **Amount of Data Rendered To DB2**

The amount of data that is rendered to a database depends on the size of the dataset and the capacity of the database to store and retrieve data

9.2 **Utilization of Data Filters**



9.3 No Of Calculation Fields

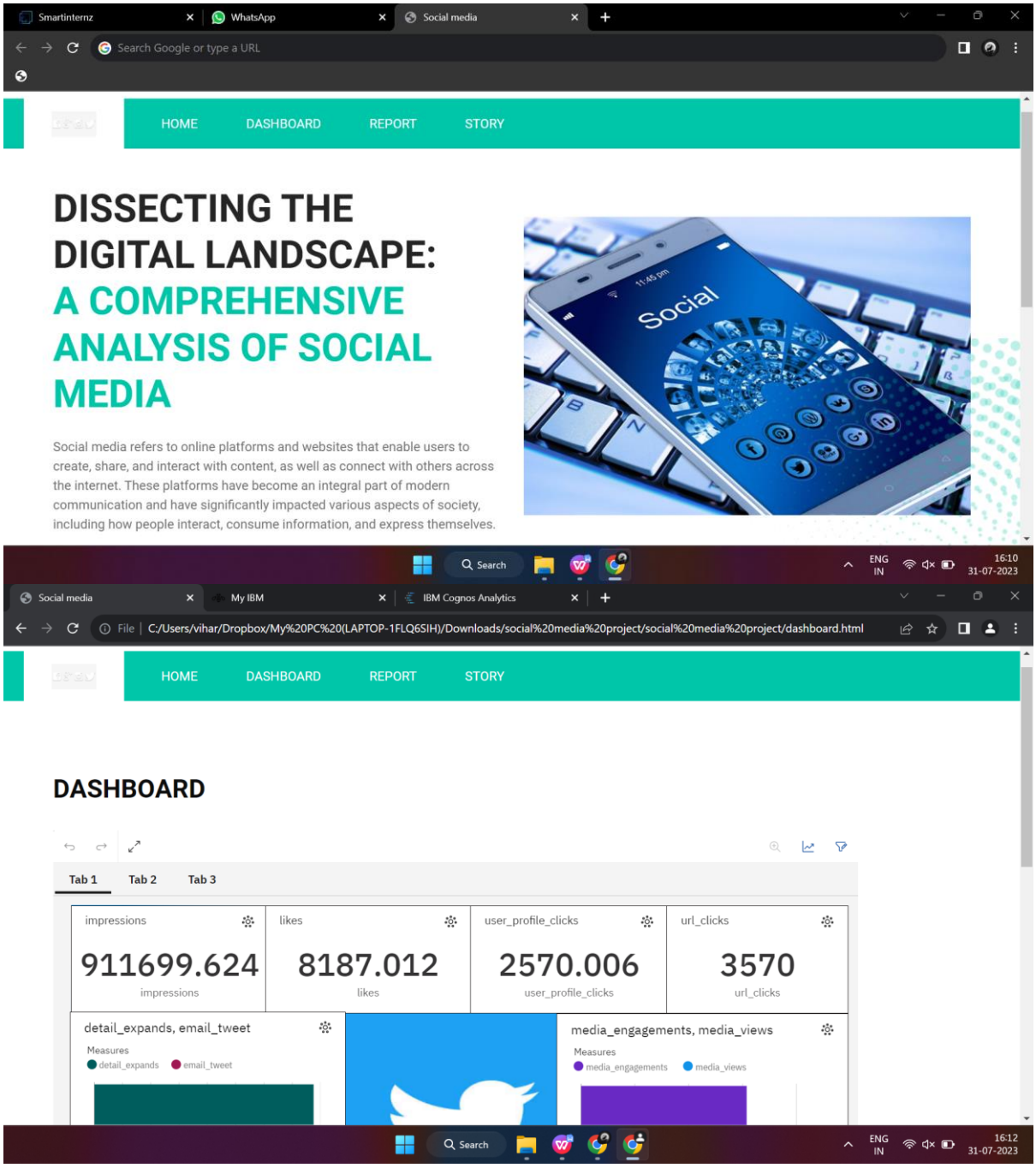


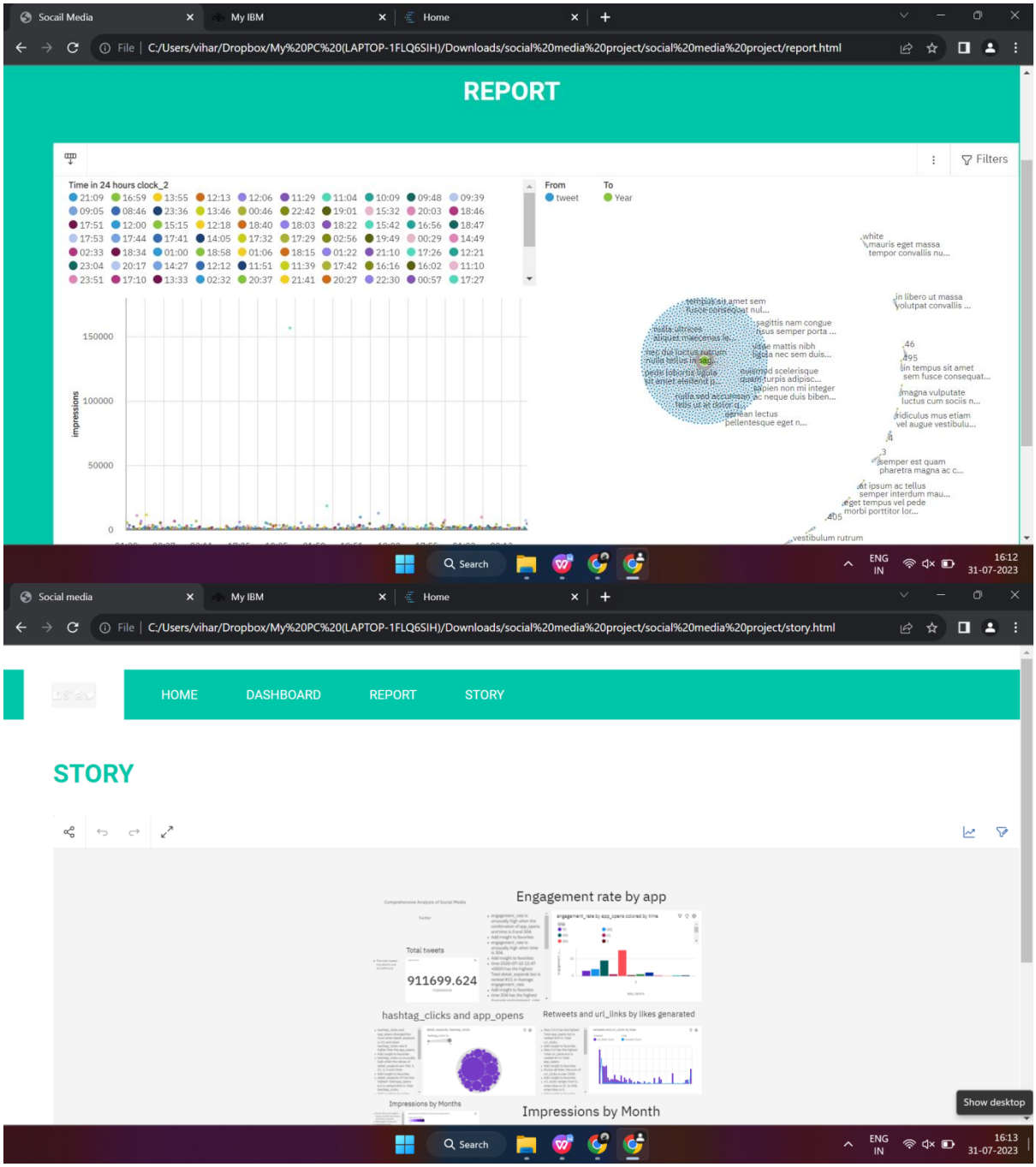
9.4 No Of Visualizations/ Graphs

- No.of URL clicks by month
- Data of media views, media engagements
- No.of impressions by month 4)Impressions by retweets
- Engagements by retweet in the year
- Describe detail expands through hashtag clicks
- a table of email tweets, retweets, and likes 8) No.of retweets
- The most Tweeted year?
- Highest impressions based on time

CHAPTER 10

10.1 Dashboard And Story Embed With UI With Flask

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HOME
DASHBOARD
REPORT
STORY
STORY
Engagement rate by app
Total tweets
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hashtag_clicks and app_opens
Retweets and url_links by likes genarated
Impressions by Months
Impressions by Month
Show desktop
Search
ENG
IN
16:13
31-07-2023

CHAPTER 11

PROJECT DEMONSTRATION & DOCUMENTATION

10.1 Record Explanation Video For Project End To End Solution

- **Demonstration link:**

ADVANTAGES

a. Understanding user behavior
b. Audience segmentation
c. Identifying trends
d. Competitive analysis
e. Brand reputation management
f. Influencer identification
g. Measuring campaign effectiveness

DIS ADVANTAGES

a. Information Overloaded
b. Privacy Concerns
c. Bias and misinterpretation
d. Rapidly evolving landscape
e. Incomplete data picture
f. Resources intensive & Ethical consideration

APPLICATIONS

Every web-based application that supports information publishing and sharing (text, video, audio, photo), the building of personal profiles, connecting to a community and searching within the community is considered as a social media application.

Applications / social media

1. Facebook. Let's start with the obvious choices. ...
2. Instagram. If you enjoy exploring captivating images and short, snappy video clips, then Instagram is undoubtedly the ideal social network for you. ...
3. Twitter. ...
4. LinkedIn. ...
5. Snapchat. ...
6. Tumblr. ...
7. Pinterest. ...

CHAPTER 12

CONCLUSIONS

CONCLUSION:

The project aims to help businesses understand and use social media effectively, improving brand awareness and increasing sales. It involves data collection, cleaning, and analysis to provide valuable insights. The literature survey supports the analysis. The social impact is enhancing people's understanding of social media, while the business impact lies in improved marketing strategies and customer engagement. Overall, the project strives to empower businesses with knowledge to succeed in the dynamic world of social media.