Academic Year: 2023-24   Semester: VIII
Class / Branch: BE Computer   Subject: Social Media Analytics Lab

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Date of performance: 28/02/2024
Date of Submission: 20/03/2024

Experiment No. 07

Aim: Develop a dashboard and reporting tool based on real-time social media data using Power BI.

Objective: Develop a Power BI dashboard and reporting tool to analyze real-time social media data alongside provided transactional data. Enable businesses to monitor brand sentiment, customer engagement, and trends, empowering data-driven decision-making for marketing strategies and customer relationship management.

Software used: Power BI.

Theory:
In this experiment, the objective is to develop a dashboard and reporting tool leveraging real-time social media data using Power BI. The dataset provided consists of fields including InvoiceNo, StockCode, Description, Quantity, InvoiceDate, UnitPrice, CustomerID, and Country. The integration of this dataset into Power BI presents an opportunity to derive actionable insights and visualize trends from social media interactions.

The dashboard and reporting tool will allow for the comprehensive analysis of social media data, enabling businesses to monitor brand sentiment, track customer engagement, and identify emerging trends. By integrating real-time social media data with transactional data from the provided dataset, Power BI offers a holistic view of customer behavior and preferences. Key components of the dashboard may include interactive visualizations such as bar charts, line graphs, and heat maps to showcase metrics like customer sentiment, popular products, and geographical distribution of customers. Additionally, Power BI's data modeling capabilities enable the creation of calculated measures and KPIs to measure the effectiveness of social media campaigns and marketing strategies.

Furthermore, Power BI's real-time streaming capabilities can be utilized to display live updates of social media metrics, providing stakeholders with timely insights for decision-making. Overall, the development of a dashboard and reporting tool in Power BI offers a scalable and intuitive solution for harnessing real-time social media data to drive business growth and enhance customer engagement strategies.

Developing a dashboard and reporting tool in Power BI for real-time social media data offers numerous advantages for businesses seeking to gain actionable insights and drive strategic decision-making. Firstly, Power BI provides a user-friendly interface with intuitive drag-and-drop functionality, allowing users to easily visualize and explore complex datasets without the need for extensive programming knowledge or expertise. This accessibility ensures that stakeholders across the organization can leverage the insights derived from social media data, promoting data-driven decision-making at all levels.
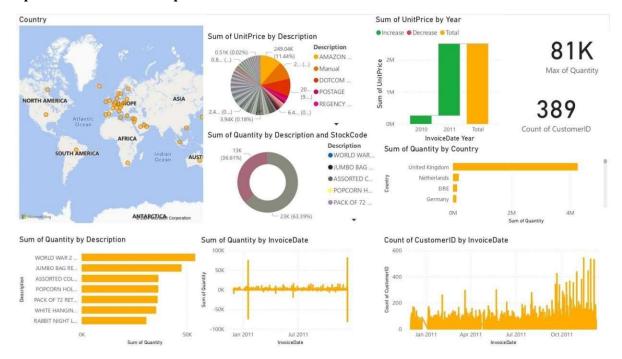
Secondly, Power BI offers robust data connectivity options, enabling seamless integration of diverse data sources including social media platforms, CRM systems, and transactional databases. This versatility allows businesses to consolidate data from multiple sources, providing a comprehensive view of customer interactions and behaviors. By combining real-time social media data with other relevant datasets, organizations can uncover correlations, trends, and patterns that drive business performance and customer engagement strategies.

Implementation and Output:

Conclusion:

In conclusion, harnessing Power BI for real-time social media data empowers businesses with accessible visualization, seamless data integration, and advanced analytics capabilities. This enables informed decision-making, comprehensive insights, and strategic planning. With its user-friendly interface, robust connectivity options, and security features, Power BI ensures that organizations can leverage social media data effectively while maintaining compliance and data integrity. By consolidating data sources, performing sophisticated analyses, and optimizing marketing strategies, businesses can drive growth, enhance customer engagement, and stay ahead in today's competitive landscape.