<u>SMART INTERNZ</u>

<u>Snapchat Ads Dashboard Visualizations Using IBM Cognos Analytics</u>

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1. Introduction :

In recent years there has been a growing public concern to the amount of personal data that social media sites collect. This data can benefit us as a consumer through targeted advertisement of products. However, it is important that the public are aware of biased ads that may target them.

    a. Overview :Users create multiple analysis graphs/charts.By using this analyzed chart creation of Dashboard is done.Saving and Visualizing the final dashboard is done in the IBM Cognos Analytics.
To accomplish this, we have to complete all the activities and tasks listed below

Working with the Dataset
➤ Understand the Dataset.
➤ Build a Data Module in Cognos Analytics.

    b. Purpose: There has been a growing public concern to the amount of personal data that social media sites collect. This data can benefit us as a consumer through targeted advertisement of products.The purpose of this project is to Know fundamental concepts and can work on IBM Cognos Analytics.Gain a broad understanding of plotting different

graphs.Able to create meaningful dashboards.

2. Literature Survey :

a. Existing problem:Snapchat has incredibly diverse features that can't find on any other platform.Things like augmented reality, fun and engaging filters, face swap and more.And all of these features can be capitalized on by advertisers looking to bring in sales or brand awareness.

Currently, Snapchat offers three different types of ad formats. Each ad format has multiple sub-formats as well, giving advertisers a few different choices and ways to hit multiple objectives. Snap Ads appeal to the widest range of advertisers. They come in three forms. Long-form video, website traffic, and app installs.

b. Proposed solution: The proposed solution makes it more effective by increasing the visualization by adapting different bargraphs and columns and makes it more understandable to the user.It gives a clear view of different countries and thier usage of ads.It makes it more easy for the users to view all the different variations on a single dashboard.

3. Theoretical Analysis:

We have user data which is used by the IBM cognos analytics for creating the dashboard and the create dashboard can be used by the user to do manipulations.

a. Block diagram :
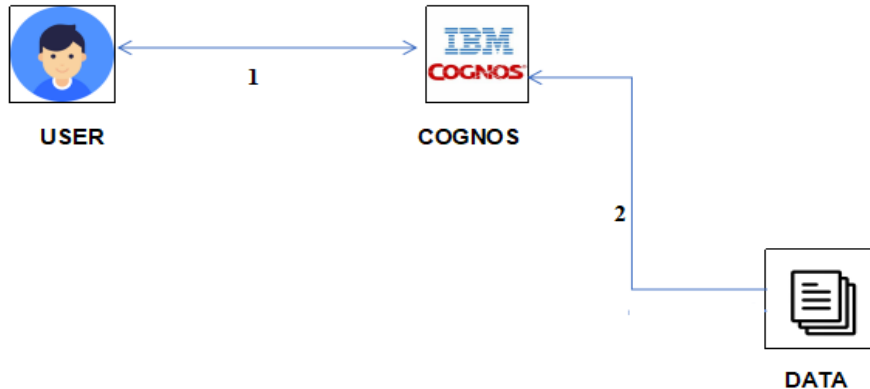
b.Software/Hardware designing :The software we used here is the IBM cognos analytics tool which is basically a data visualization tool .The IBM Cognos Analytics is an AI-fueled business intelligence platform that supports the entire analytics cycle, from discovery to implementation. Visualize, analyze and share actionable insights about your data with anyone in your organization.

The hardware required Is processor-I3 and RAM-1GB .

4.Experimental Investigations:

Target the Snapchat Generation based on their interests, behaviors, location, and more. Connect with the people who are driving new behaviors and values that are changing the world.

- On average, 280 million people use Snapchat every day.
- Snapchat reaches 75% of millennials and Gen Z.
- On average, Snapchatters spend over 30 minutes on Snapchat every day.

5. Flowchart :

Relationship among data sets
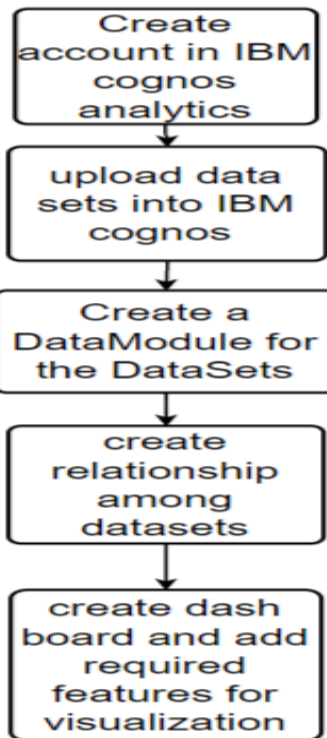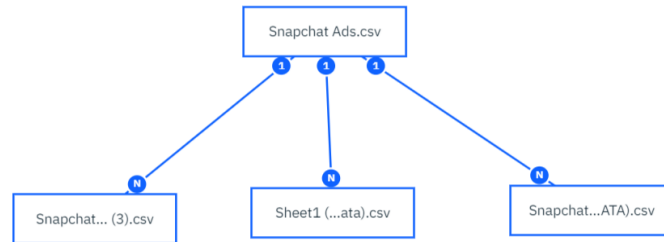
6. Result:

The Result will be a dashboard containing different visualizations of the data. Here in this Snapchat Ads data DashBoard we show

- Countries by ads
- Impressions
- Countries
- Money spend
- Number of records by age group.

7. Advantages & Disadvantages:

Advantages:

- The data visualizations are made easier by using different representations such as bar graphs,columns and summary.
- The changes can be easily visible and increases the understanding of the data changes.
- Using the right visualizations for the right data enhances readability.
- All the Data Manipulations Can be seen on a single dashboard.

Disadvantages:

- All the Data May not be visible on the dashboard only selected visualizations are made visible.
- If correct visualizations are not made it increases complexity and reduces readability.

8.Applications:

1. A dashboard can be useful to have an easy overview of data we have.It is also helpful I the following ways.

2. Data transparency

3. Easy Access to data

4. Better decision making

5. Accountability

6. Interactivity

7. Gamification .

9. Conclusion:

The snapchat ads dashboard is used to visualize different data features and their data manipulations. It gives a clear view of how the data changes happens for different aspects like the counties and people.It is an interactive dashboard which enables easy access to data and increases data transparency and accountability.

10. Future Scope :

The future scope of dashboard is in arrange way.Great more dashboards for different data are coming that enable the clarity on data and help for better decision-making based on changes in the data.
The more growth of data leads to more visualization and more dashboards.Dashboard visualization will become more and more useful for the future as data increases.

11. Bibliography:

https://www.cdata.com/kb/tech/snapchatads-odbc-cognos.rst.
https://forbusiness.snapchat.com/advertising

12. Appendix :

a. Source code:

- Creation Of IBM Cloud Account
- Create Cognos Analytics Account
- Understand The Dataset
- Build A Data Module In Cognos Analytics
  - Upload Files Into Cognos Analytics
  - Create A New Data Module
- Create A Cognos Analytics Dashboard
  - Create A Dashboard
  - Add visualizations to the dash board.
  - Include visualizations and Implement all the graphs at dashboard.

b. UI output Screenshot: