Final\_Project

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## Introduction:

   Social media is important arm of the current internet world. Social media not just provides content and entertainment but also has become a good socurce of income and popularity.

  With the datasets available from Kaggle, I will process the data to show which category has is trending per country.

## Problem statement addressed:

    To find a top successful categories of the social media handle per country.

## Approach:

1. Data Collection
2. Merging different datasets
3. Data Cleansing
4. Data plotting using following plots:
   * Scatter plot
   * Histogram

## How your approach addresses (fully or partially) the problem:

   I will be providing a prediction on which category should a person be starting a social media channel in a country of his liking depending on the data provided.

## Data (Minimum of 3 Datasets - but no requirement on number of fields or rows):

Below are the data sets used in the analysis (with column details and descriptions):

1. iso-country-codes.xls

* Alpha-2 code: 2 bytes ISO alpha country code
* Alpha-3 code: 3 bytes ISO alpha country code
* English short name lower case: Country name
* Numeric code ISO 3166-2: ISO numeric country code

1. top\_200\_instagrammers\_categories.csv

* Username: Name of the influencer’s account
* Main Category: Main topic of the page
* Main Video Category: Category of the reels and video

1. top\_200\_instagrammers\_details.csv

* Username: Name of the influencer’s account
* Channel name: Name of the Channel
* Country: Influencer’s country
* Url: Instagram Url

1. top\_200\_instagrammers\_likes\_followers\_Jul2022.csv

* Username: Name of the influencer’s account
* Likes: Total Likes count
* Likes Avg. : Average likes
* Posts: Total Posts
* Followers: Total number of the followers
* Boost Index: Boost index value
* Comments Avg.: Average comments number.
* Views Avg: Average Views.
* Avg. 1 Day: Average views perday
* Avg. 3 Day: Average views for 3 days
* Avg. 7 Day: Average views for 7 days
* Avg. 14 Day: Average views for 14 days
* Avg. 30 Day: Average views for 30 days
* Engagement Rate: Percentage of Engagement with users.
* Engagement Rate (60 Days): Percentage of Engagement with users for 60days

## Required Packages:

We require the below packages but not limited to:

1. ggplot2
2. readr
3. tidyr
4. dplyr

## Plots and Table Needs:

We need below plots:

- Scatter plot: To show the followers of each country handles  
- Histogram: To show the category wise followers and likes and sub-category wise followers and likes

We need the below tables:

- Output by category   
- Output by sub category  
- Output by country  
- Output by country and show top 2 categories  
- Output by country and show top 4 sub-categories

## Questions for future steps:

* How to show the data in the required output tables?
* Are the listed plots are enough or should we use any other plot?