

**LONG TERM
INTERNSHIP**

DATA ANALYTICS

**UNCOVERING THE
VOICES OF DIGITAL
AGE: SOCIAL MEDIA
ANALYSIS**

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UNCOVERING THE VOICES OF THE DIGITAL AGE:

A SOCIAL MEDIA ANALYSIS

INTRODUCTION:

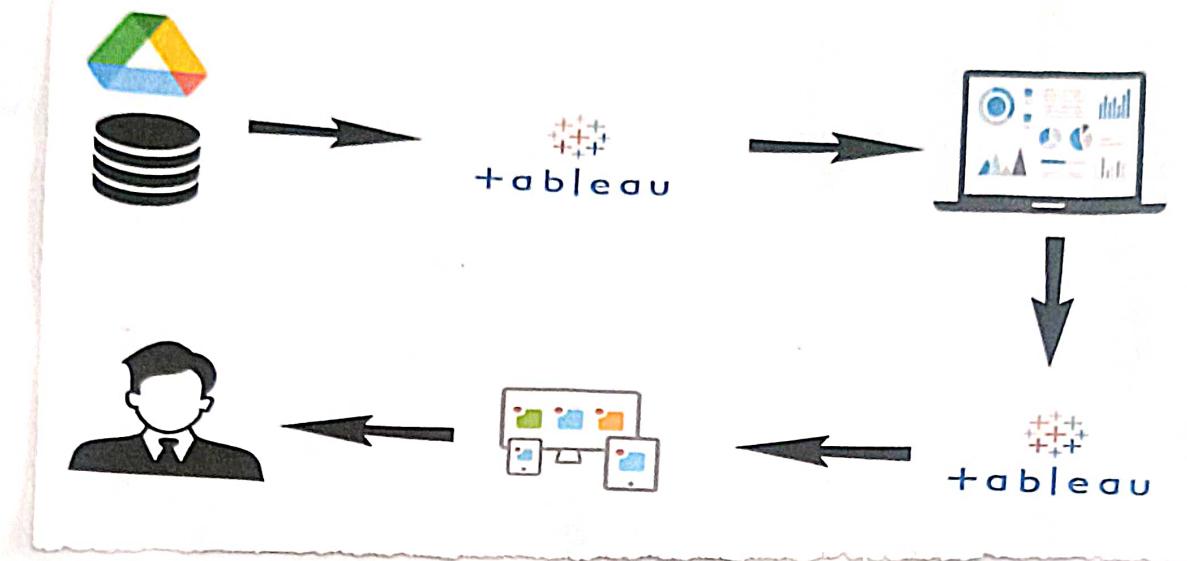
Now-a-days the age of the internet has changed the way people express their views and opinions. It is now mainly done through blog posts, online forums, Product review websites, social media, etc.

In the modern world, millions of people are using social network sites like Facebook, Twitter, Instagram, etc to express their emotions, and opinions and share views about their lives. Social media is generating a large volume of data in the form of Tweets, blog posts, comments, reviews etc.

Problem Statement :

Analyzing the performance of the social media data (Twitter) data. This data set contains, huge volumes of opinion texts in the form of tweets, likes, expressions, re-tweets, media views, etc.

Technical Architecture



Pre-Requisites :

For Completing this Project these are some of the Pre-requisites needed

- A System with minimum 4GB RAM and 256GB Hard Disk.
- Good Internet Connection
- Google Drive / Any of the Database Server with management Studio
- MySQL :

<https://www.youtube.com/watch?v=2C2fUogZMmY>

- Tableau Desktop :

<https://www.youtube.com/watch?v=b3PWyyrHQ08>

- Tableau Public Account :

<https://public.tableau.com/app/discover>

HTML, CSS or Bootstrap

Prerequisites - Knowledge :

To complete this project, one must understand the below concepts and able to work with the tools.

- Data visualization :

<https://www.youtube.com/watch?v=5gpnZVMSTzs>

- uni-variate, bi-variate and multi-variate Analysis :

<https://www.youtube.com/watch?v=TGIBGRIMjP3c>

- Chart Types :-

<https://www.youtube.com/watch?v=csXmVBwBcd0>

- Tableau :

<https://www.youtube.com/watch?v=atHa0lVRooSo>

- Business Intelligence :

<https://www.youtube.com/watch?v=Hg8ZBj1DhLQ>

Project Objectives :

By the end of this Project, you will :

- Able to Connect Tableau with different data sources.
- Know fundamental Concepts and techniques used for Data visualization.
- Gain a broad understanding about data and different types of charts .
- Have knowledge on developing visualization Dashboards and Story .

- Able to integrate the developed dashboard and story with the web application.

Project Flow :

To accomplish this, we have to complete all the activities listed below,

- Data Collection
 - Collect the dataset or create the dataset
- Database / spread sheet Connection
 - Collect data will be stored into the database or upload into google drive.
 - Connect the tableau desktop with google drive option or required database under Connectors.
- Visualizing and analysing data
 - Understand the data and the Business questions.
 - Based on the Business questions try to develop the visualizations.
 - Develop the Dashboard
 - Develop the Story board
- Publishing to the Tableau Public
 - Developed visualizations, Dashboard and Story will be Published to Tableau Public Account.
 - Once it is Published, we will get the shareable links.

- Web Application Integration
- Develop a web application using HTML, CSS or using Bootstrap.
- Integrate the visualizations, Dashboard and Story with the web Application.

Milestone 1 : Data Collection

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 hypothesis, and evaluate outcomes and generate insights from the data.

Activity 1 : Downloading the dataset

Please use the link to download the dataset :

<https://drive.google.com/file/d/1epqjLC952SG3GV5FYZYp6IUXvnINexBc/view?usp=sharing>

Milestone 2 : Working with Dataset

Activity 1 : Understand the data

The In Dataset Twitter.csv data contains a period of six months beginning from June 2020 till October 2020, has 21 columns and 1173 records.

Fields include

- ID - Person id
- Tweets - Individual tweets
- Date - Date of the tweets

- Impressions - impressions of the tweets
- Engagements - Tweets Engagement
- Engagements Rate - Engagement ratio
- Retweets - People retweet or not
- Replies - Folks replay to the tweet
- likes - People like a tweet
- UPC - User Profile clicks on a Particular tweet
- UC - User clicks
- HC - Hashtag clicks on a Particular tweet
- DE - Details Expands
- PI - Permalink
- APP opens - People app opens
- APP installs - apps install
- Follows - People follows a Person's Profile
- Email tweet - Email tweet
- Dail Phone - Particular tweet Phone dail
- media views - People's views on a tweet
- media engagements - Total Engagement on a tweet

Activity 2 : Import Data set into Database and Connect

Tableau Desktop to Database Server :

Explanation video link :

<https://drive.google.com/file/d/1d6qdoteXAJa3dwUMeq1LiPvwom9WAhsz/view?usp=sharing>

Milestone 4 : 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 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 .

Activity 1 : Month - wise media views and links

The Pie chart depicts the information about month - wise media views and likes in july month has the highest likes and media views as compared to other months .

Explanation video link :

<https://drive.google.com/file/d/1JRKURW8fogKHbv9FoFahPgUK0KRbx0Fy/view?usp=sharing>

Activity 2 : Day - wise Engagement Ratio

The graph illustrates the information about day wise engagement ratio , from the result october 30 has the highest engagement ratio .

Explanation video link :

<https://drive.google.com/file/d/1HM816EFXL-YmY227SjgjjgT0ffnaQouTA/view?usp=sharing>

Activity 3: Total Impressions, media views, and likes

The graph give the overall insights of the data of Total impression, media views, and likes.

Explanation video link :

<https://drive.google.com/file/d/1HicaBQxsUKRFI15iUKcdTH6zPIq344o/view?usp=Sharing>

Activity 4: Top 10 days of media views

The bubble chart Show the complete visualization of top 10 days media views, in which day 10 has the highest media views.

Explanation video link :

<https://drive.google.com/file/d/1JRkURw8fogKHBWvgF0FahpgUKOKRBXQFy/view?usp=Sharing>

Activity 5: Day - wise replies

The graph depicts the information about day wise replies, where highest replies received on July 10th and drastically it decreased on July 9th and again in the month of aug slightly decreased.

Explanation video link :

<https://drive.google.com/file/d/1HicaBQxsUKRFI15iUKcdTH6zPIq344o/view?usp=Sharing>

Activity 6: TOP 10 days Impressions

This graph depicts the information about top 10 days impression compare to all days, day 10 has the highest impressions.

Explanation video link :

<https://drive.google.com/file/d/1tyGinvqKdOPhAK95XNBN64tUvFKY850/view?usp=Sharing>

Activity 7: Day-wise media views and likes

Explanation video link :

<https://drive.google.com/file/d/1Hm816EFxJ-YmY2z7sig3gTOFFnaDNuA/view?usp=Sharing>

Activity 8 : Day-wise Retweets and impressions

Line chart depicts the information about individual day wise impressions and retweets , from the result as usual day 10 has highest retweets and impressions.

Explanation Video link :

<https://drive.google.com/file/d/1LTURyRMc7RjnSwDBZ92q9Njxv5TyNxFI/view?usp=Sharing>

Milestone 5 : Dashboard

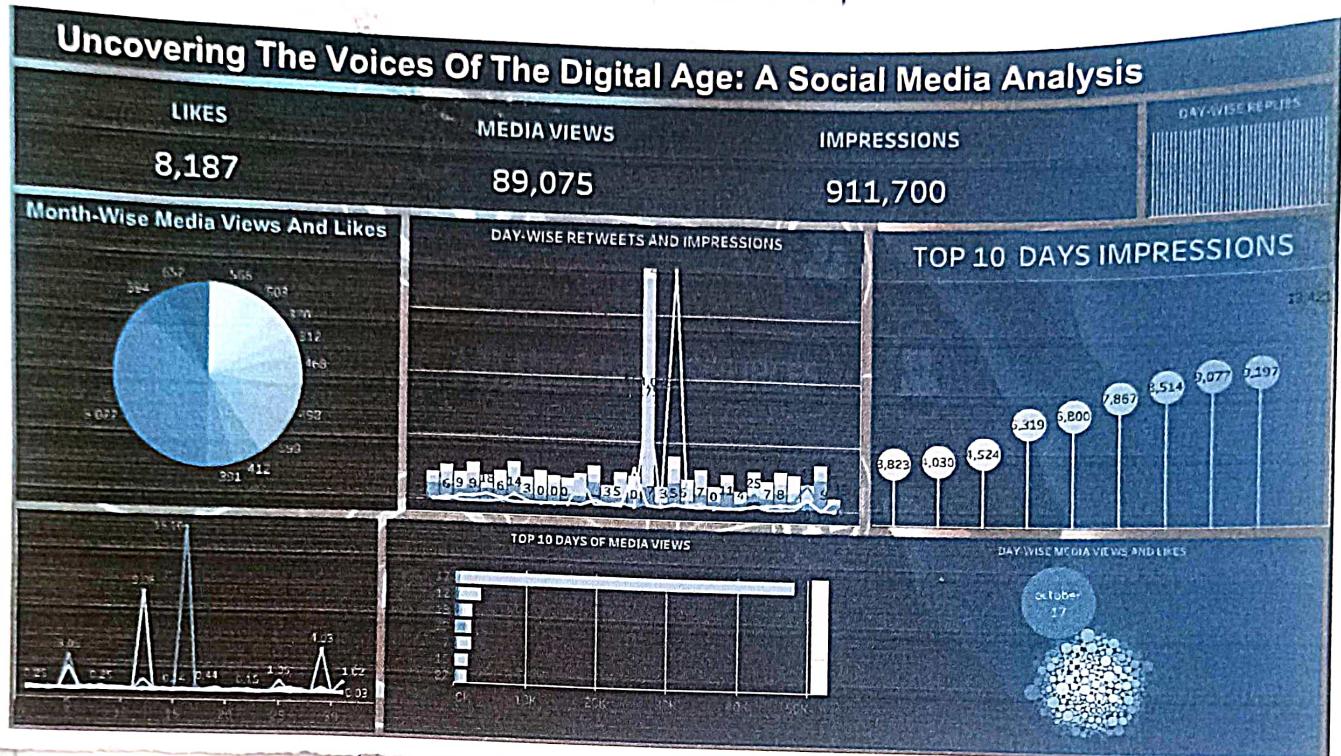
Dashboard can be defined as an information management tool that visually tracks , analyses , and displays key performance indicators (KPI) , metrics , as well as key data points , allowing you to monitor the current state of your business , department , team , or specific process

Activity 1 : Creating the Dashboard

once you have created views on different sheets in Tableau , you can pull them into a dashboard .

Explanation video link:

<https://drive.google.com/file/d/1vc05jt5u00d0zyqNTSqtFrPwT8hQoEQ/view?usp=sharing>

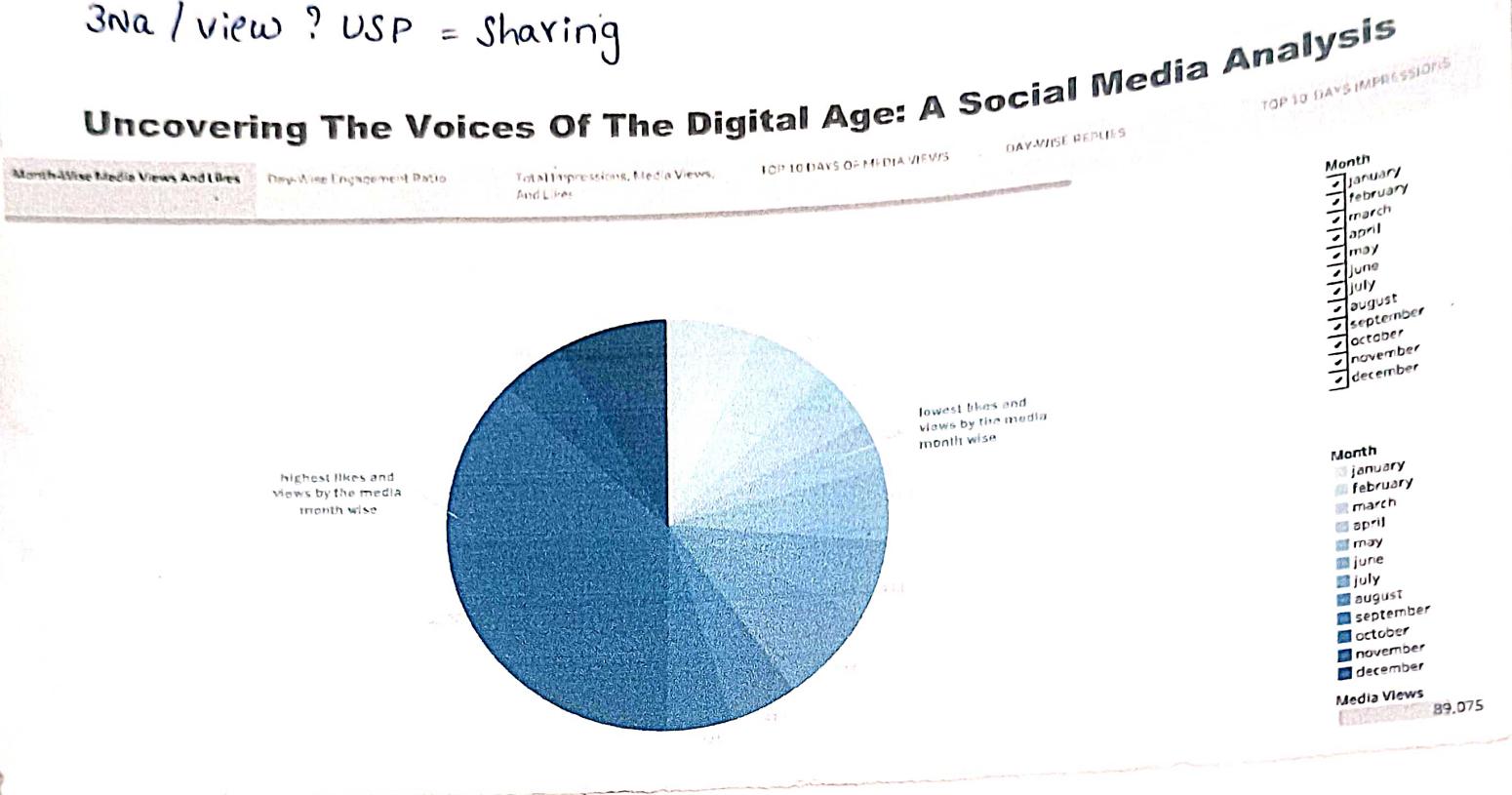


A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

Activity 1 : creating the story board

Explanation video link :

<https://drive.google.com/file/d/1PdaiwwfjqLiqCd5RxtuOUijisNC3Na/view?usp=sharing>



Milestone 7 : Publishing and web integration :

Publishing helps us to track and monitor key performance metrics, to communicate results and progress. help a publisher stay informed, make better decisions, and communicate their performance to others.

Activity 1 : Publishing dashboard and reports to tableau public .

Step 1 : Go to Dashboard / story, click on share button on the top ribbon

Share via Tableau Server or Tableau Cloud

Server: <https://public.tableau.com>

Connect

Cancel

Quick Connect
Tableau Cloud

Don't have a Tableau Server or Tableau Cloud account? Quickly create a Tableau Cloud site to share your work.

Create Site >>

Give the sever address of your tableau public account and click on Connect.

Step 2 : once you click on Connect it will ask you for tableau Public username and Password

tableau ++ Public

Email _____

Password _____

• This site is SSL encrypted

[Forgot your Password?](#)

[Don't have a profile yet?](#)

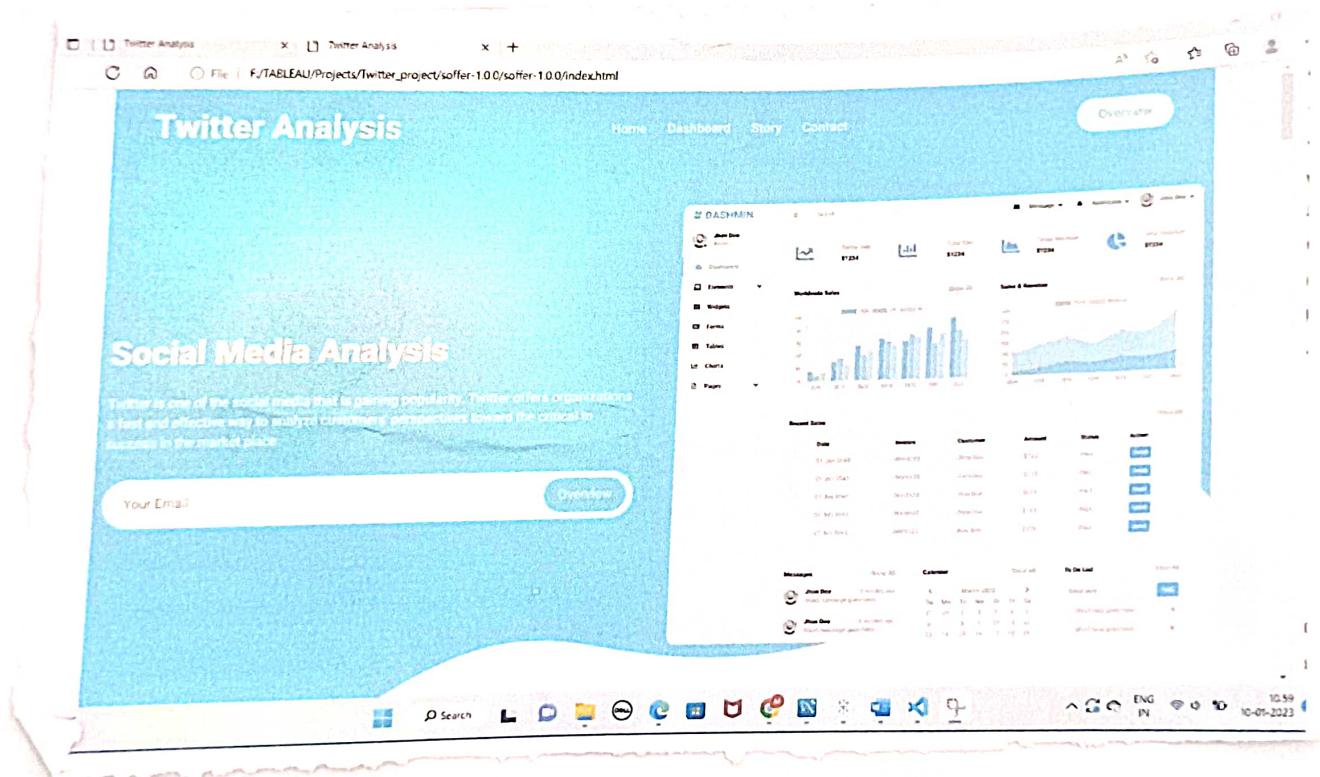
[Create one now for free](#)

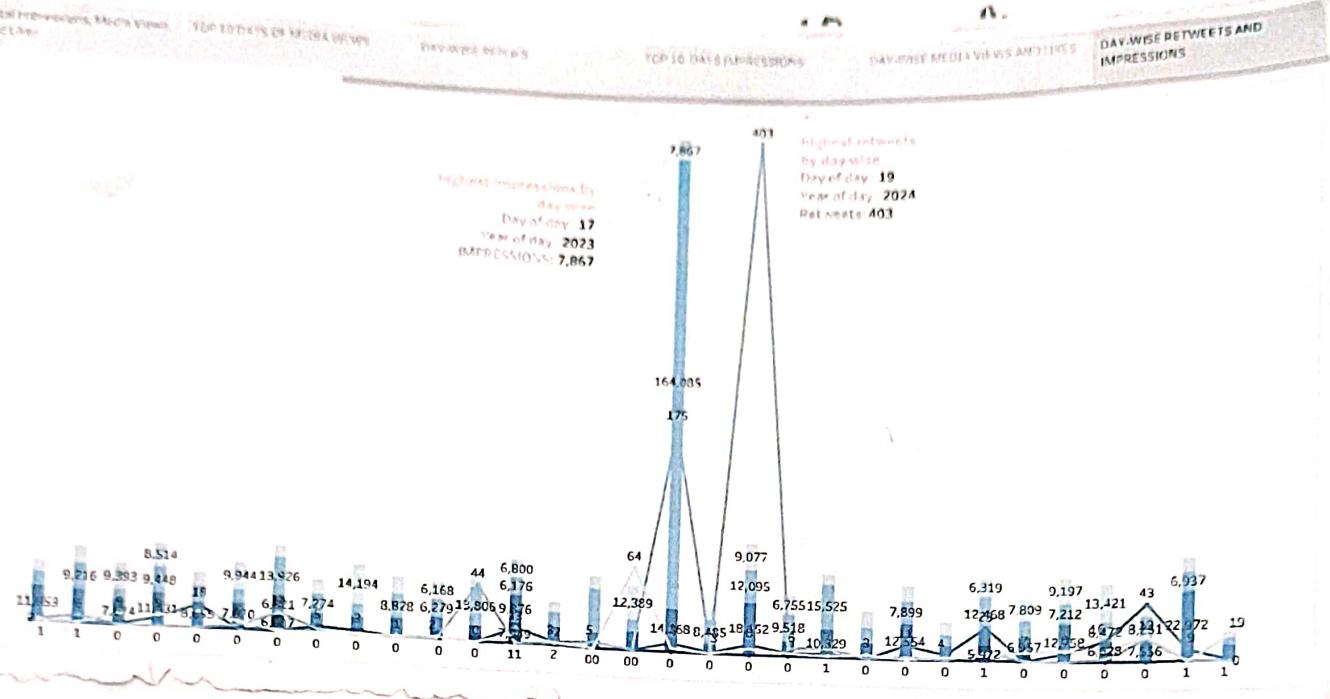
Once you login into your tableau Public using the credential the particular visualization will be Published into tableau Public .

NOTE : while Publish the visualization to the public, respective sheet will get Published where you click on Share option

Activity 2 : Integrating with web with Embed Code
Explanation video link:-

<https://drive.google.com/file/d/1D3UwVBRG1ubePAVK4N2heJH9i8smTLmn/view?usp=sharing>





Conclusion :

- From the Analysis and result section , most of the likes and replies received on 10th July as Compare to other months and lesser amount of likes and replies received in August and June .
- On Average , if a Person tweeted was highest viewed by People 's in the month of july 10 it has 51,261 views on a Particular tweet whereas , from 20 to 24 day has lesser views.
- These show how People responding on a Particular tweet and they mostly do likes , replies , views and impressions rather than hashtags , url clicks , follows etc . most of the people do not use hashtag in their tweets , few peoples interested in using hashtag in tweets .

