

Quotation and Delivery Schedule for Social Media Projects

Project 1: Social Media Listening

Objective:

Real-time information of brands/keywords from multiple social networking sites including Facebook, Twitter, Google+ , LinkedIn, web searches Google, and Bing, other media including blogs, microblogs, discussions and many more

Costs Summary:

Development and Hosting: (\$1200)

Support and Maintenance: (\$200 per month)

Add On: As Customized

Development:

Data Analytics: (\$500)

1. **Data Extraction:** (Extract Data from various sources like Twitter, News, Blogs etc..)
2. **Data Preprocessing:** (Clean the Data extracted from various sources)
3. **Sentiment Analysis:** (Analyse the mood of the articles across different media)
4. **Topic Modelling:** (Topics being discussed across the media)
5. **Burst Detection:** (Find Sudden changes in the volume of the Data)
6. **Drastic Mood Changes:** (Identify Sudden propagations of hate or love towards the brand)

Data Visualization: (\$500)

1. **Dashboard:** (Interactive dashboard to view the results)
2. **Report Design and Generation:** (Summary Statistics of the data by day/week)
3. **Email Alerts:** (Send eMail Alerts for any bursty conversations or Drastic Mood Changes)

Data Storage and Hosting: (\$200)

1. **Database:** Store the historical extracted data on an online database which can be accessed always
2. **Web UI:** Development of UI for simple search of brands, names or companies
3. **Hosting:** Hosting of the Software on Google Cloud or any other Cloud Service
4. **API Development:** A callable service which will update the Dashboard according to user's Search Queries

Support and Maintenance: (\$200)

1. **Dashboard maintenance**
2. **Website/UI Interface maintenance**
3. **Database Maintenance**

The costing above is for a basic package involving

- 500 keyword/brand searches in a month
- Monitoring Services for 5 brands/keywords which covers
 - Dashboard update every two hours
 - Email Alerts on every bursty event or Drastic Mood change event (can be subscribed for more frequent alerts)
 - Weekly and a Daily Summary Report in a month
- Historical Data for the selected keyword will be archived for 30 days
- No cap on the users to access the dashboard.

Add On Cost:

- Every Additional Brand to be monitored will cost \$10

Key MileStones: (Project to go live in 28 days)

Design: < 5 Days >

- Architecture Design
- Visualization/Dashboard Design
- Reports Design

Development: < 15 Days >

- Data Sourcing, Cleaning and Features Generation
- API Development
- Dashboard Development
- Report and Alerts Development

User Acceptance and Testing: < 5 Days >

- Product Demo and Feedback
- Bug Fixes

Deployment and Go Live: < 3 Days >

- API Integration and Deployment

Support and Maintenance:

- Support

Project 2: User Lookup Across Various Social Media

Objective:

The project aims at providing Social Media handles along with his basic profile information from various social media websites using Username and Email ID search.

The following Social Media and more will be covered:

- **Facebook**
- **Twitter**
- **Linkedin**
- **Google Plus**
- **Pinterest**
- **Gavatar**
- **Youtube**

Costs Summary:

- **Development and Hosting:** (\$300)
- **Website/User Interface:** (\$100)
- **Support and Maintenance:** (\$100 per month)
- **Pay by Match:** Pay on every successful Match (1\$ per match)

Development:

1. **Data Extraction**
2. **Data Processing**
3. **Data Representation**

Key MileStones: (Project to go live in 15 days)

Design: < 5 Days >

- Website Design

Development: < 6 Days >

- Data Sourcing, Cleaning and Features Generation
- API Development

User Acceptance and Testing: < 2 Days >

- Product Demo and Feedback
- Bug Fixes

Deployment and Go Live: < 2 Days >

- API Integration and Deployment