

**Vivekanand Education Society's Institute of Technology**

**Department of AI &DS**



**Subject: Social Media Analytics**

**Class: D16AD**

<b>Roll No:</b> 60	<b>Name:</b> Subrato Daya Shankar Tapaswi
<b>Practical No:</b> 1A	<b>Title:</b> Competitor Analysis using Social Media
<b>DOP:</b>	<b>DOS:</b>
<b>Grades:</b>	<b>LOs Mapped:</b>
<b>Signature:</b>	

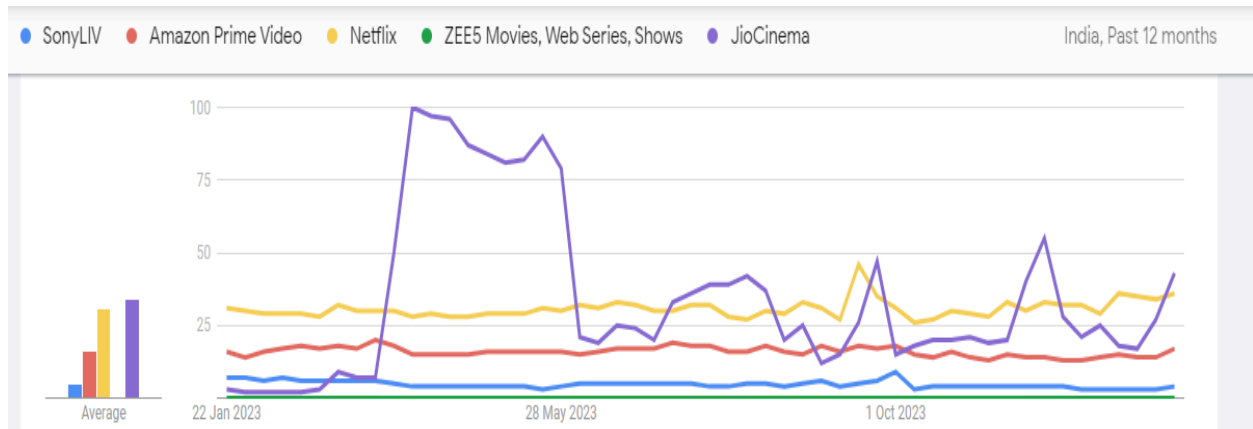
**Title:** Social Media Analytics Basics

**Tool Used: Google Trends**

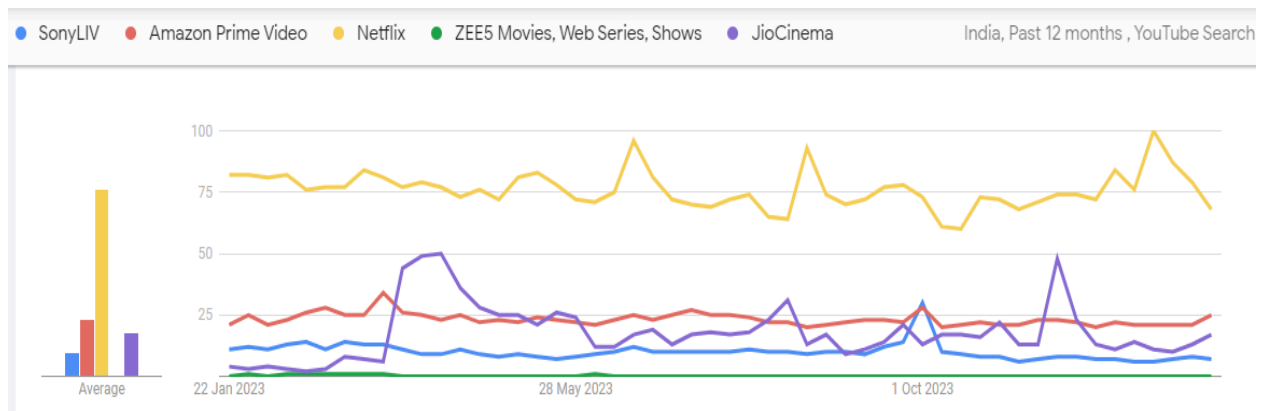
**Brands Taken : OTT Platforms- SonyLiv, Amazon Prime, Netflix, Zee5, JioCinema**

**Trend for the past 1 year:**

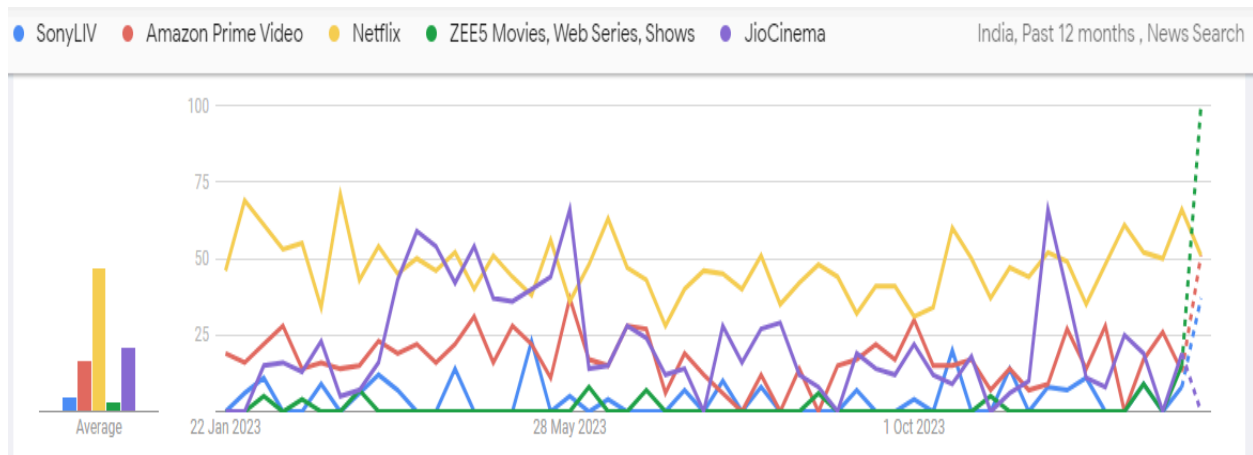
**1. Web Search Comparison:**



**2. Youtube Search Comparison:**

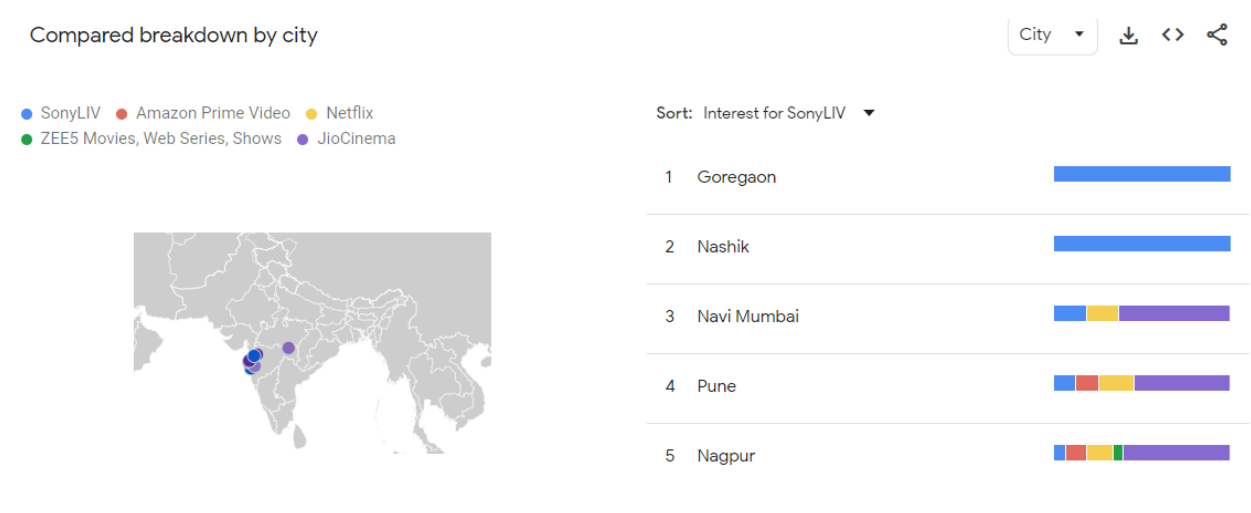


**3. News Search Comparison:**

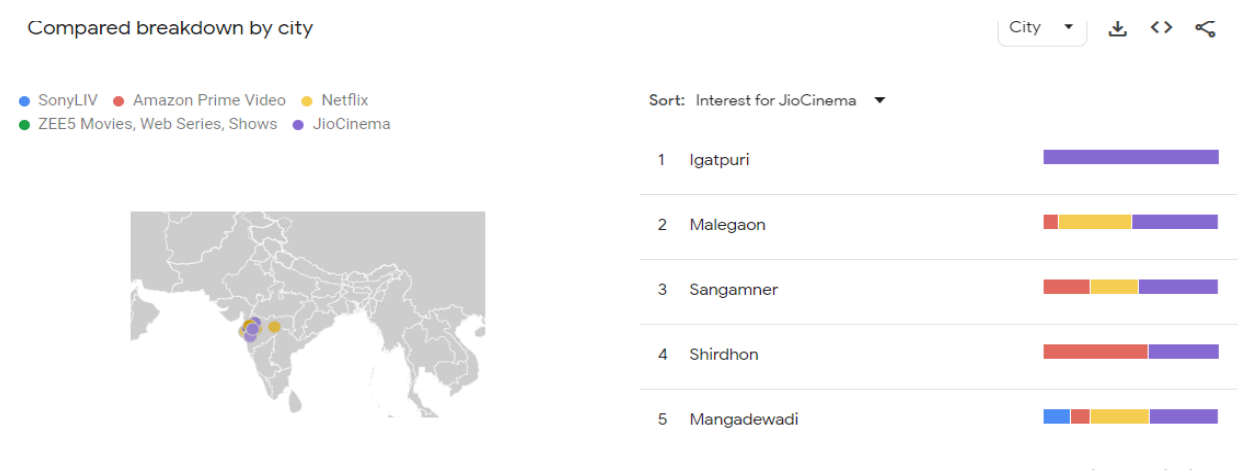


Comparative Analysis of OTT platforms in the Maharashtra Region:

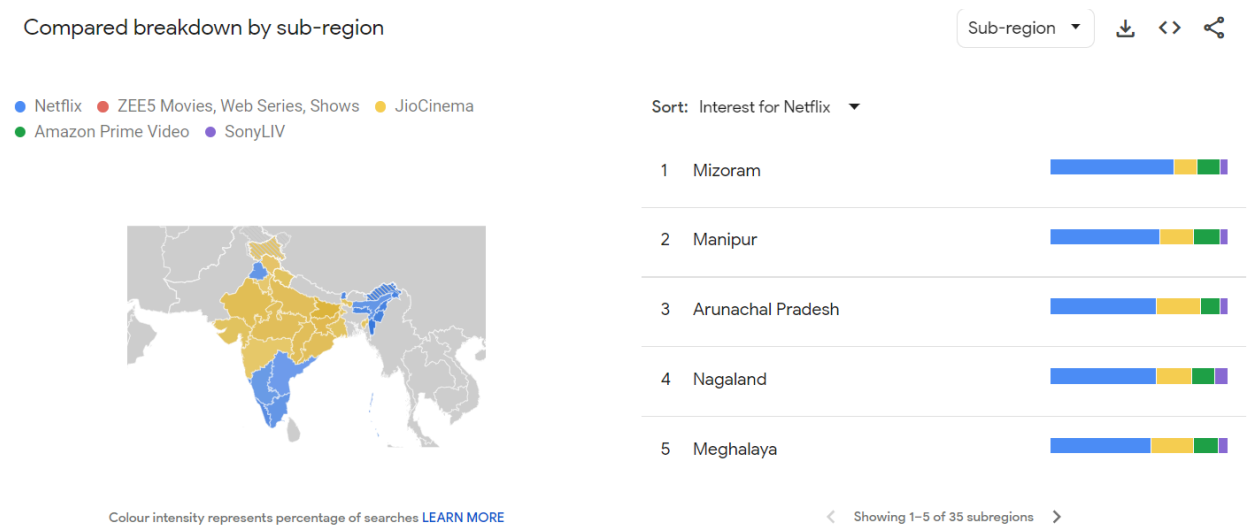
1. Sorted in order of- Interest for Sonly Liv



2. Sorted in order of- Interest for Jio Cinema



# Compared According to Sub-Regions of India Sorted in order of Interest for Netflix



## Google Trends VS Brand24

Factors	Google Trend	Brands 24
Usage	Completely Free To Use	Partially Free. Some Features Are Paid
Accessibility	Easily Accessible	Needs A Business Account to Access
Analysis	Overview	Detailed
Brand Popularity Score	NA	Yes
Understanding -Complexity	Low	High
Features	More	Less
Generate Detailed Report	No	Yes