205 Project
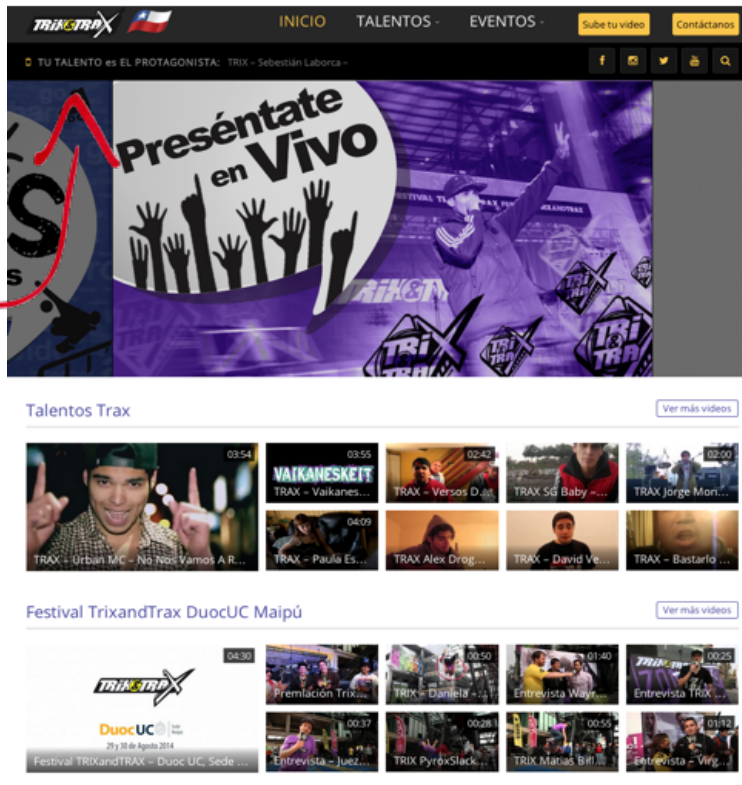
Proposal Presentation

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What is TrixandTrax?

Videos of students who got talent

Watched on multiple platforms

+1,000 videos published

+400k views per month

Problem to solve

Every day…
which videos to promote to maximize follower growth?

Data to store

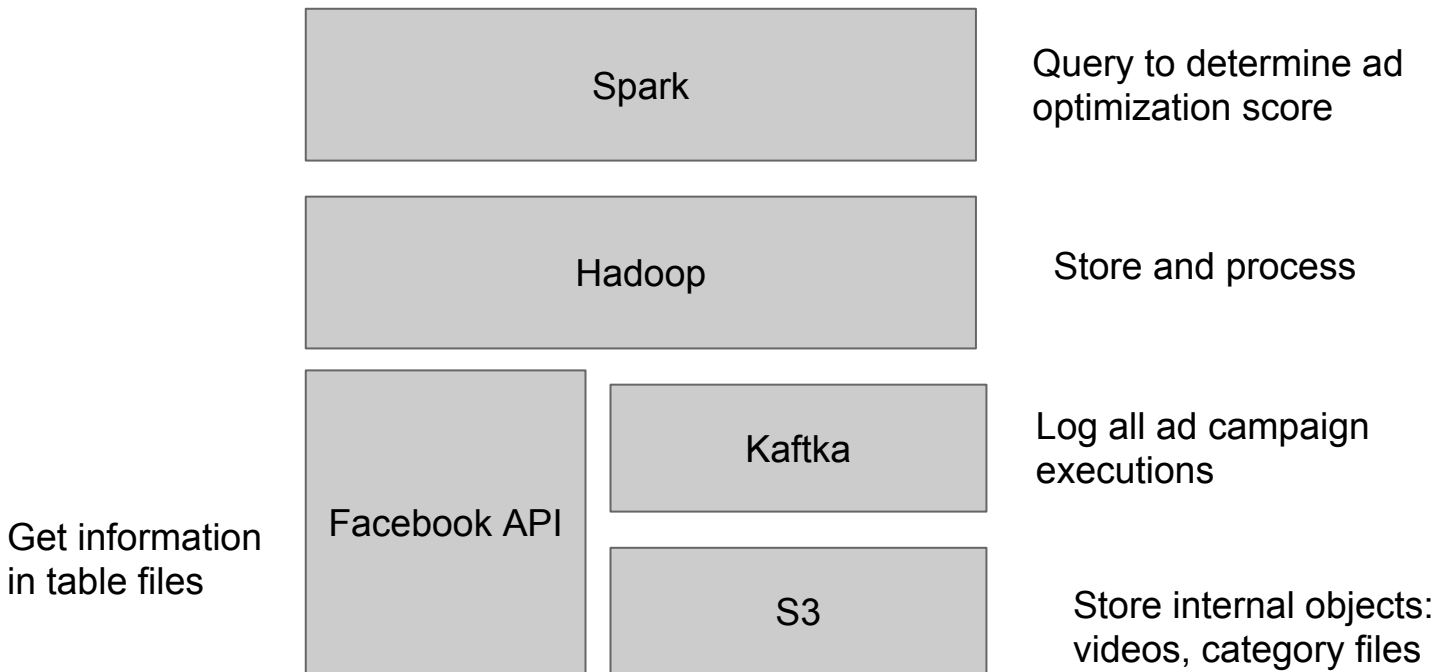| Page	Posts	Video	Ads	Category
• Daily data of user engagement with Facebook page	• Daily data of user engagement with posts on Facebook page	• Daily data of user engagement with videos on Facebook page	• Daily data of ad campaign performance	• Internal classification of videos by type, music, genre, school

Possible Data Architectures

Spark	Query to determine ad optimization score
Hadoop	Store and process

Get information in table files

Facebook API	Kaftka	Log all ad campaign executions
	S3	Store internal objects: videos, category files

Potential of Solution

- Applicable to other social media monitoring.
- Integrated solution to publishers looking to optimize promotion budgets across a wide set of media assets.
- Other social media platforms can be added in the future.