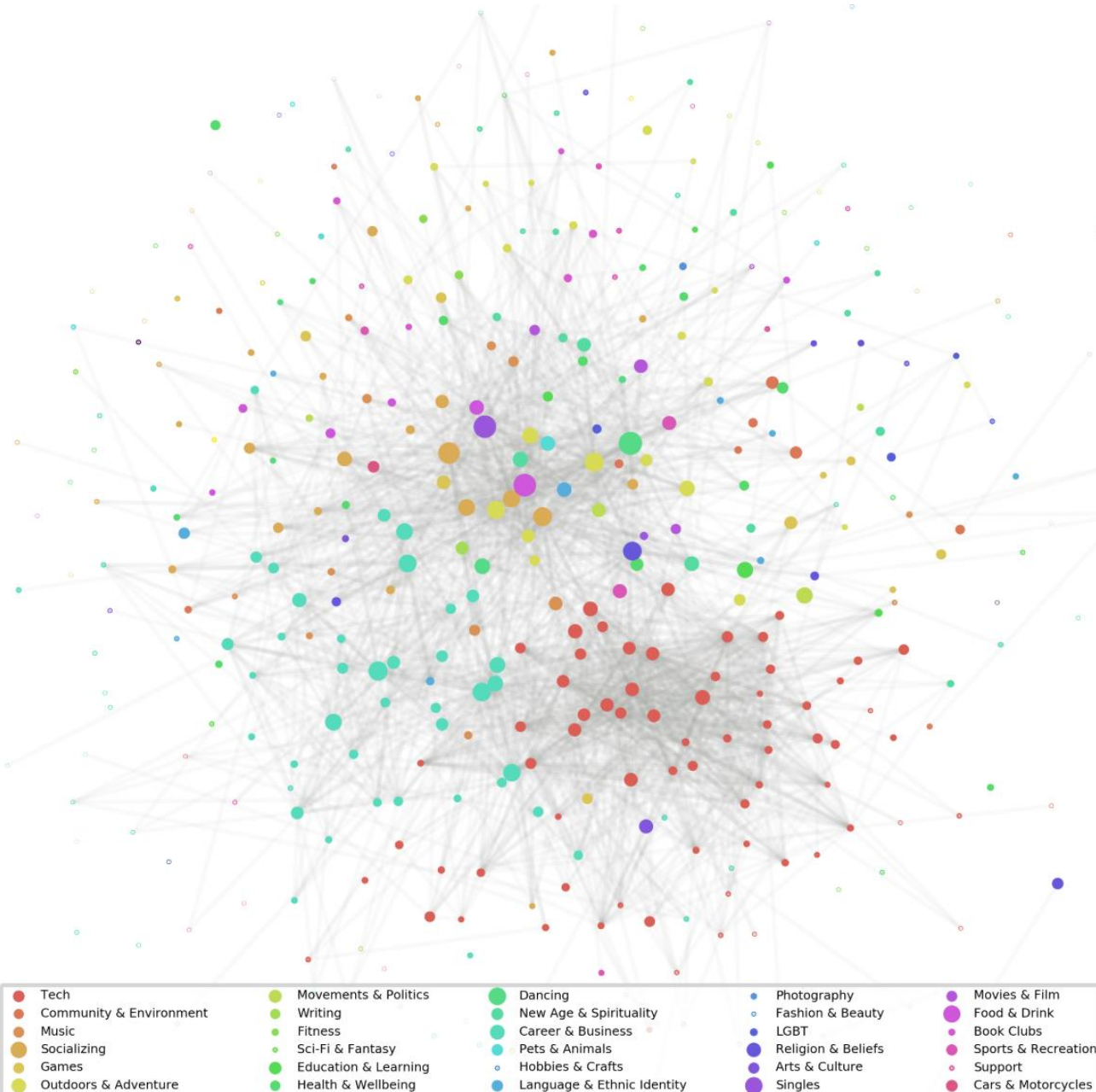# Nashville Meetup Social Networking Analysis

- The Nashville Meetup dataset (11/16/2017), published by Stephen Bailey on the open source platform *Kaggle*, was used to identify "influencers" among more than1,400 members of the social networking website meetup.com by examining network metrics such as connectivity, degree, clustering, and centrality of each member based on social networking analysis.

- The social network diagram on the left shows which types of Meetup communities are most popular in terms of two criteria.

- ✓ Centrality – groups that have members drawn from all over the Nashville social scene

- ✓ Clustering – groups that have a membership shared by many other groups.

- Based on the social network diagram, *Tech* groups cluster together quite strongly, so do the *Career & Business* and *Pets & Animals* groups.

- The *Singles* group is very interconnected as it is at the center of the graph and it crosses all boundaries – same as the *Outdoors & Adventure* and *Socializing* groups.

- For the next step, I would recommend any interested business parties targeting "influencers" from above Meetup groups for advertising or marketing purposes.

Legend:
- Tech
- Community & Environment
- Music
- Socializing
- Games
- Outdoors & Adventure
- Movements & Politics
- Writing
- Fitness
- Sci-Fi & Fantasy
- Education & Learning
- Health & Wellbeing
- Dancing
- New Age & Spirituality
- Career & Business
- Pets & Animals
- Hobbies & Crafts
- Language & Ethnic Identity
- Photography
- Fashion & Beauty
- LGBT
- Religion & Beliefs
- Arts & Culture
- Singles
- Movies & Film
- Food & Drink
- Book Clubs
- Sports & Recreation
- Support
- Cars & Motorcycles