



**CONCURRENT EVALUATION FOR BUSINESS
ANALYTICS SPECIALISATION**

III SEM / Social Media, Web & Text Analytics (312)

Faculty Name: Prof. Ujval More

Important Instructions:

1. The subject is evaluated on the basis of **three** components

Component Number	Component	Marks	Submission Date
1	Written Home Assignment	50	10 th Feb 2023
2	Caselet	50	13 th Feb 2023

2. Assignments to be submitted in person.

3. Student Name, Contact number, email-id, Specialization, Component must be clearly mentioned

COMPONENT 1: Written Home Assignment

- Q1. What is Social Media ? Explain how social media is beneficial for business.
- Q2. What are different type of social media tools to analyse and measure social data. Explain any two tools of measurement .
- Q3. Explain how social media analytics helps the competitors. Elaborate any one Social Analytics and competitors tool to measure and identify the activities of the competitor .
- Q4. Define metric. Explain different type of metrics. How it can be effective to measure in product sale analysis.
- Q5. Explain web analytics 2.0 . Identify how different elements of 2.0 effectively work on website.
- Q6. Explain attributes of Great Metrics. How it will help to measure website like flipkart
- Q7. Explain Cart and Checkout Abandonment with the help of Amazon website.
- Q8. What is dashboard? Explain Rules for High-Impact Dashboards with suitable example.
- Q9. What is text Analytics? Implementation of tokenization in language explain.
- Q10. Applications of Text Analytics.

COMPONENT 2: Caselet

Caselet-1

The social network is used to describe web based services that help us to create a public, semi-public profile with in a domain such that can connect communicate with other users within the network. Social media network has improved in the concept of web-2 technology by enabling exchange and formation user generated content. Social network is graph consisting of nodes and link used to represent the relation of network sites. The nodes contains entities and relationship between them results the links.

Now a days social networking are the important sources on the intractions and content sharing. It is based on subjectively observations, influences, assessments, expressions excuted as in text, reviews, blog pages, news, reacting remakes or some other documents. In the past decades before the advent of social network the home page was popularly used for share information in internet. After the invention of social network media enables a rapid information exchange between users regardless of the graphical locations. Most of the individual, organisations, even state governments now follow the social network. The social network sites empowers big organisations, government officials and celebrities and government bodies to gather knowledge have their audience responses to postings that depends them out of the enormous data generated from the social network sites. It helps the effective collection of large scale data which enables to major computational problem solving process. The efficiency of the data mining techniques have been comparable of handling three prominent disputes namely noise, size, dynamism. The nature of social network data sets automated information processing for analysing it with in a limited time period. The mining techniques also require huge data sets to mine remarkable pattern of data.

1. Analyses social network background.
2. Describes research issues on social network analysis.
3. Covers the mining tools used for graph theocratic tools.
4. Explain some of the sentiment analysis technique.
5. Explain unsupervised classification of data..

Caselet-2

As we know that there are various social networking sites available, Facebook and Twitter are considered as the most crowded ones. These networking sites have made it easy to communicate with friends and family members without making any much effort. People related to different values come closer to each other by sharing their ideas, interests, and knowledge. These days, it becomes very easy for anyone to meet the people of their interests for learning and sharing precious information.

The advancement in technology has shrunk the world. The distances look closer and sharing information looks easier. Through these social networks, people can easily and confidently share their point of views regarding various global issues by uploading their posts, text comments and blogs. A study by claimed that social media including Google Apps facilitate the way people learn, collaborate, and share ideas with each other. Moreover, social media has been incorporated by several learning forms such as e-learning and m-learning. Whatever the scenario is, people don't like to use structured sentences, correct grammar and spellings. Not matter, whether they are searching something on the site, posting any comment or connecting people through various discussion forums. People use irregular data patterns to convey their messages. It seems like they have a shortage of time but due to the use of this unstructured language, it is not an easy task to bring out the correct and regular data patterns. On different social networking sites, the most common method of interaction with each other is through text. People share their knowledge and information through blogs, posts, and chats by writing in their own languages. The basic use of the text mining methods is to make the text clear to make it easy for anyone to write or search in the most appropriate manner. As people write words or sentences with errors, so in order to let them write or search with proper grammar and structured sentences, text mining approach is used. Text mining means the extraction of the data which is not familiar to anyone. If we compare web searching with text mining then both the terms are vastly different from each other. If we talk about web searching, then you are fully aware of what you are going to search. But in the case of text mining, the main focus is to bring out the most appropriate data in accordance with the written text, no matter whether it is structured or not. This technique only requires a particular alphabet in order to dig out the data which is then further transformed into different suggestions and expectations. Text mining seems to grasp the entire automatic natural language processing. For instance, exploration of linkage structures, references in academic writing and hyperlinks in the Web writing are important sources of data that lie outside the conventional area of NLP. NLP is one of the hot topics that concerns about

the interrelation among the huge amount of unstructured text on social media, besides the analysis and interpretation of human-being languages . Several research articles were collected from various databases in order to be analyzed and used in this survey.

Question

1. Identify data-driven approaches as the ideal blueprint for their growth.
2. Perception of its products in the market without having to consult individual reviews from everyone?
3. Instrument which political candidate is ideal for their public image without having to analyze them all individually?