



## Social Media Analysis and Scheduling

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**Abstract** — *The project is based on an observation made in the most growing field of Digital Marketing (Social Media). The aim of this project is to create a one-stop solution to all social media marketing needs for the upcoming a growing business that can't afford the retainer ship of Agencies. It will be a real-time application that will use data analysis and digital behavior of the vast audience.*

*The website will help the user to create and edit his/her own post also will provide a complete guide from suggesting which social media platforms will be good for their particular business, there are a lot of platforms which can be used for marketing in the digital world to analyzing data and of your audience base to managing paid campaigns.*

**Keywords:** Digital Marketing, Social Media, Classification, Cluster Analysis.

### I. INTRODUCTION

The project is based on an observation made in the most growing field of Digital Marketing. (Social Media).

The aim of this project is to create a one-stop solution to all social media marketing needs for the upcoming a growing business that can't afford the retainer ship of Agencies. It will be a real-time application that will use data analysis and digital behaviour of the vast audience.

### II. LITERATURE SURVEY

#### 1. RESEARCH TRENDS OF ONLINE MARKETING IN SOCIAL MEDIA RESEARCH.

**Author:** Prajaks Jitngernmadan, Prawit Boonmee

**Description:**

This paper presents the key research themes in online marketing using data mining techniques. Along with popular techniques including engagement hash-tag and click.

#### 2. IMPACT OF SOCIAL MEDIA MARKETING ON PERFORMANCE OF MICRO AND SMALL BUSINESSES.

**Author:** Shilpa h. Chheda.

**Description:**

How Micro and Small businesses can leverage. social media to penetrate their markets, reach their customers and develop relationships in a personal and direct manner that can catapult their brand and raise their awareness as successfully as any large business.

#### 3. Digital Media Marketing using Trend Analysis On Social Media

**Author:** Harsh Namdev Bhor, Rajat Malviya.

**Description:**

Everyone is coming online in today's world so the services which one has to offer also have to come onboard in world of internet. Many events in the world are accompanied by the hash-tag trends on social media.

### III. PROPOSED SYSTEM

The Proposed System can be a website which will allow users to get all the help in kick-starting their business on Social Media. The Website will provide a complete guide from suggesting which social media platforms will be good for their particular business; there are a lot of platforms which can be used for marketing in the digital world to analysing data and of your audience base to managing paid campaigns. The user will be able to create and edit their creative/post on our website. We have used CNN for image like prediction and LSTM for Twitter sentiment prediction.

#### MATHEMATICAL MODEL

Success condition: The user can schedule the post time and also analyze the growth of the digital marketing.

Failure condition: If the user posting the details then he/she is not aware that his/her data is being used for another marketing.

Input: All the details related to post that is used for the social marketing.

Output: After scheduling and analysis of post we can predict growth or shrinking of the business.

Let  $U$  be the universal Set for Social Network and  $A, B, B, C$  are also social network.

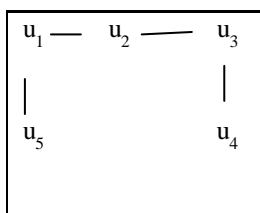
The following operation may be defined on the social network.

(a)Union:

The Union (or join or connection) of two social network  $A$  and  $B$  is subset of universal set  $U$ , denoted by  $A \cup B$  and is defined by  $A \cup B = \{x : x \in A \vee x \in B\}$  represents the node of social network. Therefore,  $A \cup B$  is the set of all those elements/nodes which belongs to either social network  $A$ , or to  $B$ , or to both.

Example: Let us consider two social network  $S_1$  and another social network

$S_2$  which are represented by the following diagram



Fig(a)Social network s1

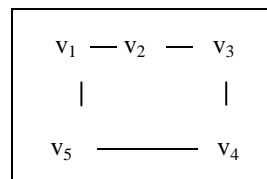


Fig.(b)Social network s2

Social network  $S_1$  have node  $\{v_1, v_2, v_3, v_4, v_5\}$  and social network  $S_2$  have network  $\{u_1, u_2, u_3, u_4, u_5\}$ .

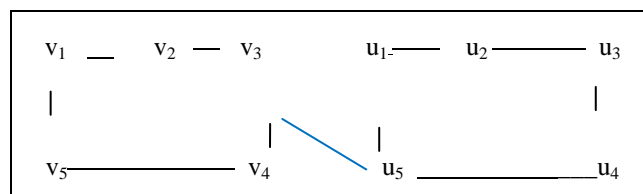
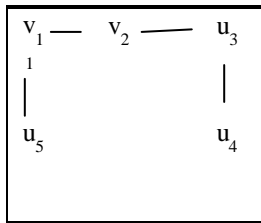


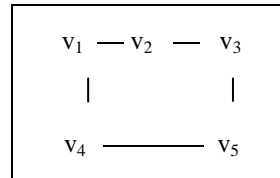
Fig.(c)Social network S3

(b) Intersection:

The intersection or meet of two social network A and B is a subset of universal social network U and is denoted by  $A \cap B$  and is defined by  $A \cap B = \{ x : x \in A \text{ and } x \in B \}$ . Here x represents the node of social network. Therefore,  $A \cap B$  is the set of all those elements which belongs to both A and B. Example: Let us consider two social network S1 and another social network S2 which are represented by the following diagram:

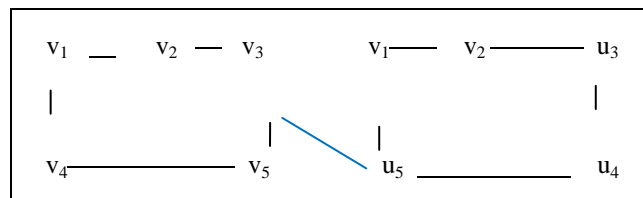


**Fig.(d)Social network s1**



**Fig.(e)Social network s2**

Social network S1 have node { v1, v2,v3,v4,v5} and social network S2 have network { v1,v2,u3,u4,u5}.

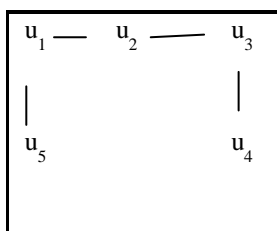


**Fig.(f)Social network S1 and S2 connected.**

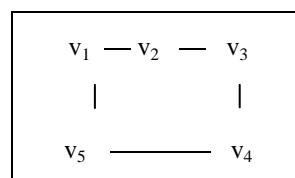
Social network S1 and S2 are connected at nodes v3 and u5.(Here , v1 and v2 are same in both social network.

(c) Disjoint:

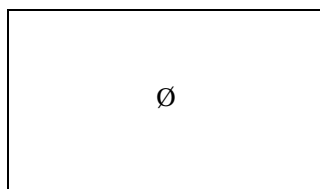
Two social network A and B are said to be disjoint if  $A \cap B = \emptyset$ . i.e., two social networks are not connected. Let, S1 and S2 be two social network and these are not connected. Then social network S3 will be disjoint.



**Fig(g)Social network s1**



**Fig.(h)Social network s2**



**Fig.(i)Null Social network**

C . Be subset of Universal Social Network i.e. A, are also social network. The following operation may be defined on the social network.

#### **IV. APPLICATIONS**

1. It will be helpful everyone who wants to expand their business may be small or big.

#### **V. GOALS AND OBJECTIVES**

1. To create a system that can be used by agencies as well as laymen to manage all social media activities at one place.
2. To develop a website where the user will be able to schedule analyse and monitor their social media posts.
3. To develop a website where the user will be able to create and edit their creative/templates on our website.

#### **VI. CONCLUSION**

1. Our website will allow users to get all the help in kick-starting their business on Social Media.
2. User will be able to Analyse and Schedule their social media posts.
3. The user will be able to create and edit their creative/templates on our website.
4. Our website will help users to manage their social media accounts and grow their business online.

#### **VII. REFERENCES**

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