Decoding Social Signals: Insights and Applications of Social Media Data Analysis

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Abstract: *Social media analytics (SMA) involves the collection and analysis of data from social media platforms to inform business strategies, understand consumer behavior, and improve customer engagement. This paper explores the methodologies, tools, and applications of SMA, highlighting its importance in contemporary digital marketing. It also addresses the challenges and limitations of SMA, providing a comprehensive review of the existing literature, and suggesting future research directions. By integrating various research findings, this paper aims to present a holistic view of the current state of SMA and its potential for driving business success*

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