

Trendlytics

Chinmay Deshmukh¹, Abhijit Patil², Omkar Sarvankar³, Prof. Rashmi Mahajan⁴

Students, Department of AIML¹⁻³

Professor, Department of AIML⁴

Shivajirao S Jondhale College of Engineering, Dombivli (E), Thane, Maharashtra, India

Abstract: *Social Media Analytics (SMA) is the practice of collecting, analyzing, and interpreting data from social media platforms to gain insights into user behavior, trends, and sentiment. As social media has become an integral part of daily life, the vast amount of data generated provides valuable information for businesses, marketers, and researchers. SMA encompasses various techniques, including text mining, sentiment analysis, trend detection, and user engagement metrics, to extract actionable intelligence. The primary goals of SMA are to understand audience preferences, track brand performance, enhance customer engagement, and predict emerging trends. With the help of machine learning, natural language processing, and data visualization tools, SMA transforms unstructured social media data into strategic business insights, helping organizations optimize their digital strategies, improve customer experiences, and make data-driven decisions. This paper explores the significance of social media analytics, the methodologies involved, and the impact of SMA on modern marketing and business strategies*

Keywords: Sentiment Analysis, Trend Detection, Social Network Analysis (SNA), User Engagement Metrics.

