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Use of Social Media in Predictive Analysis for Business Intelligence

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Abstract: ***Technology which helps in making information are known as Social media. It also offers us with a platform for sharing views, expression and career interest through virtual communities and networks. The diversity of currently present social media services introduces the challenges in definition of social media. Users usually access via desktop computers, and laptops, or access social media services through web-based technologies on mobile devices. Historical, current and estimated views of business operations are being provided by Business Intelligence Technologies. Business Intelligence Technology's general functions includes online analytical, reporting, processing, analysis, process mining, data mining, complex event processing, benchmarking, business performance management, text mining, genetic analysis and prediction analytics. Large volumes of structured and sometimes irregular data can be handled by Business Intelligence Technologies to help in developing, identifying and creating new strategic business opportunities.***

Keywords: social media, business intelligence, predictive analysis, predictive, analysis.

I. INTRODUCTION

Computer technologies that enable us to share information, career interests, and ideas through networks are known as social media. The diversity of currently present social media services introduces the challenges in definition of social media. [1]; Features of social media are:

A. Data created by social users, such as videos, text posts, text comments, digital photos and all online interactions, is the life span of social media. [1][2].
B. Service-specific profiles are created by users for application's or websites design and are managed itself by SMO (Social Media organization). [1][3].
C. By connecting user's profile(s) with other people and groups on social media that provides the facility of development for online social networks. [1][3].

Social media services are generally access through web-based technologies on desktop-based computers, laptops or via services that can be downloaded on mobile phones to provide social media functionality to the mobile devices (such as smartphones, smart TVs or tablet computers). When a user sign-up in any of the social media, they can create an interactive platform by which they share, exchange or produce an information. This information can be used by various business companies, organizations or an individual. This provides a better communication between the organizations. [4]. Paper based media (such as newspaper, magazines, etc.) differs from social media (such as Facebook, Twitter, etc.) in many ways such as reach, way of presentation, frequency [5], availability and many more things, also social media works as many to many transmission as well as it can also receive from multiple sources. [6]. N Business Intelligence uses information, applications, and technologies to pursuit the needs to analyze the business information and makes the work of any analysts much easier in obtaining any insights, information or relation on the data. [7]; by doing so it creates an environment in which we can make better decisions for any business. Business Intelligence Systems help us to gain predictive and historical views of business procedures. Business Analysis is used in Application sales, financial management, data mining, visualization and Statistics.

II. LITARATURE SURVEY

Collecting social media data and predicting it's result looks like an impossible task but the data can be collected using algorithms and functions. Business Managers knows that if they will not keep their customers engaged to their business, through different policies, then the customer of one company can move to different business rivals and it will affect their business.

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Business Managers and executives must produce programs, modules and marketing campaigns to provide their customers a better view and uses of their business model. SEO efforts, pay-per-click and social media marketing provide the success of business and its requirements.

III. DRAWBACK OF EXISTING SYSTEMS

A. Business Intelligence enables companies to use ROI increasing revenue, decreasing costs, etc., so that they can think that by tracking social media data, they will get ROI, which is the dollar and cents. YouTube videos and re-tweets will bring financial increment in the companies but they need to track the tweets and their videos, which becomes a lethargic task for the business managers and executives.

B. If any misleading or false information which are provided by company's customers or itself by the company can cause company to fall in customer law, and company can face some major issues. This all have to be checked by the company itself, this is a great issue to maintain correct information in their database.

C. Business intelligence system help us to stock previous data in an arranged manner which enables the company professionals to gain insights from the data, but these data might be of no use to its customers extending policies.

D. When we gain insights from company's data using Business Intelligence System, then acquiring or using the BI System can be of great hectic as it requires a profession to use the system and gain the predictions as well as insights from the data.

E. Cost of Business Intelligence System is much higher, in present era also, due to which many small and startup companies are not able to take advantages of the BI.

F. Due to cost many companies are trying to develop their own Business Intelligence Models and Services, but that can be used for a particular task or action only.

G. Social media might not be useful for any business. If companies are unprepared though still they launch their social media services and modules without proper planning, they will surely waste their own valuable money and time.

H. Benefits of any company might reduce if they don't act properly or if their marketing strategies are not clear. [8].

I. To indicate any company's online presence might require additional resources which can be a cost breaker for that company.

J. Daily monitoring of data and information is must for any company, which requires an expert for specific monitoring and conclusion of the data sets. [8].

K. If any company includes their Social Media Services then the must watch for inappropriate behavior and unwanted content, including harassment and bullying, then the company must take positive actions.

IV. SUGGESTED SOLUTION

One solution of the above problems can be done if we create an application which will interact with the data in a safe way from social media servers without modifying, editing or deleting of data. At first we choose a module inside app then after selecting a module, application will ask to enter the page name. Then application will determine the selected module and will mine and gather data from specified platform. After gathering all required data application will analyze the result according to selected module and will display the analyzed data with its predictive results.

V. APPLICATION FLOWCHART

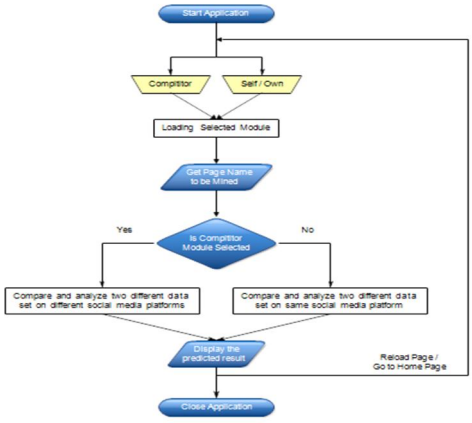

Fig 1: Figure for Application flowchart

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VI. IMAGES FROM APPLICATION'S SCREENSHOT.

A. *Any one Module Opened.*

Fig 2: Figure for main Application

B. *Actuating Data Mine.*

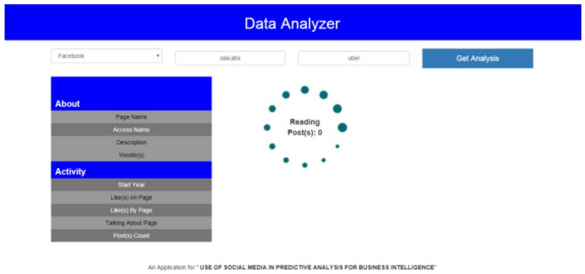

Fig 3: Fetching data on competitor

C. *Getting Posts of Specified Page.*

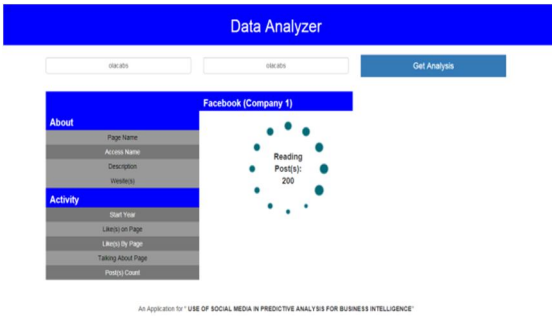

Fig 4: Fetching data on self/own mode

D. *Displaying Mined Data From Specified Page.*

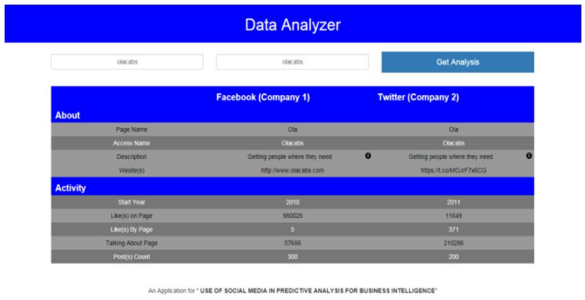

Fig 5: Fetched data(Facebook(Ola,Uber))

VII. APPLICATION SCOPE

Application will acquire data from Twitter and Facebook which will compare the company status or position in the current market with respect to their rival companies. This application will also compare the data and predict the results in two modes that are:

A. It will compare rival and competitor company's data on same social media. Ex: If we setup a company named XYZ, which provides the same facilities as Ola, Uber, etc. then we can check the position difference of these two companies on the same social media platform.

B. Second mode will compare only one company's data on different social media platforms. Ex: If we want to check that whether on which social media platform we can spend for advertising or marketing that can profitable for our company XYZ.

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VIII. CONCLUSION

Social media enable us to share data and information and these information can be used by different companies to increase their business revenues, but analyzing the large data can be a hectic task which are performed by the professionals who takes a large amount of money as their salary to perform the companies specific tasks, predictions and analysis. With the help of this application anyone having no prior knowledge of coding or analysts will also acquires their company prediction and analysis in much simpler way. There is no need of additional setup; this application is based on web browser, which any one can access just like accessing any other websites. From this application we can predict our result without affecting the actual data set which is stored on Facebook's server. It also helps us in finding which social media platform is best of our company. This application also saves your time by predicting the results accurately.

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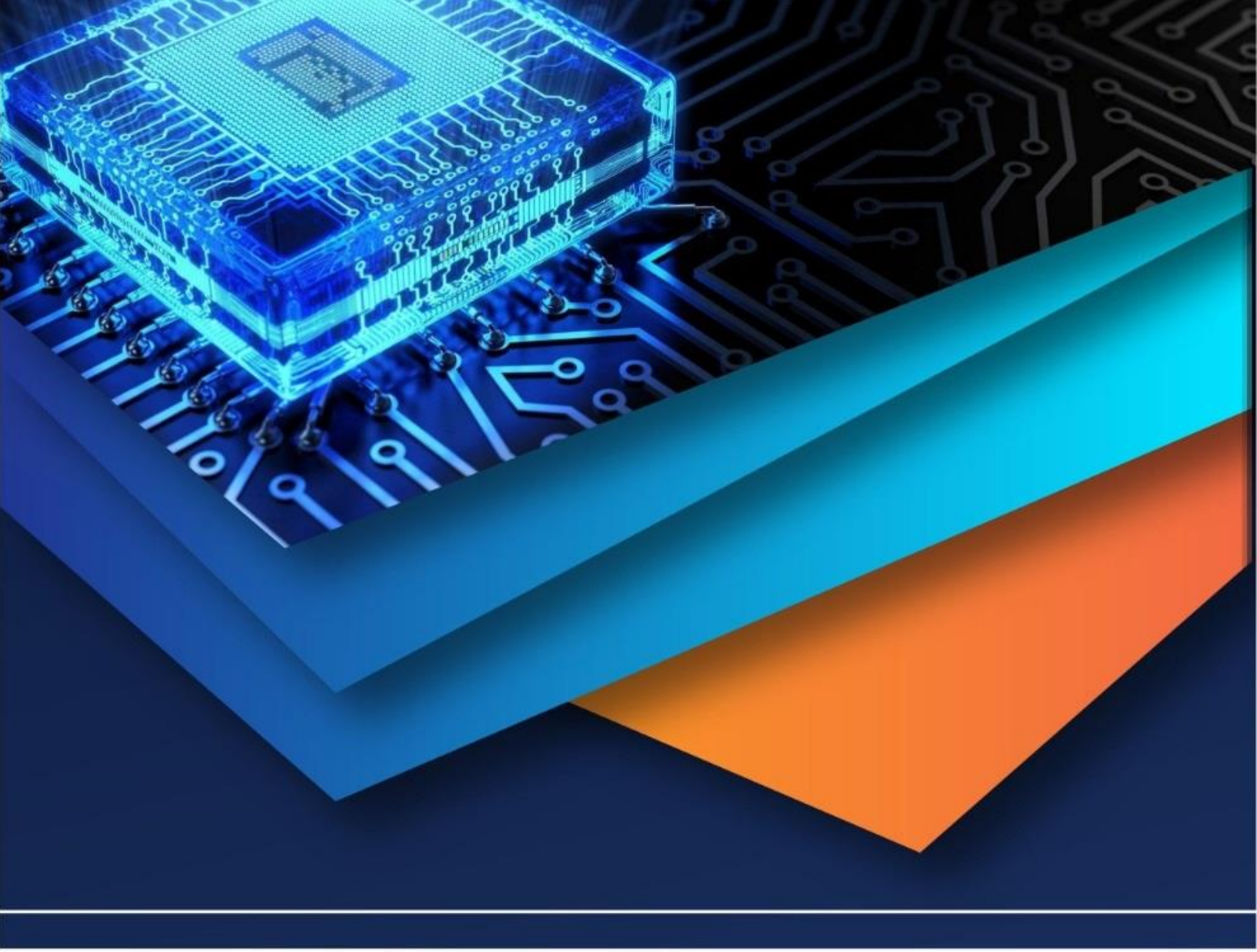

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