ROBERT GORDON UNIVERSITY ABERDEEN

SCHOOL OF COMPUTING SCIENCE AND DIGITAL MEDIA

INFORMATICS INSTITUTE OF TECHNOLOGY

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IIT Number: 20191235	Module: Final Project
Title: Data mining and social media analysis for marketing purposes. Case study: Sri Lanka travel Facebook fan page.	
MSc. Business Analytics	Due Date: 31.05.2022
	Submission Date: 31.05.2022

CONSENT

I agree   -
I do not agree - X

That the University shall be entitled to use any results, materials or other outcomes arising from my project work for the purposes of non-commercial teaching and research, including collaboration.

DECLARATION

I confirm:

- **That the work contained in this document has been composed solely by myself and that I have not made use of any unauthorized assistance.**

- **That the work has not been accepted in any previous application for a degree.**

- **All sources of information have been specifically acknowledged and all verbatim extracts are distinguished by quotation marks.**

Student Signature: P.Sangayathri	Date Signed: 31.05.2022

1. Abstract

Social media are currently an essential marketing tool for the majority of the organizations. In April 2022, Facebook (82.03 %), Twitter (6.14 %), Pinterest (2.33 %), YouTube (7.64 %), Instagram (1.195 %), and reddit are predicted to be the most popular social media platforms in Sri Lanka. Further, because social media may give social proof of business, cost-effective advertising, and brand exposure, businesses are interested in social media interaction. For this reason, businesses create Facebook fan pages for their brands and implement marketing methods that boost consumer engagement through interaction. Data Mining and analysis is need for social media networks to understand its usefulness and suggestions for businesses based on the results. In this research author used Graph API explorer to get data from a travel Facebook fan page called "Bushwalkers"and python language is used to analyse and get the insights of those data. Based on the findings the author was able to decode the insights of the facebook page for the better analysis such as no of fans for the page has been increasing over time, and majority of the fans are based in Colombo city between the age group of 25-34. Further, Fans demographic information, likes, dislikes, reason for dislikes, customer engagement is analysed based on the expressions "Like", "sad", "angry", "love", "haha" and time frame that fans are active online such information was extracted and analysed form this Fb page and marketing strategies were also recommended based on the output from the analysis.