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Big data analytics of social media behavior for enhancing customer engagement **FREE**

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Big Data Analytics of Social Media Behavior for Enhancing Customer Engagement

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Abstract. Social media services help people connect and communicate worldwide for sharing content, photos, videos and for following their friends. Globally, there is a huge amount of data generated every minute by users on social media platforms. Social Network Analysis (SNA) mainly uses big data analysis techniques and frameworks. Its goal is to extract meaningful insights from social media data in order to help individuals and organizations make the best decisions possible in a variety of areas, including business, marketing, politics, and health. With the daily growth of social media usage, social data analysis is drawing a lot of interest. The objective of such analysis is to find, understand and describe usage patterns to predict user behavior. Such analysis can help organizations and institutions understand the behavior of users to target products and services more effectively. For this goal, it's vital to gather information about clients from social media, browser history, desktop and mobile applications, and other sources. This paper explores how big data analytics connects social media and discusses recent advances and enhancements in analyzing social networks. Marketers, organizations, and managers who are interested in observing the trends and gaining insights from social media data, will benefit from this study for making customer engagement decisions.

Keywords. Big Data Analytics Social Media Behavior, Data Insights, Customer Engagement

INTRODUCTION

In recent times, big data has had a gigantic impact on many sectors, from retail to healthcare to social media. The global use of the internet is rapidly increasing. People's daily lives have become increasingly reliant on their use of social media. Every day, around 2.5 quintillion bytes of information is created, and this quantity is only expected to rise.

It has now become crucial to analyze such loads of information collected every single moment, with big data analytics and its algorithms. Managers and organizations can have a better knowledge of user behavior and engagement trends on social media by collecting information about each user. On account of tremendous growth of social networks usage, which has resulted in an expanding accumulation of data, social media big data is growing by the day.

Textual data, photos, videos, sounds, and geolocations are all available in various formats on social media sites. The data so generated from social media usage can be split into unstructured and structured data. The textual data which is collected is an example of unstructured data, whereas the count of friends and followers is an example of structured data.