ZONE - Demo V2.0

Team Members & Roles

Geethu
- Implementation of:
  - Facebook API
  - LinkedIn API
  - Gmail API
  - Hotmail API
  - Twitter API
  - Facebook Analytics

Rajesh
- Implementation of:
  - Flickr API
  - Spotify API
  - Analytics
  - EC2 Cloud Deployment
  - Twitter Feeds
  - Twitter Analytics

Jaiteerth
- Front End Development
- Implementation of:
  - Facebook API
  - RSS Feed API
  - Map Widget
  - Database design
  - Sentimental analysis

Shayan
- Template Research
- Facebook Data Research
- Twitter Data Research
- Power Point
- Business Case
- Revenue Model
# Agenda

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Overview

1. Ease of access
   - Time Saving
   - Analytical Benefits

2. More users = more investors (businesses)

3. Increased # of Businesses/Organizations

4. Generating Money
   - Increased # of advertisements
Market Analysis

- General Public
- Governments Agencies
- Academic Institutions
- Businesses & Organizations
Competitors

buffer
Flipboard
hootsuite
TweetDeck
Business Plan

Attract Users
- Features
  - Time Saving
  - One Location
  - Easy Access

Maintain Users
- Analytics
  - Facebook
  - Twitter

Generate Money
- Freemium
- Advertisements
- Commissions
Revenue Model

- Freemium
- Free + Premium
- Advertisements
- Banner (Broad Advertisements)
- Key word (Narrow Advertisements)
APIs

V 1.0

Social Networking
- Twitter
- LinkedIn
- Facebook
- Flickr

Email client
- Hotmail
- Gmail

News & Entertainment
- Spotify
- RSS Feeds

V 2.0

- Google
- Yelp
- Streaming
- High Chart
Novelty 2.0

- Amazon EC2
- Sentimental Analysis
- Text Mining
- Association rules

Cloud

PHP Insight

RAPID Miner

WEKA
ARCHITECTURE
FACEBOOK – ANALYTICS

1. Recommends Restaurants Based on user’s recent check-ins

2. Recommends Restaurants Based on users' Friends check-ins

3. All overlaps are removed between the two

WEKA: Used Apriori algorithm to find association rules and use the result set to base our recommendations
TWITTER - ANALYTICS

Performed text mining using Rapid Miner on Hashtags & Used these hashtags to collect about 60,000+ tweets

Sentimental analysis on top hashtags using PHP Insight & Analysis to identify most important hashtags

Identified which GEO locations have the most tweets & Which profiles have the most followers
FUTURE PLAN

Increase # of Social Media Sites
More functionalities for existing API
Additional Analytics based on user activity
Expand Globally