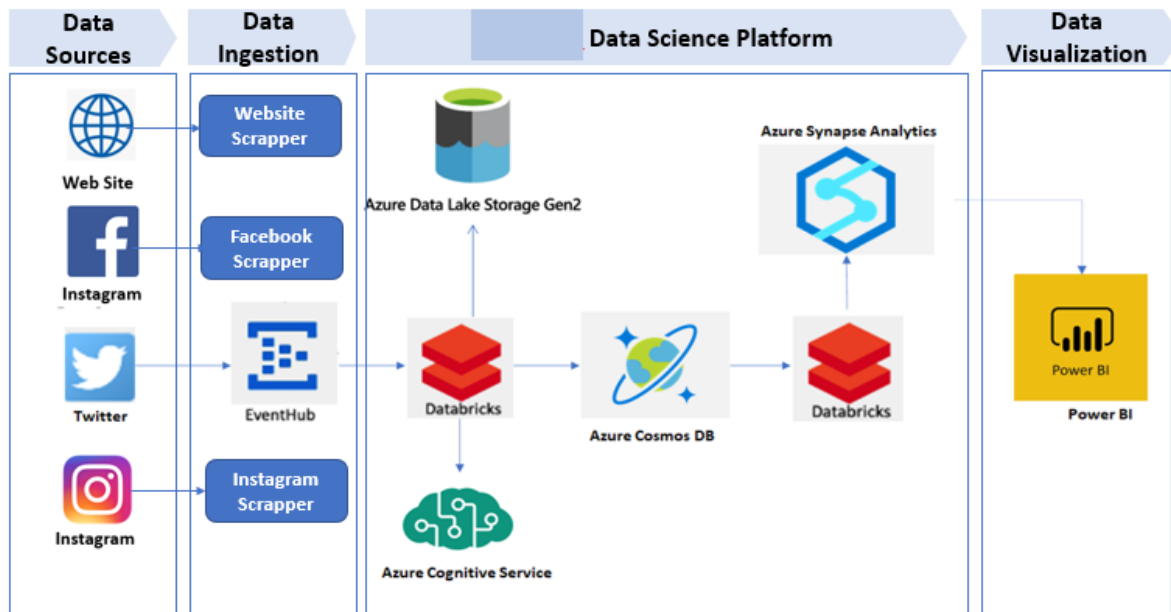


Solution architecture of our social media analytics.

Our Solution is fully based on Microsoft Azure components as shown below



Product Features & Business Model

Features	Description	Required Microsoft Technologies
Data Engineering		
Realtime Data Ingestion (Twitter), Periodic Data Ingestion (Instagram , Youtube , and Facebook)	Collecting data in real-time from Twitter and periodically from Instagram, Youtube, Facebook	<ol style="list-style-type: none"> 1. Microsoft Service Bus 2. Microsoft Eventhub 3. Azure Databricks 4. Azure CosmosDB 5. Azure Data Lake Gen 2 6. Azure Synapse Analytics 7. Azure Cognitive Service 8. Microsoft Power BI
Advanced Filtering for Ingesting relevant data	Our solution has multi-layered filtering component that takes a set of inputs (such as relevance, social authority ranking, language, etc.) and filter data sourcing from Twitter.	
Content (seperating contents by type such as text	Split media contents such as images and videos and load in the data lake.	
Data cleansing	All unnecessary, insignificant, incomplete data are cleaned	
Data Warehousing	Transform data from unstructured JSON data into Structured tables and then in Synapse warehouse.	
Data Analysis		
Influencer Detection	SoMax dcectets who are the influential users	
Trend Analysis	SoMax extracts trendy hashtags and trendy topics	
Multi-lingual	SoMax supports multiple languages such as English and Arabic	
Tracking Bot Account	Our solution can track if an account is a bot or human	
User Engagement	SoMax produce automatic reports on user engagement including User followers, friends, and user timeline	
Performance Analysis of User Posts	SoMax analyze time series analysis of a post such as a a Tweet to extract likes, shares, over time.	
Demographic Analysis	Our solution support demographic analysis of users by location.	
Sentiment Analysis	SoMax is very powerful in analyzing sentiment of post feeds.	
Time series analysis	SoMax perform time series analsis of tweet growth, user growth, share growth, likes growth	
Follower Network Visualization	SoMax supports complex visualization of follower network	
Dashboard		
Rich and comprehensive dashboard	SoMax supports comprehensive dashboard for visualizng anaysis results.	
Periodic Refresh of the dashboard	SoMax support periodic incremental refresh of the dashboard.	
Conversational Social Media Dashboard	SoMax support interactive queries of dashboard like Chatbot conversation	
Usability		
Smart Dashboard Sharing	SoMax supports sharing dashboard using QR code	
Multi-channel access	Our solution supports browsing reports and dashboards using various channels include mobile phone (IoS and Android OS), Tablet, and Personal computer.	
Custom Features		
SoMax is extensble. It can be extended for integrating features that are requested by clients.		