

(12) PATENT APPLICATION PUBLICATION

(21) Application No.202311038141 A

(19) INDIA

(22) Date of filing of Application :02/06/2023

(43) Publication Date : 07/07/2023

(54) Title of the invention : SOCIAL MEDIA ANALYTICS SYSTEM TO ANALYSE AND SUMMARIZE PUBLIC REPOSITORIES AND METHOD THEREOF

<p>(51) International classification :G06F 163500, G06F 169580, G06Q 500000, H04L 430400, H04L 515200</p> <p>(86) International Application No :NA Filing Date :NA</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number :NA Filing Date :NA</p> <p>(62) Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant : 1)Chitkara University Address of Applicant :Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala -----</p> <p>2)Bluest Mettle Solutions Private Limited Name of Applicant : NA Address of Applicant : NA</p> <p>(72)Name of Inventor : 1)MISHRA, Rahul Address of Applicant :ODC-4, Panchshil Tech Park, inside Courtyard by Marriott premises, Hinjewadi Phase - 1, Pune - 411057, Maharashtra, India. Pune -----</p> <p>2)SINGH, Dhiraj Address of Applicant :ODC-4, Panchshil Tech Park, inside Courtyard by Marriott premises, Hinjewadi Phase - 1, Pune - 411057, Maharashtra, India. Pune -----</p> <p>3)SHARMA, Manish Address of Applicant :Chitkara University, Chandigarh-Patiala National Highway, Village Jhansla, Rajpura, Punjab - 140401, India. Patiala -----</p>
--	--

(57) Abstract :

The present invention discloses a system (100) for analyzing and summarizing a public repository of a social media platform. The system includes a processor (102) configured to track social media data, backlinks, keyword rankings, and Google Analytics statistics, including session and bounce rate. Additionally, processor 102 imports metadata associated with the social media data, such as date, like comment count, follower and friend count, favorite and retweet, and upvote and downvote. Further, the processor categorizes social media users based on location, age, gender, marital status, and parenting status, facilitating the identification of influencers, and identifying frequently appearing terms and phrases, generating new themes, concerns, and possibilities. Moreover, the system generates graphical representations summarizing the outcome of social media analytics, which are displayed on a display unit (110).

No. of Pages : 27 No. of Claims : 10