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# Plot Positioning and Media Planning

Mithun Gowda C G<sup>1</sup>, Muthuramalingam B<sup>2</sup>

P.G. Student, Department of Computer Application, Sir M Visvesvaraya Institute of Technology,  
Hunsamaranahalli, Bangalore, India<sup>1</sup>

Assistant Professor, Department of Computer Application, Sir M Visvesvaraya Institute of Technology,  
Hunsamaranahalli, Bangalore, India<sup>2</sup>

**ABSTRACT:** The major structural formation that will be offered with the aid of the services system that is being created are stream analysis and competitive resolution. In the Present scenario different tools are used for analyzing different social media. In this application the analysis over different social media is done by a single tool. The system offers high volume flexibility, numerous types of element transfer and statistic aggregation. The platform interactions and positioned crafting activities are both protected by authenticated processed security, which increases the system's flexibility and security.

**KEYWORDS:** Media Scheduling.

## I. INTRODUCTION

When there is a need for more acquisition and want to preserve the health of the brand ,media analytics are crucial. Consistent client involvement is quite important, and to retain a record of the relevant dialogues, which will be initialized with the aid of the system is required. In order to give the user a variety of options , several sorts of media channel-related factors that are necessary for media analytics are linked from a single system. Multiple critical viewpoints are used to give the consumer interactions and all the touch points necessary for brand optimization. The account users can self-recognize all the necessary brand optimization references, and several setups are offered so that , In accordance with user requirements, the associated working can be identified.

When all of the references are handled by a single system , it will be cheaper to give customer service and even offer the right financial and analytics to make scenario managing simpler. There are several categorical reports available when report sections are selected, the system's systematic analytical patterns will be more optimally initialized. As a result of the system's provision of different categorical reports when report sections are chosen, the system's systematic analytical patterns will be more optimally initialized.

The firms additionally desire adequate consumer interaction in order to begin developing trends and supply information for a variety of information transfer methods that are made available to users. Organizations can exploit the information transfer more effectively by using digital information design and identifying market opportunities. The correct information references can now be designed from a single system and it can be introduced to numerous sorts of platforms in a controlled fashion , any type of performance that is necessary to be initiated to boost the campaign will also be supplied within the system. Considering that suitable information references can now be designed from a single system and initialized to numerous sorts of platforms in a controlled method, any type of performance that is necessary to be begun , to support the campaign will also be given within the system.

With the aid of the rivers that are offered inside the system, any type of automations necessary for the pinpoint camp these transfer or any type of communications can be started. Even numerous languages are available, allowing for the initialization of any necessary interface adjustments. The system is linked to better crisis management because it enables multiple types of platforms to be controlled whenever a company is maintaining its brand and any potential negative references arise. This aids in better crisis management for the organization.

## II. LITERATURE SURVEY

### EXISTING SYSTEM

The current system requires a corporation to manage a variety of resources and personnel, which makes social media optimization expensive. It also requires various communications and social media analytics concern.

In the context of contemporary business, it is crucial to maximize the creation of brand health, but initializing tools is a more expensive process for carrying out various social media-related tasks. Because different sorts of information need to be reported, different forms of activities that are necessary for efficiency optimizations and for making better decisions are extremely important.

### PROPOSED SYSTEM

In proposed system brand recognition and brand optimization are crucial, so the system was created so that all reference platforms, information design, analytical evaluations of the information etc., could be handled by a single system. The proposed system offers a variety of settings for global usage, and the administrator will start these.

All references types required for brand health and social media analytics can be directed. Any sort of organization can use the system because it provides multiple channel support.

## III. TECHNOLOGY

### PYTHON

Python is a object-oriented, interactive, interpreted and high-level programming language it has built in data structures which makes easy for application development, when compared to other languages, python have simple syntax which makes it easy to understand and implement and it also reduce the cost of maintenance. Python supports many modules and packages which helps in code reusability. When compared to other languages python provides a quickest way to debug the errors. There are different software tools which is used for python programming language the top software tools used are PyCharm and visual studio. python is used for creating web application, data analysis and machine learning, software testing, and for everyday tasks.

### DJANGO

Django is open source python web framework, which makes it easier to create web sites using python programming language. This framework provides the reusability of components it also has a database connections where we can perform different operations like create update and delete. To create any Django project, it is must to have the dedicated virtual environment and have to install the Django. The requirements to build a web application in Django is backend, JavaScript and API's. This framework provides a flexibility than using different web application tool. The client side will be provided with the Django template and the server side will be provided with the Django framework which contains application logic, view logic and the model which is used to create a web application, and the model which is chosen will be connected to the database.

### MongoDB

Mango DB is also one of the open-source and widely used databases of NoSQL that provides. An appropriate and scalable approach to manage and storing the data. The MangoDB is designed to handle a large amount of unstructured data and semi-structured data which is suitable for modern applications involving data requirements. Mango db uses the document-oriented model. Unlike the traditional relational database. The data that is stored is. Self-contained document and it is also flexible and is organized into a collection. And the MangoDB is not a platform-dependent software. It is a platform independent It Can be worked with any of the platforms.

#### IV. EXPERIMENTAL RESULTS

##### Preference Options

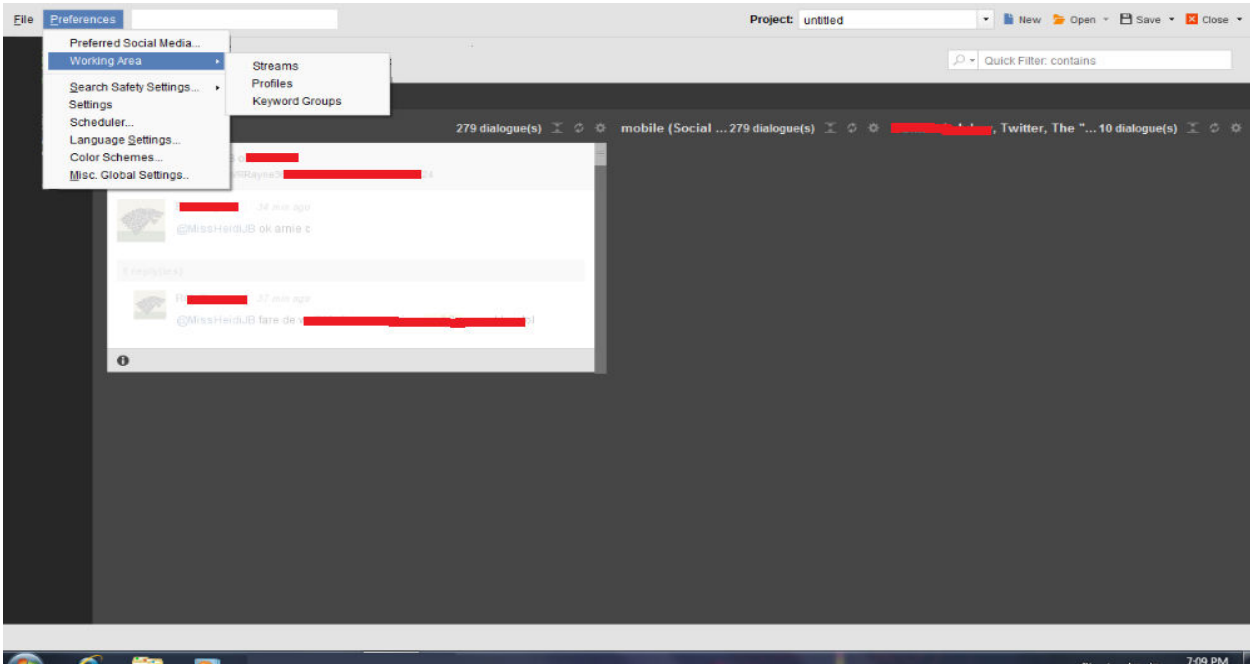


Fig. 1 This page provides the options to the users to select the types of working area from which they can collect data for analytical process.

##### Research And Stream Selection

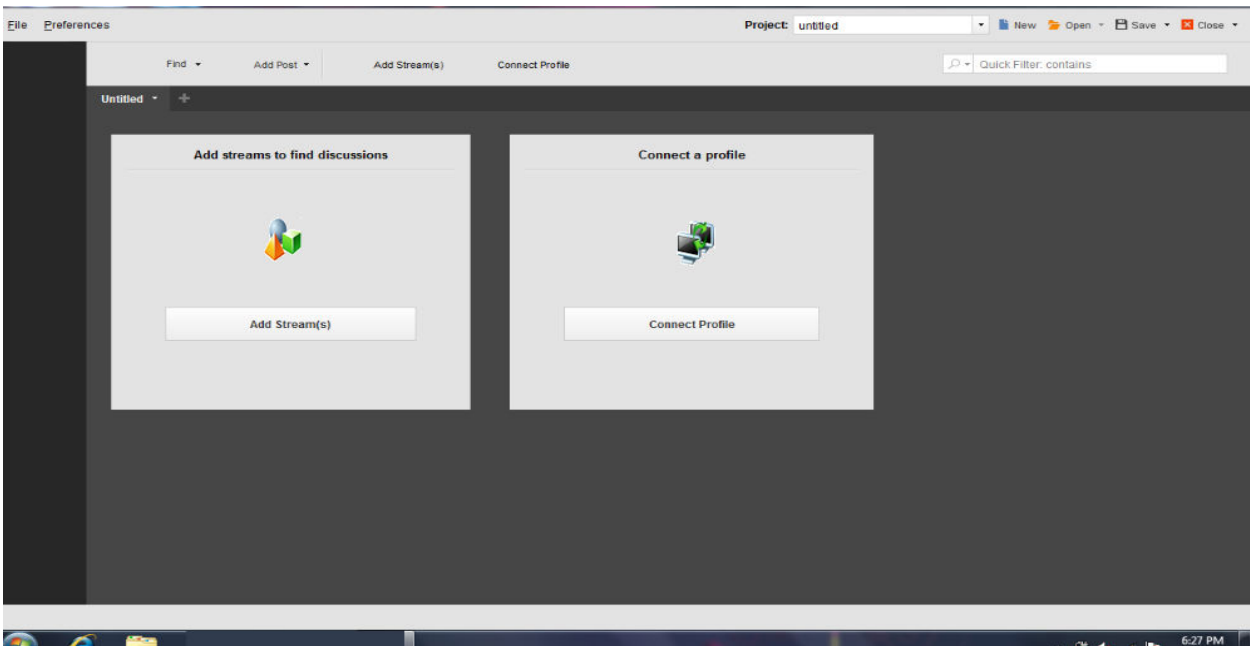


Fig. 2 This page is a home page it provides a shortcut to add social media for some analytical process and provides shortcut to add users.



### Base-Keyword Provided

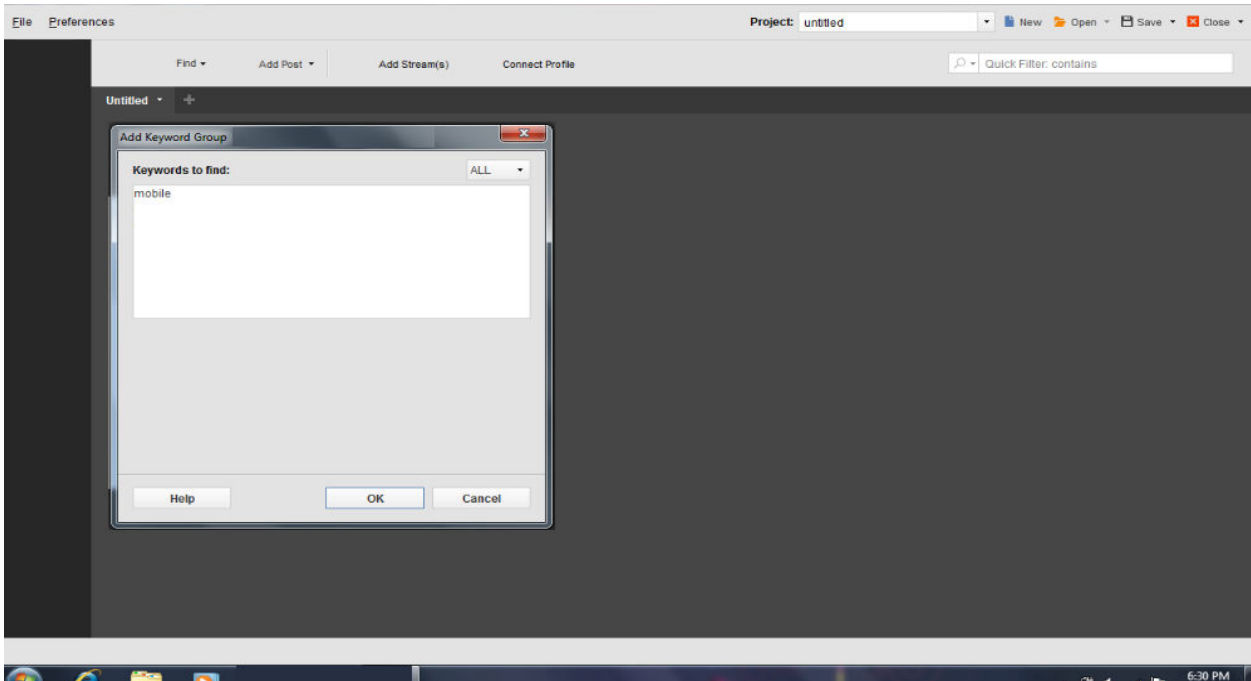


Fig. 3 In this page the keyword will be used to gather the data from the specific stream source.

### Selecting Sources

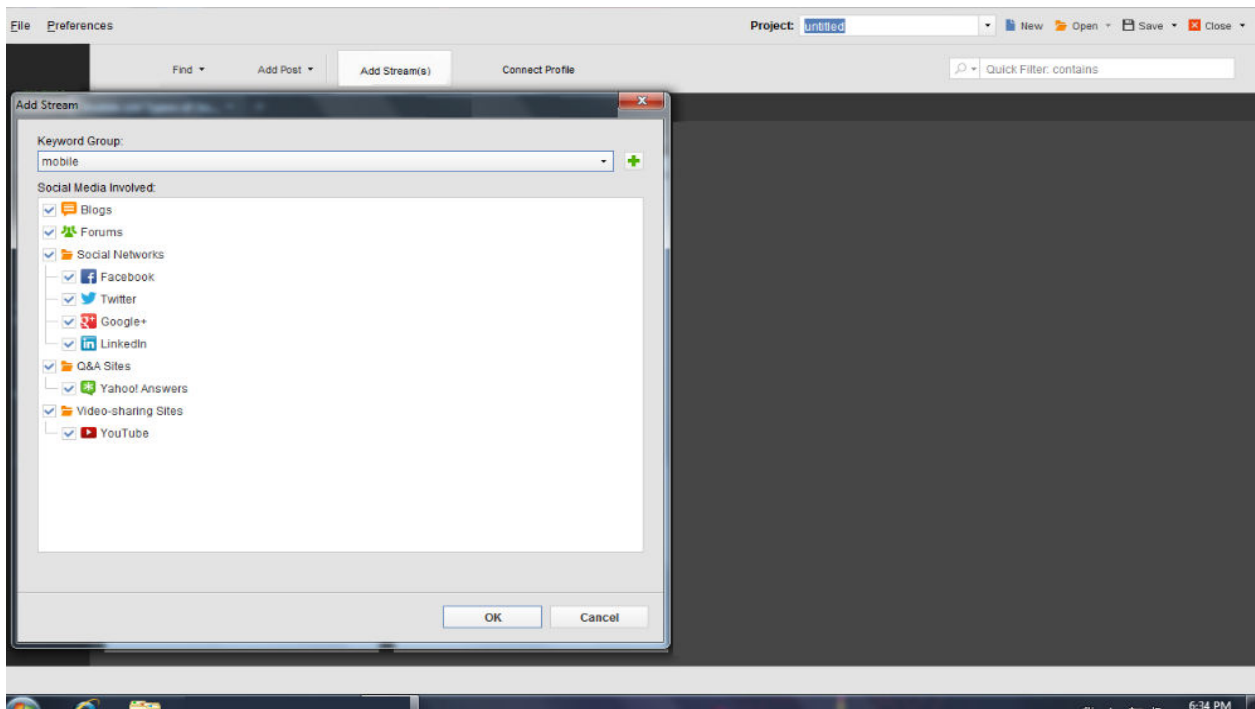


Fig. 4 This page allows users to select the streams from which the data should be collected for analytical process.

Graphs And Statistics Provided

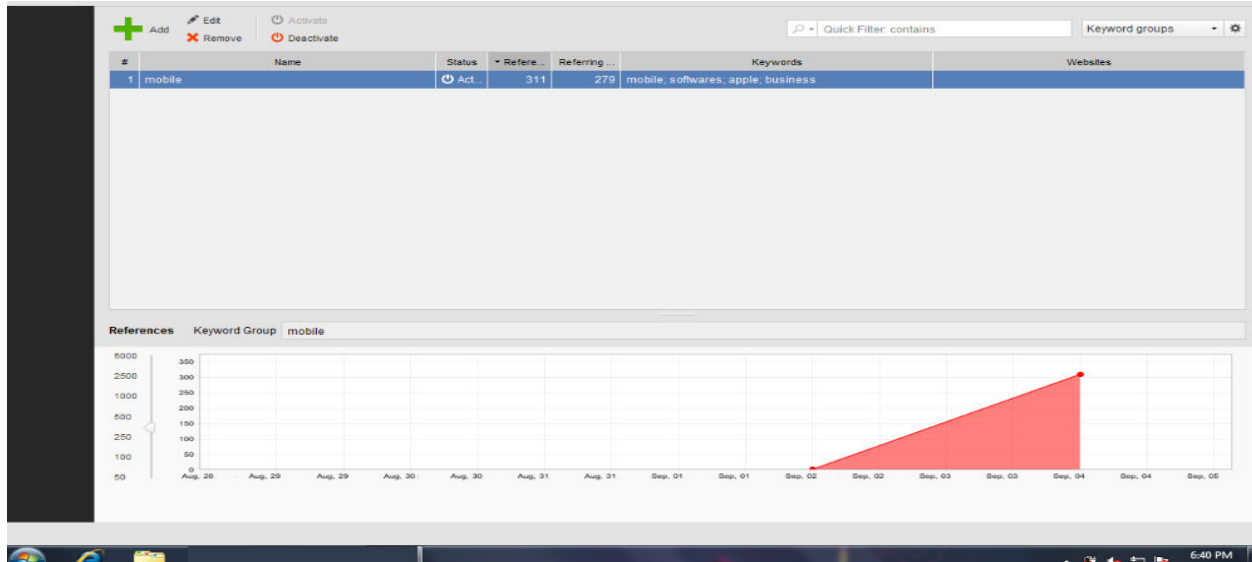


Fig. 5 In this page it display the data in statistical and graphical representation of data.

#### V. CONCLUSION

The technology is used for improved campaign management because it supports many social media platforms and also makes information transfer very easy. The technology made it simple to create any type of analytical references design that were necessary in the form of keyword analysis or any type of competitive reference. The system has provided various reference values in accordance with the type of information that would be needed will be initialized.

To check accuracy multiple types of values will be provided and all types of information conversions which were acknowledged by the system were relevant in nature. The overall feature of the system design was very much ideal in nature. This will help to generate multiple sorts of jobs in a controlled manner from a single system.

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