

SREENIVASA INSTITUTE OF TECHNOLOGY AND MANAGEMENT STUDIES (AUTONOMOUS)

Chittoor MCA Department

A Webinar On Social Media Analytics

A Webinar on **Social Media Analytics** was organized by the MCA Department, on 20th June 2020. Dr. A. V. Krishna Prasad, Professor, Dept. of CSE, MVSR Engineering College, Hyderabad acted as a speaker. The webinar started with welcome speech by Dr. S. Sreekanth, HOD, MCA department and then, Resource person introduced by Mr. M. E. Palanivel, Convener, and then session started.

Social media analytics (SMA) refers to the approach of collecting data from social media sites and blogs and evaluating that data to make business decisions. This process goes beyond the usual monitoring or a basic analysis of retweets or 'likes' to develop an in-depth idea of the social consumer. He has discussed what tools contribute to the journey? And what are their distinctions.

Speaker Details: Dr. A. V. Krishna Prasad, Professor, Dept. of CSE, MVSR Engineering

College, Hyderabad

Convenor: Mr. M. E. Palanivel, Professor, MCA Department, SITAMS.

Date : 20-06-2020

Venue : Online.



Sreenivasa Institute of Technology and Management Studies Autonomous, NBA and NAAC Accredited, Chittoor, Andhra Pradesh



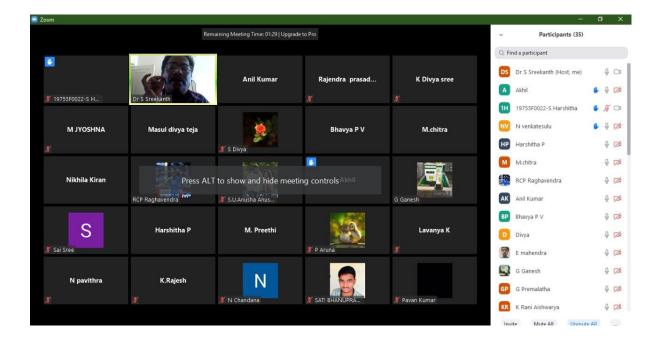
WEBINAR on
"Social Media Analytics"
Organized by
MCA DEPARTMENT

Time: 10:30 AM - 12:00 noon Date: 24- 06 -2020



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HOD (Dr. S. Sreekanth)