SOCIAL MEDIA DATA ANALYSIS SYSTEM AND METHOD

ABSTRACT

[0057] A system for analyzing data to determine an activity around a product is provided. The system comprises a user interface configured to enable one or more data analysts to provide input data and an acquisition module coupled to user interface and configured to retrieve social media data in response to the input data. The social media data is received from one more social media platforms. The system further comprises processing circuitry coupled to the acquisition module and comprises an analysis module configured to analyze the social media data to generate processed data and classify the processed data based on a plurality of criteria and a visualization module coupled to the analysis module and configured to generate a plurality of visual representations of classified data.

[0058] Figure 1