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BACKGROUND MOTIVATION GOALS CONCLUSION

Social media serves as an important tool to Purdue Athletics as it allows sports accounts to grow and engage with their fan bases, create brands for themselves, and interact with other companies and sports teams via sponsorships and repostings.

★ Collect Purdue Athletics social media data and conduct data analysis in the form of visuals.

★ Collect, clean, and visualize the data and findings for each platform team.

★ Content is focused specifically on:

Accounts:

- a. Date/time
- b. Category type
- c. Content type
- d. Likes
- e. Comments
- f. Shares
- g. Engagement
- h. Engagement rate

- Soccer
- Sports
- Women's Basketball
- Football
- Basketball
- Softball
- Wrestling
- Volleyball
- Baseball



★ Helps the Purdue Athletics department automate this process and performs analysis on data using tools such as bash, Python, and Tableau.

Future Goals: Automate data by coding an algorithm that would scrape data automatically every 2 weeks rather than doing it manually, using our tool with the Purdue Sports app and website, and develop efficient methods to categorize data while maintaining consistency.

★ Scrape the Data → Categorize the Post(s) → Clean the Files → Generate Visuals

Summary: Helped Brooke Robbins and her team gain insights about social media platform statistics and overall engagement in posts, worked to achieve the goals of growth and engagement in social media by scraping data and using it to create useful visuals to better analyze the social media data, fully automated the process of data scraping social media platforms.

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VISUALIZATION SCRAPING AUTOMATION

