My current job interest is in social media marketing. The role of this job is to create and manage social media campaigns to improve sales and branding for different clients . My colossal problems are in determining the influence of social media campaigns on sale of products, understanding customers perceptions about my products and services and predicting changes in network or churning of predictions.

Data visualization can analyze user demographics, products interested and behavior to optimize advertisements targeting and bidding strategies on social media and advertising platforms. Machine learning algorithms such as clustering and classification can analyze user behavior data to optimize content recommendations, posting times and engagement strategies on social media platforms. These techniques can be evaluated by measuring changes in product sales before, during and after the modified social media campaigns. An increase in product sales indicates improved social media campaigns.

Classification can be used to analyze user generated content such as comments, reviews and tweets to determine sentiment towards my products and services. Tracking metrics such as likes, shares and replies on posts and comments are used to gauge customer interaction and sentiments. Topic modeling techniques are used to identify common themes and topics that help understand customer preferences and concerns. Sentiment scores are measured over time to track changes in perception and topics.

Data visualization is used to detect anomalies in user behavior and engagement metrics to predict the likelihood of customers discontinuing the use of product or service. These churn predictions can be evaluated by metrics such as precision, accuracy, recall, F1 score and ROC-AUC.Churn predictions can be used to determine importance of different features such as user activity, engagement metrics and demographic information. Comparing churn rates between groups exposed to different interventions such as social media campaigns can be used to influence social media campaigns.