

Machine Learning Based Mathematical Modelling for Prediction of Social Media Consumer behaviour using Big Data Analytics

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Research

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Abstract

Almost many consumers are inclined by social media to purchase the product and spend more money on purchasing. We got the data from social media to analyse the consumer behaviour. We have considered the consumer data from Facebook, Twitter, LinkedIn and YouTube. There is diversity and high-speed, high volume data is coming from social media, so we used big data technology. Big Data Technology is the recent technology is used in various field of research. In this paper we have used the concept of big data technology to process data and analyse to predict the consumer behaviour on social media. We have analysed the consumer behaviour based on certain parameter and criteria. we have analysed the consumer perception, attitude towards the social media. For doing the prediction we have pre-process the data to make the quality data so that we can take the quality decision based on outcome of our model. We have used the predictive big data analytics technique to analyse the consumer behaviour prediction in this paper.

Full Text

Due to technical limitations, full-text HTML conversion of this manuscript could not be completed. However, the latest manuscript can be downloaded and [accessed as a PDF](#).

Figures

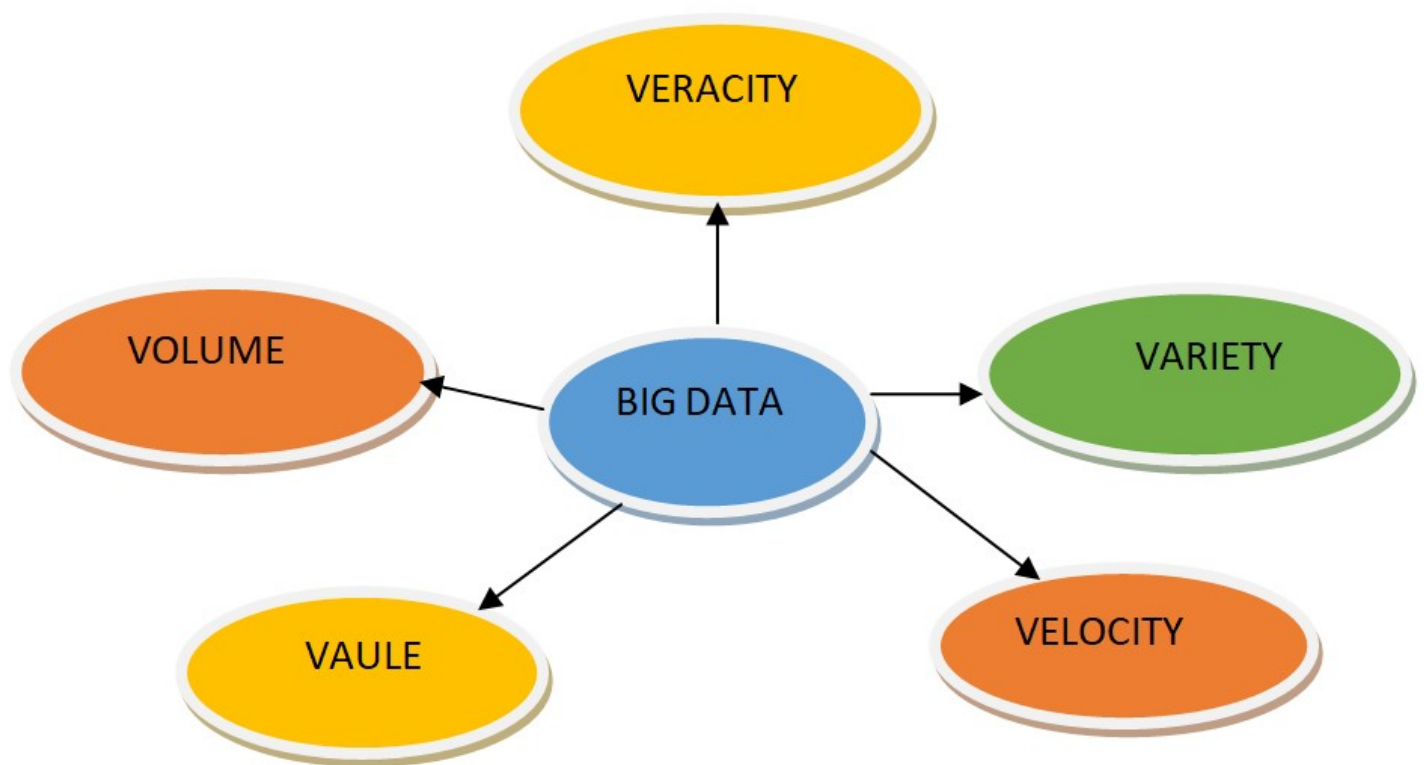


Figure 1

Characteristics of Big data

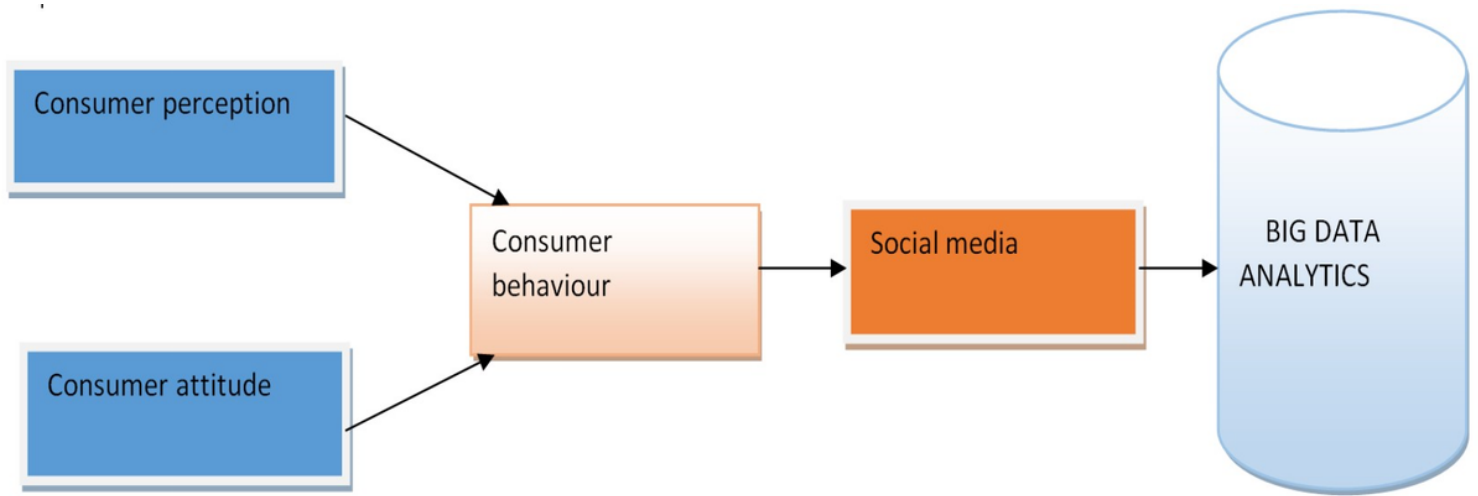


Figure 2

Consumer perception and attitude

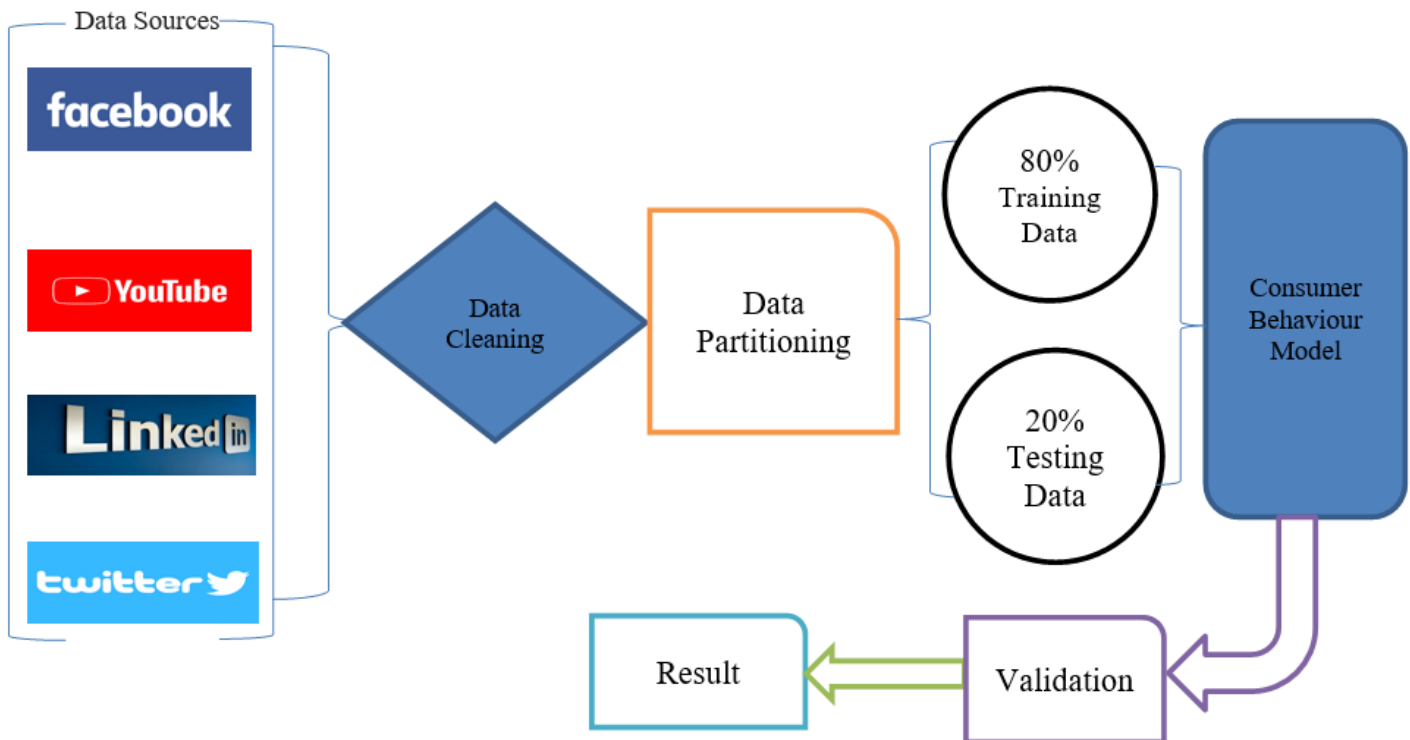


Figure 3

Consumer behaviour Model

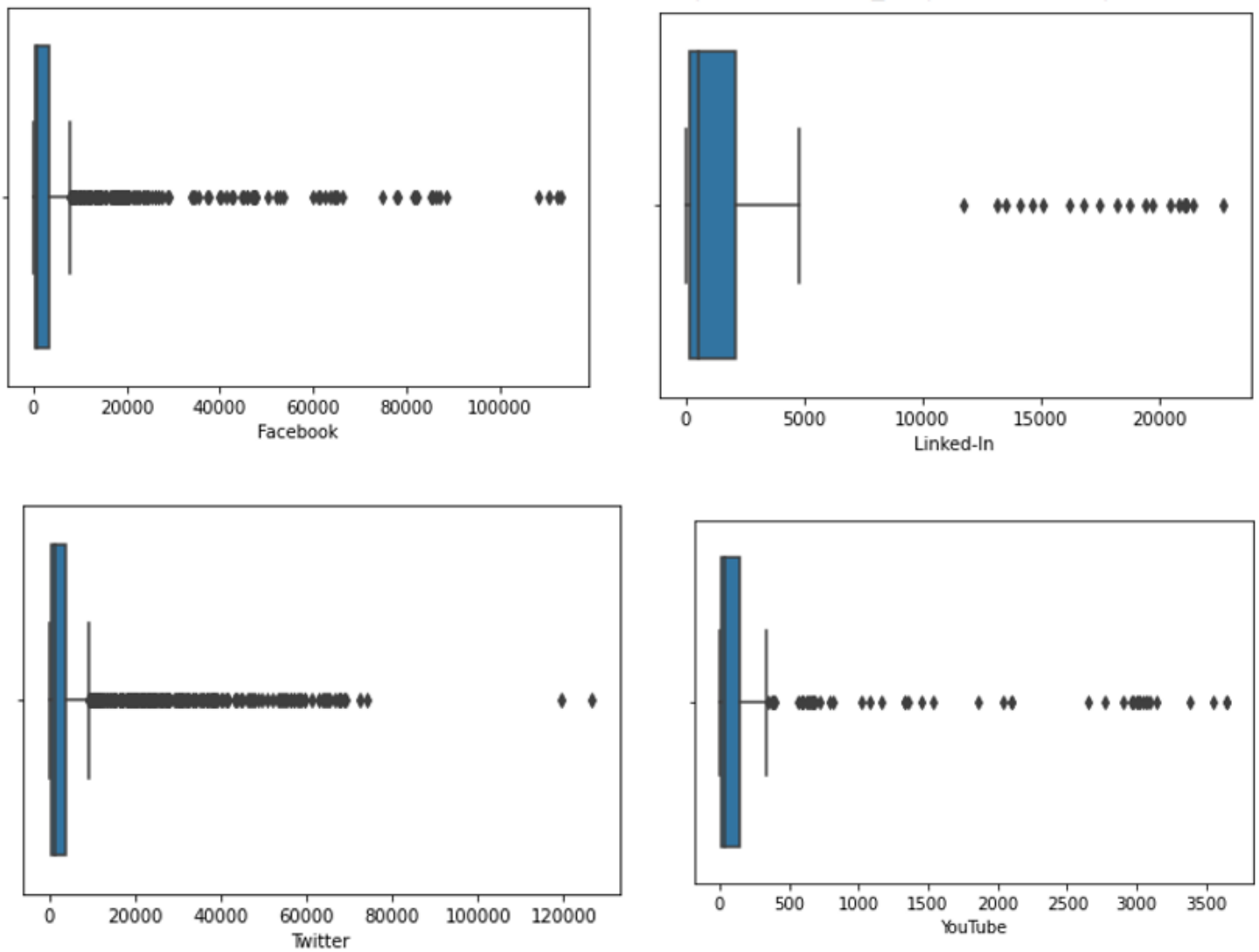


Figure 4

Outlier Detection

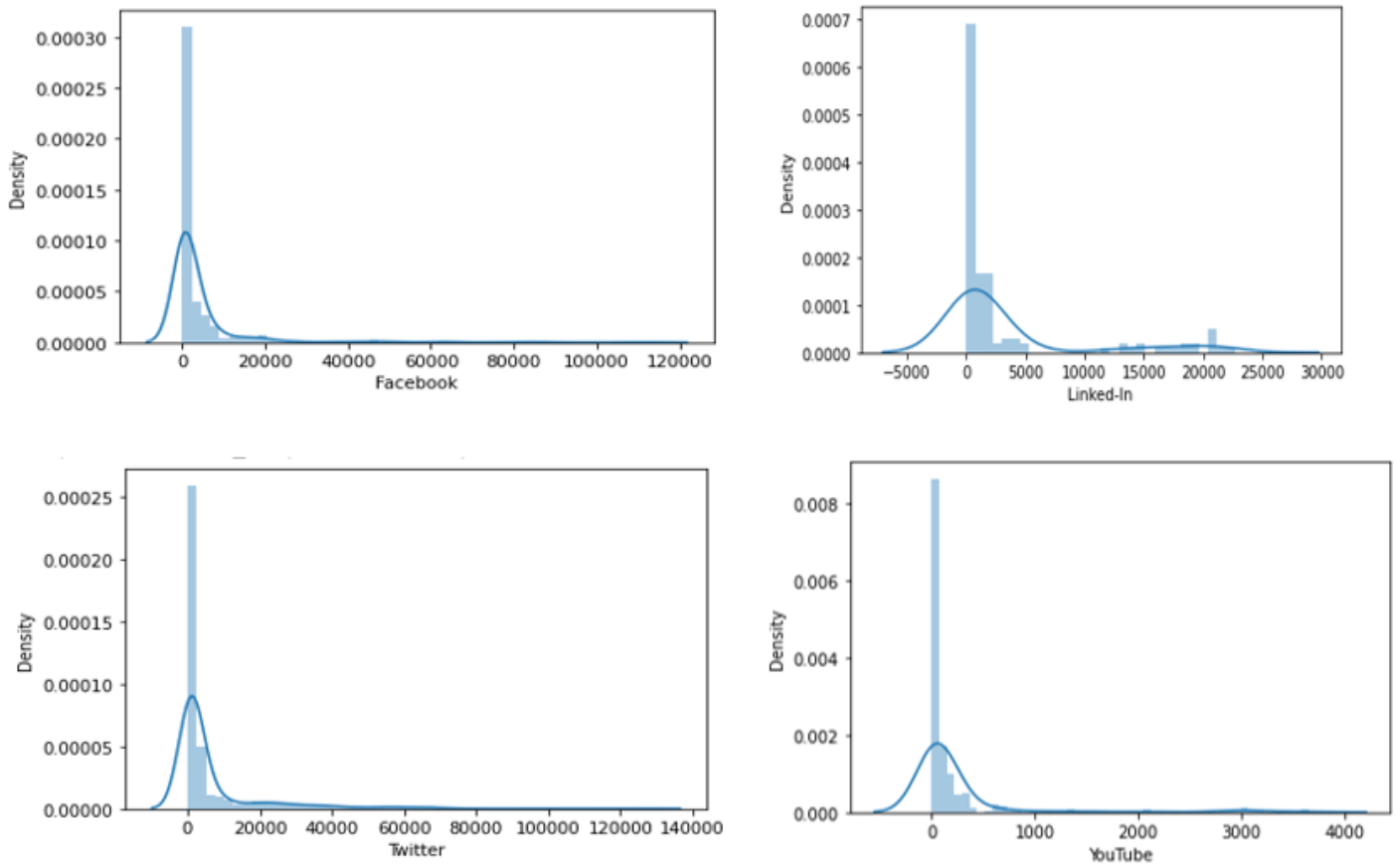


Figure 5

Density verse Platform

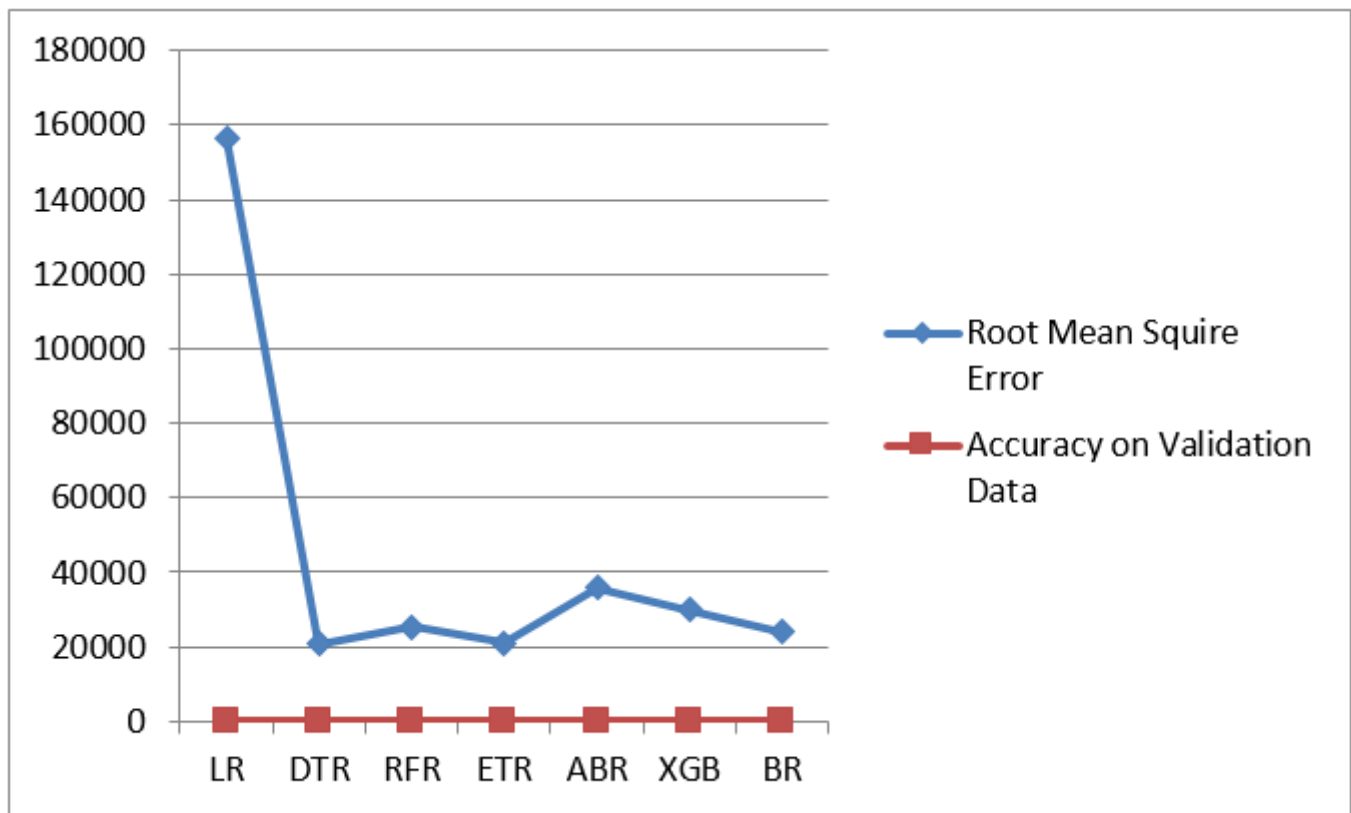


Figure 6

Graphical Representation of Model