Virtual Business Analyst using a Progressive Web Application

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Abstract - *- A business based application to improve the status of small and medium scale industries by communicating between the small and medium scale to support the growth of their company the progressive web application with the SEO and SEM used to set the brand for the industry or company. The platform gets the help from investors to develop their company and also provides a customized design for their company application in order to attract their customer.*

Key Words: SEO, SEM, Digital marketing Artificial intelligence, CRM, Web scrapper

1.INTRODUCTION

The main objective of the product is to provide A Business to Business solution by progressive web application for the development of small/medium scale industries. Virtual Business Analyst where SEO and SEM are used to set a brand for the company. A Platform to find investors for the products/projects and provides a customized design for their brands to improve business

A Virtual Business Analyst which is used to improve company's trend and brand through digital marketing. The growth of business from the initial to a successful level depends on the brand as well as financial support where our platform helps to locate investors for the products/projects. The customized design module in the platform helps in the development of interactive application for the company. The platform helps in locating and connecting with their respective clients through this platform. It also helps in improving the Customer relationship management in developing the company's business process. Virtual Business Analyst where SEO and SEM are used to set a brand for the company. A Platform to find investors for the products/projects and provides a customized design for their brands to improve business.

2.LITERATURE REVIEW

2.1Problems in existing system
The sufficient data for classification is obtained from the APIs from all the three platforms. The data from all the three platforms is integrated and combined for a specific user. The analysis is performed on the combined data that was generated for a user.

2.2System targets specific demographic people

The proposed system aims at utilizing the data collected from the three of the most popular social media platforms that are Facebook, Twitter and Instagram. The users would be classified into different categories based on the preferences. The sufficient data for classification is obtained from the APIs from all the three platforms. The data from all the three platforms is integrated and combined for a specific user. The analysis is performed on the combined data that was generated for a user. The user is then accordingly classified on the basis of the analysis performed. The classification is done using the classifier algorithm. The categorized users could then be targeted for Marketing. This would lead to better results as the categorized users would be targeted for only those advertisements that match with their interests. A user may also be categorized into two or more categories as a user can have multiple interests.

2.3Text Classification using Artificial Intelligence
Text Classification is the process of classifying documents into predefined categories based on their content. It is the automated assignment of natural language texts to predefined categories. Text classification is the primary requirement of text retrieval systems, which retrieve texts in response to a user query, and text understanding systems, which transform text in some way such as producing summaries, answering questions or extracting data. Existing supervised learning algorithms for classifying text need sufficient documents to learn accurately. This paper presents a new algorithm for text classification using artificial intelligence technique that requires fewer documents for training. Instead of using words, word relation i.e. association rules from these words is used to derive feature set from pre-classified text documents. The concept of naïve Bayes classifier is then used on derived features and finally only a single concept of genetic algorithm has been added for final classification. A system based on the proposed algorithm has been implemented and tested. The experimental results show that the proposed system works as a successful text classifier.

3.PROPOSED RESEARCH METHOD AND HYPOTHESIS

The business success of Micro, Small, and Medium Enterprises (MSMEs) is determined by capital assets and capabilities to adopt innovation of social media technology to formulate digital marketing strategy improving organizational agility. The vastly developing content of social media becomes an opportunity ensuring more agile organizations in the accessibility of target markets. Problems of this research proposal are formulated (a) to propose a new research model on influences of innovation adoption of social media technology on digital marketing strategy in improving organizational agility of MSMEs and (b) to design hypothetical tests to cognize the influence of each latent variable. The research aims to identify and analyze to what extent digital marketing strategy can improve organizational agility of MSMEs in our city.

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Innovation adoption of social media technology focuses on physical changes and members of organizations directly adapting changes of marketing communication media through digital patterns. This adoption has a significant role in expansion and improvement of competitiveness. Capabilities to communicate with others and build collaborations and relationships are necessary. This condition positively encourages strategy formulation of digital marketing strategy and organizational agility.

3.1 Search engine optimization

Search engine optimization (SEO) is the process of optimizing the content, technical set-up, and reach of your website so that your pages appear at the top of a search engine result for a specific set of keyword terms. Ultimately, the goal is to attract visitors to your website when they search for products, services, or information related to your business. SEO can almost be viewed as a set of best practices for good digital marketing. It enforces the need for a well-constructed and easy-to-use website, valuable and engaging content, and the credibility for other websites and individuals to recommend you by linking to your site or mentioning it in social media posts.

3.2 Machine Learning

ML is being implemented in digital marketing departments around the globe. Its implications involve utilizing data, content, and online channels to increase productivity and help digital marketers understand their target audience better. But how, exactly, are ML tools being used in digital marketing strategies today? The experts at Smart Insights have compiled a few examples of how ML can make its way into your digital strategy, including: Content marketing: In recent years, digital marketers, bloggers, and businesses of all sizes have been busy creating content of all types to engage their target audience. Whether it's in the form of informative blog posts, customer testimonial videos, or recorded webinars, content is everywhere online.
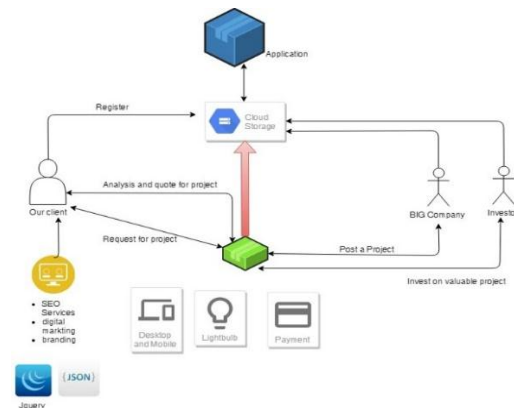
3.3 Digital Marketing

The concept of Digital Media Marketing has become very popular in the recent times mainly because of the increasing

use of social media by more and more people day by day. With the growing usage of social media platforms, the digital media marketing importance has increased over the time. Hence, there are a number of marketing tools that helps the marketing agencies to target users and sell their products and services. There exists a number of applications that provides analysis of the social media usage. A good example of such a system is Google Analytics, Facebook Insight and Audience Insights by Twitter. Google Analytics tracks down the activities of a website where as Facebook or Twitter Analytic Tool use social science and computer science together to show the valuable insights gathered from stakeholders and use the same for business development decisions.

Identify applicable funding agency here. If none, delete this text box.

4.METHODOLOGY

Proposed system aims to help Small scale Industry and companies to achieve their clients desired target goal in respect to digital marketing. The main purpose is to create a personal engagement system which would be helpful in various different ways like connect them with nearby investor an grow their business by providing custom business models.

They would be having details of customer base they can target and excel by increasing the "Conversion Rate" (The percentage of people who are interacting with your website or any purchase having due to the campaign.), such that the yield from paid advertisement increases.

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5.CONCLUSION

Every system should produce a best solution, so that the errors can be minimized. Introducing this concept reduces the time and space complexity of the system and increases the efficiency of the company. The users should be provided with the best solutions so that their time can be saved. Introducing this algorithm will be efficient and it provides a way to reach for easy access of company development. After the result is generated it would help clients to target specific set of people which would increase their per capital yield over a paid digital marketing campaign. Also, it would be helping in a better lead generation, increase the number of sales and develop a great business relation within the community.

6. REFERENCES

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