Social Media Analytics by BertIA

Integration of social media data analytics to a single point.

The **Social Media Analytics by BertIA** solution is designed to migrate all the data from your social media networks to Power BI, in order to be able to draw conclusions from a single point.

From this single centralized point of information, be able to compare results and metrics using useful reports and dashboards that present the necessary information in each case for business decision making.

This tool can obtain data from all social networks:

Process

DATA EXTRACTION

The solution starts with the near real time data extraction from the different social media networks used by the company.

DATA STORAGE

The data is stored in the customer Data Lake to ensure that all the data is protected.

DATA TRANSFORMATION

The transformation and integration processes are developed in order to have a single data model that can be completely analyzed from Power BI.

POWER BI REPORT

Once this is done, the data is ready to create Power BI reports and dashboards to give the capability to perform a unified analysis of the social media data and more efficient decision-making process.

Why Social Media Analytics by BertIA?

POWER BI

The visual representation of all information is built in Power BI, which makes it possible to integrate multiple technologies into the solution and allows for powerful, visual and multi-device dashboards in the best analytics tool on the market.

AUTOMATE

Just analyze, decide and act.

Measure your KPI's and how your data evolves much more efficiently.

MORE THAN DASHBOARDS

Our solution allows you to connect to all data sources of digital campaign analysis systems. We can bring all the information together in a single repository and even obtain indicators that the standard versions of social media APIs do not offer.

Want to know more?

Contact us!

Call for more information: +34 931 313 183

Ask a question via email: hola@bertia.es

Learn more

bertia
SMART SOLUTIONS

Microsoft Partner

Gold Data Analytics
Gold Data Platform
Gold Cloud Platform
Silver Project and Portfolio Management

Microsoft