

Building a tool to measure the growth rate of a Facebook Fanpage.

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Abstract: This topic aims to propose and implement a statistical tool to evaluate the growth rate of Facebook Pages. In the current context, monitoring and analyzing information about social media page growth has become important for businesses. The main objective is to build a system that automates the process of collecting and processing data from Facebook APIs, thereby providing periodic reports on growth rates. The research method combines real data collection with analysis using statistical models. The expected results will help businesses identify development trends and support effective business strategies.

Keywords: Growth statistics, Facebook, social media API, Enterprise