Social Media Analytics

Typical engagement benefits

- **Key Benefits**
  - ❑ **Customers First**: Sentiment analysis offers a snapshot of audiences' feelings about their local experience, giving you an unbiased, front row view of your performance
  - ❑ **Real-time strategy**: Detect emerging issues, track performance over time and monitor the success of new initiatives. The always-updating landscape of social media allows you to drive real-time strategy, allowing you to save money by making key operational changes on the fly
  - ❑ **Competitive differentiation**: Using social data to derive competitive intelligence saves time/money. You understand exactly what customers think of your competition at brand/local level by comparing it directly to your customer sentiment. Use data to improve business by highlighting your strengths

What are the analysis methods?

- Sentiment Detection and Trends
  - ❑ Text Analytics based models to detect brand level sentiments
  - ❑ Mapping sentiments to Consumer Profiles, Geography & Branding
  - ❑ Changes in the sentiment over time – trends
- Segmentation
  - ❑ Market Segmentation
    - Consumer Profile
    - Brand Affinity
  - ❑ Distributor & Retailer Segmentation
    - Performance
    - Brand
    - Geography
- Branding/Marketing ROI
  - ❑ Channel effectiveness
  - ❑ Sales Attribution model for Branding/Marketing spend

Solution Approach

Exploratory Data Analysis
- Data Sanitization based on the source data collected
- Corpus Creation

Topic Modelling
- Infer topics from the corpus
- Topic Analysis and merging
- Corpus partition by topics

Sentiment Modelling
- Infer overall sentiment for each topic
- Partition Corpus by time ranges
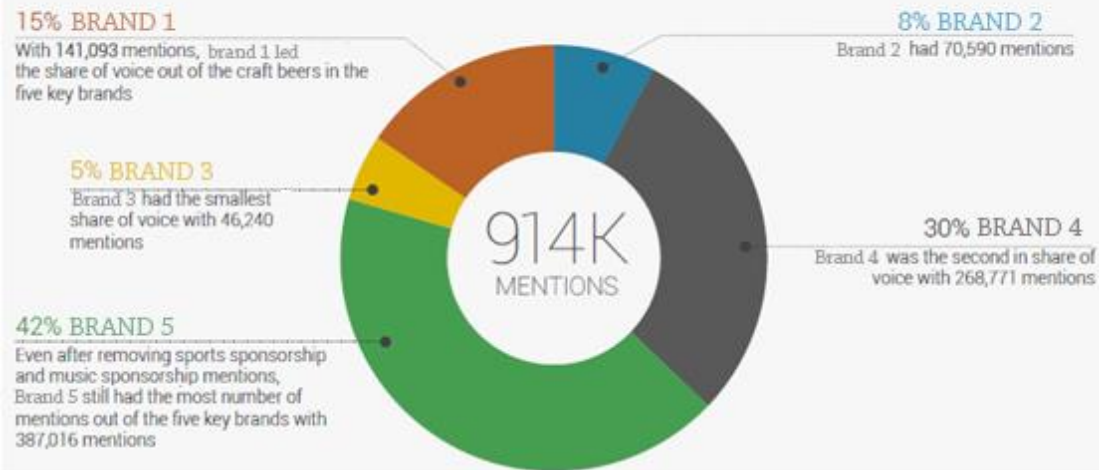- Extract Sentiment trends over time

Social Media Volume Analysis
- Share of Voice
- Buzz Trends
- Origin of Buzz

- Validate Survey data with Social media
- Create triggers for
  - ✓Our negatives : minimize the damage
  - ✓Our positives : Emphasize what people are liking
  - ✓Competition negatives : Learn from their mistake
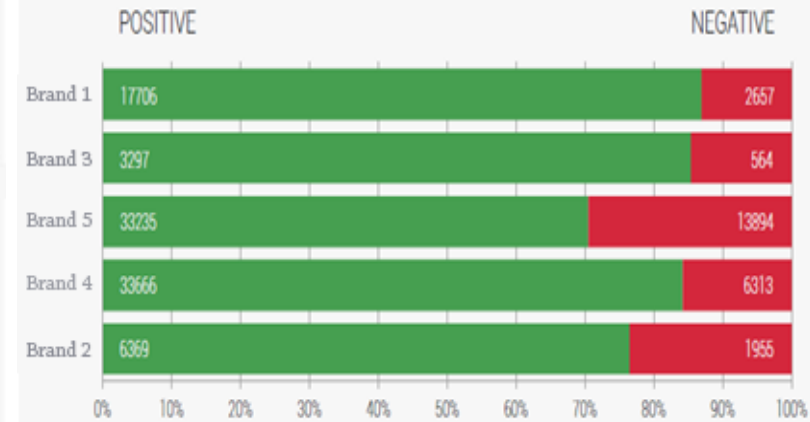 - ✓Competition positives : Pick up cues

Sample Output

Share of Voice
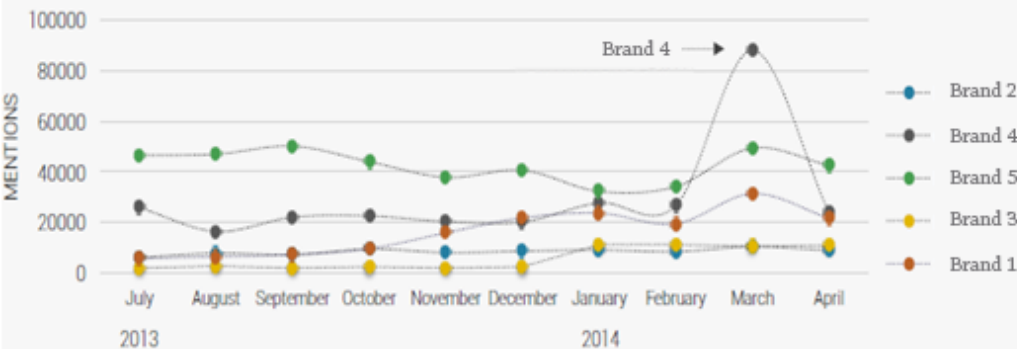Brand Presence as measured by Volume of Mentions

15% BRAND 1
With 141,093 mentions, brand 1 led the share of voice out of the craft beers in the five key brands

5% BRAND 3
Brand 3 had the smallest share of voice with 46,240 mentions

42% BRAND 5
Even after removing sports sponsorship and music sponsorship mentions, Brand 5 still had the most number of mentions out of the five key brands with 387,016 mentions

8% BRAND 2
Brand 2 had 70,590 mentions

30% BRAND 4
Brand 4 was the second in share of voice with 268,771 mentions

914K MENTIONS

Sentiment
Sentiment Breakdown per Brand

	POSITIVE	NEGATIVE
Brand 1	17706	2657
Brand 3	3297	564
Brand 5	33235	13894
Brand 4	33666	6313
Brand 2	6369	1955

Buzz Trends
Brand Conversation by Month

Brand 4

Legend: Brand 2, Brand 4, Brand 5, Brand 3, Brand 1

MENTIONS

July, August, September, October, November, December (2013) — January, February, March, April (2014)

Origin of Buzz
Where are people discussing these brands?

30% FACEBOOK

56% TWITTER

5% FORUM

3% NEWS

3% BLOG

Interpretation of Output
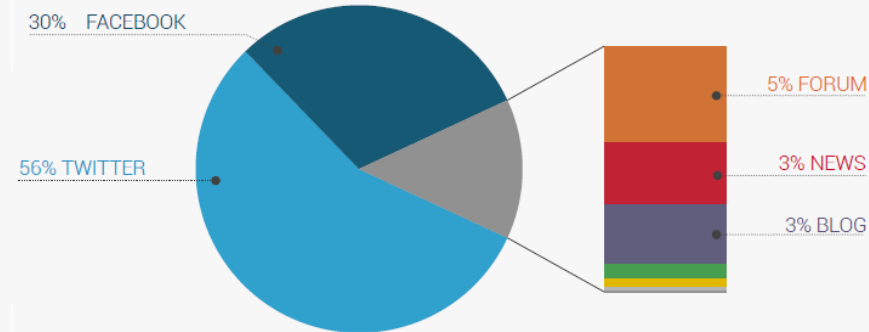
- Share of Voice
  - Which brand is getting more mentions, likes, re-tweets
  - Is it that the brand wit max engagement is the most high revenue or high margin brand
  - Customer segment wise engagement and comparison with wallet share of these customer segments on existing brands
  - Engagement ratio in terms of % of followers engaging
- Sentiment
  - Most positive sentiment
  - Which are the brand attributes that are driving sentiment
  - Is there an association for specific customer segments in terms of positive sentiment for 2 or more brands and can we bundle
- Buzz trends
  - What are the engagement levels?
  - Is it dipping or increasing
- Origin of Buzz
  - How to increase the engagement of lower performing channels
  - Which additional channel can be added

What data is required?

- Monthly Volumes, Revenue, Costs & Margins by brands
- Monthly Market share information by brand from Nielson
- Advertisement
    - Channels: Digital Media, Social Media & Print
    - Monthly Spend by Geo
- Survey Data
- Social Media Perceptions
    - Facebook, Twitter, Review sites, Blogs..
- Product details
    - Pricing/packaging/positioning
    - Taste/type/alcohol content
- Distribution Channels data
- Regional data
    - Weather data
    - Macro economic factors
    - Three major events (TV, sports etc… football, new year etc…country specific major events)
    - Legal

Thank You