another generic document

facebook //

// social deconstruction

Your First Insight :

As this is your first insight.
We understand that it's a valuable idea for the reader to get to
know the basics of the analytics that we present.

As we introduce the anaytical concepts you'll begin to become
familar with the interpretation's presented and there relevant
meaning. And this should help to slimdown insight reports
thereafter.

Analysis Breif

Analyse the key metrics of the brands facebook user data to
date. Show methods of analysis, extrapolate meaning with
reccomendations that can be applied to the positioning of the
brand & lead to the enhancment of Communcations strategies.

And above all, Re-Affirm & Strengthen the Felipe Rojas l Brand

What you are about to read is a guideline in how to leverage 'Big Data & your data'

So hold on // as we understand // that sometimes tricky inflexion
points of mundane // may occur // .... as we unfold your social data
into a story that is often untold through a " Neu Breed of Social Analyt-
ics". W//e call this a Hybrid of forms // Now lets move on - & take a look
under the hood & deconstruct // YOUR SOCIAL DATA

Felipe Rojas | Menswear
Social Analysis

Does Data Talk ?

On first instance, the brands user interaction seems wild // For us, patterns talk. And theres more to this formation than meets the eye... Hold on tight - as your social story evolves.

Your Total Facebook Impressions
Who cares ? The spike on the chart { to your right } is the

Monthly // Organic Impressions

Monthly Organic & Total Facebook impressions

Your organic { natural growth } is one of your key metrics. A prime indicator for the growth trend & overall health of the brands social story. Your organic growth as can be seen on the chart is what we call an undercurrent to the absoloute energy potential of your "Total Facebook Impressions"

Total Facebook Im-pressions

Impressions
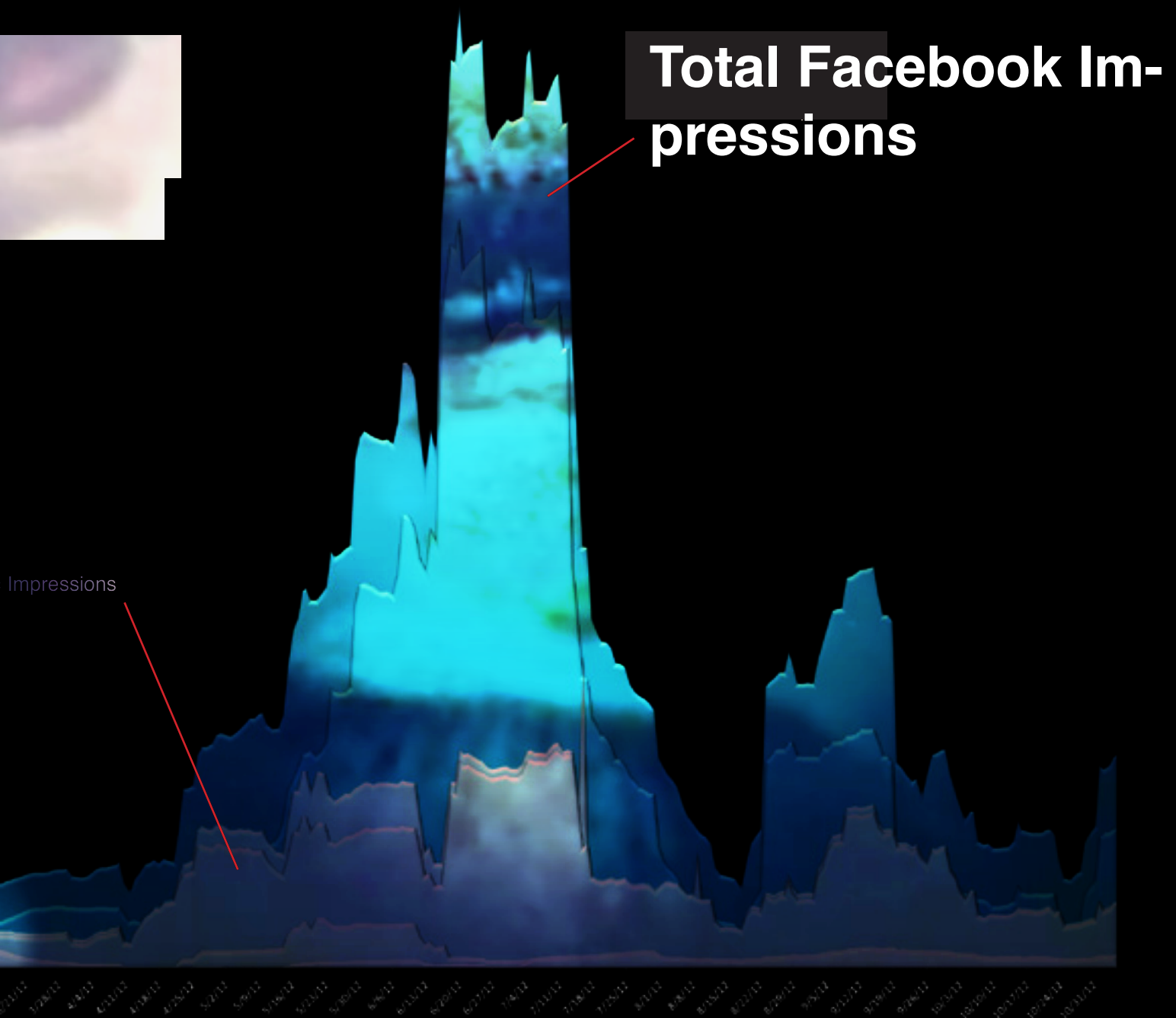
Felipe Rojas l Menswear
Introduction

Foreword:

Data often tells a story. Yet extracting the nuggets of gold from within these haystacks, can at times prove complex. With so many datrapoints to hand, often comes the question which is relevant & which is not ?

For this analysis we aim to deliver insight through the key metric data found within your Facebook page.
By extracting the core metrics which measure the health status of the brand & exemplify the role of facebook as a Brand Conduit. We aim to be able to extrapolate neccersary meaning & begin to introduce an innovative approach to the deliverance of PR & Communications strategies.

Web & Social Analytics

On the pages that follow we will begin to introduce the three analytical forms which we will be using to interpret your data. The studies are more commonly used in finance for the interpretation of financial data.
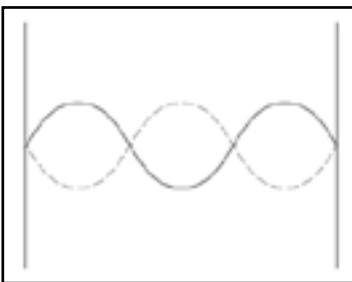
The Analytical types;

• Elliot Wave Theory
• Fractal & Pattern Analysis
• The Alpha Cycle
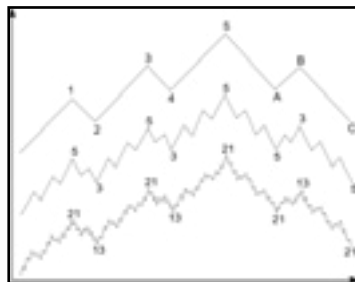
Combined, these analytical techniques allow us to extrapolate a relevant meaning to your social story and begin to conduce a plausible timeline of events.

Simple Flow : Cycles { Force / plugs into } ==> Technicals { Mathematics / plugs into } ==> Fractals { Behaviour / output }

Cycle // is equal to force

Elliot Wave // unfolding of the cycle

Fractals // are the visualisation

Big Data,

// Each of these data strings represents what we call your social DNA.
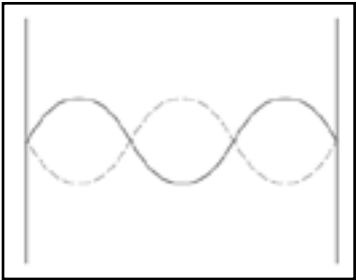
// A tapestry of your brands user interaction through time. With every number in the string representing a momentary intertwining of brand & user.

// zoom // for more detail

Felipe Rojas I Menswear
Analytics I Elliot Wave

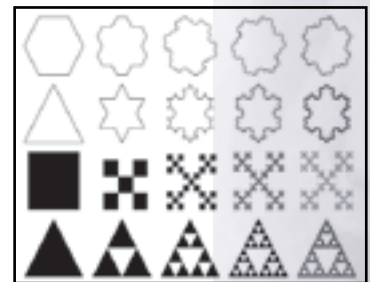| | aug | sep | oct | nov | dec | '12 | feb | mar | apr | may | jun | jul | aug | s |

Simple Flow : Cycles { Force / plugs into } ==> Technicals { Mathematics / plugs into } ==> Fractals { Behaviour / output }

Cycle // is equal to force

Elliot Wave // unfolding of the cycle

Fractals // are the visualisation

sep | oct | nov | dec | '13 | feb | mar | apr

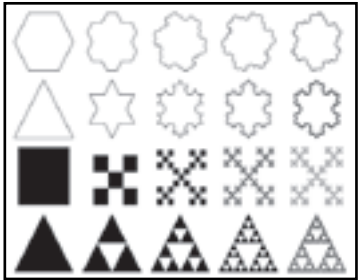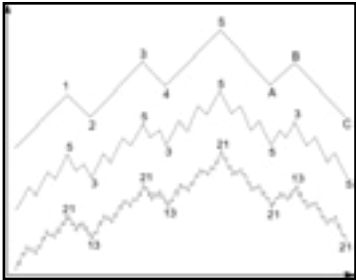**This is your Social Data:** Lets begin to deconstruct this & apply Elliot Wave Analysis.

Elliot Wave // unfolding of the cycle

Felipe Rojas I Menswear

Theoretical Design

Giving credence to the theory of R.N Elliot for the **"Elliott Wave Principle".** He posited that collective crowd psychology, often moved in pre-deterministic wave structures So that when charted, the patterns of behaviour which arise. Can be extrapolated upon and therefore projected forward.

For the interpretation of elliot wave trends.
We use algorthmic software which calculates the highest latent probabilities of elliot wave projections for "Any Given Data Series".

We do this. and it allows us to be impartial in opinion. As projection's of Elliot Wave Structures. Can at any point in time, be multiple possibilities .{See: Monte Carlo Method}
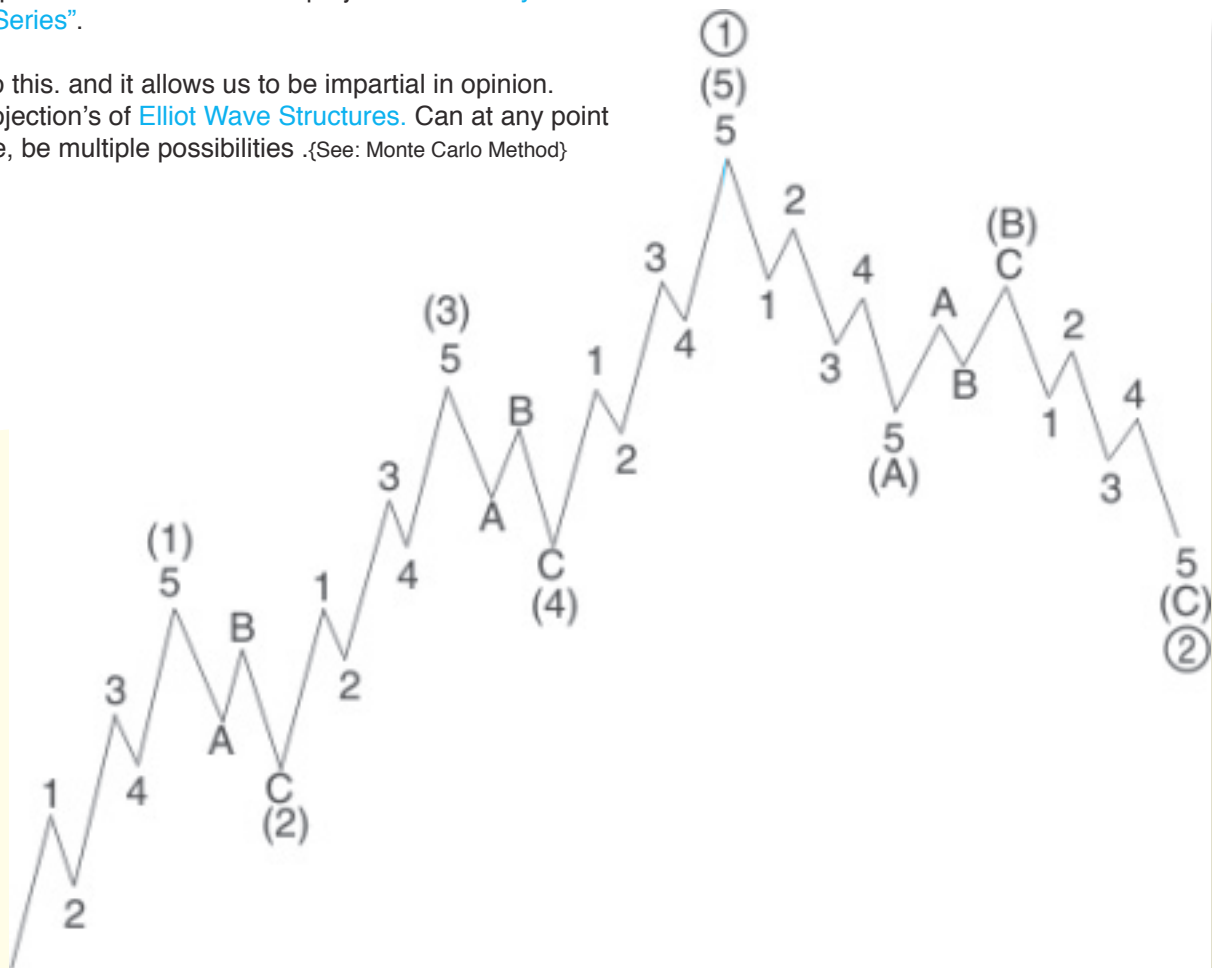
A Classical 5 wave Elliot Structure.

A light introduction to Elliott Wave

Elliott wave analysts hold that each individual wave has its own signature or characteristic, which typically reflects the psychology of the moment.

Wave 1:
Wave one is rarely obvious at its inception. When the first wave of a new positive trend begins, fundamental flows are mostly negative.

Wave 2:
Wave two is a correction of wave one. Typically, fundamental flows are still bad. As sentiment remains negative.

Wave 3:
Wave three is usually the largest and most powerful wave in a trend. As wave three starts, the fundamental flows are still mostly negative, tho by wave three's midpoint, sentiment has turned positive.

Wave 4:
Wave four is typically corrective. And may meander sideways for an extended period, fourth waves are often frustrating because of their lack of progress in the larger trend.

Wave 5:
Wave five is the final leg in the direction of the dominant trend. Fundamental flows are almost universally positive. Unfortunately, this is the high of the move {aka : The Top}.

Three wave corrective trend pattern

Wave A:
Corrections are typically harder to identify than impulse moves. In wave A of a negative trend, the fundamental flows are usually still positive. Most analysts see the beginnings of wave A as a correction in a still-active positive trend.

Wave B:
Wave structures reverse higher, which many analysts see as a resumption of the positive trend. Fundamental flows are probably no longer improving, but most likely have yet to turn negative.

Wave C:
Wave strucutures move impulsively lower in a subset of five waves. By the third leg of wave C, a negative trend is firmly entrenched. Wave C is typically at least as large as wave A and often extends to a fibonacci ratio of 1.618 times wave A or beyond.

total facebook impressions
Series 25

Arithmetic Scaling series 25

Arithmetic {Linear} scaling measures an equal amount of unit change plot.

Semi-Log Scaling series 25

In science and engineering, a semi-log graph or semi-log plot is a way of visualizing data that is changing with an exponential relationship. And is used to define features in the data that would not easily be seen if both variables had been plotted linearly.
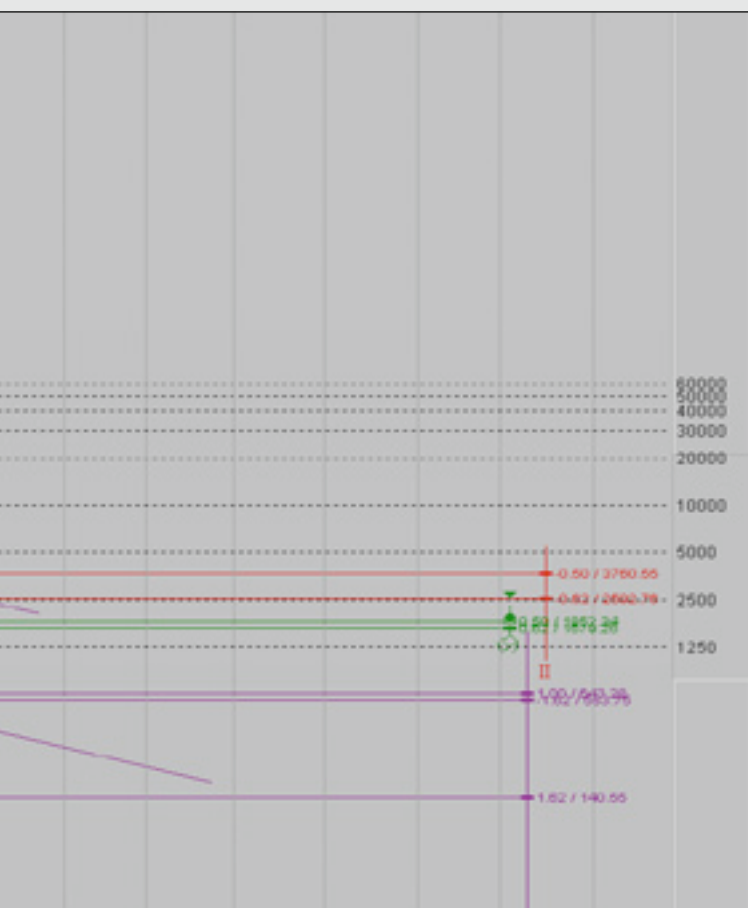
Selected Metrics Series 25

The series 25 metric is a measure of your " Total Face-book Impressions ", since the brands page inception.

This is a core metric which can be extrapolated.

Specialist Algorithms

For our "Technical wavecounts"
We take an unbiased approach, using specialist algorithms to calculate the latant probabilities of trend direction.

Results Arithmetic

Indicates the early formations of a positive trend. { Minor Sub Wave 3 }
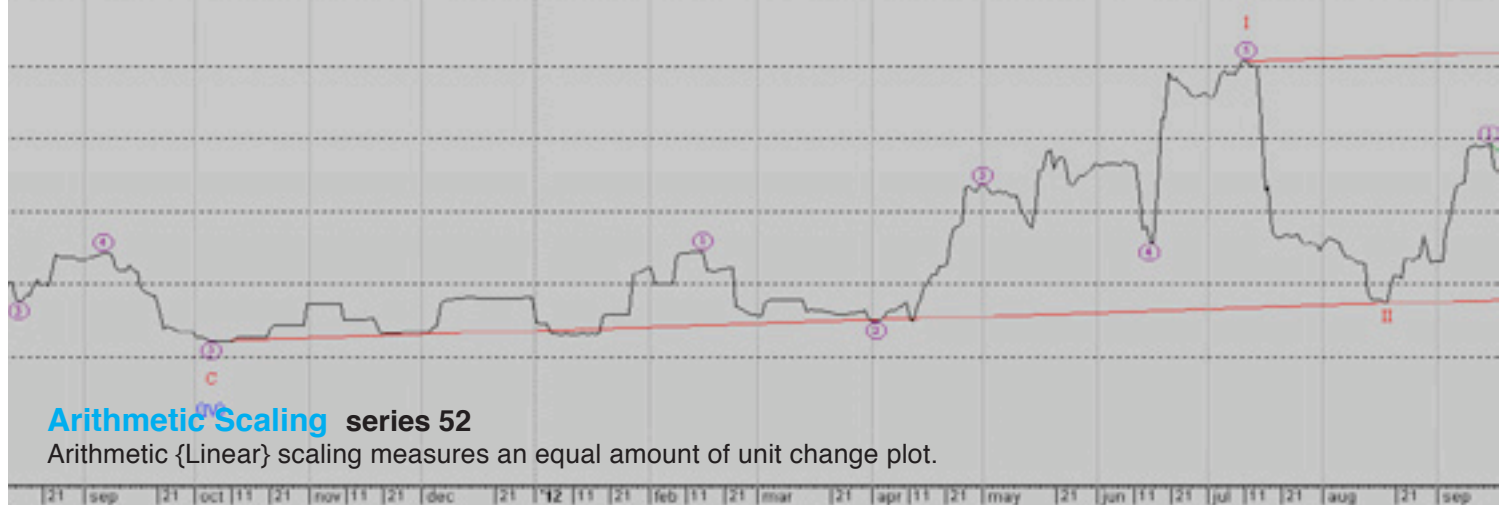
And the early stages of a Major Positive Wave

Results Semi-Logrithmic

Indicates the later stages of a negative trend. { Wave C }

And the early formations of a Major Wave 3 base

total organic impressions
Series 52

### Arithmetic Scaling series 52
Arithmetic {Linear} scaling measures an equal amount of unit change plot.

Semi-Log Scaling series 52
In science and engineering, a semi-log graph or semi-log plot is a way of visualizing data that is changing with an exponential relationship. And is used to define features in the data that would not easily be seen if both variables had been plotted linearly.
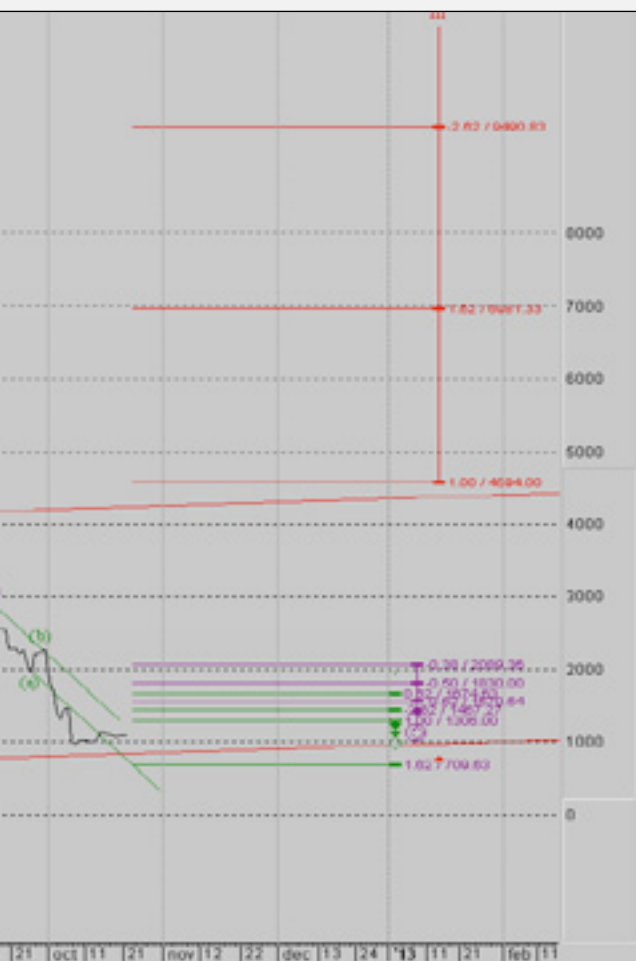
Selected Metrics Series 52

The series 52 metric is a measure of your " Total Organic Impressions ", since the brands page inception.

This is a core metric, but acts as an underlying driver. We call this metric an underpinning undercurrent to the absoloute energy potential of your "Total Facebook Impressions"

Specialist Algorithms

For our "Technical wavecounts"
We take an unbiased approach, using specialist algorithms to calculate the latant probabilities of trend direction.
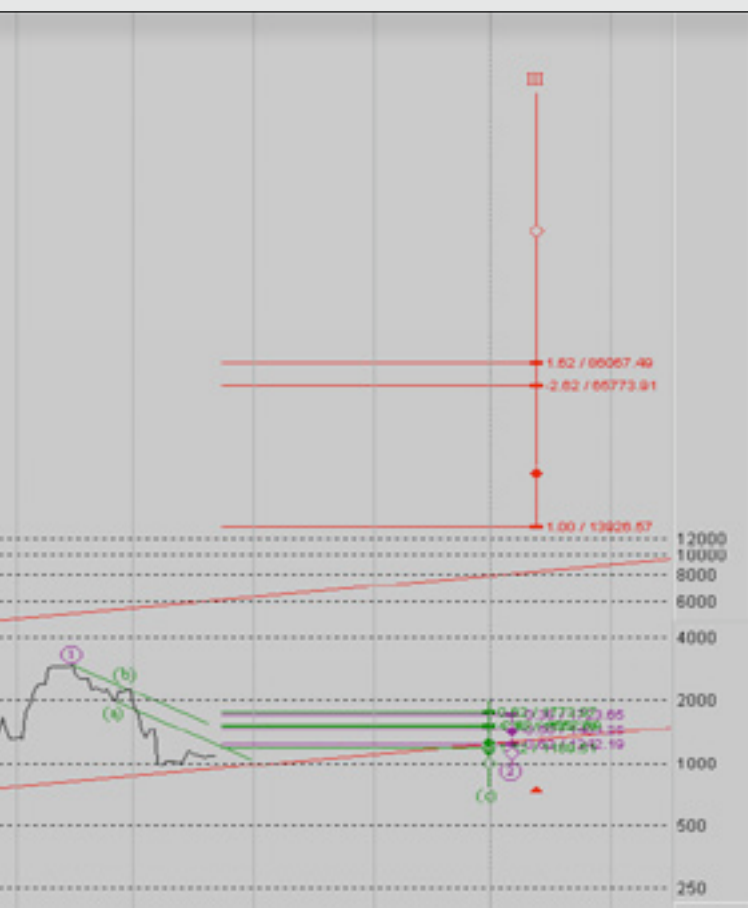
Results Arithmetic

Indicates the early formations of a positive trend. { Major Wave 3 }

And current Minor Wave Structures as Negative moving into positive

Results Semi-Logrithmic

Indicates the early formations of a positive trend. { Major Wave 3 }

And current Minor Wave Structures as Negative moving into positive

Simple Flow : Cycles { Force / plugs into } ==> Technicals { Mathematics / plugs into } ==> Fractals { Behaviour / output }

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Elliot Wave // unfolding of the cycle

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sep | oct | nov | dec | '13 | feb | mar | apr

This is your Social Data: Lets begin to deconstruct this & apply Signature Fractals & Pattern Analysis.

Fractals // are the visualisation

Felipe Rojas l Menswear
Fractal l Understanding Composition

U.S Indicie l Dow Jones Industrial
Sideways to up
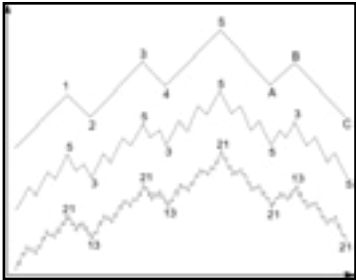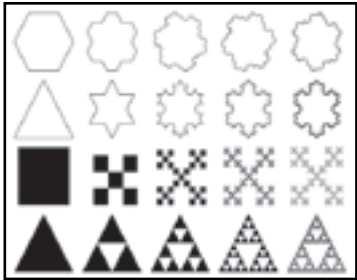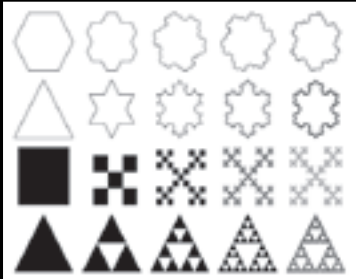

U.K Indicie l FTSE
Sideways

Fractal Definition

A fractal is a geometric shape / object / formation that has symmetry of scale. This means that the fractal displays self-similarity, on all scales. It is a formation that you could zoom in on a part of it a number of times and it would still look the same or self similar to a degree.

Computer generated fractals are produced mathematically, and these can create detailed pictures of mountains, plants, waves, and planets.

Why do all markets move together ?

There have been many papers written about the underlying reason for the consistant correlation between financial datasets. And why it is that markets seemingly move in relative tandem with one another.

There is reasonable evidence to suggest that this group behaviour / correlation is not strictly confined to financial products alone and can potentially be extended out as an affliction to multiple objects. From People to plants.

We believe the underlying driver behind this correlation behaviour to be the force of cycles.

The strength of a trend
Sideways to Up // Sideways // Sideways to Down

Take a look at the images above. As you can see there fractal compositions of stock indexes which are representative of a country,which in affect can servie as broad proxie statements to the overall health status of the country in question.

Angle of Incidence { RED }

As you can see on the chart images, The U.S // U.K & Spanish stock market had a corrective rebound in price. After heavy declines in 08/09. Reaching the initial starting point of "The Angle of Incidence " at roughly the same time.

It's important to note the difference in relative strength for the fractal composition & growth of each individual countries pattern . After meeting the initial apex of "The angle of incidence". This is we believe is an important concept to grasp as it denotes the underlying stability of the underlying growth trend and therefore fundamentals.

Spain Indicie I Ibex
Sideways to down

Felipe Rojas | Menswear
Signature Fractals | Composition
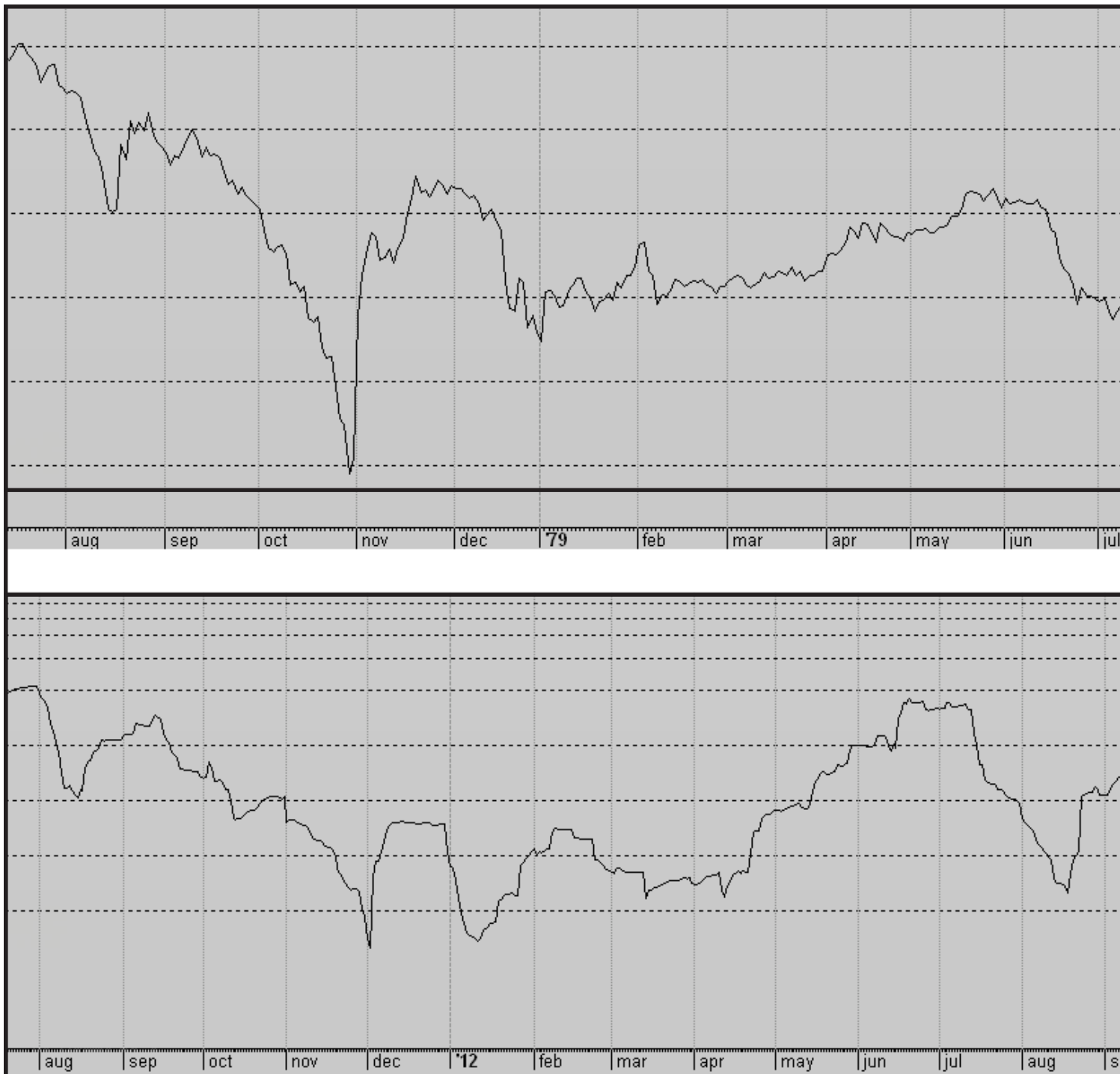
Highlighted in Black

Upper box
1979 Fractal Analog
Lower Box
Your fractal composition to date.

Comparitive Analysis
For our pattern analysis we highlight a 1979 Dataset as our comparitive " Signature Fractal " . This serves as our prxie formation and acts as a guideline to your fractal compositions behaviour through time. We particulary like this formation as it adheres to the overall parameters outlined in the technical framework's created by the Cycle / Elliot / Fractal analysis.

| aug | sep | oct | nov | dec | '79 | feb | mar | apr | may | jun | jul |

| aug | sep | oct | nov | dec | '12 | feb | mar | apr | may | jun | jul | aug | s |

Short Term

2013 marks a strong potential for the beginnings of a serious change of trend. Although for the moment Pattern analysis is suggestive of persistant weakness in the reception of campaign strategies Until at least the first quarter of 2013.

Reccomendation

An ideal time for content output should begin around the first quarter of 2013 and continue through to the end of the second quarter 2013. Thereafter we strongly advise reducing content output until the end of 2013.
This strategy should inturn influence your overall fractal composition , setting up larger stabilised trend moves as you move into 2014.

Felipe Rojas | Menswear
Signature Fractals | Composition
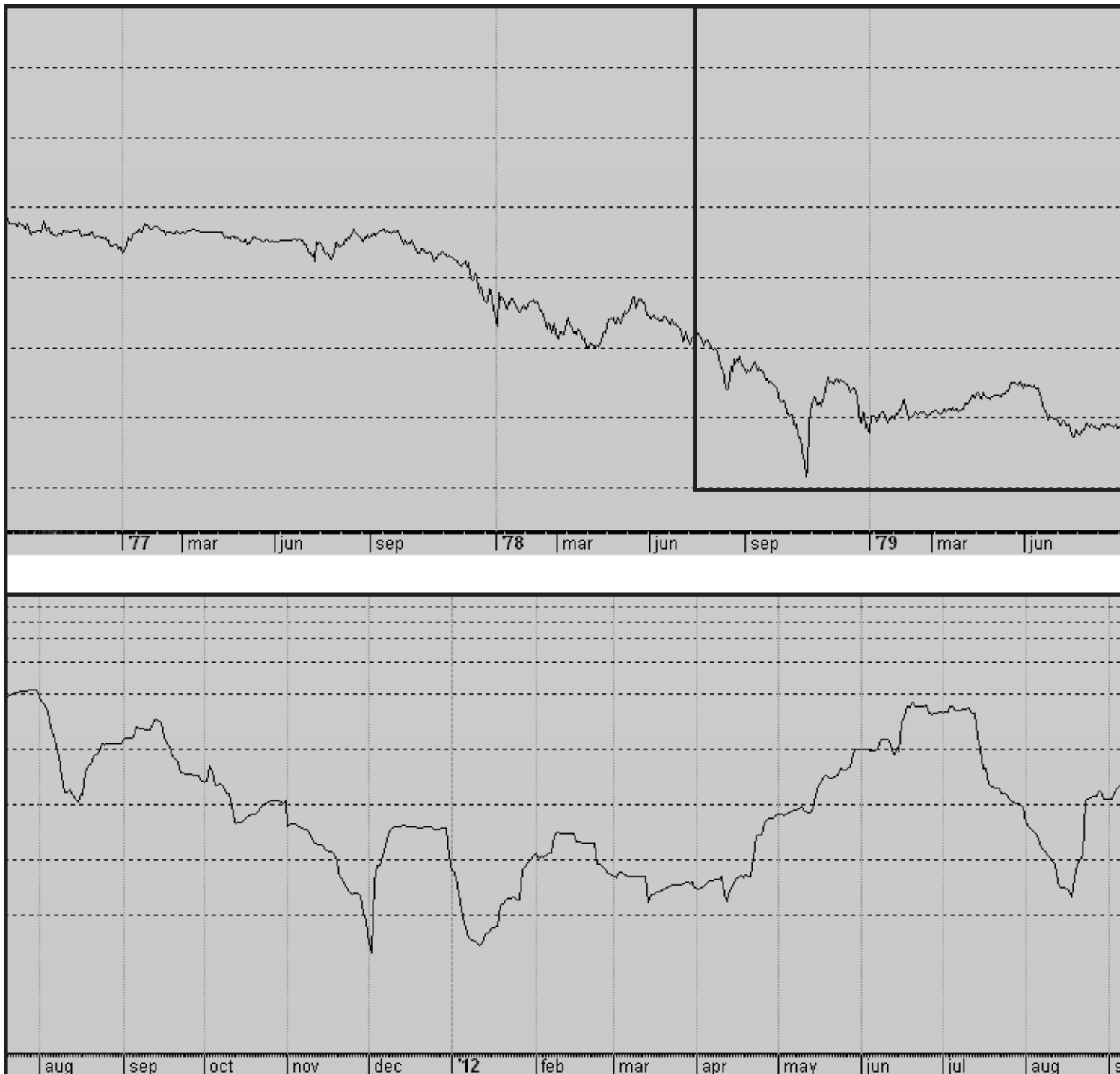
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'77 | mar | jun | sep | '78 | mar | jun | sep | '79 | mar | jun

aug | sep | oct | nov | dec | '12 | feb | mar | apr | may | jun | jul | aug

Medium Term
As a loose analysis on pattern concepts. The brand in the past has been plateaued, and unable to reach further gains. As we begin to move into " the medium term ". It's important to understand that small bricks make large houses // & in this we mean that 'The Short Term influences the Medium and the Medium influences the Long Term and that the behavioural patterns they display are vitally important to the construction of these trends.

Reccomendation
At this point for the madium term, we only wish to highlight the potentials, in your dataset. We have no doubts that the brand has the ability to begin accelerating to thiese lofty hights. But in this formation it becomes vitall to stabilise the underlying foundations of the brand.

Felipe Rojas l Menswear
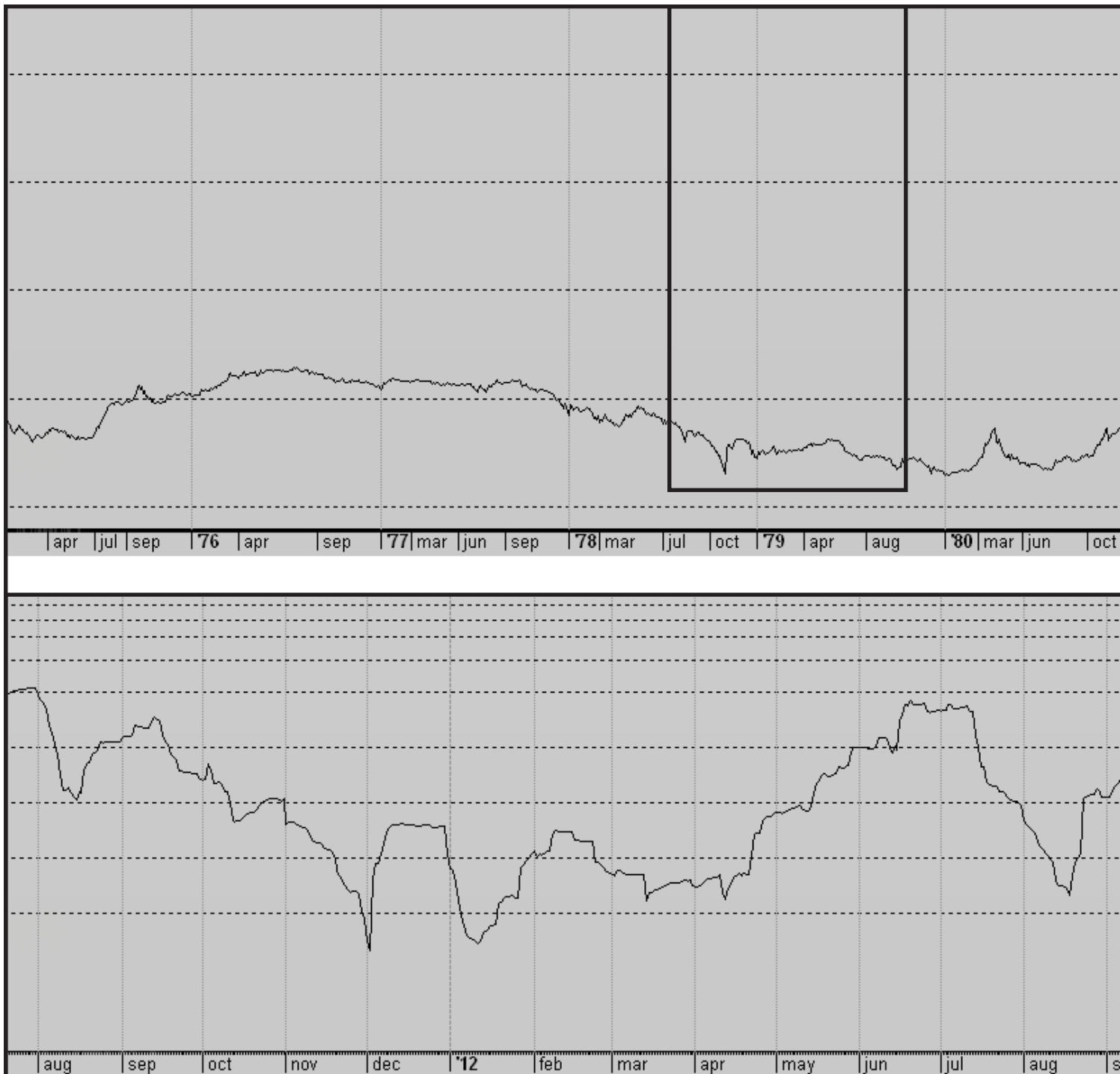## Signature Fractals l Composition

Highlighted in Black

Comparitive Analysis

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| apr | jul | sep | '76 | apr | sep | '77 | mar | jun | sep | '78 | mar | jul | oct | '79 | apr | aug | '80 | mar | jun | oct |

| aug | sep | oct | nov | dec | '12 | feb | mar | apr | may | jun | jul | aug | s |

Long Term // The Larger Degree aka Trend
Earlier in the document we pointed out; " The angle of incidence". We did this to give you an understanding in the stability of growth & trend . And highlight potential causal relationships which generally manifest in the underlying.

As we move into the Long Term & the larger degree of timescale's {Trend}, You'll now begin to understand why we saw this as an important concept to grasp. As you'll see in the image below.

Long Term
The stability of this trend heavily relies on the underlying stability of the brand. Refer to Long Term technologies & Reccomendations highlighted on SP.44
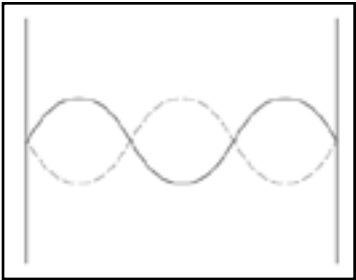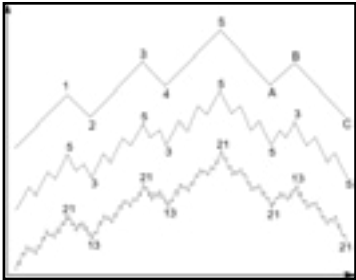
Felipe Rojas | Menswear
Analytics | Alpha Cycles

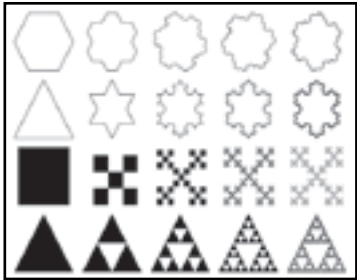| aug | sep | oct | nov | dec | '12 | feb | mar | apr | may | jun | jul | aug | s |

Simple Flow : Cycles { Force / plugs into } ==> Technicals { Mathematics / plugs into } ==> Fractals { Behaviour / output }
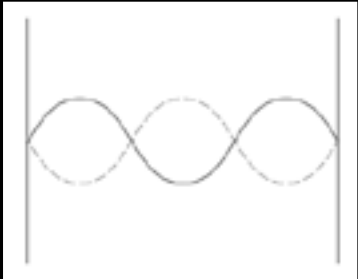
Cycle // is equal to force

Elliot Wave // unfolding of the cycle

Fractals // are the visualisation

This is your Social Data: Lets begin to deconstruct this & apply Alpha Cycle Analysis.

sep | oct | nov | dec | '13 | feb | mar | apr

Cycle // is equal to force

Felipe Rojas l Menswear
Analytical Results

Elliot Wave Analysis
For this analysis we aim to deliver insight through the key
metric data found within your Facebook page.
By extracting the core metrics which measure the health
status of the brand & exemplify the role of facebook
as a Brand Conduit. We aim to be able to extrapolate
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strategies.

Signature Fractal's & Pattern Analysis
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Alpha Cycle Analysis
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approach to the deliverance of PR & Communications
strategies.

Felipe Rojas I Menswear
P.A.R.T // T . I . M . E . // M.A.N.

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- No Middle Man Direct Selling
- Target Mass = Mass Production = Best Price
- Ship Staright From The Factory
- Sell Produced Fabric = High Quality
- We Combine Tailor & IT = Limitless Designing

We are a professional state-of-the art tailoring factory, offering direct factory prices to our customers. We have a highly skilled IT support team (responsible for everything from web development to process optimization), and most importantly, we operate our own production facility.

aUTOMATING pROCESSES

How long do I have to wait for my shirts?
Having the best production facilities, we are able to deliver within 6 weeks.

Do you have your own factory facility?
Yes, we do have our own Factory and we are one of the largest custom made factories in the world.

I wish to sell your Tailor Made Shirts in my country, what is the procedure?
Please contact info@itailor.com for more details.

I'd like to purchase uniforms for my company, are you able to provide such services?
Yes, we have a lot of experience in uniform business. For more details, please contact us at info@itailor.com
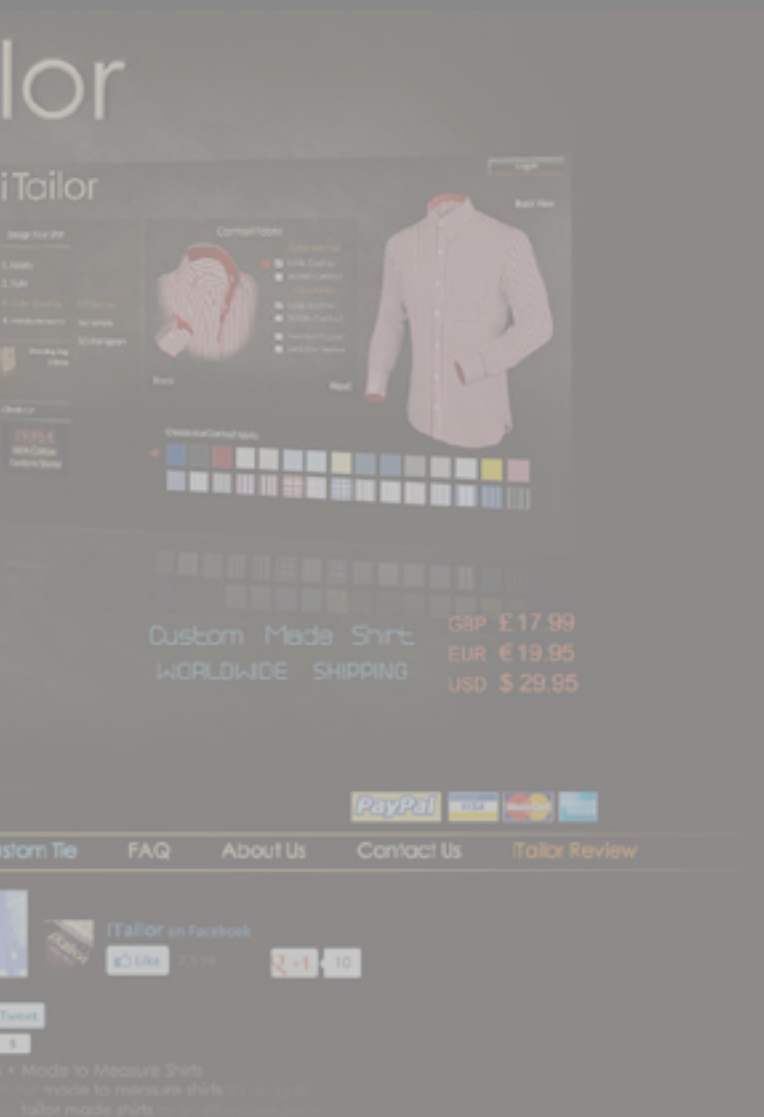
Do you have a local partner who can take my measurements?
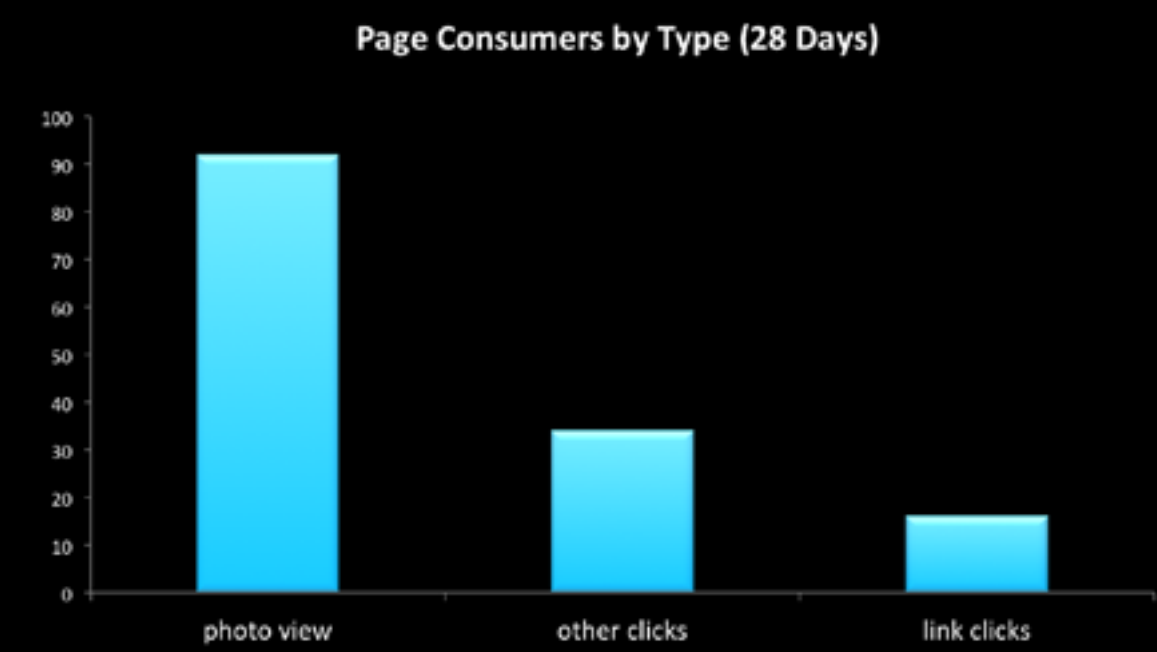**It is really simple to take your own measurements with the help of very clear VDO guide in our 3D Designer.**

PpLUGGING iN tHE pPROCESS

Some would say that - iTailor stinks // But in it's way it's incredibly innovative.

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Felipe Rojas I Menswear
Brand Monitor I Consumption

Page Consumers by Type (28 Days)

Data Talks

For us, patterns talk.

Even though on face value the wild swings in user inter-
action appear to be a volatile affair. With brand outputs
only momentarily captivating audiences. Before the atten-
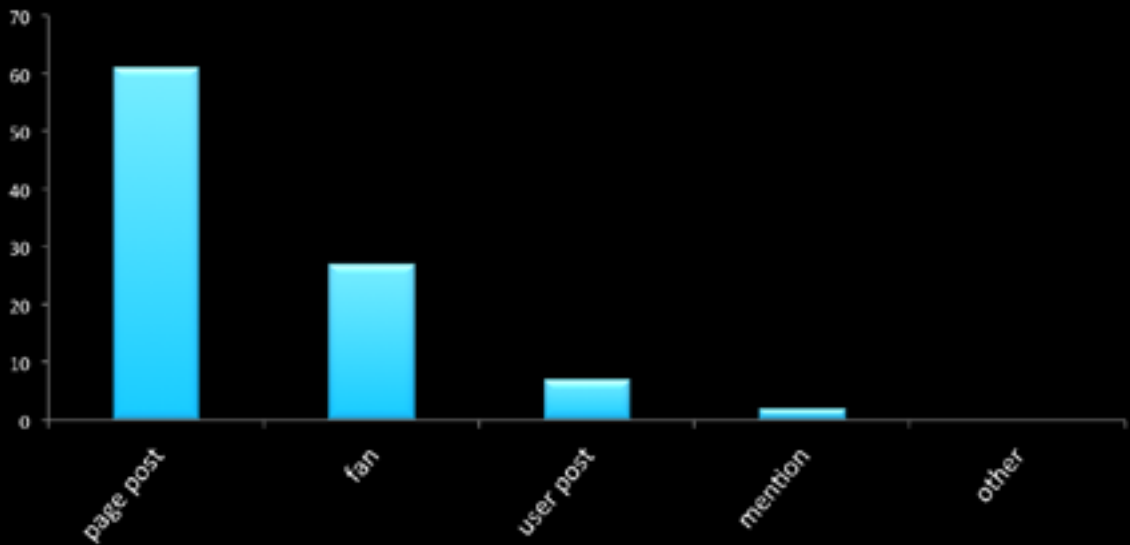tion is lost elsewhere.

Daily Page Consumptions by Type
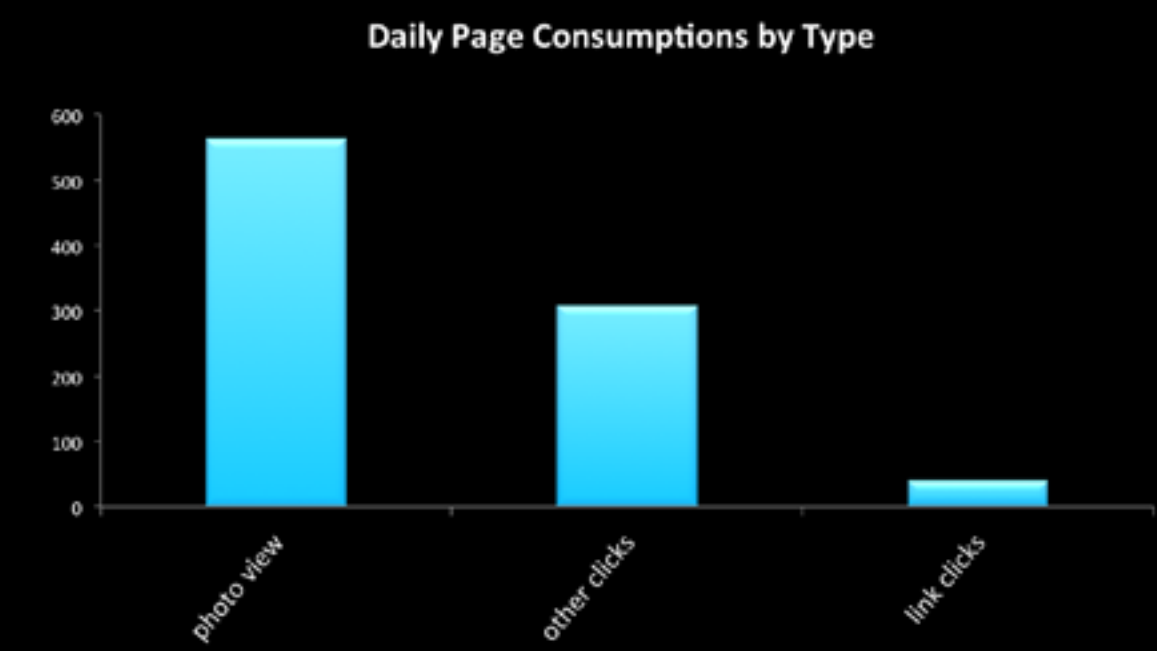
Data Talks

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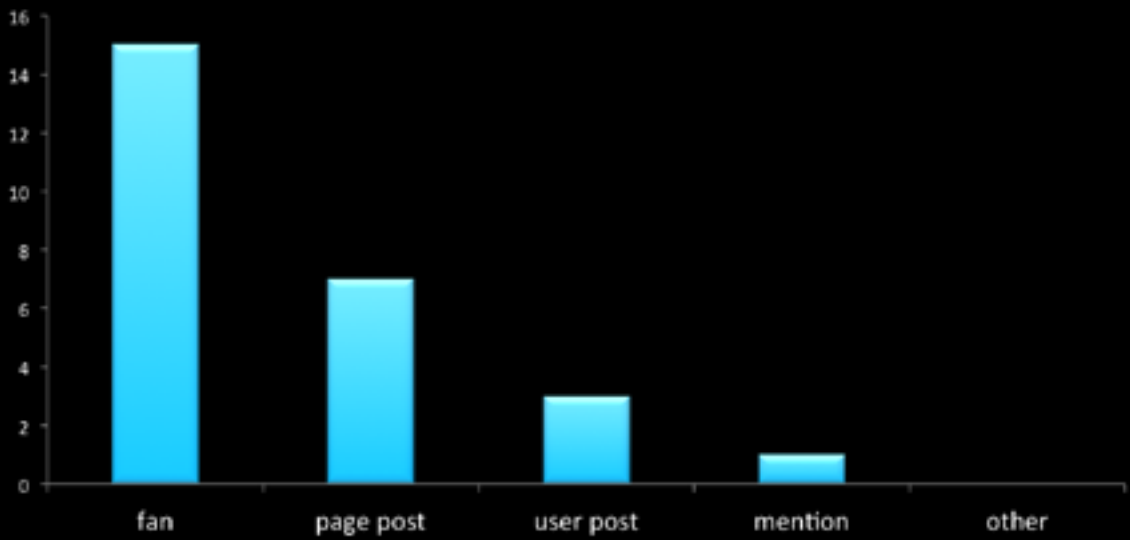## Daily Page Stories by Story Type

Data Talks
Even though on face value the wild swings in user inter-
action appear to be a volatile affair. With brand outputs
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tion is lost elsewhere.

For us, patterns talk.

Talking About This (28 Days)

Data Talks
Even though on face value the wild swings in user inter-
action appear to be a volatile affair. With brand outputs
only momentarily captivating audiences. Before the atten-
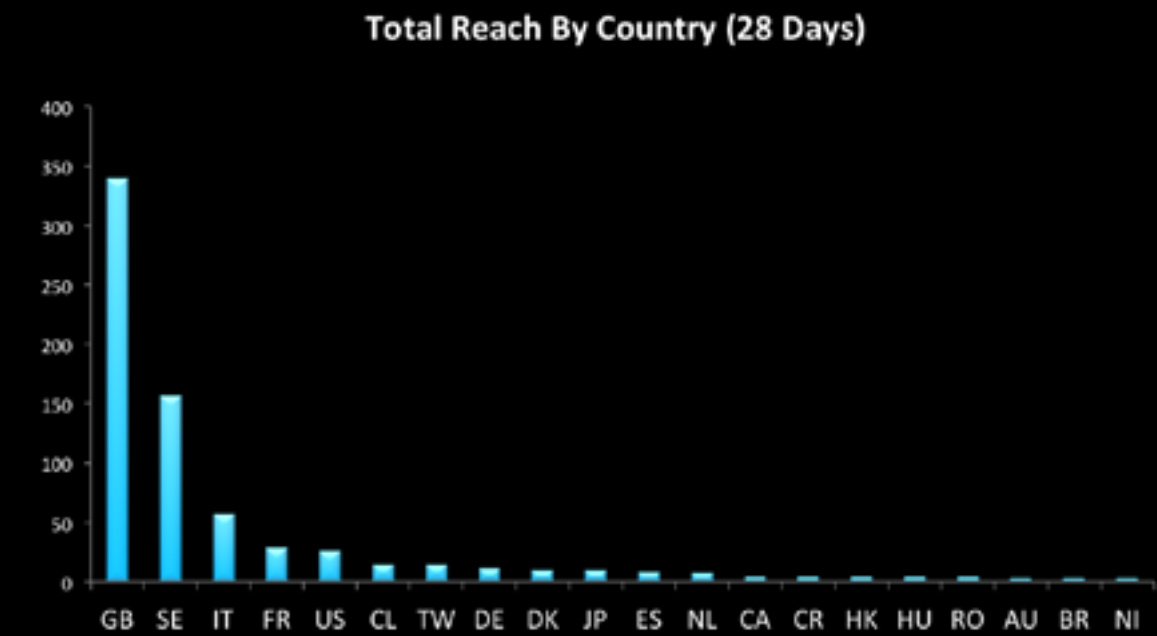tion is lost elsewhere.

For us, patterns talk.

Felipe Rojas I Menswear
Brand Monitor I Location

Total Reach By Country (28 Days)

Data Talks

Even though on face value the wild swings in user inter-
action appear to be a volatile affair. With brand outputs
only momentarily captivating audiences. Before the atten-
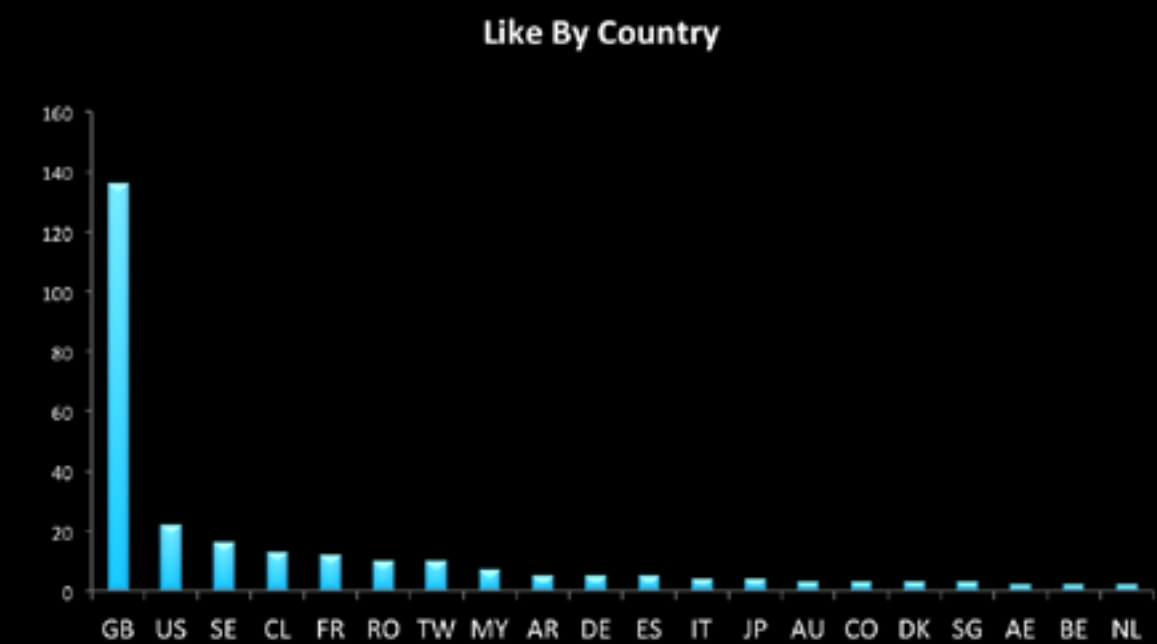tion is lost elsewhere.

For us, patterns talk.

Like By Country

Data Talks

Even though on face value the wild swings in user inter-
action appear to be a volatile affair. With brand outputs
only momentarily captivating audiences. Before the atten-
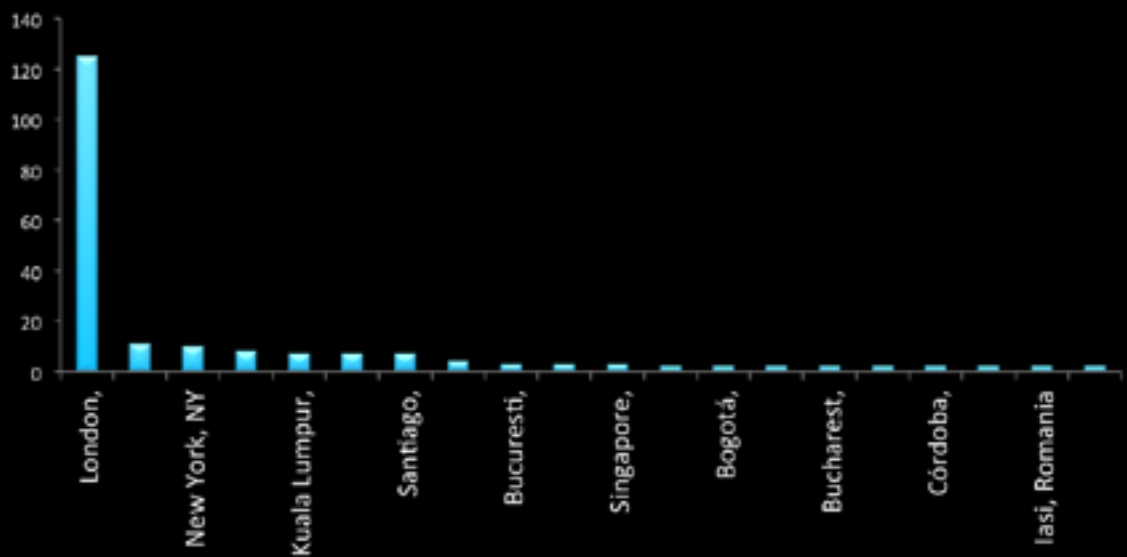tion is lost elsewhere.

For us, patterns talk.
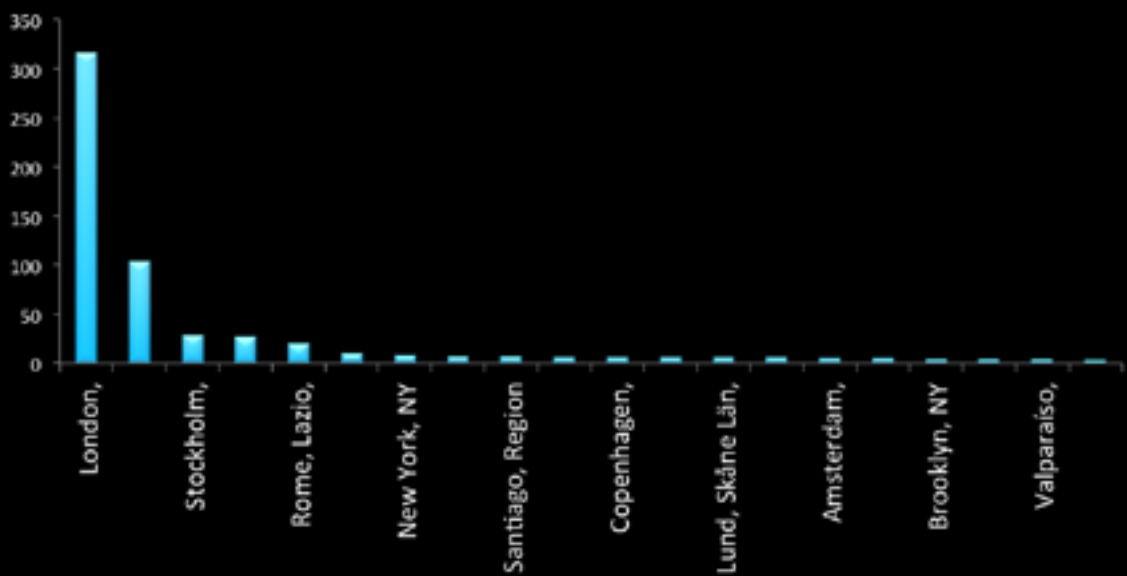
Like By City

Data Talks
Even though on face value the wild swings in user inter-
action appear to be a volatile affair. With brand outputs
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For us, patterns talk.

Total Reach By City (28 Days)

Data Talks
Even though on face value the wild swings in user inter-
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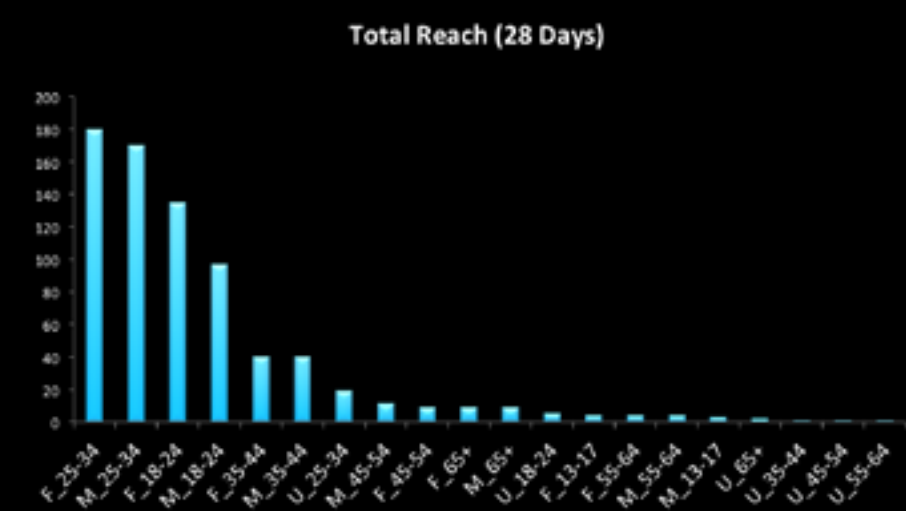tion is lost elsewhere.

For us, patterns talk.

Felipe Rojas I Menswear
Brand Monitor I Demographic

Total Reach (28 Days)

Data Talks
Even though on face value the wild swings in user inter-
action appear to be a volatile affair. With brand outputs
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tion is lost elsewhere.

For us, patterns talk.

Like Demographics

Data Talks
Even though on face value the wild swings in user inter-
action appear to be a volatile affair. With brand outputs
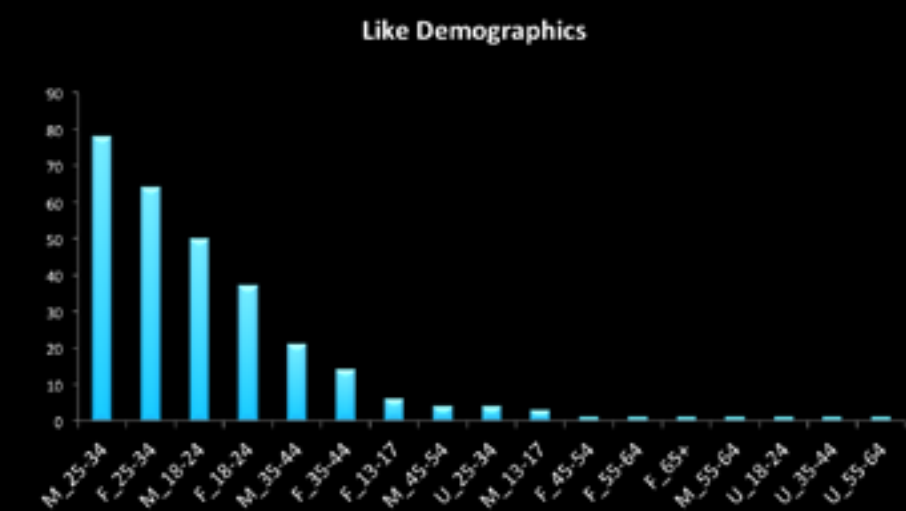only momentarily captivating audiences. Before the atten-
tion is lost elsewhere.

For us, patterns talk.

Monthly Organic & Total Facebook impressions
Your organic { natural growth } is one of your key metrics.
A prime indicator for the growth / trend & health of the
brand.

Your organic growth as can be seen on the chart is what
we call an underpinning undercurrent to the absoloute
energy potential of your "Total Facebook Impressions"

Projections
Timeframe

E.
Eu

N.A
North America

YEAR 1

2011
Develop Bloc TV

Site Development Mobile & Web
Concentration In:

Mobile Development
Share & Social Functionality
Content Partnerships &
Long play Licence's
Visuals On-Demand

YEAR 2

2012
Develop Bloc TV

Development:
Unity 3D, Bloc Haus Party
Web / Mobile / & Google TV Launch

Pilot Unity 3D Integration
CRM Integration
Open Content Distribution in N.A & Apec
Potential Event Partnerships in N.A & Apec for 2013

YEAR 3

2013
Develop Bloc TV

Site / Mobile / Google TV &
Unity 3D Development
Bloc Haus Party

U
urope

Apec
Asia Pacific

YEAR 4

2014
Develop Bloc TV

Site / Mobile / Google TV &
Unity 3D Development
Bloc Haus Party

YEAR 5

2015
Develop Bloc TV

Site / Mobile / Google TV &
Unity 3D Development
Bloc Haus Party