Capstone Project

WEB AND SOCIAL MEDIA ANALYTICS

FOR A MOBILE MANUFACTURING BASED FIRM

DS DEC C-39

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AGENDA

➤ OBJECTIVE

➤ BACKGROUND

➤ KEY FINDINGS

➤ RECOMMENDATIONS

➤ APPENDIX

(I) DATA SOURCE
(II) METHODOLOGY

OBJECTIVE

To offer the insights in mobile phone industry, which will help them to develop or launch a new mobile in market that will enable them to design a new product in the best possible way.

Adding product's value and close the supply-demand gap by modifying the marketing techniques.

BACKGROUND

Since the company only recently joined the mobile industry three years ago, they are interested in learning more about their rivals/ competitors as well as the preferences of their users in order to tailor their plans appropriately.
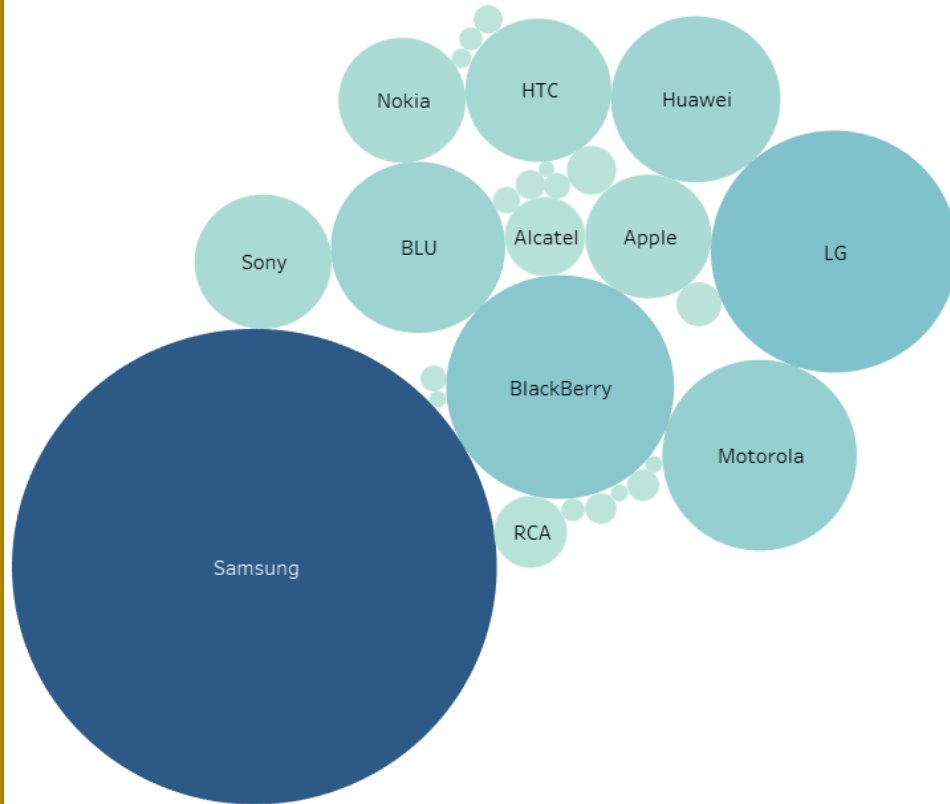
MOST POPULAR BRANDS
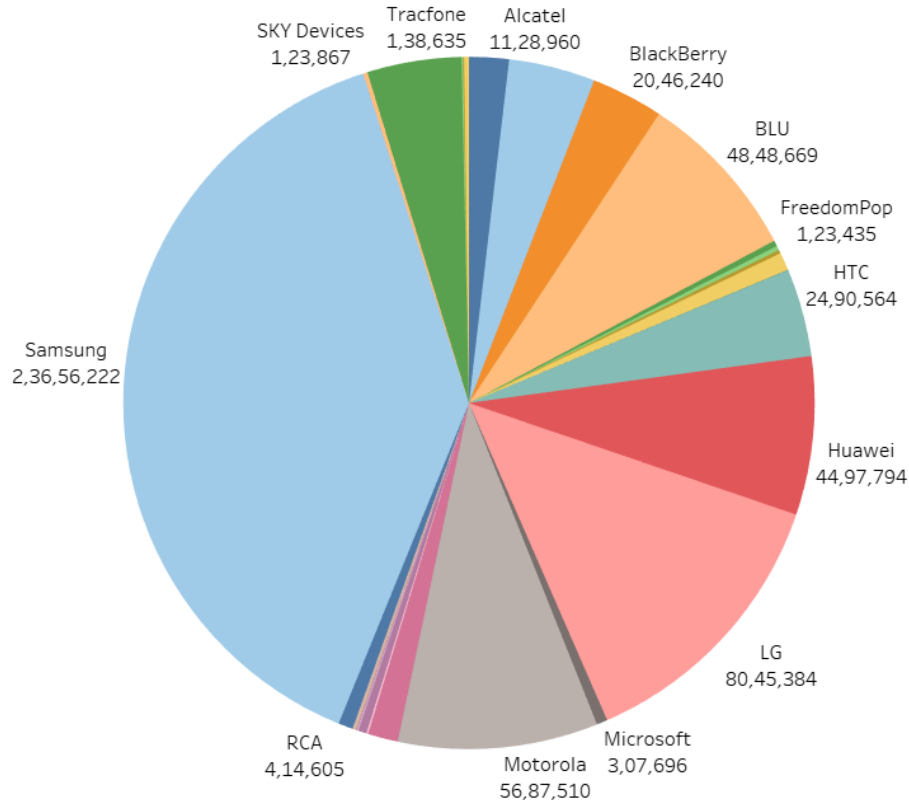
- The most reviewed brands that are popular among users are Samsung (38.89%), Motorola (9.35%), LG (13.23%), Huawei (7.39%), HTC (4.09%), Blu (7.97%) and Apple (4.04%)

- As now we know how the market share Gross by these competitors, so let's now focus on the features and services provided by these brands.
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TOP RATED BRANDS w.r.t CUSTOMER

By looking at customer's ratings of various brands, we can see that even though Samsung dominates the market in terms of popularity, other brands like LG, Apple, Blackberry, HTC, and Huawei are favorably correlated.

BRAND-WISE PRICE VARIANTS

- The customer's preferred price range is between $80 to $150.

- This should be the price segment that we should be targeting.
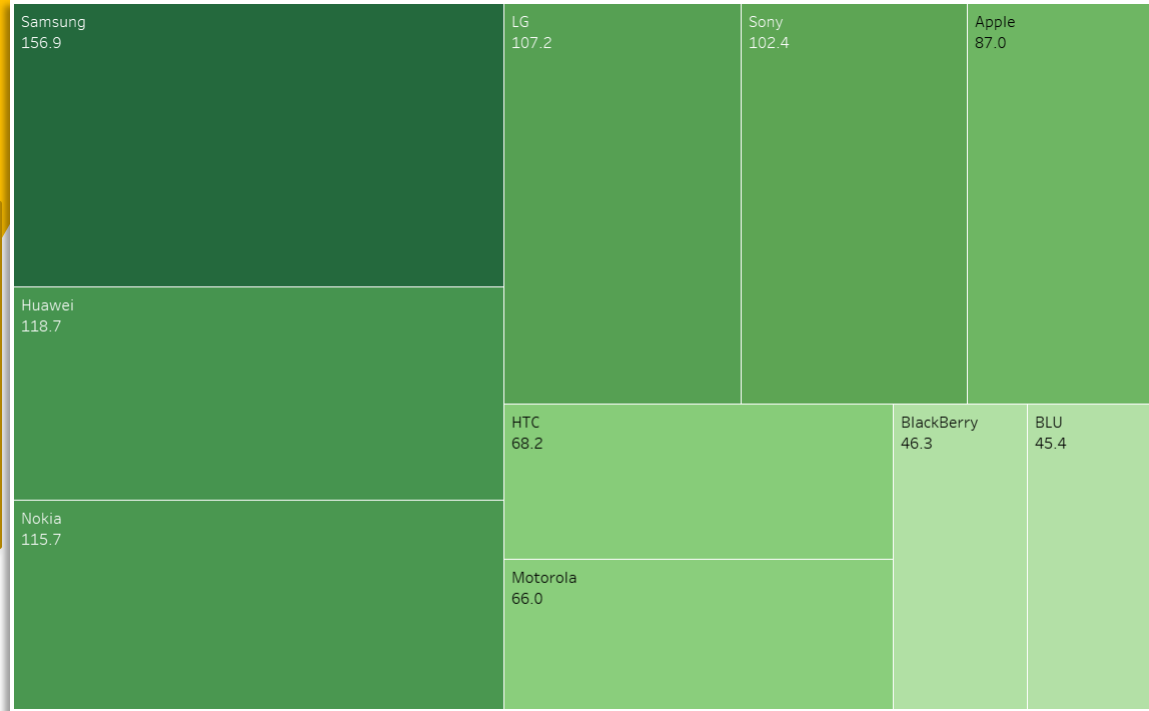
MOST FAVOURABLE FEATURES w.r.t CUSTOMERS

One of the most demanding feature is, the mobile must have a <u>Display of 5.1 inches in size, Camera with a 16MP rear lens and a processor having 2.5GHz</u>

MOST LIKED FEATURE WITH AVG PRICING

Feature

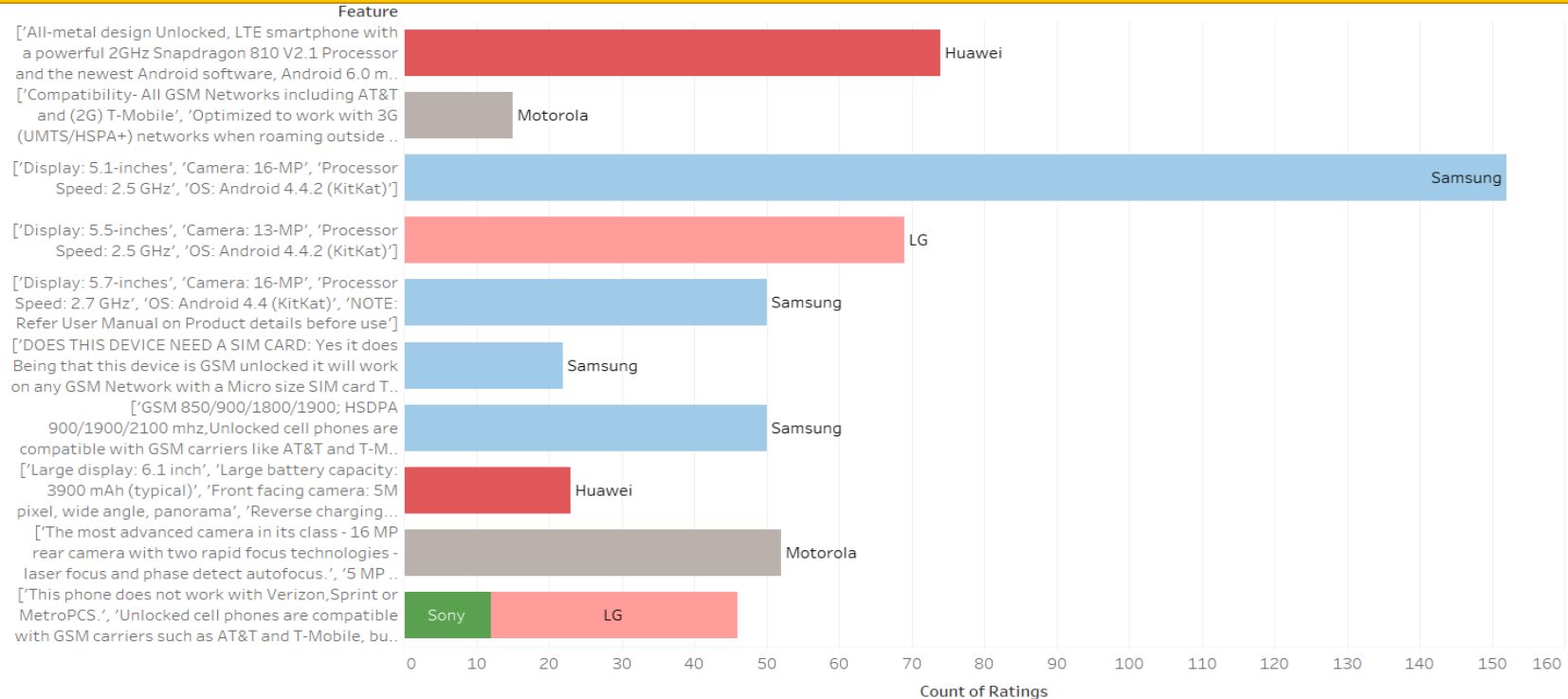|	
['All-metal design Unlocked, LTE smartphone with a powe..	152.0
['Compatibility- All GSM Networks including AT&T and (2..	27.0
['Display: 5.1-inches', 'Camera: 16-MP', 'Processor Speed:..	220.0
['Display: 5.5-inches', 'Camera: 13-MP', 'Processor Speed:..	169.0
['Display: 5.7-inches', 'Camera: 16-MP', 'Processor Speed:..	295.0
['DOES THIS DEVICE NEED A SIM CARD: Yes it does Being ..	27.0
['GSM 850/900/1800/1900; HSDPA 900/1900/2100 mhz,U..	189.0
['Large display: 6.1 inch', 'Large battery capacity: 3900 m..	59.0
['The most advanced camera in its class - 16 MP rear came..	117.0
['This phone does not work with Verizon,Sprint or MetroP..	130.4

Avg. Avg_Price

Features, which is preferred as well as inexpensive
• Includes a display of 5.7 inches,
• A 16 MP camera and a 2.7 GHz processor
• Processor along with Android OS.

DASH BOARD VISUALISATION

POPULAR BRAND DISTRIBUTION

- SKY Devices 1,23,867
- Tracfone 1,38,635
- Alcatel 11,28,960
- BlackBerry 20,46,240
- BLU 48,48,669
- FreedomPop 1,23,435
- HTC 24,90,564
- Huawei 44,97,794
- LG 80,45,384
- Microsoft 3,07,696
- Motorola 56,87,510
- RCA 4,14,605
- Samsung 2,36,56,222

TOP RATED BRANDS

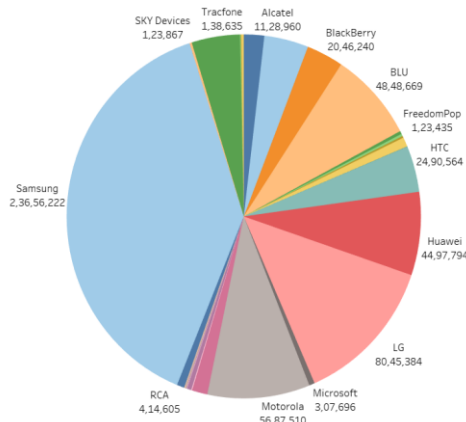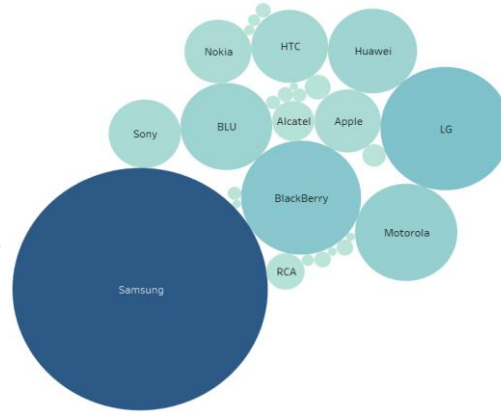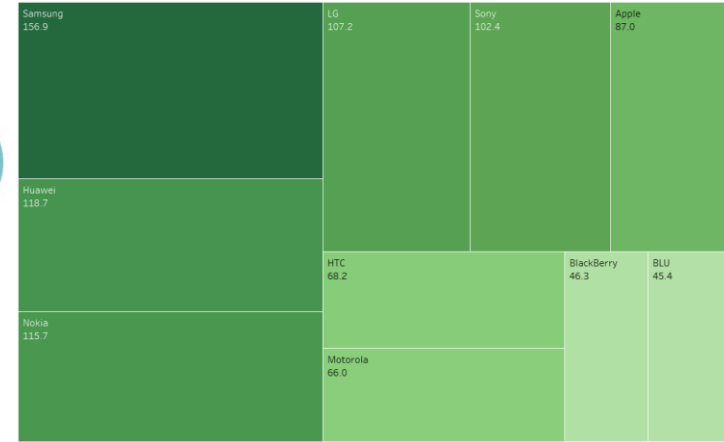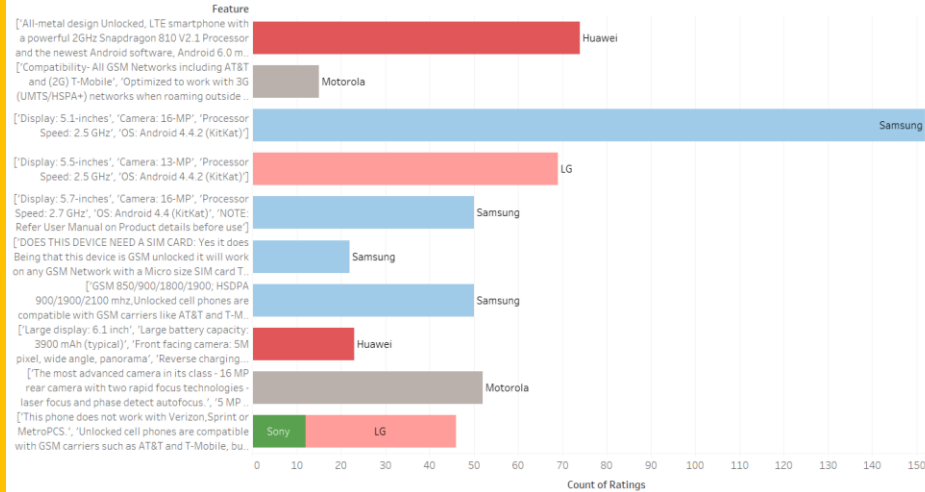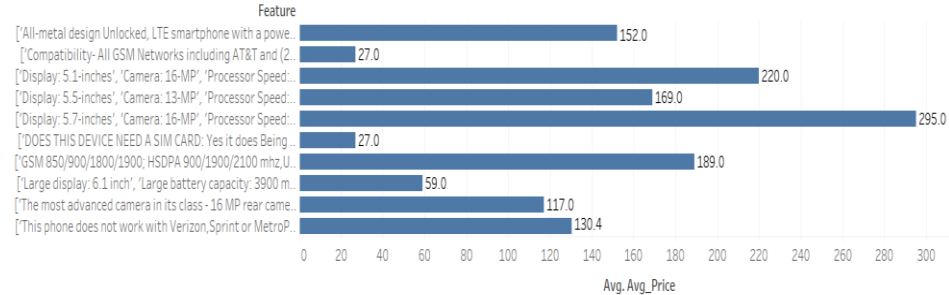Nokia, HTC, Huawei, Sony, BLU, Alcatel, Apple, LG, BlackBerry, Motorola, RCA, Samsung

BRANDS WITH ITS PRICE VARIANTS

- Samsung 156.9
- Huawei 118.7
- Nokia 115.7
- LG 107.2
- Sony 102.4
- Apple 87.0
- HTC 68.2
- Motorola 66.0
- BlackBerry 46.3
- BLU 45.4

MOST LIKED FEATURES OF BRANDS

Feature

- ['All-metal design Unlocked, LTE smartphone with a powerful 2GHz Snapdragon 810 V2.1 Processor and the newest Android software, Android 6.0 m...] — Huawei
- ['Compatibility- All GSM Networks including AT&T and (2G) T-Mobile', 'Optimized to work with 3G (UMTS/HSPA+) networks when roaming outside ...] — Motorola
- ['Display: 5.1-inches', 'Camera: 16-MP', 'Processor Speed: 2.5 GHz', 'OS: Android 4.4.2 (KitKat)'] — Samsung
- ['Display: 5.5-inches', 'Camera: 13-MP', 'Processor Speed: 2.5 GHz', 'OS: Android 4.4.2 (KitKat)'] — LG
- ['Display: 5.7-inches', 'Camera: 16-MP', 'Processor Speed: 2.7 GHz', 'OS: Android 4.4 (KitKat)', 'NOTE: Refer User Manual on Product details before use'] — Samsung
- ['DOES THIS DEVICE NEED A SIM CARD: Yes it does Being that this device is GSM unlocked it will work on any GSM Network with a Micro size SIM card T...] — Samsung
- ['GSM 850/900/1800/1900; HSDPA 900/1900/2100 mhz,Unlocked cell phones are compatible with GSM carriers like AT&T and T-M...] — Samsung
- ['Large display: 6.1 inch', 'Large battery capacity: 3900 mAh (typical)', 'Front facing camera: 5M pixel, wide angle, panorama', 'Reverse charging...] — Huawei
- ['The most advanced camera in its class - 16 MP rear camera with two rapid focus technologies - laser focus and phase detect autofocus.', '5 MP ...] — Motorola
- ['This phone does not work with Verizon,Sprint or MetroPCS.', 'Unlocked cell phones are compatible with GSM carriers such as AT&T and T-Mobile, bu...] — Sony / LG

Count of Ratings

MOST LIKED FEATURES WITH AVERAGE PRICE

Feature

- ['All-metal design Unlocked, LTE smartphone with a powe... — 152.0
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RECOMMENDATION

➢ The top competitor brands like Samsung, Motorola, HTC, Huawei and Apple; are already grossing in market so we have to be update the services and features offered by them.

➢ The product retail price must be a mid range price segment since the price range preferred is 80$ - 150$. This gives us the segment we need to focus and introduce our range of products.

➢ To compete in the market, we must have features such as-
    1. Android OS.
    2. 5.1-5.7-inch screen.
    3. 2.7 GHz processor.
    4. 16MP camera lens.

APPENDIX

DATA SOURCE: Amazon review data (ucsd.edu)

METHODOLOGY:

➢ Performed cleaning, pre-processing the data.

➢ With the help of NLP we done the Text Analytics to review the customer sentiment.

➢ Building Dashboard for visualizations on Tableau.

➢ Building search engine classification using Naive Baiyes ML algorithm.

Thanks