

# **Proposal for Commonwealth Bank using @CommBank Twitter Data to generate business Insights**

## **Introduction:**

Twitter (X) is a real-time platform which allows user to share messages, opinions, news or provide services in the form of Text, Images or Videos. The objective of this proposal is to extract insights from Commonwealth Bank's Twitter Account which will allow understanding Customer Sentiments, Engagement Trends and Brand Reputation.

## **Data Available on public account:**

The data accessible on the Twitter platform includes:

1. Posts
2. Reposts
3. Post Counts
4. Replies
5. Polls
6. Timestamps
7. Mentions
8. Communities

## **Data Accessible using API's:**

Twitter or X API's will collect and analyse:

1. Creation Time of Posts
2. Location of Geo-Tagged Posts
3. Total Impressions of Posts
4. Organic Engagement of Posts

## **Analysis Techniques:**

### **1. Sentiment Analysis-**

After picking the right data for the analysis, it will identify emerging problems and benefits from the hidden opportunities. It will be useful to create social media methods that can enhance overall users' sentiment towards the Commonwealth Bank.

### **2. Trend Analysis-**

Tracking the historical or pre-identified trend can help in identifying emerging trends or shifts. This will provide strategic decisions and enhancing Users impressions.

### **3. Topic Identification-**

We will use Topic Modelling techniques and identify such topics that can be useful for areas or themes that needs to be addressed.

### **4. Risk Management-**

With the early detection in negative sentiments or insights, it will support effective crisis management and can detect the potential issues in planning techniques.

## **Business Applications:**

By integrating sentiments and trends, it can support brand perceptions and overall improving business plans and social media planning. It will be benefit to create strategies that are in sync with sentiment analysis and improving brand's influence by quickly responding to positive and negative sentiments.

**Conclusion:**

The analysis of @CommBank's Twitter data will allow Commonwealth Bank to optimize their social media strategy and enhance customer satisfaction.