Artificial Intelligence and Data Science Department

SMA/Even Sem 2023-24/Experiment 1B

Name: Shreyas Sanjay Satre.   **Roll No:** 69   **Class:** D16AD

Aim: To Analyze competitor activities using social media data

Brands:
1. boAt
2. Boult Audio
3. OnePlus
4. Noise
5. Sony

Comparative Study:

1. boAt:

36 496	**19 560**	**16 936**
MENTIONS	SOCIAL MEDIA MENTIONS	NON-SOCIAL MENTIONS
282 510 134	**173 312 378**	**2 898 355**
ESTIMATED SOCIAL MEDIA REACH	NON SOCIAL REACH	SOCIAL MEDIA INTERACTIONS
22 217	**2 751 333**	**16 626**
USER GENERATED CONTENT	SOCIAL MEDIA LIKES	VIDEOS INCL. TIKTOK
2 271 (74.8%)	**764** (25.2%)	**$ 33.20M**
POSITIVE MENTIONS	NEGATIVE MENTIONS	AVE

2. Sony:

31 875	**15 510**	**17 043**
MENTIONS	SOCIAL MEDIA MENTIONS	NON-SOCIAL MENTIONS
50 351 325	**217 540 043**	**1 909 221**
ESTIMATED SOCIAL MEDIA REACH	NON SOCIAL REACH	SOCIAL MEDIA INTERACTIONS
20 688	**1 830 729**	**9 373**
USER GENERATED CONTENT	SOCIAL MEDIA LIKES	VIDEOS INCL. TIKTOK
653 (63.9%)	**371** (36.2%)	**$ 20.15M**
POSITIVE MENTIONS	NEGATIVE MENTIONS	AVE

Artificial Intelligence and Data Science Department

SMA/Even Sem 2023-24/Experiment 1B

Name: Shreyas Sanjay Satre.   **Roll No:** 69   **Class:** D16AD

3. Noise:

14 702 MENTIONS	**5 617** SOCIAL MEDIA MENTIONS	**9 085** NON-SOCIAL MENTIONS
29 853 011 ESTIMATED SOCIAL MEDIA REACH	**109 919 437** NON SOCIAL REACH	**1 046 176** SOCIAL MEDIA INTERACTIONS
6 621 USER GENERATED CONTENT	**827 244** SOCIAL MEDIA LIKES	**2 843** VIDEOS INCL. TIKTOK
1 915 (84.4%) POSITIVE MENTIONS	**355** (15.6%) NEGATIVE MENTIONS	**$ 11.58M** AVE

4. OnePlus:

36 848 MENTIONS	**5 736** SOCIAL MEDIA MENTIONS	**31 112** NON-SOCIAL MENTIONS
61 212 775 ESTIMATED SOCIAL MEDIA REACH	**445 430 495** NON SOCIAL REACH	**993 946** SOCIAL MEDIA INTERACTIONS
12 940 USER GENERATED CONTENT	**959 218** SOCIAL MEDIA LIKES	**2 869** VIDEOS INCL. TIKTOK
6 413 (70.9%) POSITIVE MENTIONS	**2 627** (29.1%) NEGATIVE MENTIONS	**$ 39.49M** AVE

5. Boult Audio:

105 MENTIONS	**71** SOCIAL MEDIA MENTIONS	**34** NON-SOCIAL MENTIONS
99 820 ESTIMATED SOCIAL MEDIA REACH	**337 923** NON SOCIAL REACH	**4 105** SOCIAL MEDIA INTERACTIONS
80 USER GENERATED CONTENT	**3 722** SOCIAL MEDIA LIKES	**46** VIDEOS INCL. TIKTOK
15 (100.0%) POSITIVE MENTIONS	**0** (0%) NEGATIVE MENTIONS	**$ 37.93k** AVE

Name: Shreyas Sanjay Satre.   **Roll No:** 69   **Class:** D16AD

Competitor Analysis:

Sony

Interest by subregion ⑦   Subregion ▾   ☰ ⭳ <> ⬂

Related queries ⑦   Rising ▾   ⭳ <> ⬂

1	prachi bansal	Breakout ⋮
2	shrimad ramayan sony liv	Breakout ⋮
3	ramayan on sony	+5,000% ⋮
4	aangan serial sony sab cast	+4,200% ⋮
5	sony a9 iii	+3,150% ⋮

Boult Audio

Interest by subregion ⑦   Subregion ▾   ☰ ⭳ <> ⬂

Related queries ⑦   Rising ▾   ⭳ <> ⬂

1	boult audio z40 with zen enc mic, 60h batt...	Breakout ⋮
2	boult audio airbass propods	Breakout ⋮
3	boult audio airbass freepods	Breakout ⋮
4	boult audio curve buds pro	+1,250% ⋮
5	best earbuds under 1000	+300% ⋮

Name: Shreyas Sanjay Satre. **Roll No:** 69 **Class:** D16AD

boAt

Interest by subregion — City

Related queries — Rising

#	Query	
1	boat lunar pro lte	Breakout
2	boat immortal katana blade	Breakout
3	boat katana blade	Breakout
4	boat katana	Breakout
5	boat wave magma	+4,050%

OnePlus

Interest by subregion — City

Related queries — Rising

#	Query	
1	vivo y200 5g	+3,200%
2	vivo y200	+2,750%
3	oneplus 12r price	+1,050%
4	oneplus open price in india	+600%
5	redmi note 13 pro plus	+600%

Noise

Interest by subregion — Subregion

#	Subregion	
1	Daman and Diu	100
2	Dadra and Nagar Haveli	73
3	Maharashtra	70
4	Delhi	70
5	Gujarat	67

Related queries — Top

#	Query	
1	noise watch	100
2	watch	100
3	smart watch	62
4	smart watch noise	60
5	noise pollution	46