



Artificial Intelligence and Data Science Department

SMA/Even Sem 2023-24/Experiment 1B

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Roll No: 16

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

2. Sony:

 31 875 MENTIONS	 15 510 SOCIAL MEDIA MENTIONS	 17 043 NON-SOCIAL MENTIONS
 50 351 325 ESTIMATED SOCIAL MEDIA REACH	 217 540 043 NON SOCIAL REACH	 1 909 221 SOCIAL MEDIA INTERACTIONS
 20 688 USER GENERATED CONTENT	 1 830 729 SOCIAL MEDIA LIKES	 9 373 VIDEOS INCL. TIKTOK
 653 (63.8%) POSITIVE MENTIONS	 371 (26.2%) NEGATIVE MENTIONS	 \$ 20.15M AVE



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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. Boulton 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



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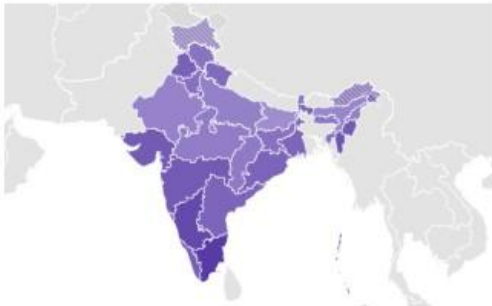
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Competitor Analysis:

Sony

Interest by subregion ?

Subregion



Related queries ?

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 ?

Subregion



Related queries ?

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%	



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boAt

Interest by subregion ?

City



Related queries ?

Rising



1	boat lunar pro lite	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



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



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

Related queries ?

Top



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