# 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 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	
8 ? 22.217 USER GENERATED CONTENT	2 751 33	tea tea	16 (	
2 271 (74.8%) POSITIVE MENTIONS	764 (28		\$33.	

### 2. Sony:

latel	9	쇒	2	(0	9	
31 875 MENTIONS		15	15 510		17 043	
		SOCIAL MEDIA MENTIONS		NON-SOCIAL MENTIONS		
ф	2	Ф	9	=	9	
50 351 325		217 540 043		1 909 221		
ESTIMATED SOCIAL MEDIA REACH		NON SOCIAL REACH		SOCIAL MEDIA INTERACTIONS		
a	?	*	9	<b>&gt;</b>	7	
20 688		1 830	729	9 373		
USER GENERAT	TED CONTENT	SOCIAL MI	EDIA LIKES	VIDEOS INC	CL TIKTOK	
Ó	2	0	?	<b>(E)</b>	2	
653 (63.8%)		371 (36.2%)		\$20.15M		
POSITIVE MENTIONS		NEGATIVE	MENTIONS	AVE		

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#### 3. Noise:

dil	?	86	?	G0	2
14 702 MENTIONS		56	17	90	)85
		SOCIAL MEDIA MENTIONS		NON-SOCIAL MENTIONS	
*	.7	÷	2	=	2
29 853 (	011	109 91	19 437	1 046 176	
ESTIMATED SOCIA REACH	AL MEDIA	NON SOCIAL REACH		SOCIAL MEDIA INTERACTIONS	
a a	7	*	2	>	2
6 621		827	244	2843	
USER GENERATED CONTENT		SOCIAL MEDIA LIKES		VIDEOS INCL. TIKTOK	
Ó	2	Ф	2	(9)	2
1915	D (84.4%)	35	55 (15.6%)	\$11	.58M
POSITIVE MENTIONS		NEGATIVE MENTIONS AVE			VE

#### 4. OnePlus:

lad -	Ÿ.	46	7	69	7
36 848		5	736	31	112
MENTIONS		SOCIAL MEDIA MENTIONS		NON-SOCIAL MENTIONS	
P	7	ė	2	=	3
61 212 775		445 430 495		993 946	
ESTIMATED SOCIAL MEDIA REACH		NON SOCIAL REACH		SOCIAL MEDIA INTERACTIONS	
A	7	*	7	Þ.	7
12 940		959	218	2 869	
USER GENERATED CON	TENT	SOCIAL N	MEDIA LIKES	VIDEOS	NCL TIKTOK
ó	7	iQ.	7	60	9
6 413 (7	0.0%)	26	527 (29.1%)	\$ 39	9.49M
POSITIVE MENTIONS		NEGATIVE	MENTIONS		AVE

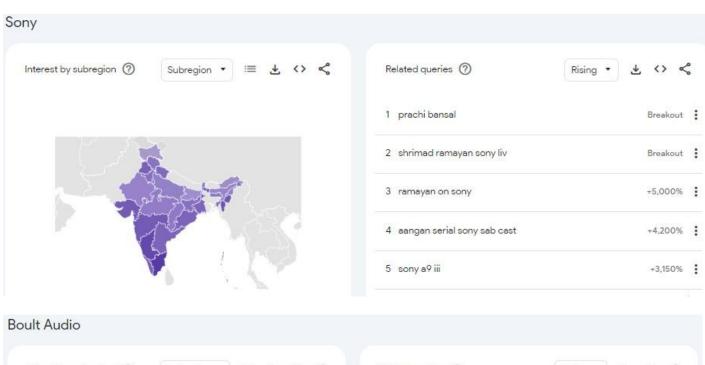
#### 5. Boult Audio:

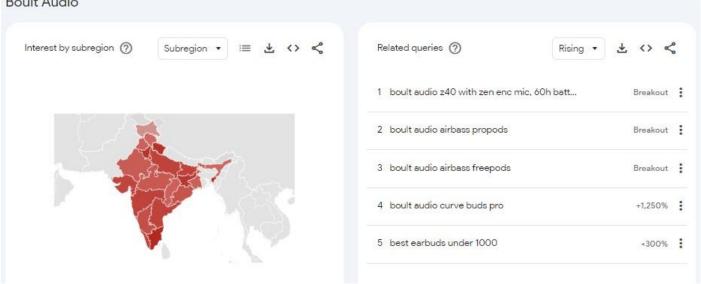
Little	9	靈	?	(e)	3	
105 MENTIONS		71 SOCIAL MEDIA MENTIONS		34		
				NON-SOCIAL MENTIONS		
*	9	*	9	E	?	
99 820		337 923		4105		
ESTIMATED SOCIAL MEDIA REACH		NON SOCIAL REACH		SOCIAL MEDIA INTERACTIONS		
8	9	*	9	<b>&gt;</b>	?	
80		3 722		2	16	
USER GENERATED CONTENT		SOCIAL MEDIA LIKES		VIDEOS INCL TIKTOK		
Ó	1	Q	9	(B)	2	
15 (100.0%)			O (0%)	\$37	\$37.93k	
POSITIVE MENTIONS		NEGATIVE	MENTIONS	А	VE	

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# **Competitor Analysis:**





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