WEB AND SOCIAL MEDIA ANALYTICS

EXPLORING METHODS TO ENHANCE THE BRAND BY DELIVERING SOUGHT-AFTER FEATURES TO CUSTOMERS IN ORDER TO INCREASE VALUE

FOR A MOBILE MANUFACTURING COMPANY

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Agenda

1. Background

2. Objective

3. Principal Insights

4. Recommendations

4. Appendix-

   Data Source

   Methodology

Background

1. Our client is a mobile manufacturer headquartered in the United States, having entered the market just three years ago. As a newcomer, they seek to gain insights into their competitors and user preferences to inform their strategic decisions effectively.

2. There is a need to refine marketing strategies to enhance product value and bridge the supply-demand gap. Additionally, our client aims to bolster their market share through these strategic adjustments.

3. The primary goal is to develop an optimal new product and devise marketing strategies based on data analytics insights to drive success in the market.

Objective

Given their recent entry into the mobile market three years ago, the firm is eager to grasp insights into their competitors and the preferences of their users. Understand their favorite features and key points. This understanding will enable them to tailor their strategies effectively.

Most popular brands

The brands with the highest number of reviews and significant popularity among users are as follows:

Spigen: 21.0%

Otterbox: 16.3%

Samsung: 15.1%

Generic: 9.1%

Supcase: 7.2%

TOP N RANK BRAND

Brand	
Spigen	29,851
OtterBox	22,256
Samsung	20,575
Generic	12,481
SUPCASE	9,845
i-Blason	9,080
BLU	8,172
Incipio	5,315
MyBat	3,605
EMPIRE	3,579
Fosmon	3,434
CruzerLite	2,979
Loopilops	2,082
Eagle Cell	1,915
Evecase	1,423
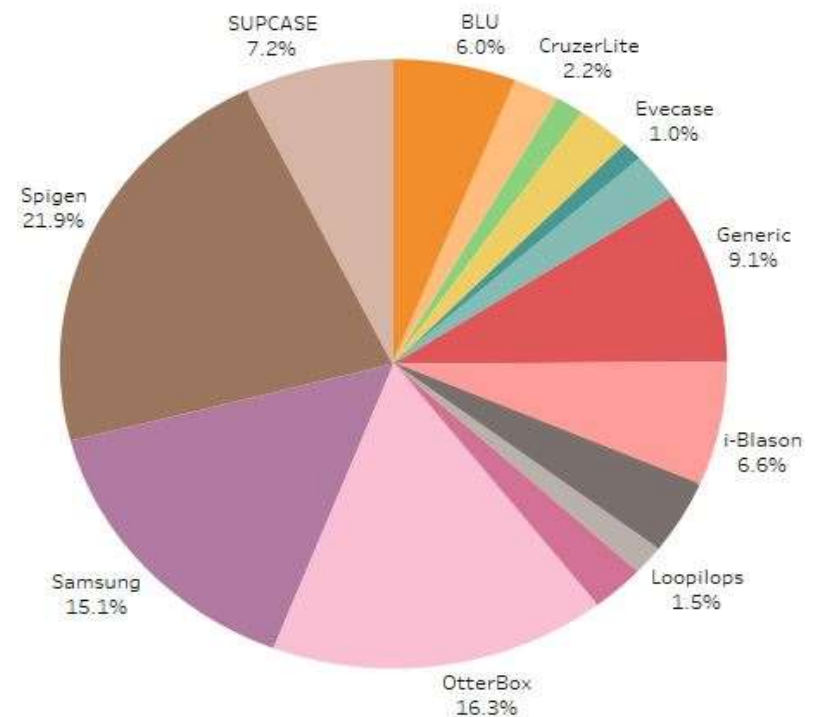
Customer ratings of popular brands

From the graph analysis, it's evident that Samsung, Otterbox, Spigen, Anker, and Generic have received positive reviews from customers. Spigen and Samsung notably dominate significant portions of the market share.

Our next step will involve delving into the features offered by these brands to gain insights into user preferences.
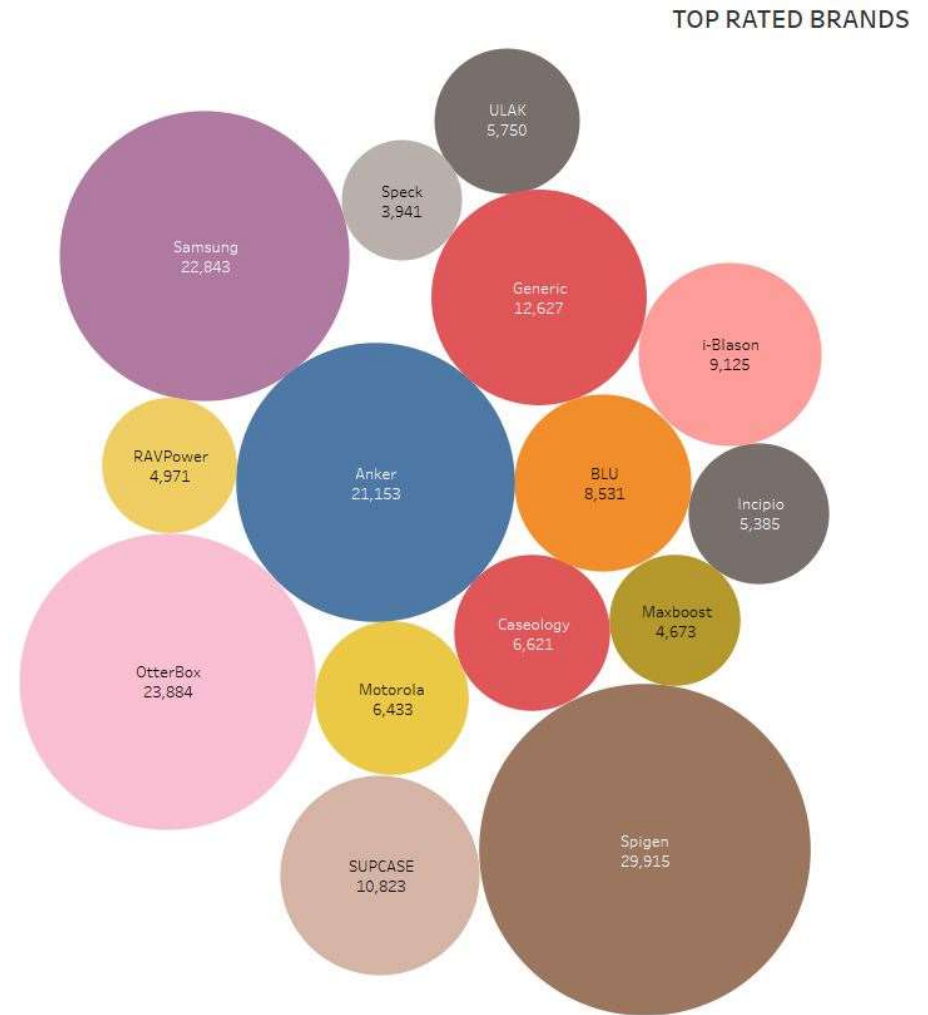
TOP RATED BRANDS

ULAK 5,750
Speck 3,941
Samsung 22,843
Generic 12,627
i-Blason 9,125
RAVPower 4,971
Anker 21,153
BLU 8,531
Incipio 5,385
Caseology 6,621
Maxboost 4,673
OtterBox 23,884
Motorola 6,433
SUPCASE 10,823
Spigen 29,915

Analyzing the sentiment of reviews across different brands.
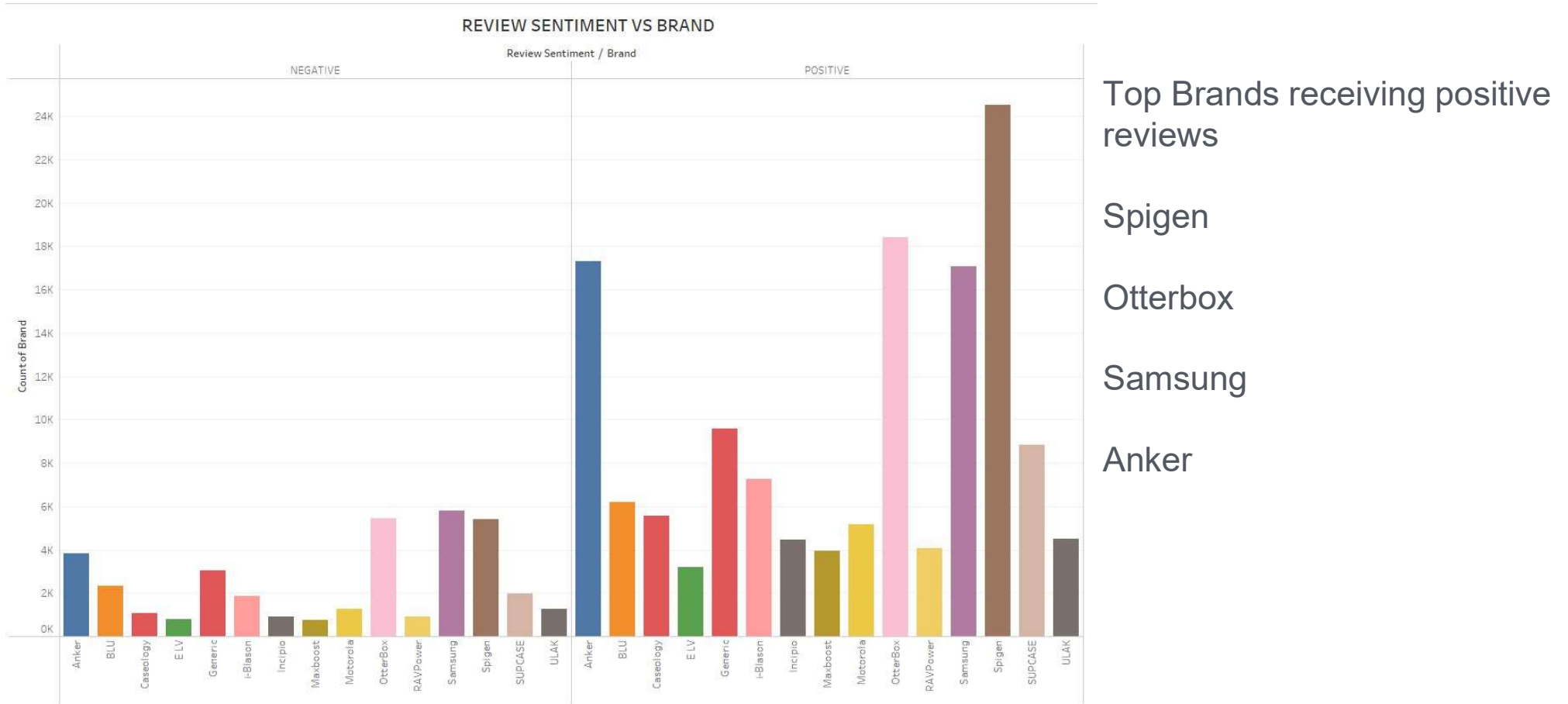
Top Brands receiving positive reviews

Spigen

Otterbox

Samsung

Anker

Variation in prices across different brands.

Customers tend to prefer prices ranging from $7 to $58.

Therefore, this price segment should be our target for pricing strategies.

BRANDS WITH AVG PRICE RANGE

Samsung 57.33 | Anker 20.76 | Spigen 14.61 | Motorola 52.73 | BLU 32.56 | i-Blason 16.01 | Generic 6.26 | Caseology 11.52 | OtterBox 21.48 | SUPCASE 16.83 | RAVPower 26.61 | ULAK 7.69 | Incipio 15.98 | E LV 9.87

Most liked features by customers

MOST LIKED FEATURES BRANDS

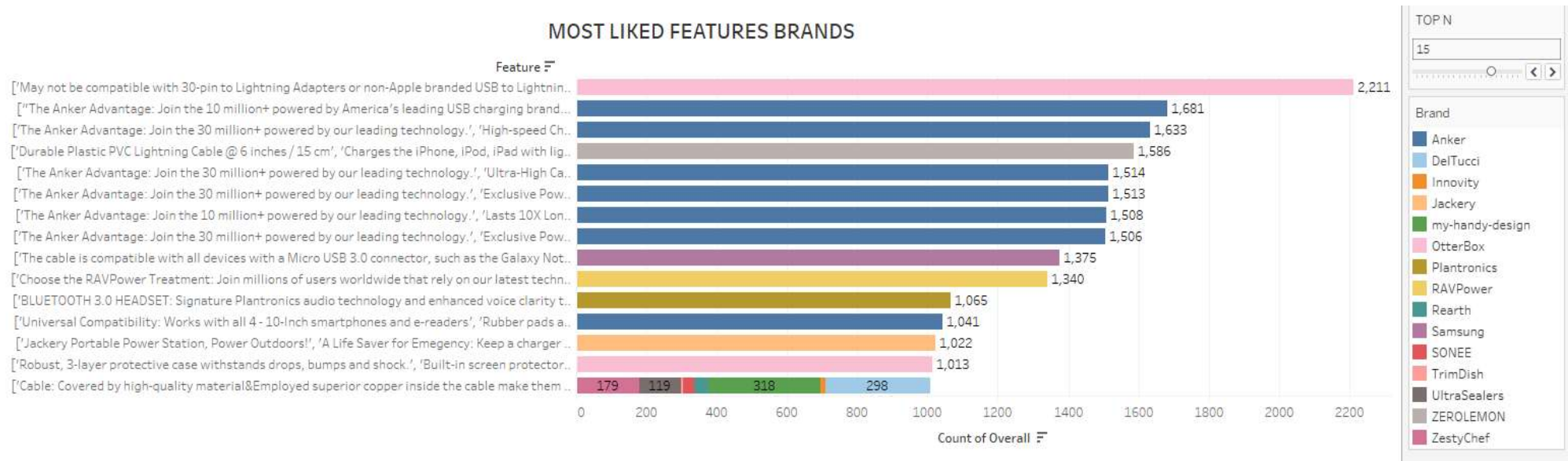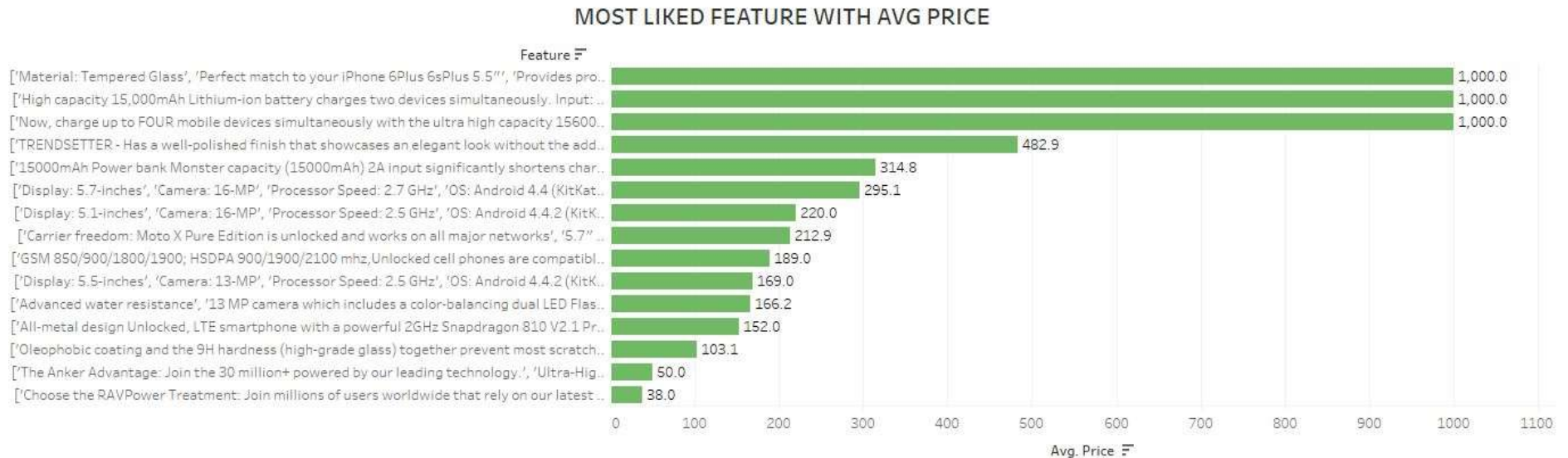| Feature	Count of Overall
['May not be compatible with 30-pin to Lightning Adapters or non-Apple branded USB to Lightnin..	2,211
["The Anker Advantage: Join the 10 million+ powered by America's leading USB charging brand..	1,681
['The Anker Advantage: Join the 30 million+ powered by our leading technology.', 'High-speed Ch..	1,633
['Durable Plastic PVC Lightning Cable @ 6 inches / 15 cm', 'Charges the iPhone, iPod, iPad with lig..	1,586
['The Anker Advantage: Join the 30 million+ powered by our leading technology.', 'Ultra-High Ca..	1,514
['The Anker Advantage: Join the 30 million+ powered by our leading technology.', 'Exclusive Pow..	1,513
['The Anker Advantage: Join the 10 million+ powered by our leading technology.', 'Lasts 10X Lon..	1,508
['The Anker Advantage: Join the 30 million+ powered by our leading technology.', 'Exclusive Pow..	1,506
['The cable is compatible with all devices with a Micro USB 3.0 connector, such as the Galaxy Not..	1,375
['Choose the RAVPower Treatment: Join millions of users worldwide that rely on our latest techn..	1,340
['BLUETOOTH 3.0 HEADSET: Signature Plantronics audio technology and enhanced voice clarity t..	1,065
['Universal Compatibility: Works with all 4 - 10-Inch smartphones and e-readers', 'Rubber pads a..	1,041
['Jackery Portable Power Station, Power Outdoors!', 'A Life Saver for Emegency: Keep a charger ..	1,022
['Robust, 3-layer protective case withstands drops, bumps and shock.', 'Built-in screen protector..	1,013
['Cable: Covered by high-quality material&Employed superior copper inside the cable make them ..	179 119 318 298

TOP N

15

Brand
- Anker
- DelTucci
- Innovity
- Jackery
- my-handy-design
- OtterBox
- Plantronics
- RAVPower
- Rearth
- Samsung
- SONEE
- TrimDish
- UltraSealers
- ZEROLEMON
- ZestyChef

The most favored features include universal high-speed USB charging, a display screen ranging from 5.1 inches to 5.7 inches, excellent audio quality, and superior camera quality around 16mp, Processor Speed is 2.5-2.7 Ghz , Android 4.4 - 4.4.2 Kitkat.

Variation of prices across different features

MOST LIKED FEATURE WITH AVG PRICE

Feature	Avg. Price
['Material: Tempered Glass', 'Perfect match to your iPhone 6Plus 6sPlus 5.5"', 'Provides pro..	1,000.0
['High capacity 15,000mAh Lithium-ion battery charges two devices simultaneously. Input: ..	1,000.0
['Now, charge up to FOUR mobile devices simultaneously with the ultra high capacity 15600..	1,000.0
['TRENDSETTER - Has a well-polished finish that showcases an elegant look without the add..	482.9
['15000mAh Power bank Monster capacity (15000mAh) 2A input significantly shortens char..	314.8
['Display: 5.7-inches', 'Camera: 16-MP', 'Processor Speed: 2.7 GHz', 'OS: Android 4.4 (KitKat..	295.1
['Display: 5.1-inches', 'Camera: 16-MP', 'Processor Speed: 2.5 GHz', 'OS: Android 4.4.2 (KitK..	220.0
['Carrier freedom: Moto X Pure Edition is unlocked and works on all major networks', '5.7' ..	212.9
['GSM 850/900/1800/1900; HSDPA 900/1900/2100 mhz,Unlocked cell phones are compatibl..	189.0
['Display: 5.5-inches', 'Camera: 13-MP', 'Processor Speed: 2.5 GHz', 'OS: Android 4.4.2 (KitK..	169.0
['Advanced water resistance', '13 MP camera which includes a color-balancing dual LED Flas..	166.2
['All-metal design Unlocked, LTE smartphone with a powerful 2GHz Snapdragon 810 V2.1 Pr..	152.0
['Oleophobic coating and the 9H hardness (high-grade glass) together prevent most scratch..	103.1
['The Anker Advantage: Join the 30 million+ powered by our leading technology.', 'Ultra-Hig..	50.0
['Choose the RAVPower Treatment: Join millions of users worldwide that rely on our latest ..	38.0

While many features are positively reviewed, it's evident that not all of them fall within our targeted price range of $7 to $58.
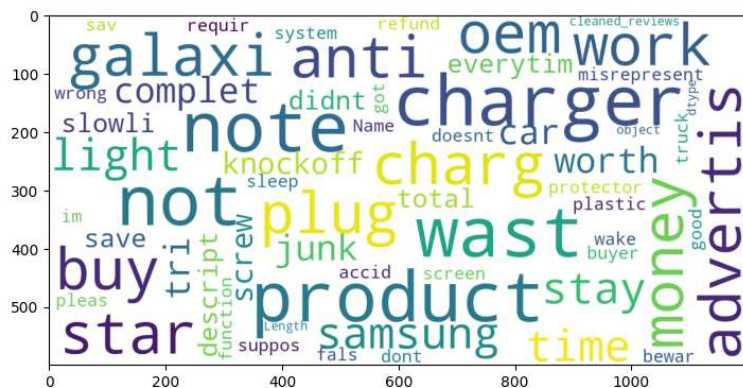
The feature that stands out as both favored and cost-effective includes between 5.1-5.7-inch display, a 16 MP camera, a 2.7 GHz processor, and Android OS.

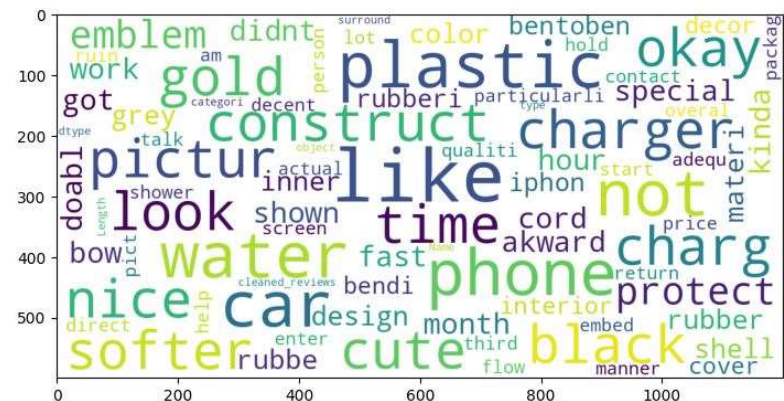# Frequency of reviews categorized by sentiment.

Positive reviews word
Negative reviews word
Neutral reviews word
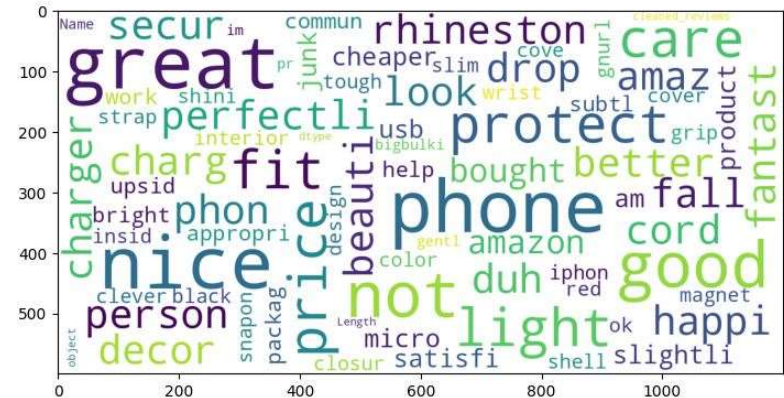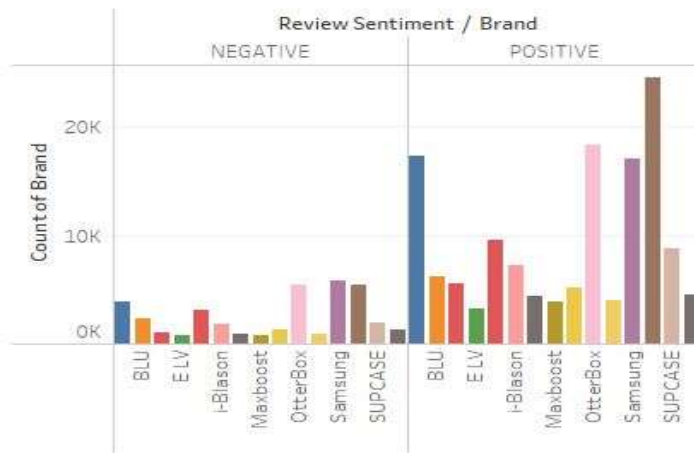

Most Repeated words in positive reviews

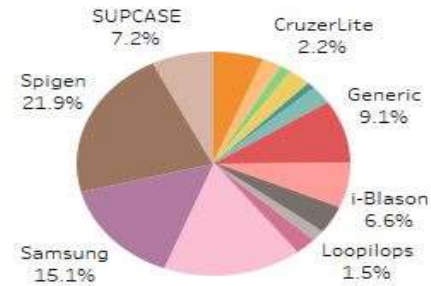Most Repeated words in negative reviews

Most Repeated words in neutral reviews

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REVIEW SENTIMENT VS BRAND

Review Sentiment / Brand

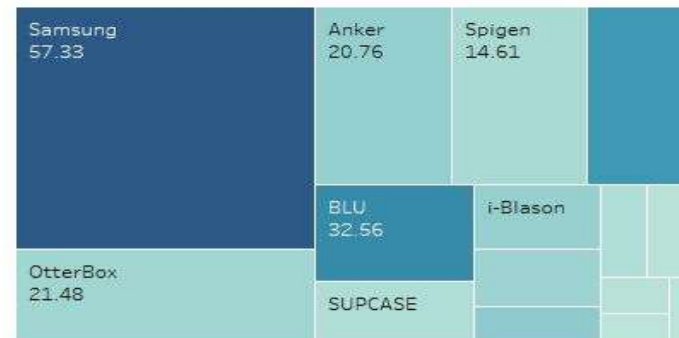## TOP N RANK BRAND PERCENT SHARE

TOP N

15

Brand
- BLU
- CruzerLite
- Eagle Cell
- EMPIRE
- Evecase
- Fosmon
- Generic
- i-Blason
- Incipio
- Loopilops
- MyBat
- OtterBox
- Samsung
- Spigen
- SUPCASE

SUPCASE 7.2%
CruzerLite 2.2%
Spigen 21.9%
Generic 9.1%
i-Blason 6.6%
Samsung 15.1%
Loopilops 1.5%

TOP RATED BRANDS

- ULAK
- Samsung 22,843
- Generic 12,627
- i-Blason
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BRANDS WITH AVG PRICE RANGE

- Samsung 57.33
- Anker 20.76
- Spigen 14.61
- BLU 32.56
- i-Blason
- OtterBox 21.48
- SUPCASE

Count of New Rank
1,36,592

Max. Price
12.0 — 370.0

DASBOARD

Recommendation

Now that we've identified competitors such as Samsung, Otterbox, Spigen, Anker, and Generic , it's crucial to closely monitor the services and features they offer.

Our target market revolves around the low to mid range price segment, given the preferred price range of $10 to $60. This provides us with the precise segment to concentrate on and introduce our product range.

Essential features for our products include:

Android OS

Screen size ranging from 5.1 to 5.7 inches

Around Processor speed of 2.7 GHz

Around 16MP camera lens

Appendix

1. Data Source: Amazon Review Data

2. Methodology:
   - Preprocessing of Data and Exploratory Data Analysis.

   - Text Analytics along with NLP was deployed to review the customer sentiment.

   - Additionally, taken steps to construct a search engine classification system using the Naive Bayes ML algorithm.

   - Using tableau to create visualisation dashboards.

Thank you…