

The background is a gradient from dark red at the top to dark blue at the bottom, speckled with white dots. Overlaid on the left side are several concentric circles and a large circular scale with degree markings from 150 to 260. Some circles have arrows indicating a clockwise direction.

PHASE 4 PROJECT.

GROUP 2 MEMBERS:

1. ALVIN NG'ENO
2. ELSIE NJAMBI
3. ANN WAHU
4. KIGEN TUWEI
5. MITCHELLE MKAN

The background is a gradient from dark red at the top to dark blue at the bottom. It features several faint, white, concentric circles and a large, semi-circular scale with tick marks and numbers (160, 170, 180, 190, 200, 210, 220, 230, 240, 250, 260) on the left side. There are also some dashed lines and arrows scattered across the background.

BRANDPULSE: DECODING SXSW SENTIMENT COMPETITIVE INTELLIGENCE ON APPLE & GOOGLE TWEETS

**SOCIAL MEDIA SENTIMENT ANALYSIS
FOR MARKETING DECISION-MAKING**

BUSINESS UNDERSTANDING

Brands invest heavily in SXSW marketing campaigns but lack real-time insight into:

- Audience emotional response
- Competitive brand positioning
- Product features capturing attention

Goal: Provide a data-driven view of Apple vs Google sentiment during SXSW.

PROBLEM STATEMENT

Marketing teams struggle to answer:

- Is our campaign resonating positively?
- How does sentiment compare to competitors?
- What features or stunts are generating positive, negative, or neutral reactions?

BrandPulse provides quantified sentiment and competitive intelligence.

KEY STAKEHOLDERS

1. Marketing Directors (Apple, Google)

- Evidence-based decisions: amplify or stop campaigns.
- Identify real-time audience resonance.

2. Brand Strategy Consultants

- Competitive benchmarking.
- Detect emerging trends and market gaps.

3. CMOs After SXSW

- Post-event analysis for next year's planning.
- Smarter budget allocation.

VALUE PROPOSITION

BrandPulse analyzes tweets about Apple & Google from SXSW to deliver:

- Quantified sentiment scores
- Trend detection and topic clustering
- Cross-brand comparison
- Actionable insights for competitive marketing

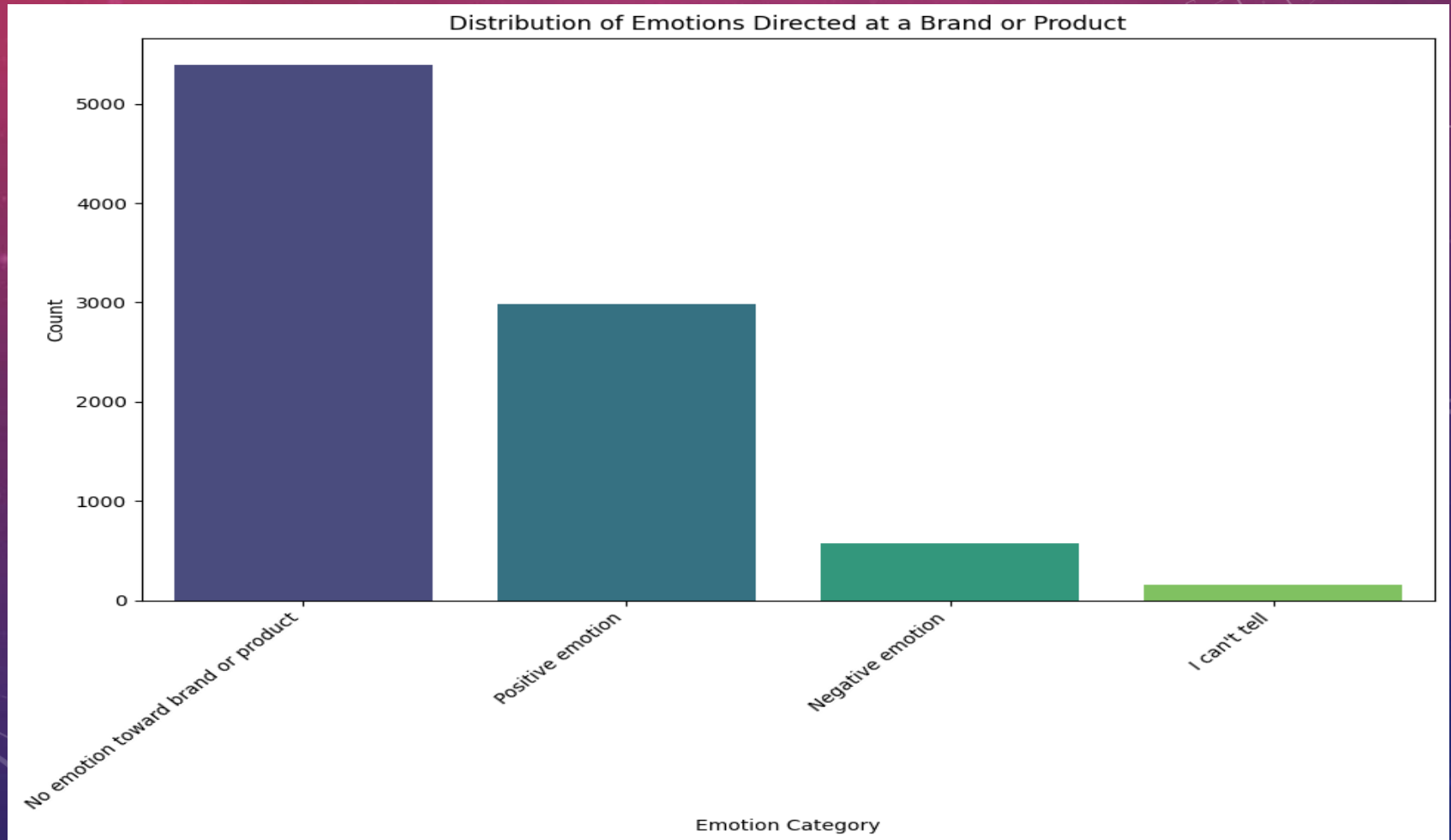
DATASET OVERVIEW

- Data Source: Twitter API / public tweet datasets
- Timeframe: During SXSW event window
- Brands: Apple & Google products and campaigns
- Features: Tweet text, hashtags, timestamp, engagement metrics

ANALYSIS APPROACH

1. Preprocessing: Cleaning, tokenizing, removing noise.
2. Sentiment Analysis: ML/NLP model to classify tweets.
3. Topic Modeling: Identify emerging themes.
4. Visualization: Sentiment trends & competitive heatmaps.
5. Insights: What people love or criticize.

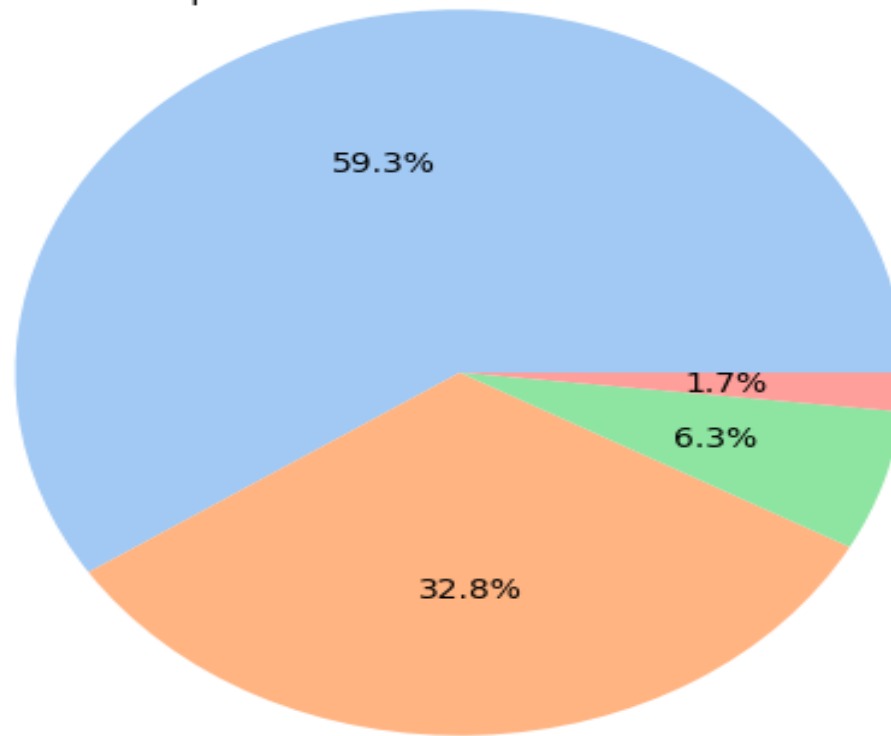
SENTIMENT DISTRIBUTION.



SENTIMENT DISTRIBUTION IN PERCENTAGE.

Distribution of Emotions Directed at a Brand or Product

No emotion toward brand or product

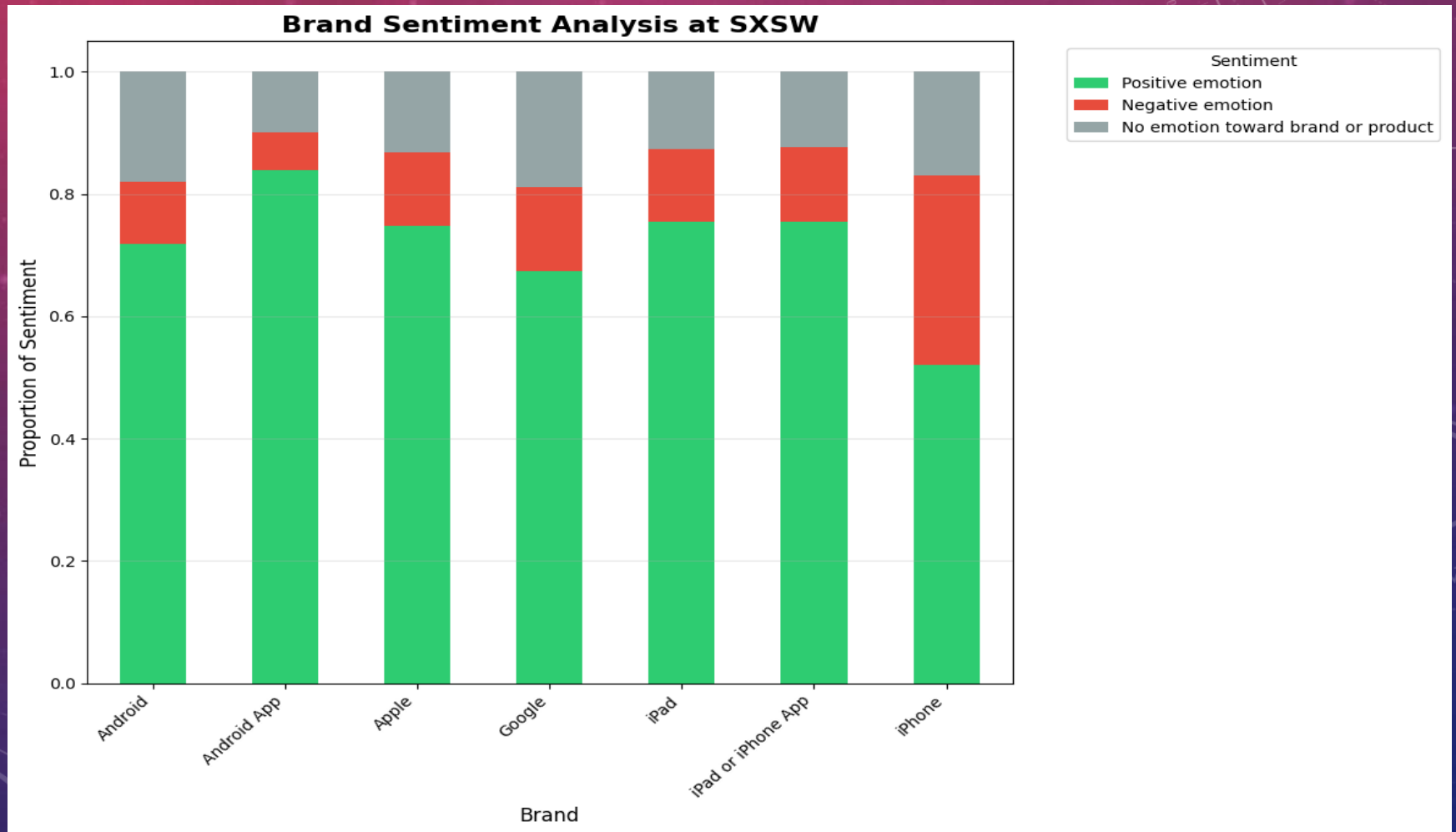


Positive emotion

I can't tell

Negative emotion

BRAND PERFORMANCE.



KEY BUSINESS INSIGHTS

- Since positive sentiment dominates, brands can leverage this for marketing amplification and customer engagement campaigns.
- The concentration of tweets in the mid-length range indicates that content strategies should target concise yet informative messaging to match natural user behavior.
- Monitoring tweets for negative sentiment, even if less frequent, is important for brand reputation management.

STRATEGIC RECOMMENDATIONS

For Marketing Directors:

1. Continue successful strategies

- Apple: Maintain pop-up store approach for major events
- Google: Continue engaging party and event strategy

2. Address pain points

- Monitor negative sentiment around specific product issues
- Implement real-time social listening for rapid response

CONT...

For brand strategy consultants:

1. Quantitative competitive analysis

- Use sentiment scores for objective brand positioning
- Identify market gaps and opportunities

2. Real-time campaign optimization

- Implement BrandPulse for ongoing campaign monitoring
- Adjust strategies based on live sentiment data

CONCLUSION

- BrandPulse provides actionable, real-time insights into Apple & Google brand sentiment.
- Empowers marketing leaders with data-driven decisions for competitive advantage.

The image features a white background adorned with various autumn-themed elements. In the top-left corner, there is a large, vibrant red maple leaf. To its right, a small cluster of blueberries and a single walnut are visible. The top-right corner is decorated with a large, bright yellow maple leaf and more blueberries. Along the bottom edge, there are several more elements: a large yellow maple leaf on the left, a single walnut on the right, and scattered blueberries and small brown berries. The text "thank you" is centered in a black, cursive script font.

thank you

COMMENTS
CONCERNS
PROBLEMS
QUESTIONS
COMPLAINTS

