

PHASE 4 PROJECT.

GROUP 2 MEMBERS:

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

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

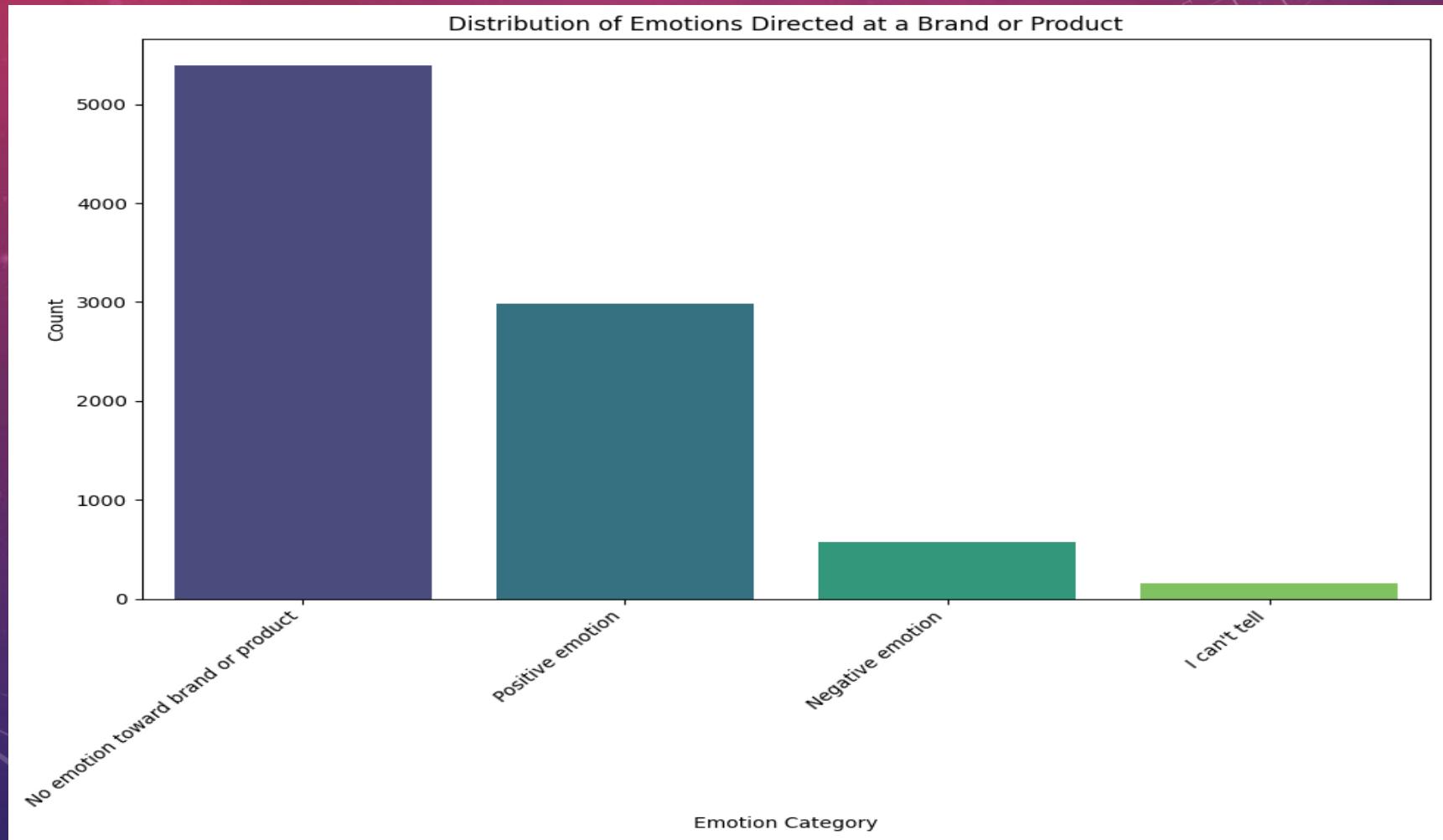
DATASET OVERVIEW

- 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.

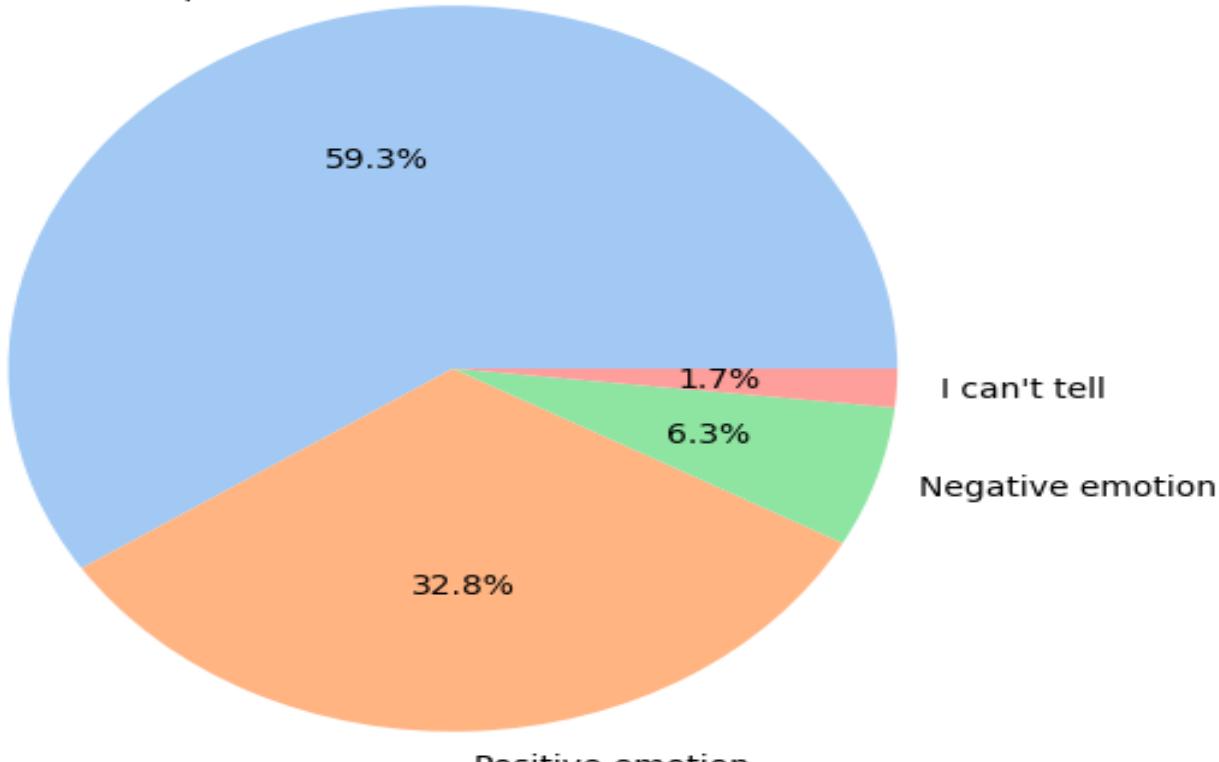
SENTIMENT DISTRIBUTION.



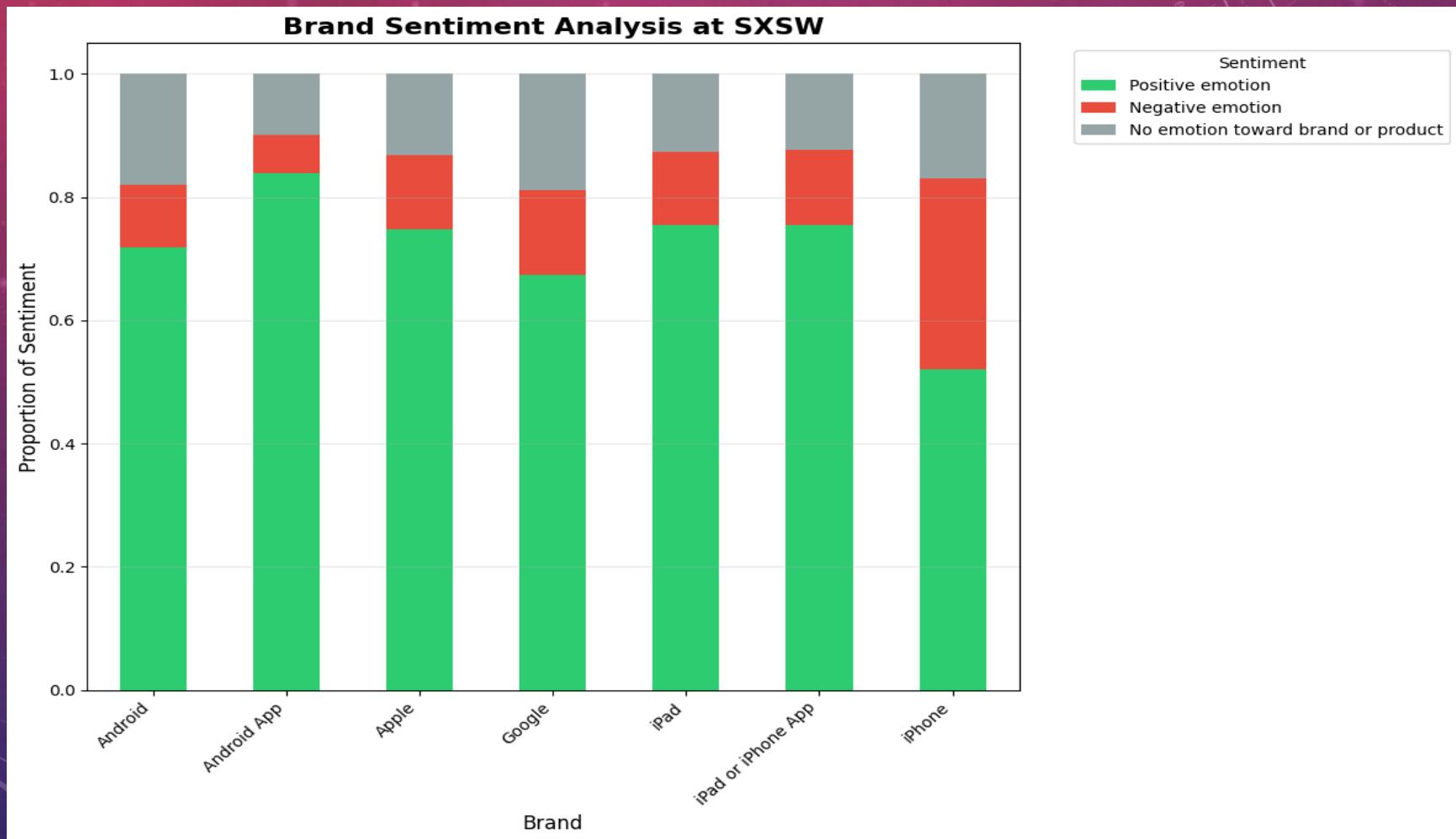
SENTIMENT DISTRIBUTION IN PERCENTAGE.

Distribution of Emotions Directed at a Brand or Product

No emotion toward brand or product



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.



thank you

COMMENTS
CONCERNS
PROBLEMS
QUESTIONS
COMPLAINTS