

Welcome To



TrendWatcher

Background:

- Data-driven decision-making has become a major interest for many industries, especially those in marketing and advertising.
- Social media has also taken a firm position in marketing and advertising efforts.
 - Social media allows for companies to 'listen' to their audience and to gain deep market insights.
- Fully accessing and utilising the amount of digital data is often burdensome and requires specialized skills or the hiring of specialized staff.
 - This is especially challenging for small-businesses.
- The aim of this application is to make an accessible, easy to use, data platform that can help guide data-driven decisions.

Business Impact:

- Having an easy to use and easy to implement “brand awareness” platform would be beneficial for quick and simple tasks.
- While there are other platforms available on the market, many are limited:
 - They usually only work with social media data.
 - They often only focus on a business page or a business account.
 - They are often designed to solely focus on social media advertising efforts, and not more broad efforts.
- Having a platform that examines unstructured data from social media and news media, could be useful for different types of thinking and can help find different conversations taking place around a product.
 - This can help advertising efforts, marketing campaigns, market reach, product development, and a whole host of other things.

Main Takeaways:

- The aim is to create a social media and news analysis platform.
- It will be designed so that an individual can explore, yet it will be simple.
- The platform will:
 - Work with unstructured data.
 - Encourage data-driven decision-making.
 - Incorporate news media and social media.
 - And will focus on ambient digital conversations.



Welcome to TrendWatcher!

Please Enter Your Key Terms:

[Text Box]
[Text Box]
[Text Box]
[Text Box]
[Text Box]

Please Select Social Media Sources:

[]	Twitter
[]	Facebook
[]	Instagram
[]	TikTok
[]	YouTube



Keywords

Terms

Geo-Analyses

Sentiments

Topics

Text Networks

News

Twitter

Facebook

Instagram

TikTok

YouTube

Line Graph of Frequency Trendlines
For A Term Over Time

Term Selector
[Drop Down Menu]

Term Stats
Min, Max, SD, Etc.
[Changes based on trendline
selected]

Challenges:

- Access to data and APIs may be challenging or limited due to restrictions from social media platforms.
- Developing the visualizations and interactive applications is something that is a newer skill.
- Concerns over optimization and the ability to process the data needed for the interactive application.
- Time and the ability to achieve everything during the 8-week program.