

Online Shopping&Museum Project

Group 5: Nisarg, Hitesh, Natasha, Oluyinka

Our Team



Nisarg

Student of Business Research and Data Analytics at George Brown College. Key role is drawing insights using a data driven approach and analyzing business models and proposing recommended solutions.



Hitesh

Currently doing major in Data Analytics at GBC. Gaining knowledge in finding key insights from data to provide solutions for business decision.



Natasha

The major is related to the business research and data analysis. The experience of analyzing data and doing research is gained gradually.



Oluyinka

A current student of Business Research and Analytics in George Brown College. He is gaining firsthand experience in cleaning, analyzing and implementation of data . He has showed great potential in mastering the act of storytelling with data.

An Exploratory of Public Opinion about Online Shopping During COVID-19



Agenda

Background

Problem
Definition

Key Insights

Conclusion

Background

E-Commerce is the main trend in the future.

Due to the COVID-19 people's consumption patterns are gradually shifting.

The pandemic has become the trigger for this digital shift and online shopping has seen significant growth.

Understanding the public perception will enable us to determine if digitalization will last much longer than the pandemic.

Problem Definition

The pandemic changed the model of consumers and shopping behaviour.

The reaction of the public towards the shift to e-commerce when the population is not entirely digitally ready.

Significant disparities exist in who is using online shopping platforms and who is allowed to use the service, resulting in inequitable access.

What shopping will be like after the pandemic?

Approach and Methodology

Our Approach

This was exploratory research, where we wanted to know the public's opinion about online shopping during Covid-19 and how it affected individuals, businesses and countries. We carried out a sentiment analysis to review, analyze, and synthesize. To critically evaluate the topic.

Reach wider audiences using Twitter Data

We gathered our data from social media like Twitter to understand the emotions and attitudes toward online shopping. We used different libraries like Numpy, Pandas and many more...

Tools and Analysis

The team conducted the research using secondary sources, such as statistical websites using bar charts, factual figures and predictions to illustrate findings. We ran our python code on a Jupyter notebook and used MS Excel and Tableau as our visualization tools.

KEY LEARNINGS

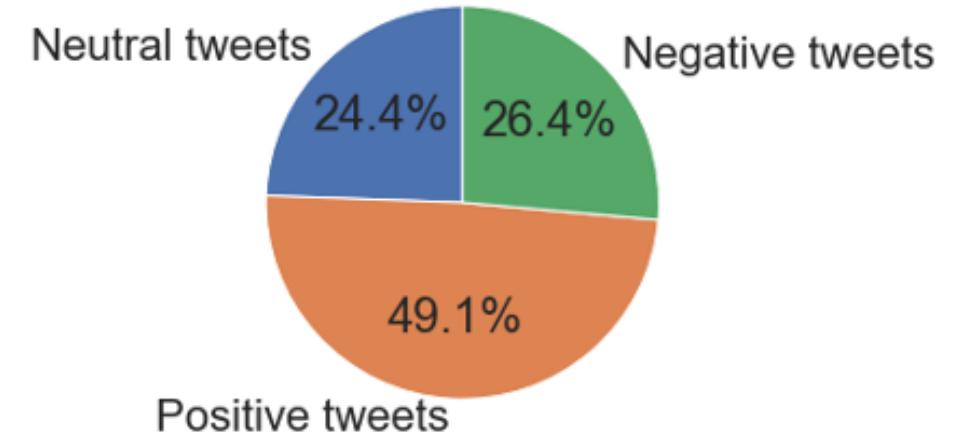
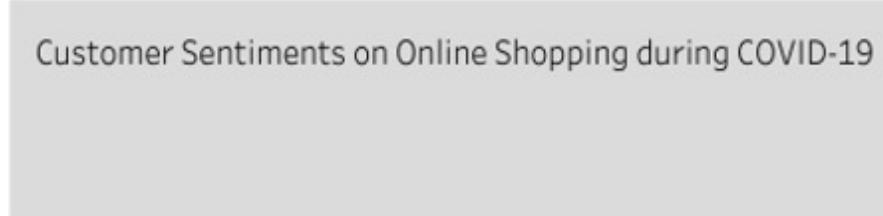
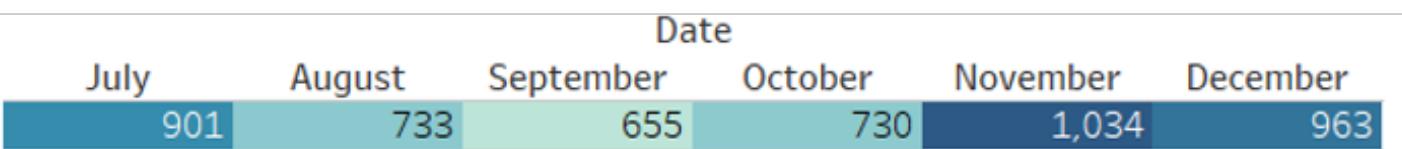
- Our overall highlight and learnings while analyzing the tweet in terms of public opinion regarding online shopping are that majority of the tweets were grouped and coded into clusters like “New normal” , “Shopping shift” , “Customer Experience” , “Offline shopping” , “Online Payment and Safety” , “Online Spending” .
- Of all the positive opinions, people were comfortable with online shopping, since the pandemic their attitude shifted towards the safety aspects of shopping and the ease of sitting at home in severe weather and making sure the package would eventually be delivered safely.
- While rest showed their concerns about the people not being digitally ready, few even complained about how big businesses are ripping off the local market. Future concerns about public safety when things return to normal. A unique sentiment, which was visible in many tweets was that people were empathetic towards those living on the streets and not able to utilize this online shopping shift.

WordCloud Analysis



Public Sentiments - Key Insights

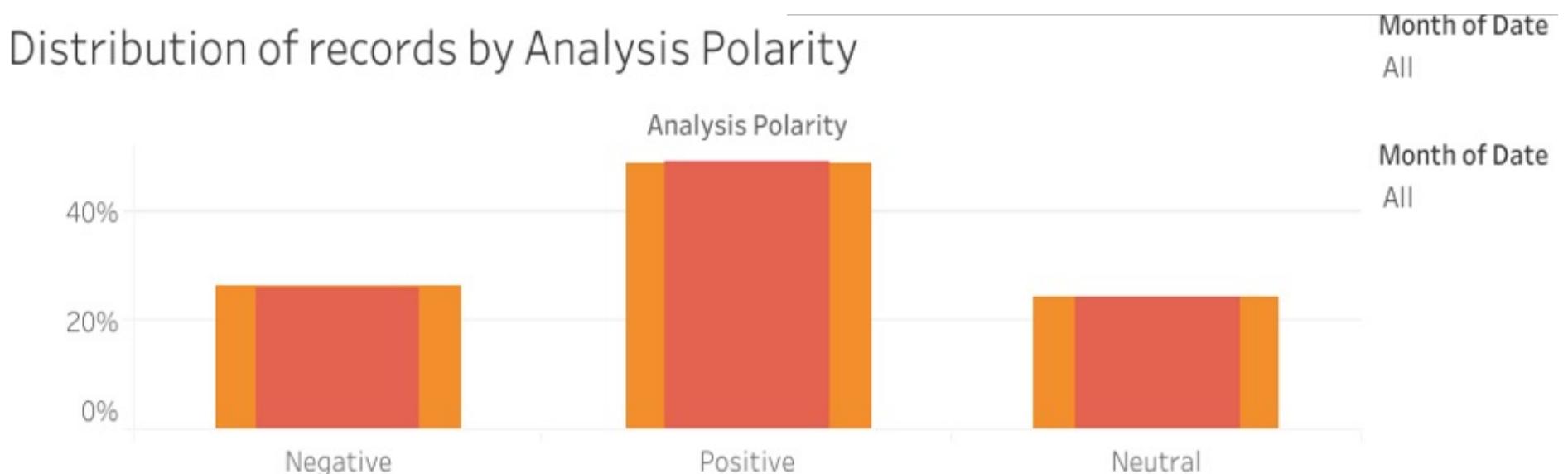
Story 1



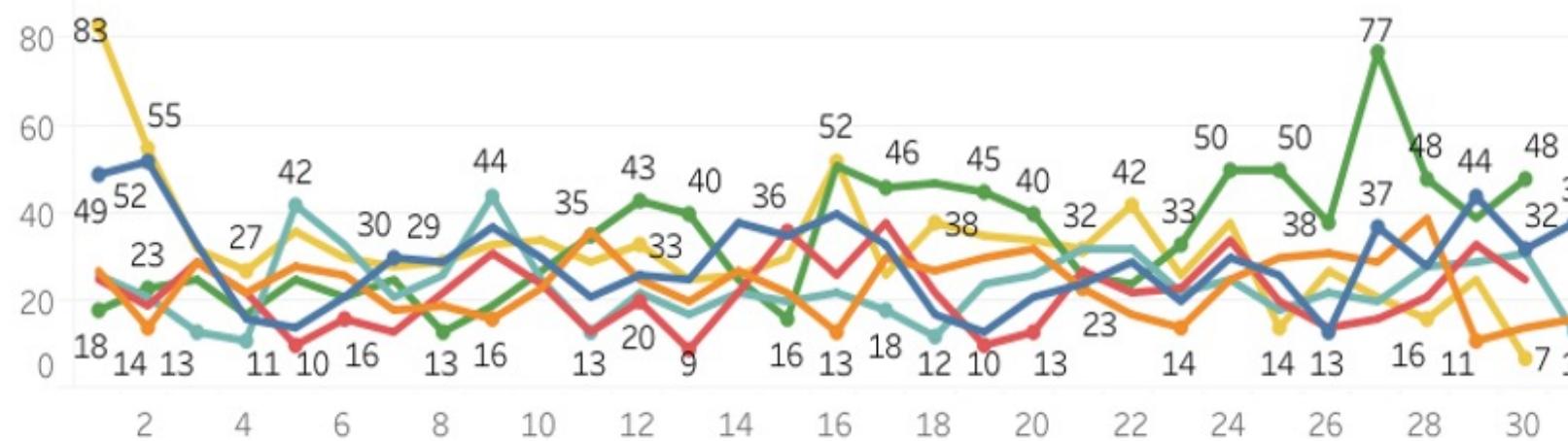
Customer Media Presence - Sentiments Based on Months



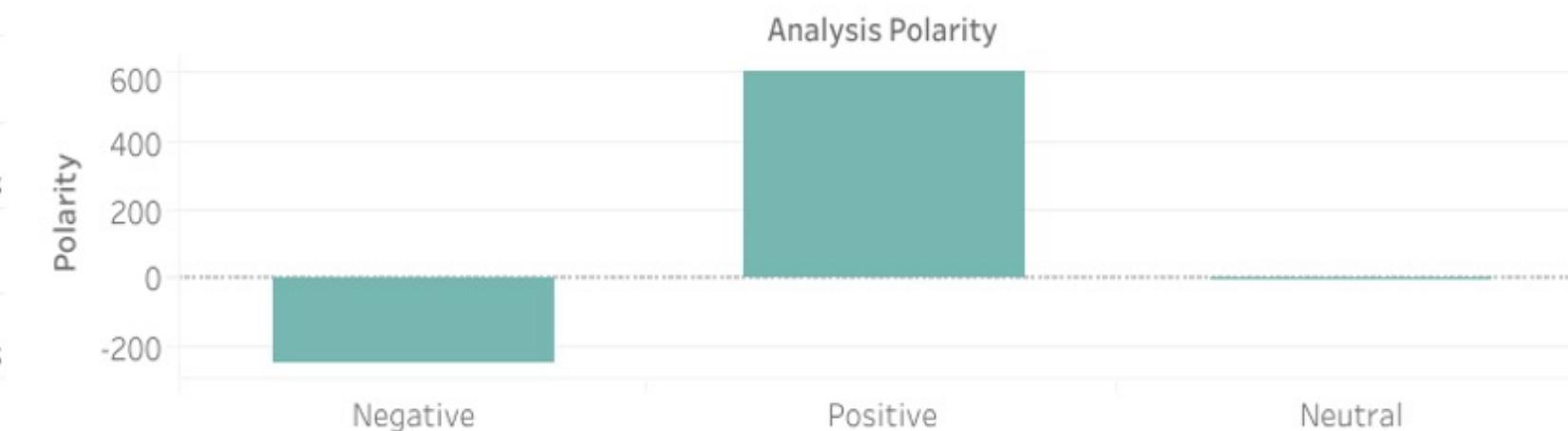
Distribution of records by Analysis Polarity



Customer Media Presence - Sentiments Based on Months



Distribution of records by Analysis Polarity



KEY INSIGHTS

Key HashTag

Online

Shopping

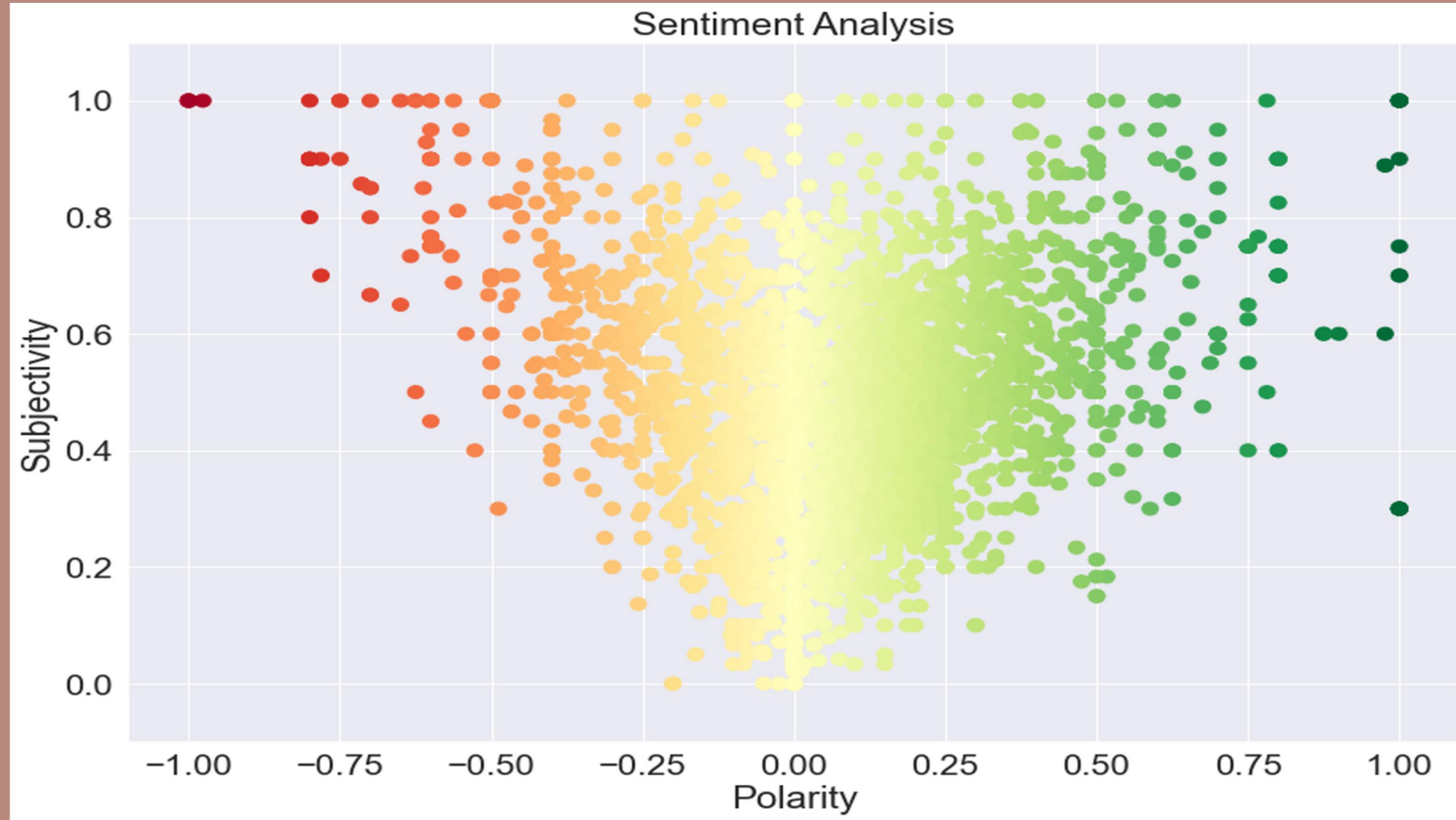
COVID19

Customer &

Engagement

- Approx. 70% of tweets include URL links, which are related to the content users posted express their thoughts or opinions
- We analyzed 5016 tweets posted within 8+months and in that period, we found out that about 49.19% (2476) had a positive attitude on online shopping during the given period.
- While 26.40% (1324) tweets suggest having an unpleasant experience.
- While the last 24.41% were suggesting facts or other content within the tweets.

Sentiment Analysis



Conclusion and Recommendation

- Based on our analysis Online shopping is growing and digitalization is here to stay.
- A larger number of the public have positive experience using online stores.
 - Online shopping is considered the most convenient and easiest mode of shopping.
- One of the major concerns of E-Commerce is for does not expose to technology.



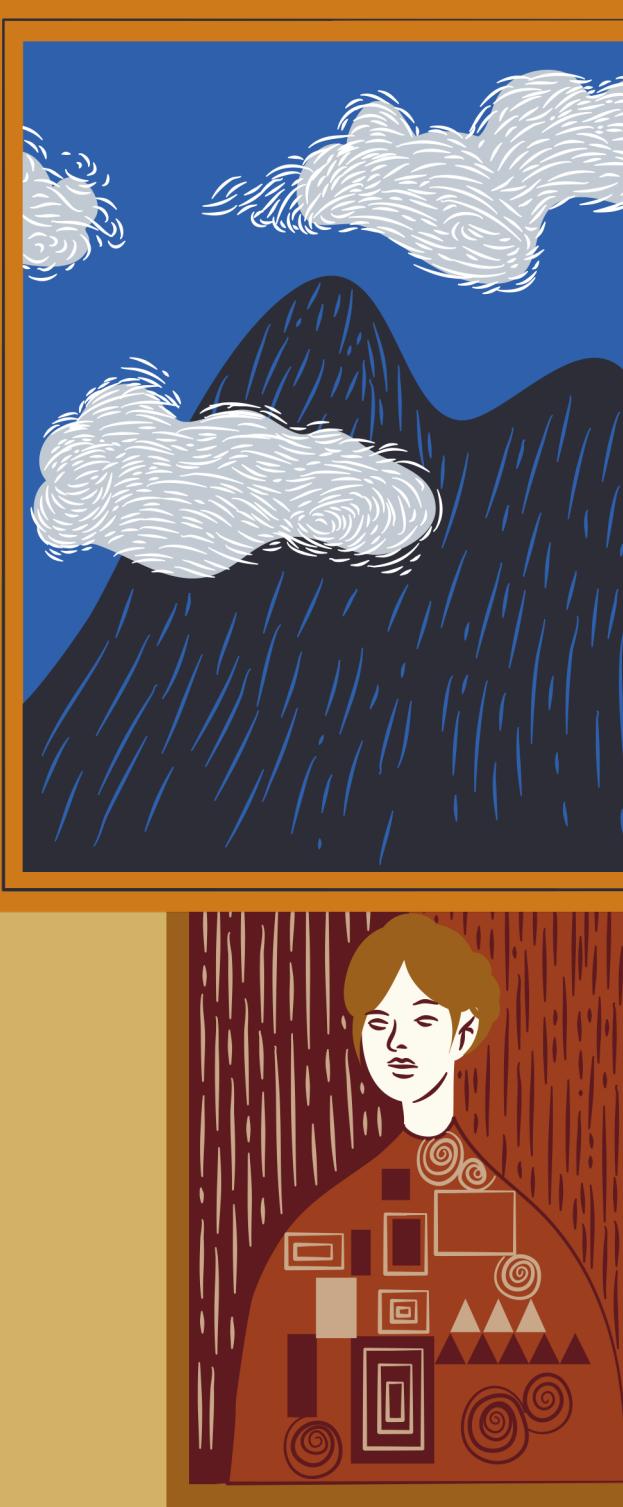
MUSEUM PROJECT

DIGITAL MEDIA ANALYSIS

Presented by: Xuanqi Yu, Hitesh Kamal Kishore Agarwal, Oluyinka Ogundipe, Nisarg Rohit Bhatt

AGENDA

- BACKGROUND
- APPROACH AND METHODOLOGY
- KEY INSIGHTS
- KEY LEARNING
- CONCLUSION AND NEXT STEP



BACKGROUND

Background

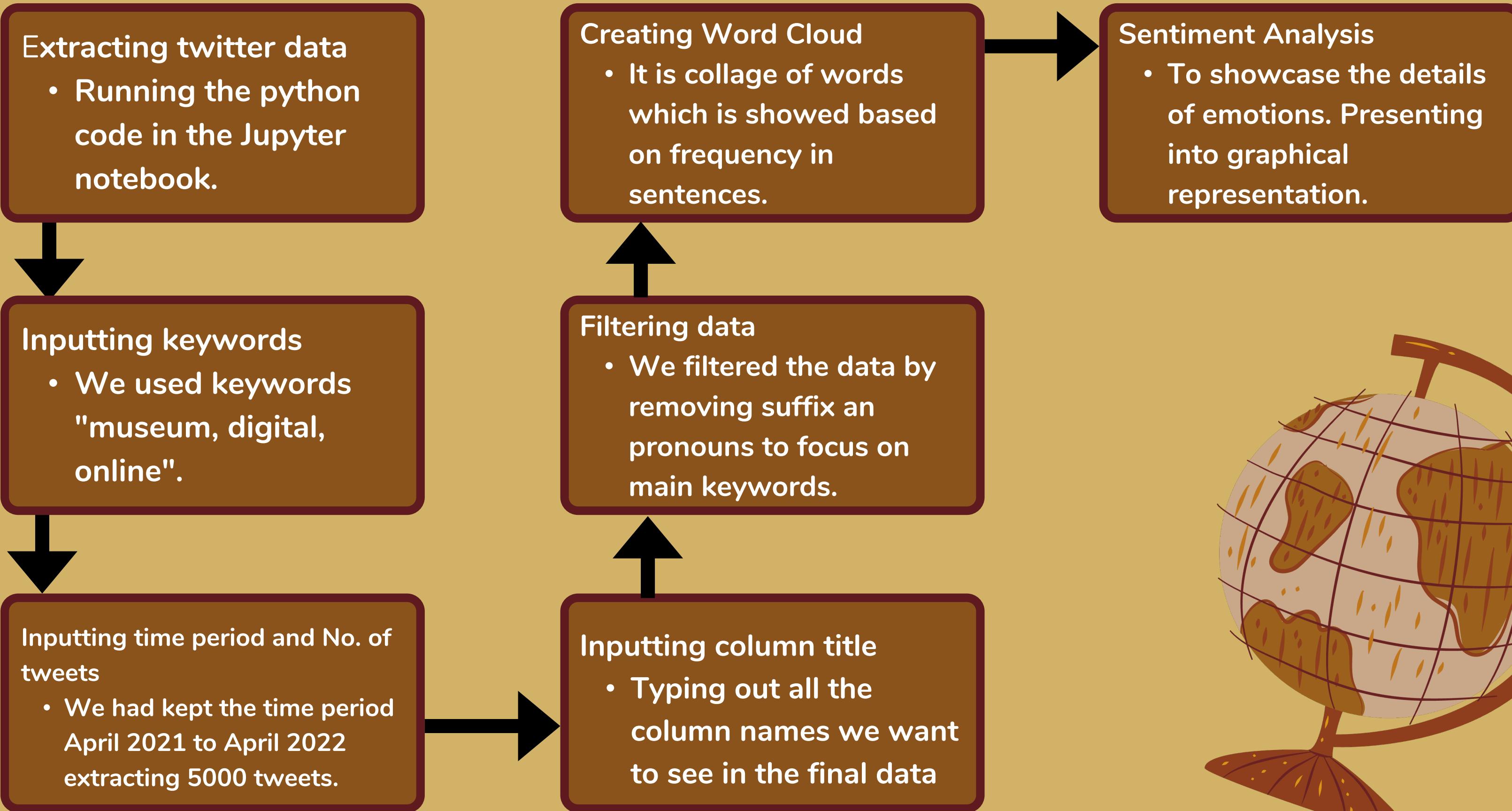
- The industry is made of acquiring, conserving, interpreting, and exhibiting permanent collections of objects of historical, cultural, and educational value.
- Due to the COVID-19, the museum begin the process of digitization. Digitizing the work process of the visitors by making online bookings for visits to the museum.
- Engaging the visitors through social media, local and global events.



Problem Definition

- The COVID-19 pandemic is having a devastating effect on the Arts and Culture sector—both on the nonprofit organizations that form an essential part of our civic infrastructure and on the individuals who work for them.
- Freelance professionals for museums have reduced their income from 56.9% to 32.5%, which created a risk of losing their professionals as there is no financial support.
- Closure of museums is 4.1%, which means there is less closure, and reduced operational capacity, affecting opening hours, exhibitions, and programs.

APPROACH AND METHODOLOGY



KEY INSIGHTS

Key HashTag

Art

- More than 70% of tweets didn't add any hashtags.

Museum

- Only 20% of tweets include url links, which are related to the content users posted express their thoughts or opinions.

Digital

- Museums share digital resources and registration links for online digital museums events. People can view a new digital database features 480,000 works Paris museum.

Tech

- Digital museums find collaboration opportunities with other museums or companies for donation to change or update the current museum digital technology.

Cultural

- Displaying digital artworks by individuals or celebrities.

Musetech

KEY INSIGHTS

NFT & Web 3.0

Ukraine_Ministry of digital selling
1153 art pieces of amount
\$500,000

India-Still deciding

Milan-Digital and NFT
musuem

Singapore-Opens First
NFT musuem

Events and workshops

Europe-Digital Art Fair

NewYork-Digital Museum of
history of Hapanese

Tokyo-Visitor draw a SJ bus

Falkland island-Organizing
digital exhibits

Sydney living Museum-SYDNEY
OPEN-special digital tour

KEY INSIGHTS

Sharing their art piece
and resources digitally

Shanghai-
Cultural
Resources

James
Taylor
Auckland
War
Museum

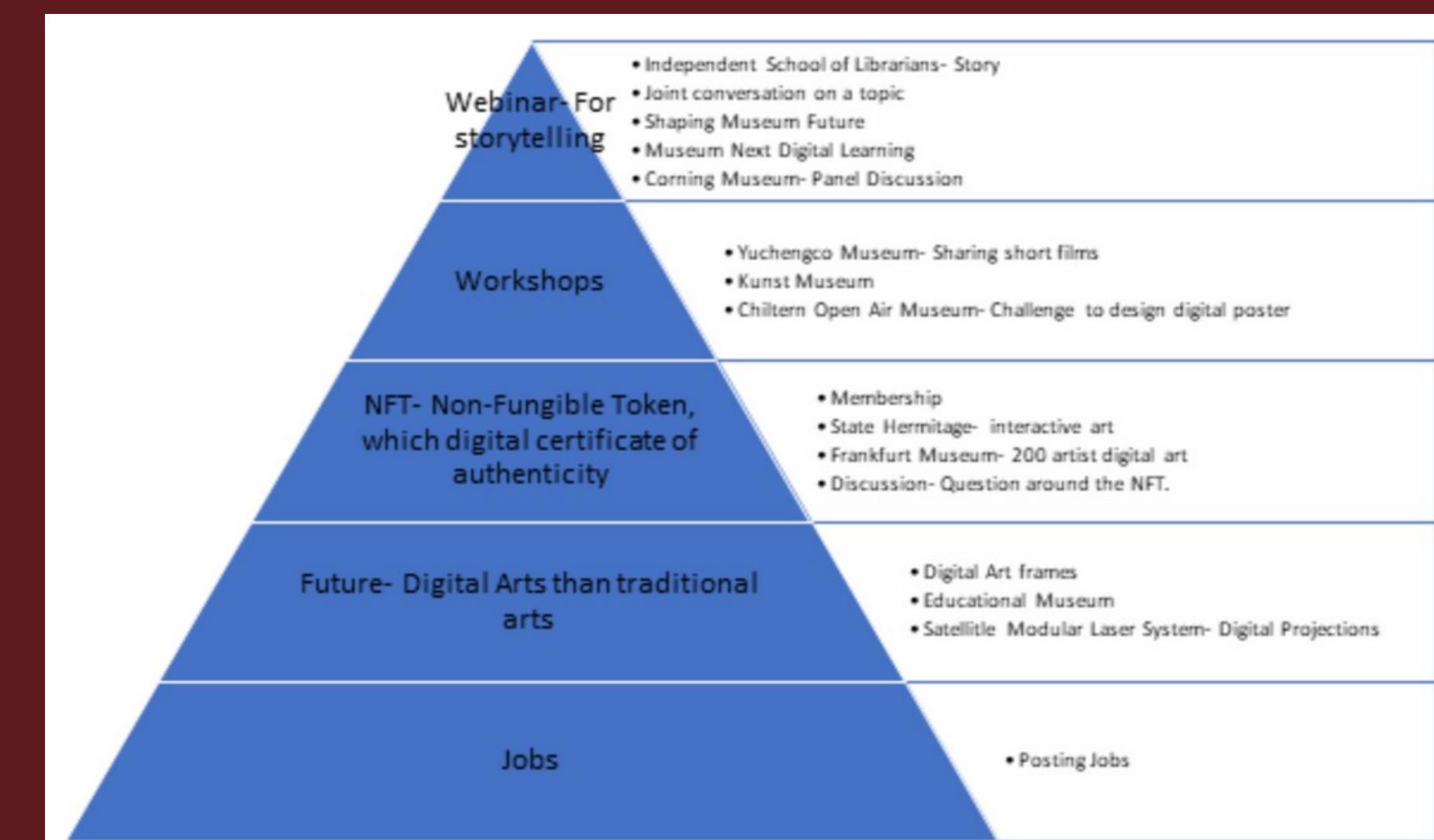
Africa-
Pan Africa
Heritage
World
Museum

Michigan-
Dennos
Museum
Centre-
Sharing
black
artist all
art works.

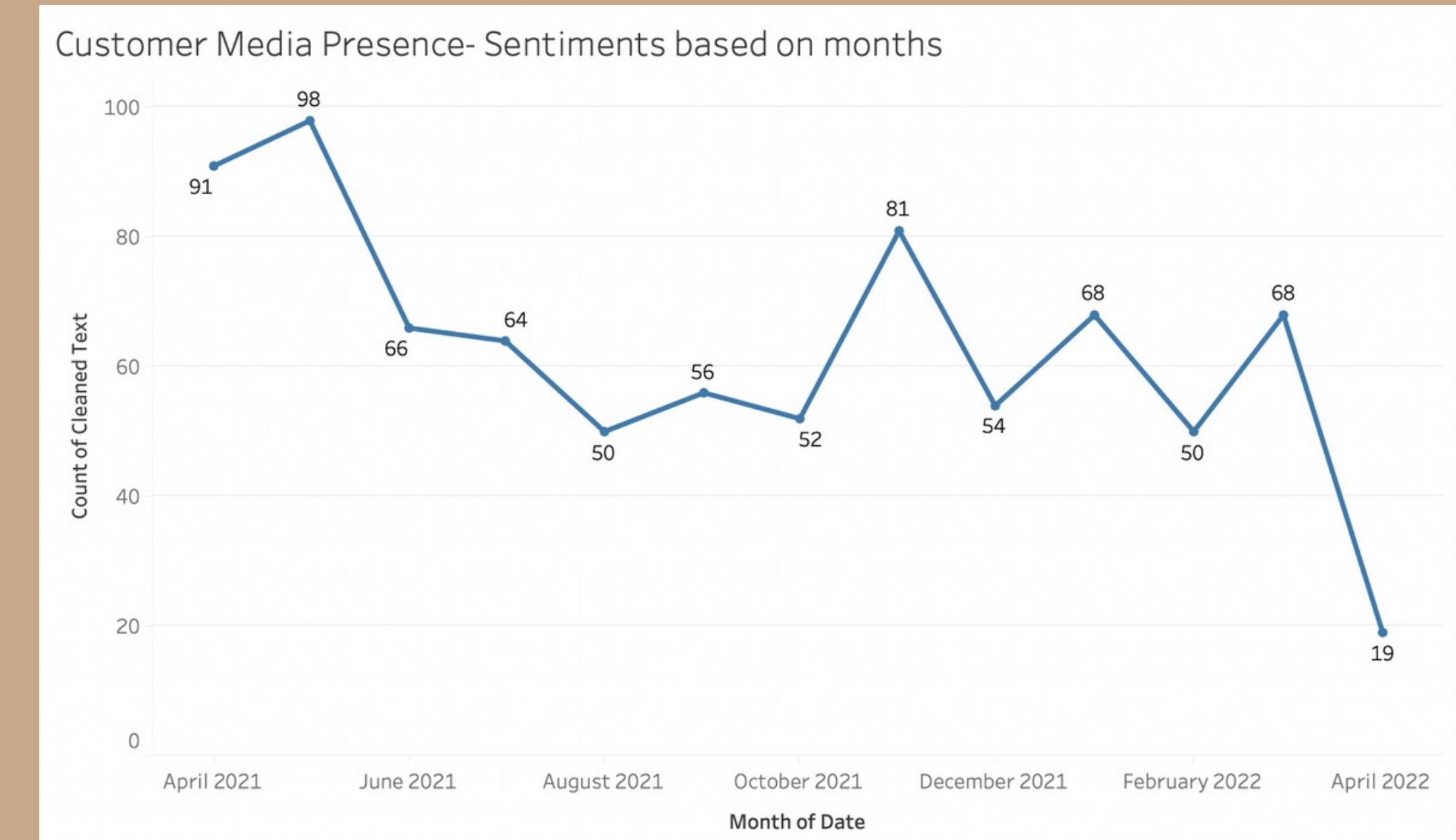
United
Kingdom-
Digital
Heritage
Hub with
free
digital
learning
resources

South
Street
Seaport
Museum

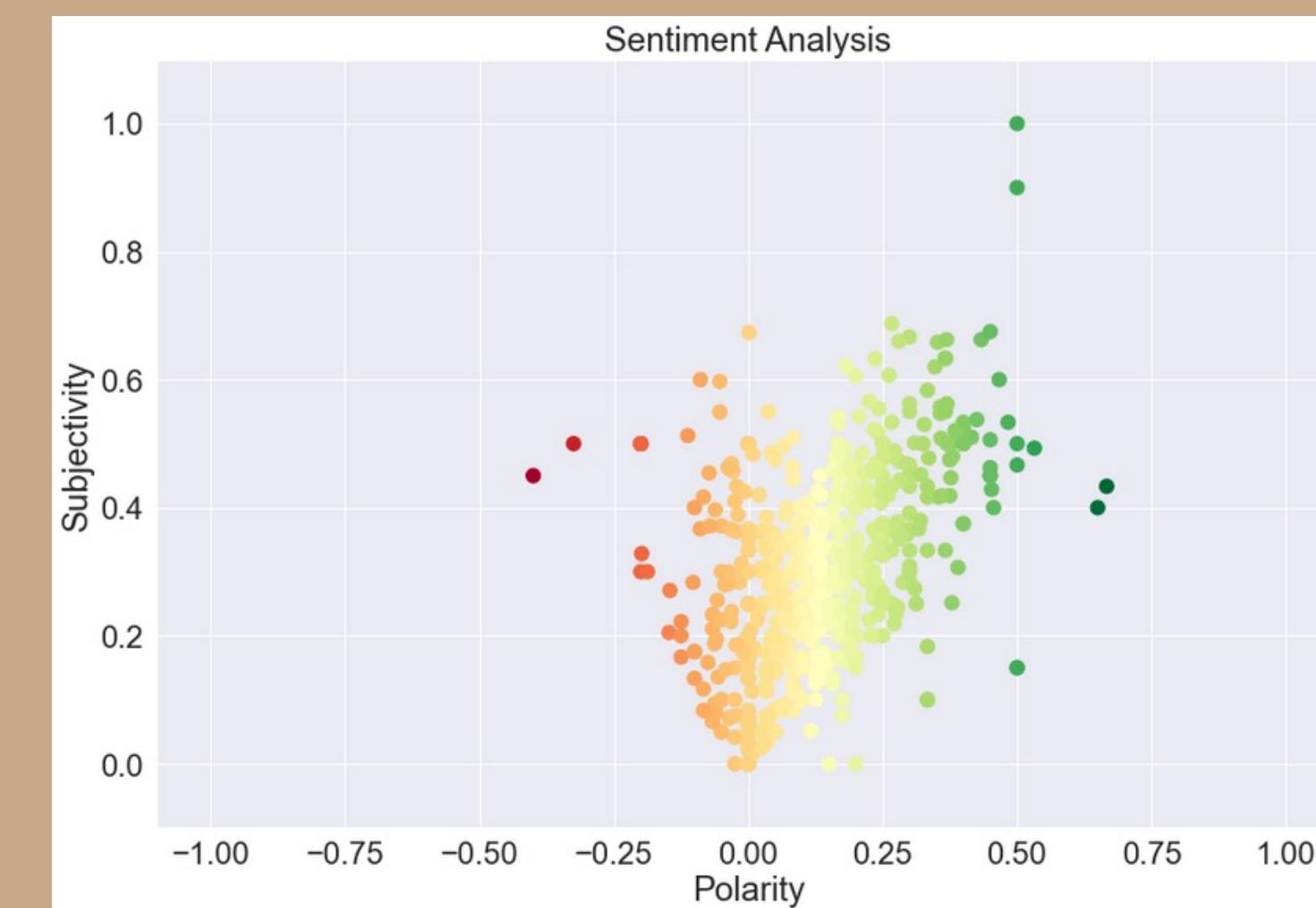
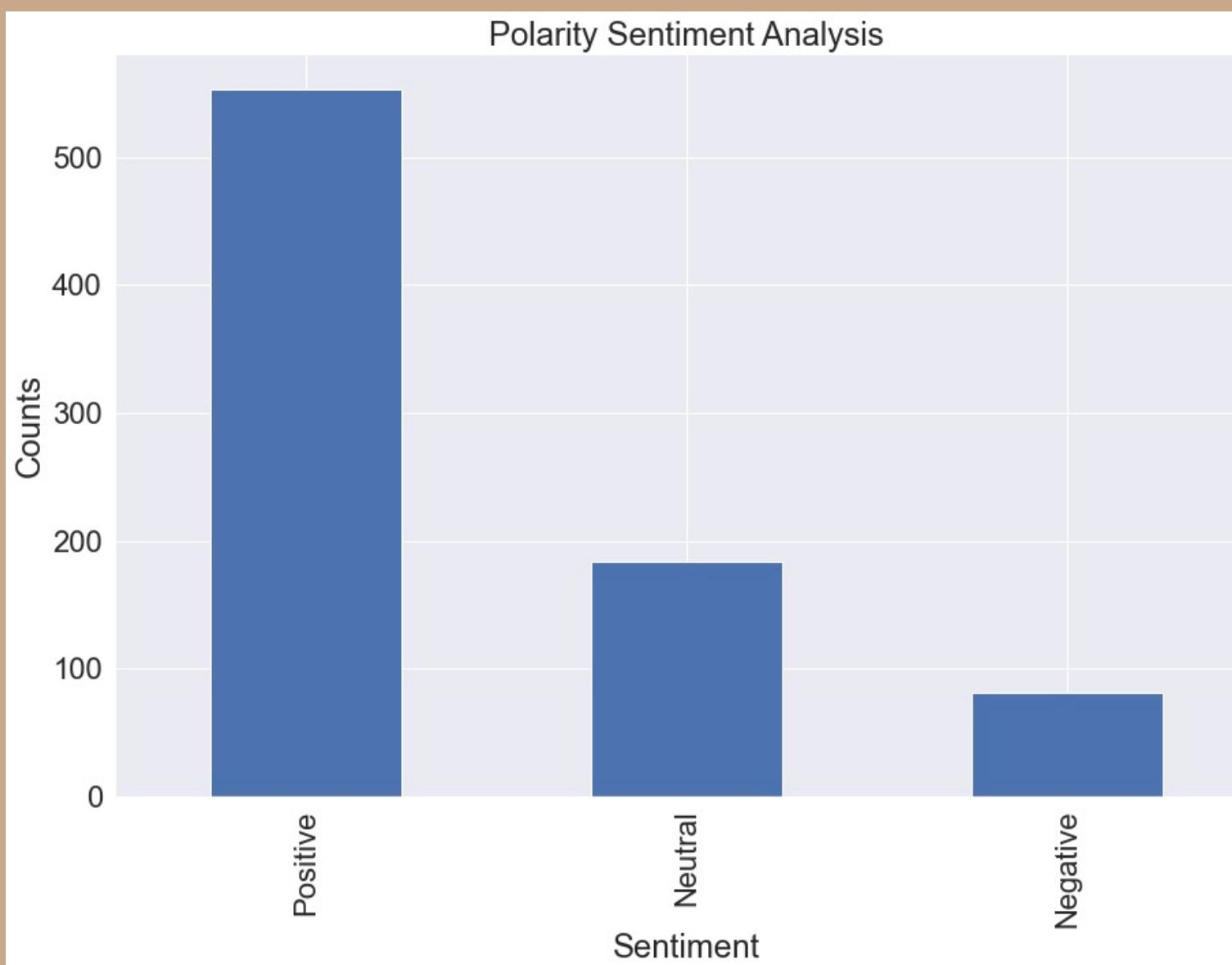
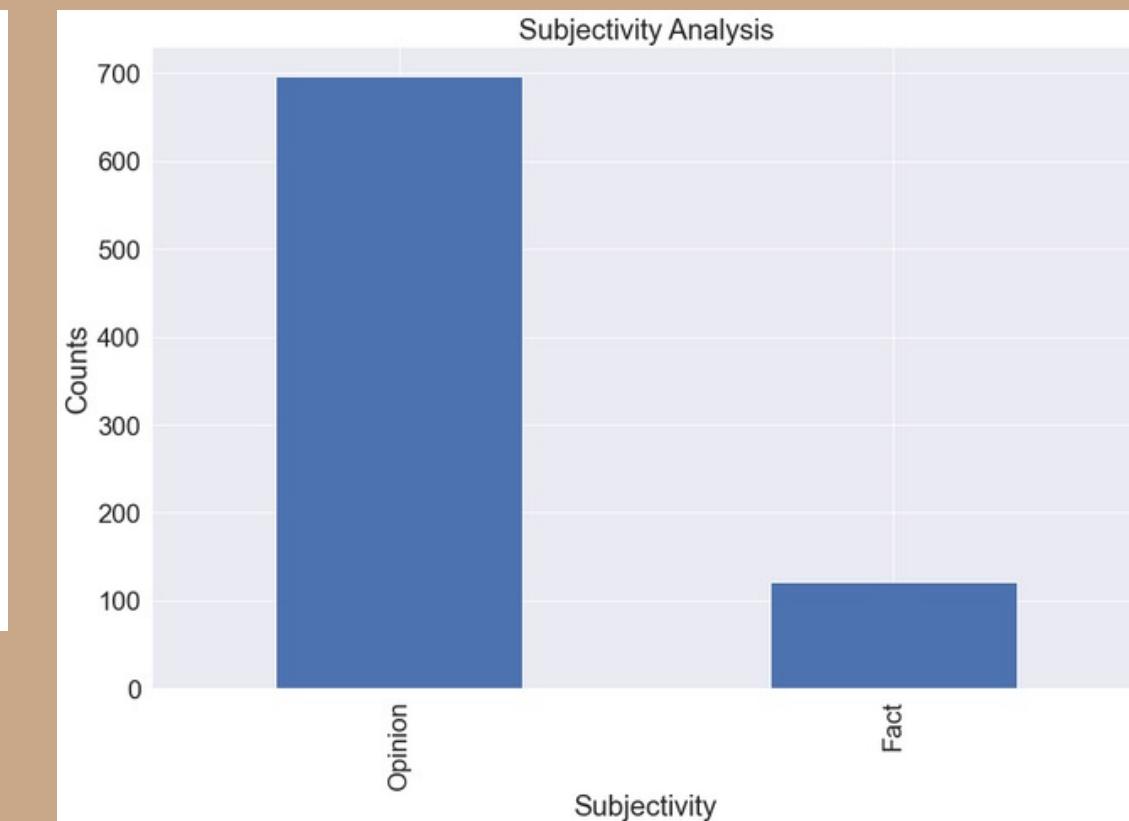
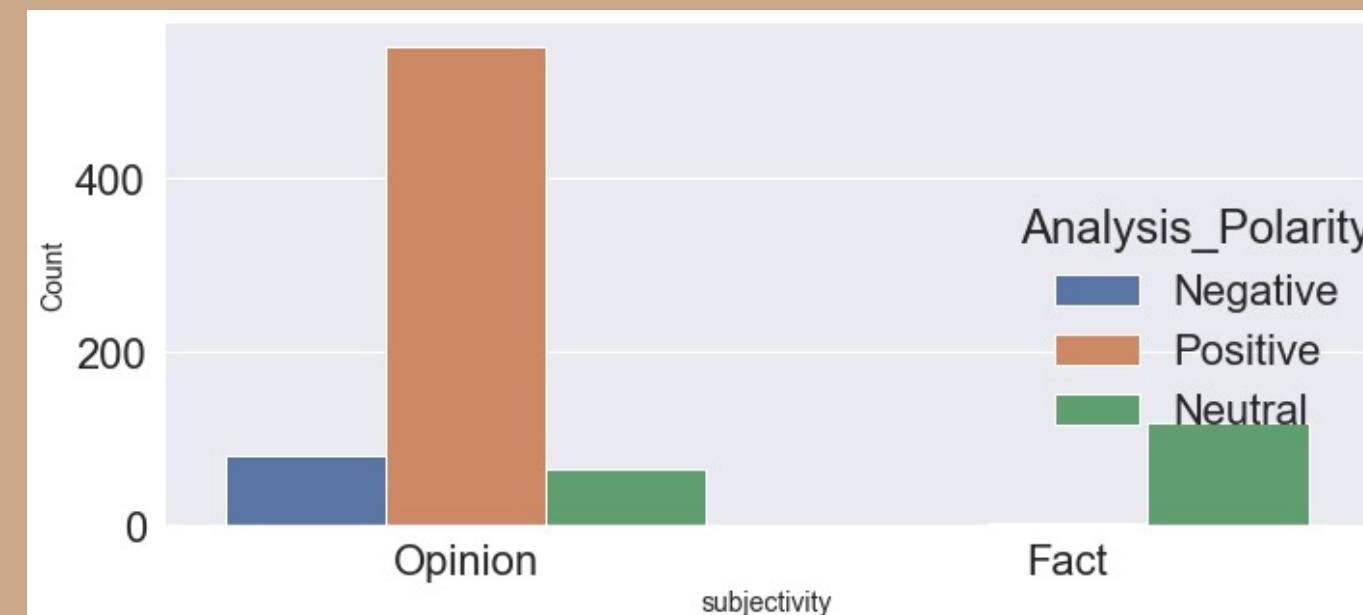
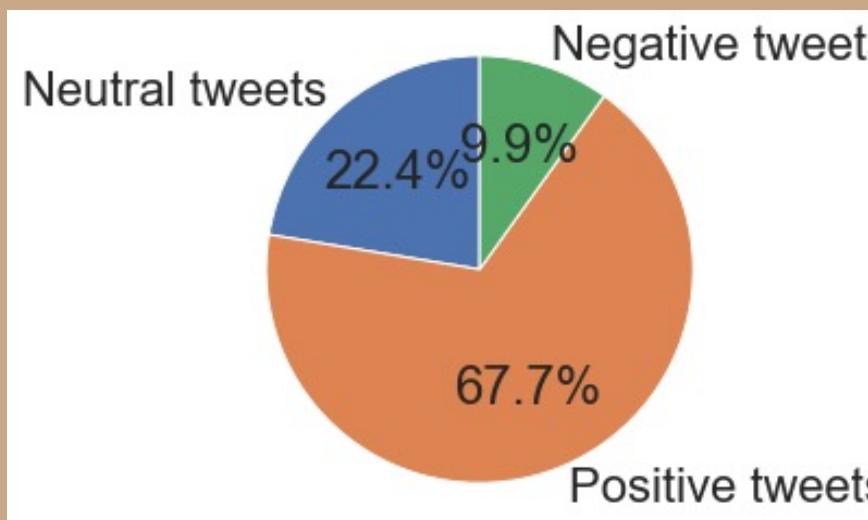
Stonewall
National
Museum



KEY LEARNING



KEY LEARNING



COMMON THEME



Posting real-time news
(industry news): Industry
New



Brand promotion (established
some new digital museum)



Product or service
promotion

Posting personal opinions
on something/news
(Trending Topics)



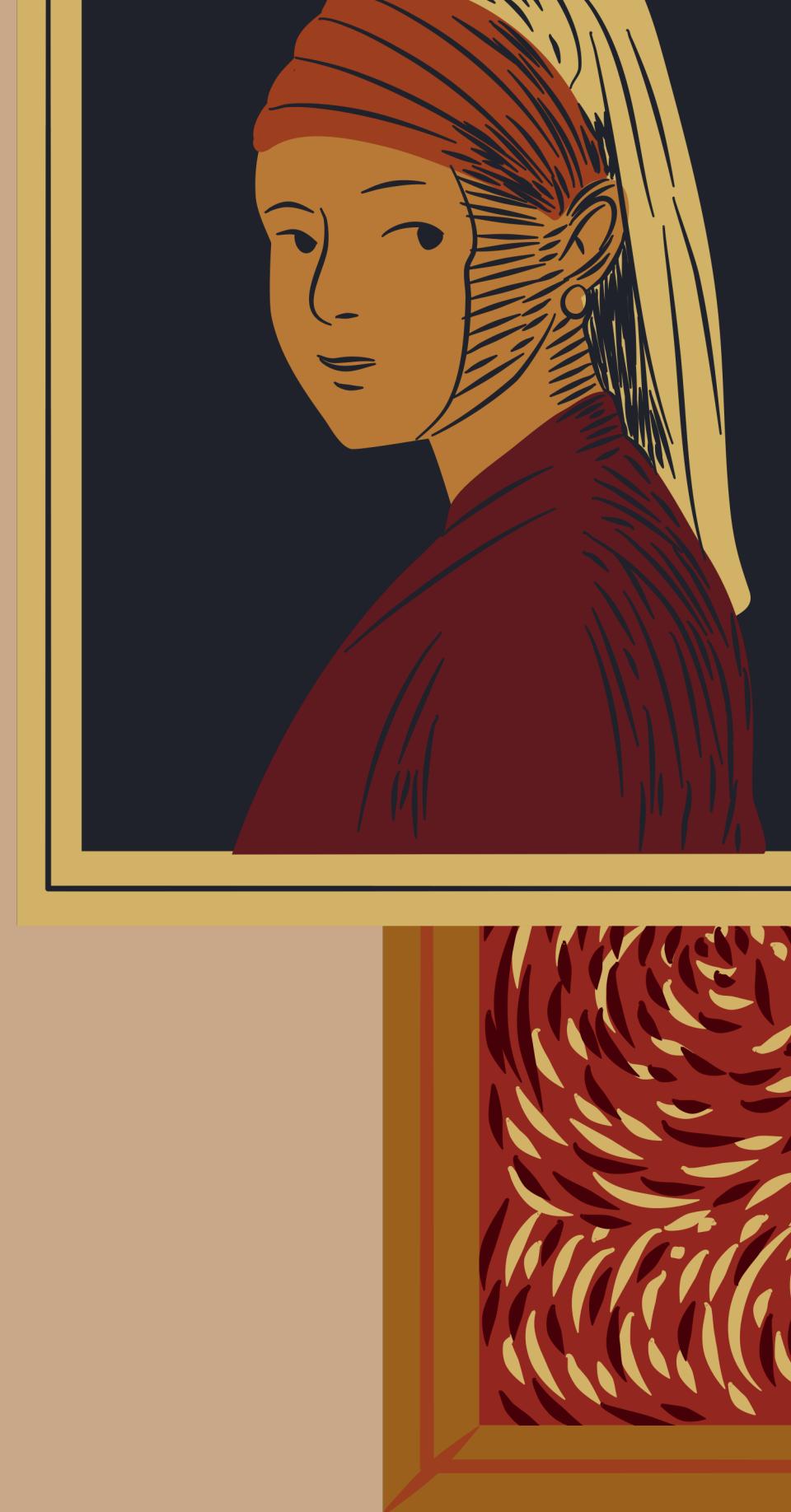
Promote a particular article
(Blog Content)



Use social media's ability to reach a
wide range of target customers with
a series of targeted activities, e.g.,
donate, join a panel, collaborate, etc.

CONCLUSION AND NEXT STEP

- Museum can use twitter and other social media channels to share their updates on workshops, events, digital resources, and achievement.
- Follow real-time digital technology-related news that current museum technology should attend webinar to understand how they can transform more efficiently with right tools.
- Use more hashtags (current less) to engage specific users or create a hashtag with a clear theme.
- Hold regular events and workshops on the social media
 - Encourage discussion on digital communities, such as NFT.
- The content of tweets should be positive. It is good for any brands/museums to have negative reputation on the social media.





THANK YOU FOR
LISTENING!

Don't hesitate to ask any questions!