

Business Case Study of TWITTER POPULARITY

By
Oishik Biswas

Source: Think School

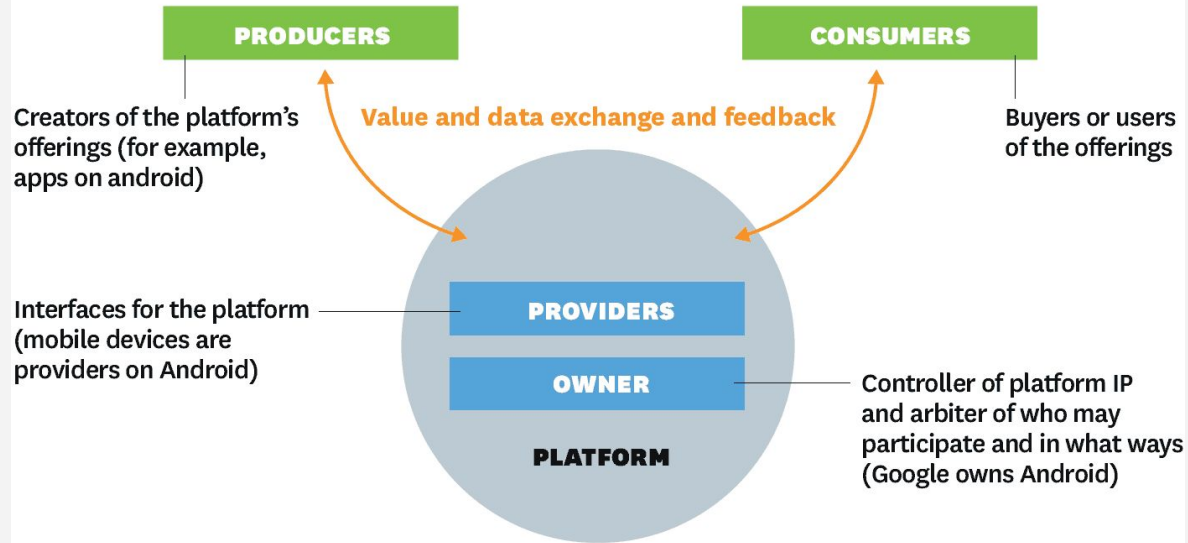
Product Design

- Pipeline Driven Product
- Platform Driven Product

Pipeline Driven Product

The Players in a Platform Ecosystem

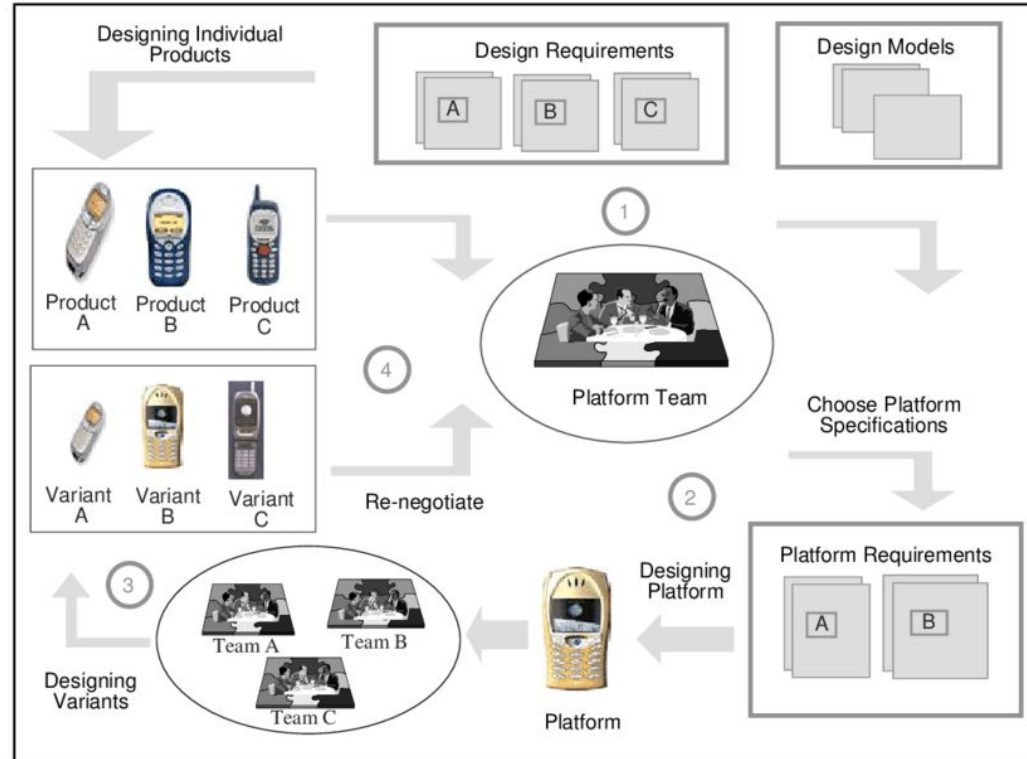
A platform provides the infrastructure and rules for a marketplace that brings together producers and consumers. The players in the ecosystem fill four main roles but may shift rapidly from one role to another. Understanding the relationships both within and outside the ecosystem is central to platform strategy.



SOURCE MARSHALL W. VAN ALSTYNE, GEOFFREY G. PARKER, AND SANGEET PAUL CHOUDARY
FROM "PIPELINES, PLATFORMS, AND THE NEW RULES OF STRATEGY," APRIL 2016

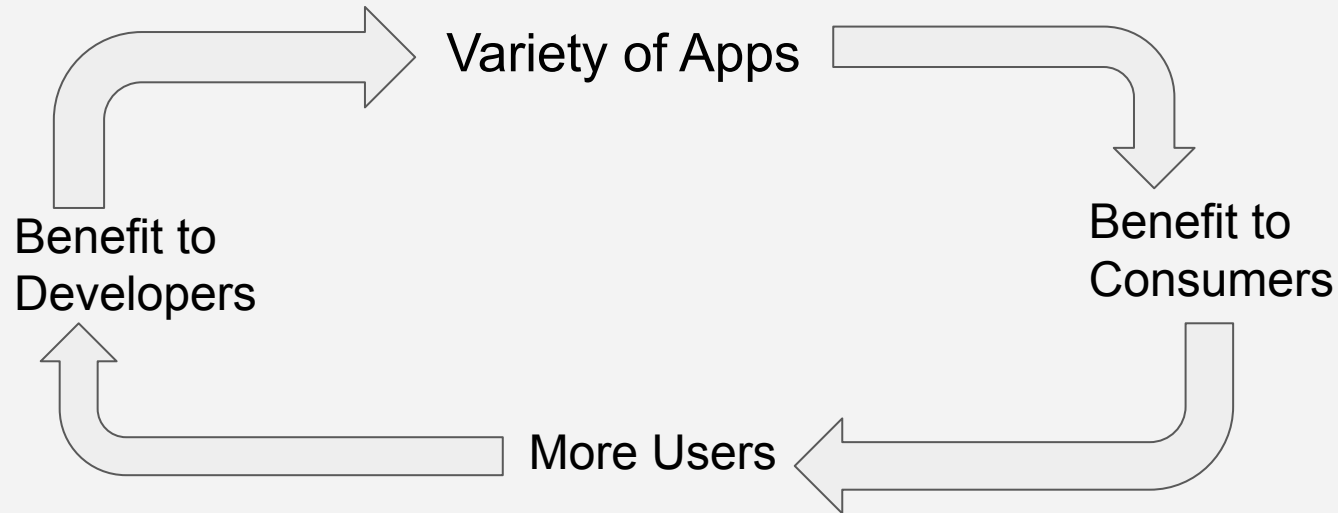
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Platform Driven Product



Benefits of Platform Driven Product

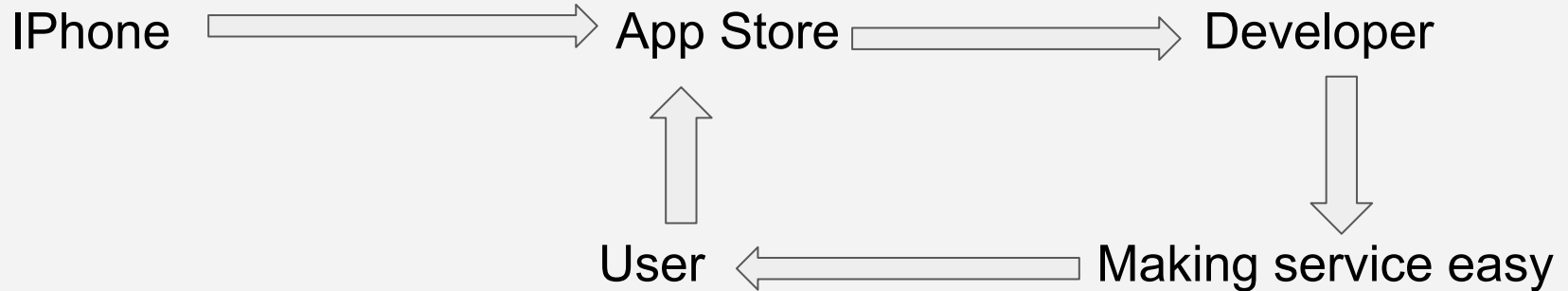
- Apps made surfing extremely easy and accessible.
- Fulfill micro-requirement of consumers.



Benefits of Platform Driven Product

- Customer retention with high quality product.

Nokia  User



Silicon Valley Startup Revolution

- In 2007, only giant new outlets published the new startup news.
- Content was extremely contaminated.
- Only media decided what was newsworthy, small startups were ignored.
- Distribution was scattered.
- More founder joined the platform Twitter.
- Information circulation, exchange of both sides.

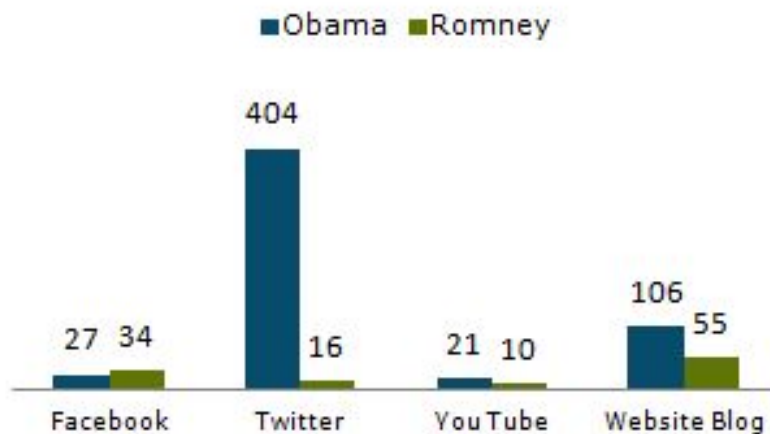
Superpowers of Twitter

- Connection forming became efficient.
- Small scale player empowerment.
- Network effect, joining more and more startup entrepreneur, producer and consumers.
- Barack Obama joining the Twitter boosted its popularity.

Barack Obama and Twitter

Obama Leads Romney in Digital Activity...

Number of all digital posts studied



Date Range: June 4-17, 2012

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM

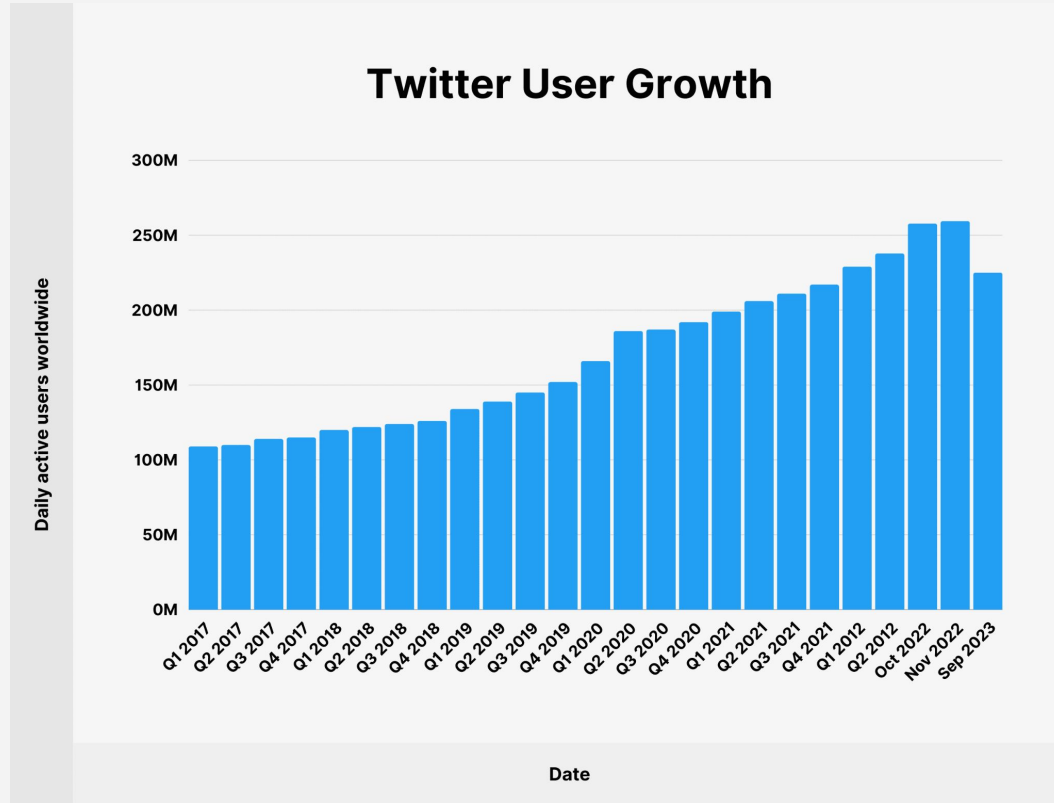
Twitter Relevance

- Hashtag as a feature for searchability.
- Alerts to communicate during crisis.
- 'Please Send Help' Hurricane Harvey victims got benefited.
- Every time information product become cluttered, got replace by specialist non clustered product.
- Empowered ordinary people to raise the voice.

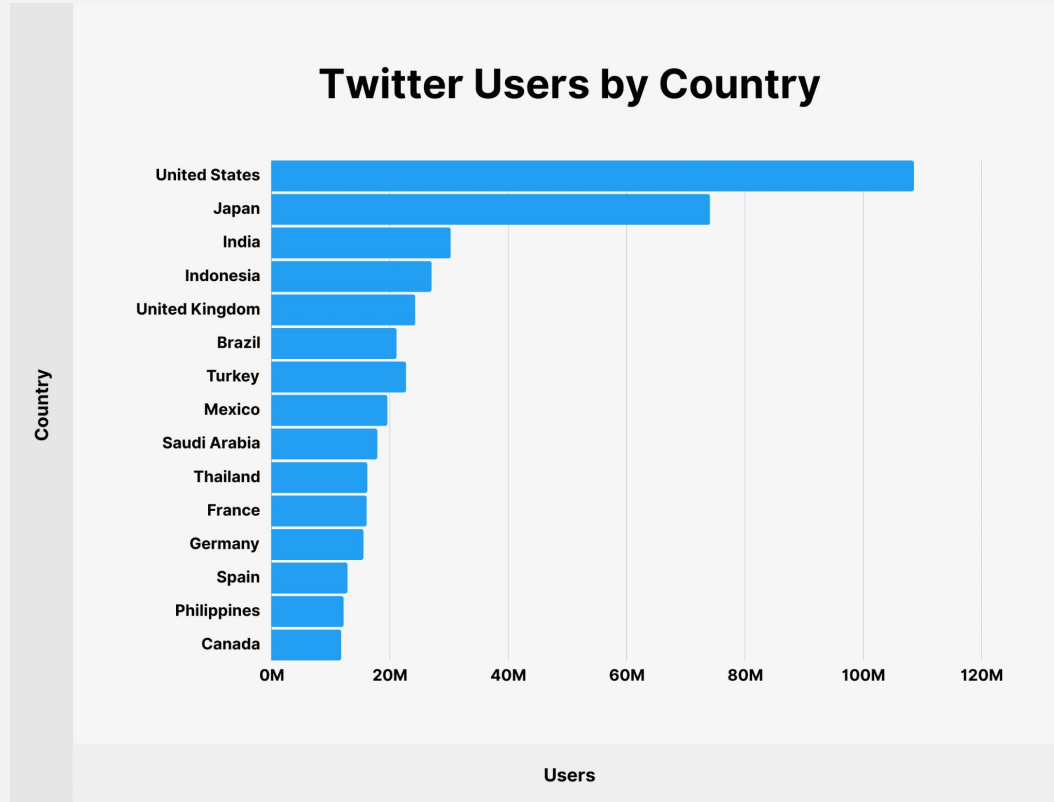
Twitter Hashtag



Twitter User Growth

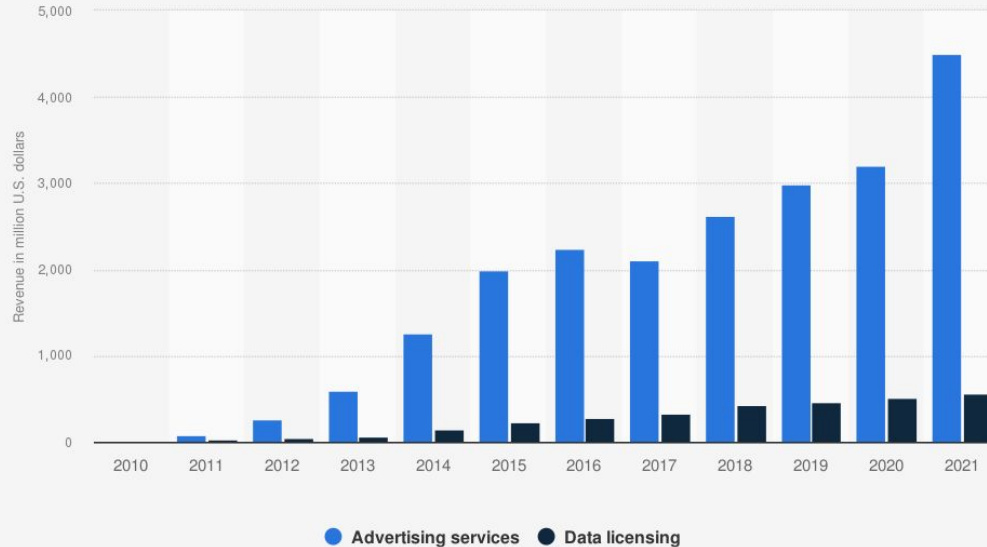


Twitter User by Country



Twitter Revenue

Annual revenue of X (formerly Twitter) from 2010 to 2021, by segment (in million U.S. dollars)



Source
Twitter
© Statista 2024

Additional Information:
Worldwide; Twitter; 2010 to 2021

Twitter SWOT Analysis

SWOT ANALYSIS OF



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Strengths

- Influencer Marketing
- Brand Awareness
- Trending Topics
- Real-time Communication
- Large and engaged user base
- Analytics
- Monetization
- Community Building

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Weaknesses

- Data Safety Concerns
- Fierce competition
- Toxicity
- Management issues
- Opaque algorithm
- Overwhelming nature

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Opportunities

- Improve monetization
- Sell premium features
- Address misinformation and abuse
- Invest in Research & Development
- Improve the discoverability of small businesses
- Dedicated section for News

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Threats

- Declining user growth
- Security breaches
- Unforeseen risks
- Product failure
- Employee turnover
- Regulation



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Business Lessons

- Community as a service.
- World is driving from pipeline to platform.
- Customer retention policy strategy.