Social Media Monitoring Report
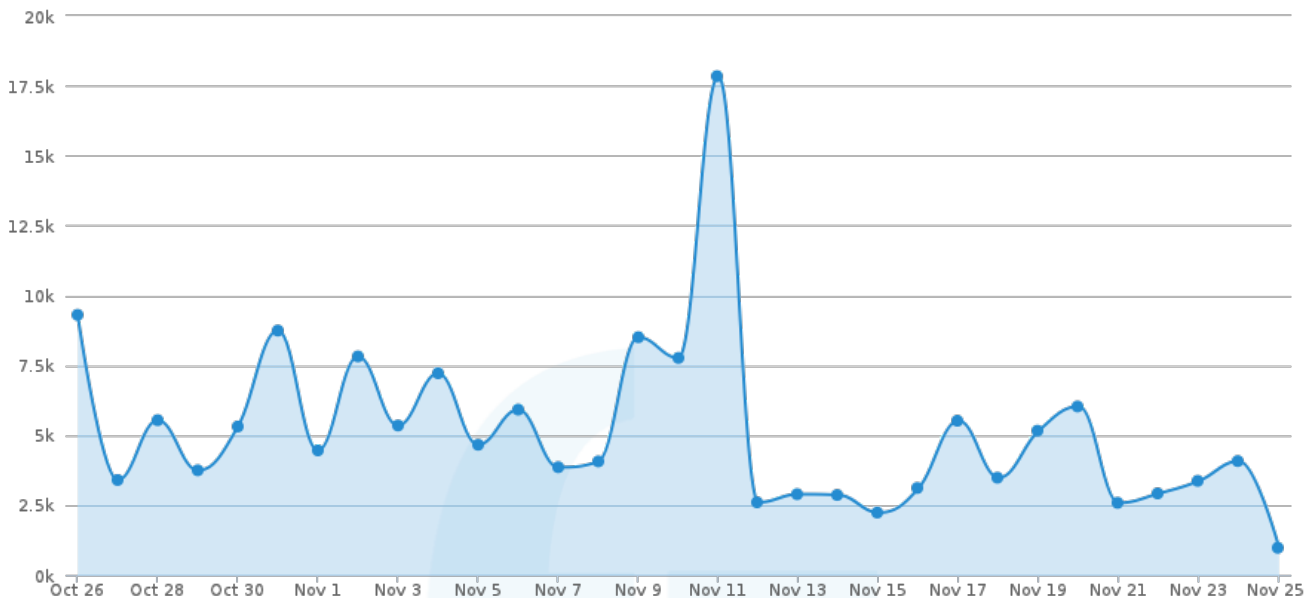
for

FlipKart

This report has been created using social media data aggregated and analyzed by the Buzzinga Social Analytics framework between 26th Oct 2015 TO 25th Nov 2015.
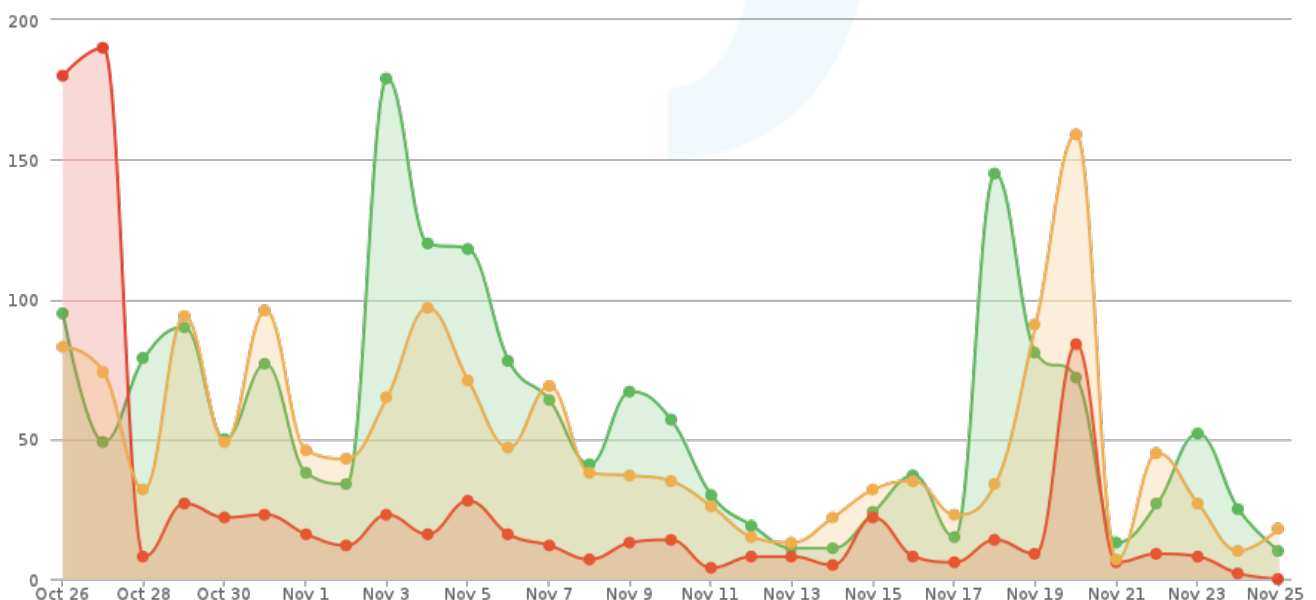
🔊 Volume of conversations

The total number of social media articles aggregated over the selected time period

Volume of conversations on social media for the FlipKart project was **highest** on the 11th of November and **lowest** on the 25th of November. The average conversations per day on social media for FlipKart was 5201.61.

⠐ Automated sentiment volume

Positive, Negative and Neutral articles over the selected time period


Volume of conversations on social media for the FlipKart project was **highest** on the 11th of November and **lowest** on the 25th of November. The average sentiment over the selected time period is 24.34% Positive.

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🌐 Sources of Conversations

Highlights the volume of conversations by social media source

■ 90.11% Twitter ■ 4.26% Googleplus ■ 1.83% News ■ 1.65% Facebook ■ 1.24% Forums ■ < 1% Blogs
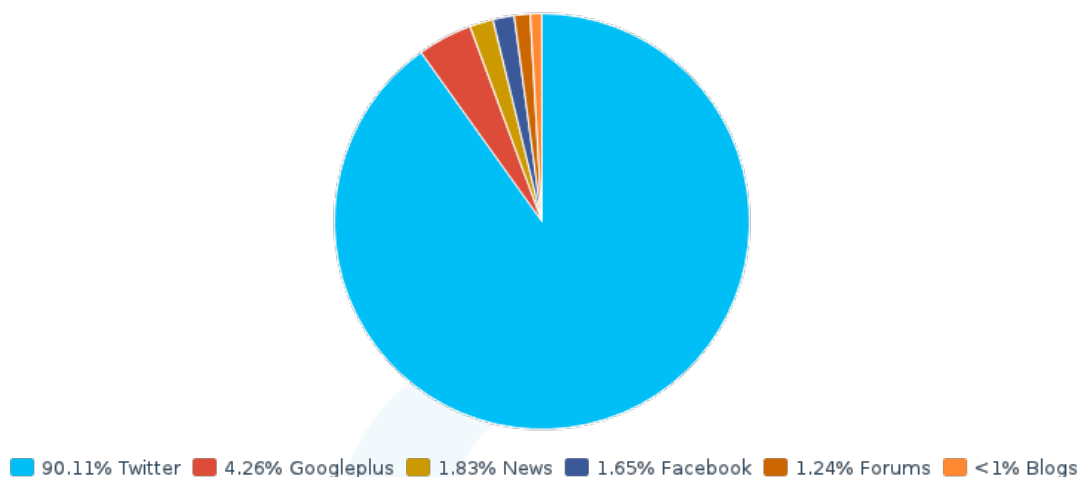
••• Conversations - Sources vs Sentiment

Automated sentiment split on total conversations per source

Source of mentions	Positive	Negative	Neutral	Total
Twitter	912	638	1352	**145303**
Googleplus	82	14	16	**6875**
Facebook	9	3	42	**2665**
News	413	67	63	**2953**
Blogs	301	29	24	**1447**
Forums	77	34	42	**2007**

Social media analysis indicates that a **majority** of conversations for FlipKart occur on Twitter followed by conversations from Googleplus. The **highest** average positive sentiment of conversations are from Blogs and the **highest** average negative sentiment of conversations are from News.

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📍 Geo Location Spread

Showcases conversation origin by location for Twitter, Blogs, News and Forums
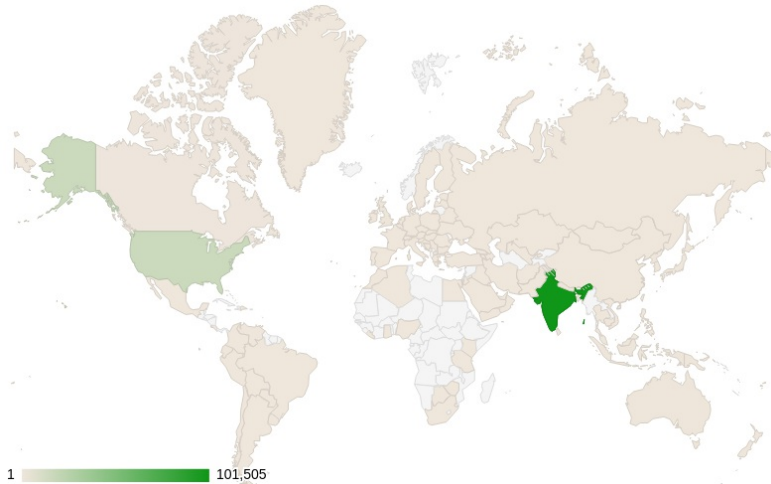
1	101,505

🇮🇳 India	🇺🇸 USA	🇮🇩 Indonesia	🇬🇧 United Ki...	🇦🇺 Australia	🇨🇦 Canada	🇳🇱 Netherlan...	🇸🇬 Singapore
84.25%	**13.50%**	**0.38%**	**0.35%**	**0.24%**	**0.21%**	**0.15%**	**0.21%**

🇬🇷 Greece	UAE	🇪🇨 Ecuador	🇲🇾 Malaysia	🇿🇦 South Afr...	🇹🇭 Thailand	🇩🇪 Germany	🇨🇳 China
0.11%	**0.10%**	**0.10%**	**0.08%**	**0.07%**	**0.07%**	**0.07%**	**0.11%**

Buzzinga geo-location tagger for Twitter, Blogs, News and Forums indicates that 84.25% of all conversations are from India . This is followed by USA , Indonesia and United Kingdom.

🔗 Most active social media URLs

Ranking of social media sources by number of relevant mentions

	Domain	Mentions
1	http://www.twitter.com	145.3 K
2	http://plus.google.com	6.88 K
3	http://www.facebook.com	2.67 K
4	http://www.desidime.com	1.09 K
5	http://broadbandforum.co	336
6	http://www.buytoearn.in	227
7	http://www.mega1daydeals.in	198
8	http://www.savemoneyindia.co.in	188
9	http://wifideals.in	72
10	http://feedproxy.google.com	60

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🏷 Associated Tag Cloud   *Indicates conversation trends occurring around the project keywords*

new make diwali **win** now shopping more amazon
flipkartsinglesday list wishlist billion one offer best
contest offers worth website mobile participate
flipkartfestivehomes discover buy price coupon days available app
google deals codes time big bigbillionthankyou selling today
inr cheaper sale out india flipkartsupport experience vouchers
vpef8n4pup product online snapdeal wish

💬 Selected Social Conversations   *Showcases a few selected articles from project relevant social media sources*

🐦 @pk-Digital Marketer

FolksLet's shop together wid friends! Come up with your friends and make a dubsmash to win Flipkart vouchers. @theAkashh #EveryoneOnFlipkart

🐦 @pk-Digital Marketer

#EveryoneOnFlipkart Let's shop and enjoy this amazing video with great music https://t.co/RV3733Fg69 #EveryoneOnFlipkart @Flipkart

🐦 @Nisha verma

It's time to have fun with #EveryoneOnFlipkart & bring out the best on us :) @Flipkart

📶 Comment on MAC Paint Pot : Rubenesque, Delft Revie...

try searching it online on jabong , amazon , myntra .Please do not use flipkart because it takes a very long time to ship . My dad had ordered ....

💬 Jual Niktech Super Pembersip Lantai Super Mop Alat P...

Tags. super mop homeshop18,super mop 360,super mop flipkart,super mop buy online,grunberg super mop,super cleaning mop. Gak Baca Nyeselll : Agan/Sista leb....

🐦 @pk-Digital Marketer

Just search #EveryoneOnFlipkart in the search box of Flipkart and get audio for making dubsmash !! Make your dubsmash video to win big

🐦 @Nisha verma

Guys Just search #EveryoneOnFlipkart in the search box of Flipkart and get audio for making dubsmash !! Make your dubsmash video to win big

🎮 Gionee Marathon M5 priced at Rs 17,999 launched in...

Gionee Marathon M5 priced at Rs. 17,999 was launched in India on Tuesday. The smartphone is available for sale exclusively via Flipkart in Black, Gold, and ....

📶 Customer Wars: coming to your screen soon (Part I)

Ironically, it is the telecom operators that are currently facing the biggest challenge to get ahead in this 3 way war – the combatants being Applications, ...

💬 Niktech Alat Pel Praktis Cepat Varian Terbaru Super M...

Tags. super mop homeshop18,super mop 360,super mop flipkart,super mop buy online,grunberg super mop,super cleaning mop. Gak Baca Nyeselll : Agan/Sista lebi....

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📶 Twitter - Facebook potential reach   *Showcases social media authors with the most potential to influence*
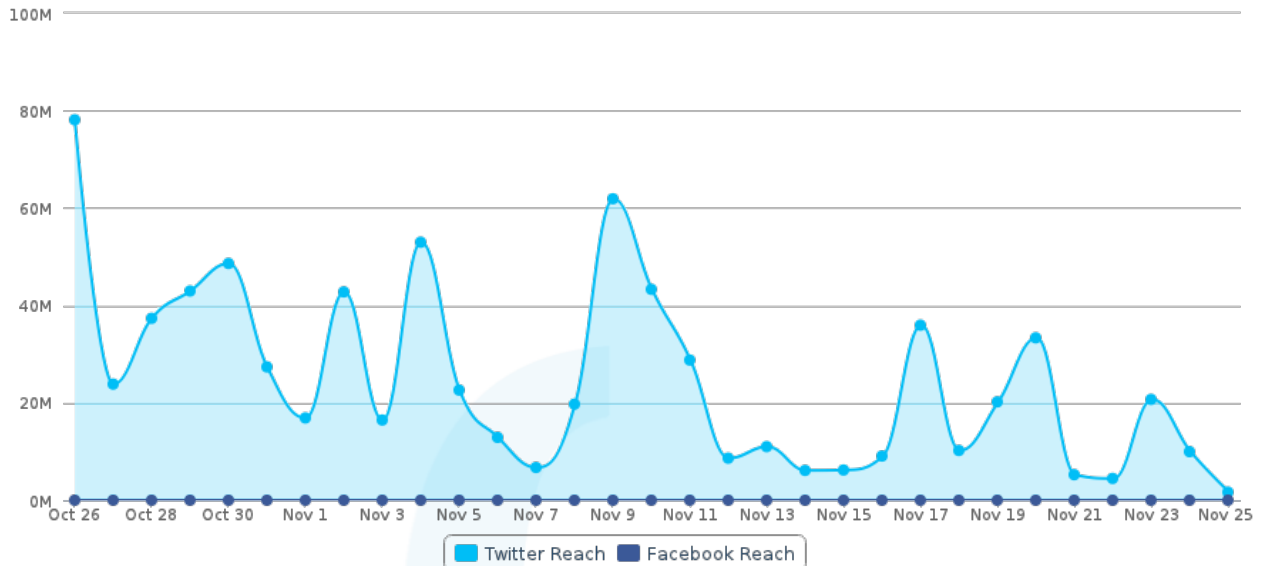
⭐ Most influential social media authors   *Showcases social media authors with the most potential to influence*

	Author	Site	Influence	Factor	Mentions
1	the indian express	🐦	92.05	author_rank	1
2	jisha jewels	G+	10.00	author_rank	9
3	frederic lardinois	🖊	7.43	article_rank	1
4	open source for you	f	0	reach	56
5	niken fauzi	💬	6.41	article_rank	1
6	sellonflipkart@slideshare.net(sellonflipkart)	📶	7.27	article_rank	1
7	sanjay rathod	🐦	79.40	author_rank	1
8	sonali kapoor	G+	10.00	author_rank	2
9	drew olanoff	🖊	7.33	article_rank	2
10	indian express	f	0	reach	33