Exploratory analysis of Mercadona press releases content

Master in Computational Social Sciences

uc3m | Universidad **Carlos III** de Madrid

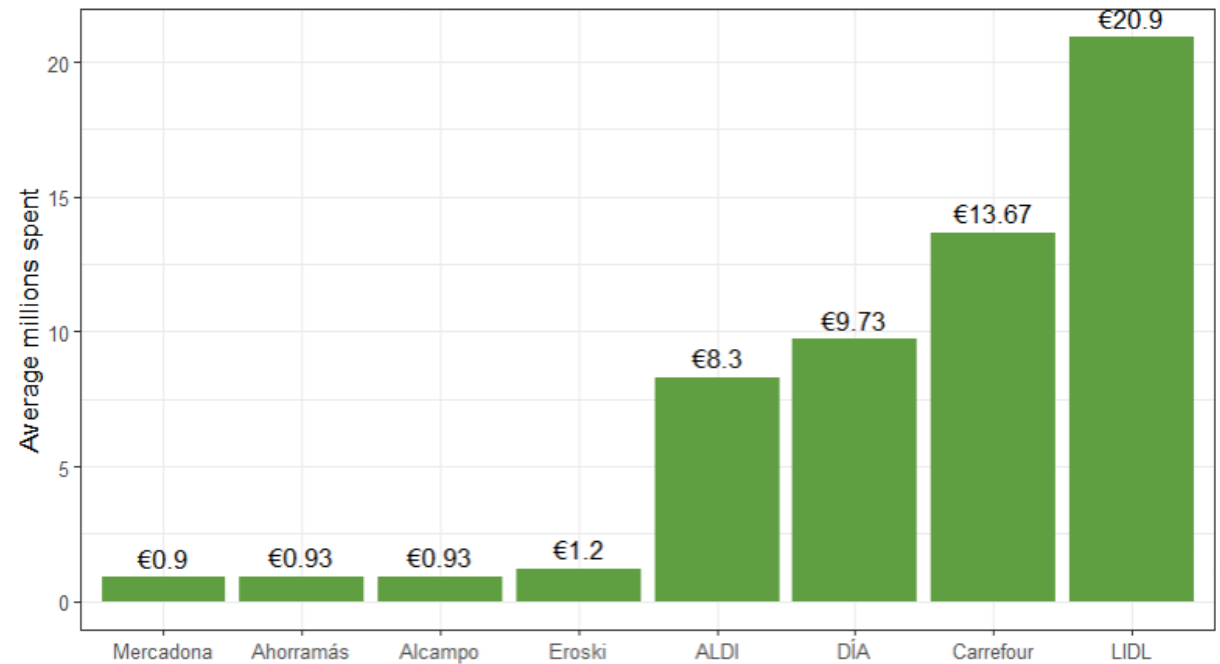**Raquel Sánchez-Hermosilla García**

MERCADONA

- Market share: 10-20% higher than competitors

- Best Brands Ranking: 7th position

Outstanding Spanish brand and company

Mean of millions invested in advertising during 2016, 2017 and 2018 according to Infoadex

Brand	Average millions spent
Mercadona	€0.9
Ahorramás	€0.93
Alcampo	€0.93
Eroski	€1.2
ALDI	€8.3
DÍA	€9.73
Carrefour	€13.67
LIDL	€20.9

Press release

Mercadona has marketing focus

↓

Corporative communication strategy

↓

Public Relations (PR)

↓

Press releases

Corporative communication: image, reputation & relationships

vs

Comercial communication: selling products or services

Research objective

Gather ten years of Meradona press releases

Analyse press releases content
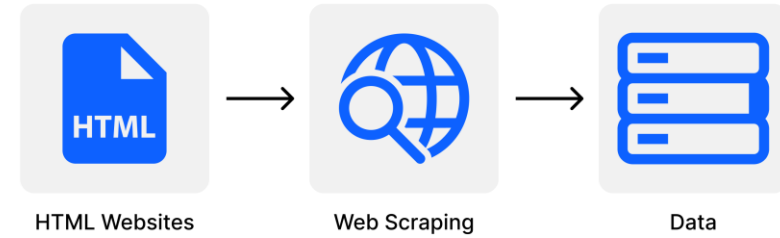
Detect common words, expressions and topics

Understand patterns and trends

Methodological strategy

1. Web scrapping

> Data harvesting
> &
> Regular expressions

a. Manually created a URLs list per year to spot scrapping problems

b. Found two html paths were title, subtitle and body text was

c. Created a list with 109 URLs from 2013 to 2022

d. Build a function and a loop to scrap ten years of press releases

e. Cleaned with regular expressions

Methodological strategy

2. Data Mining

a. Prepare data:

- Tokenize

- Filter stopwords
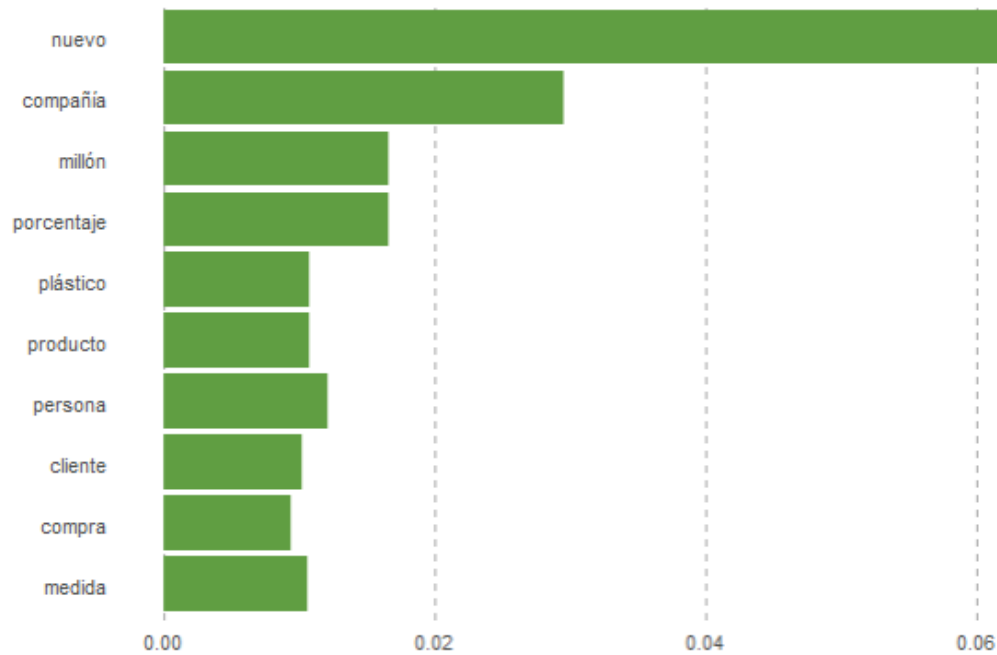
- Lemmatize
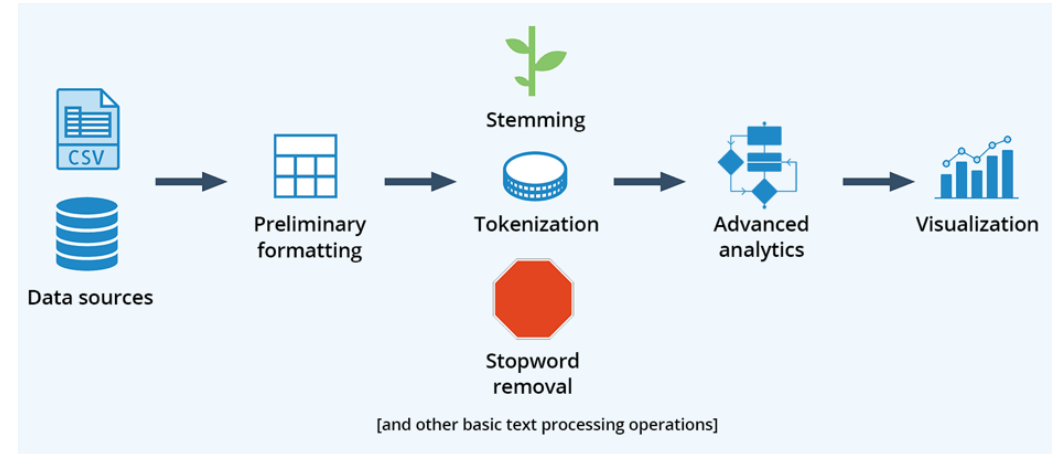
b. Analyze data

- Word Count

- Term Frequency

- TF-IDF

- Bigrams and Trigrams

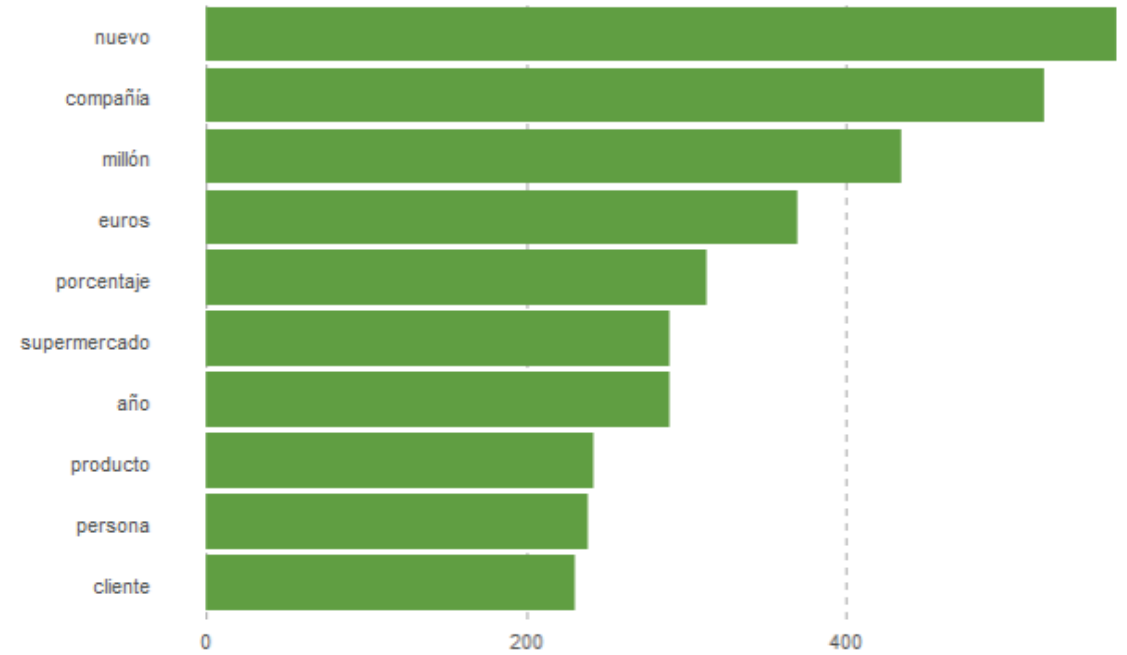- Latent Dirichlet Allocation (LDA)

Conclusions

1. Clear focus on placing their organizational agenda on the media
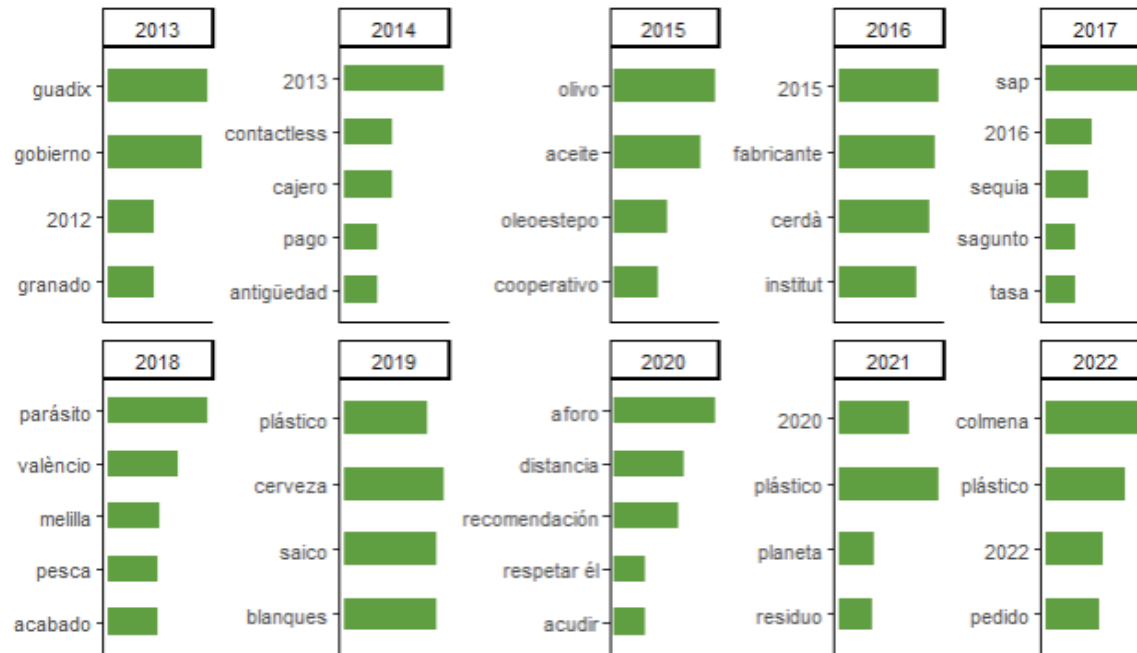

Top 10 words with higher term frequency
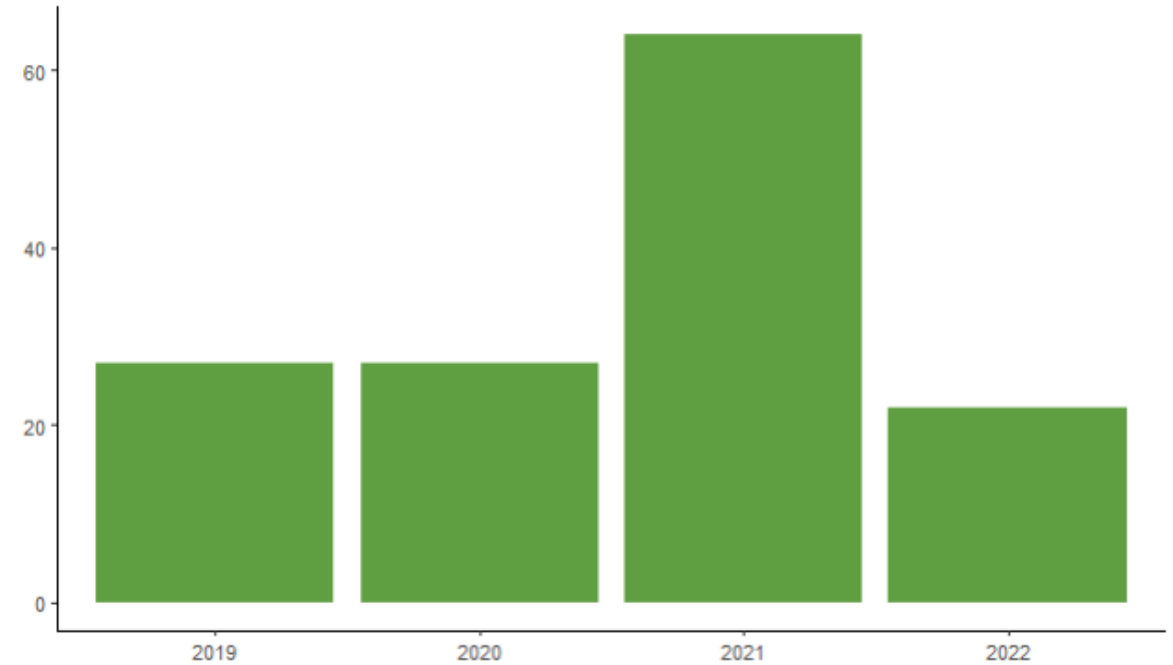
Top 10 most used words

Conclusions

2. Relevance of Corporate Social Responsability
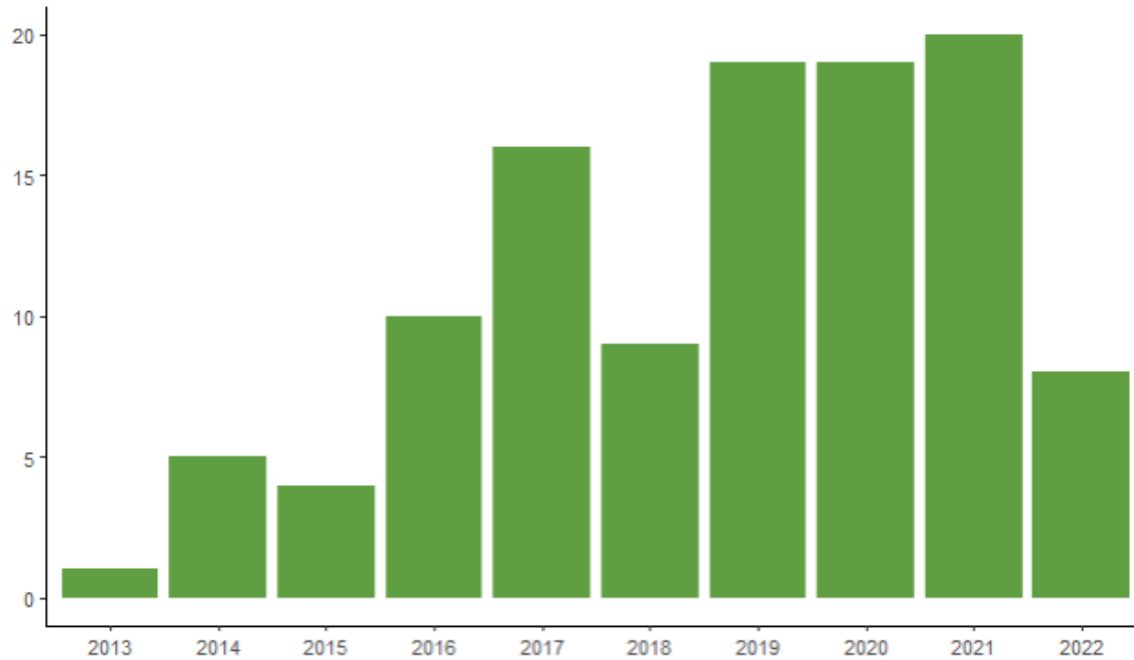

Distinctive Mercadona words across years

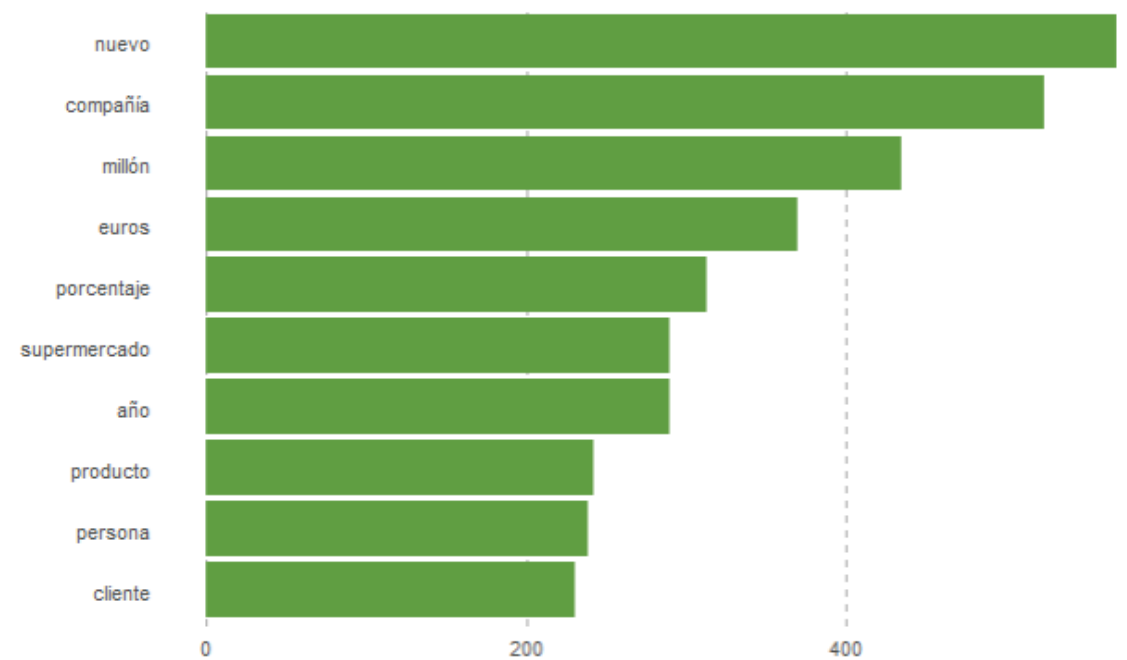"Plástico" use across years

Conclusions

3. The customer is what goes first
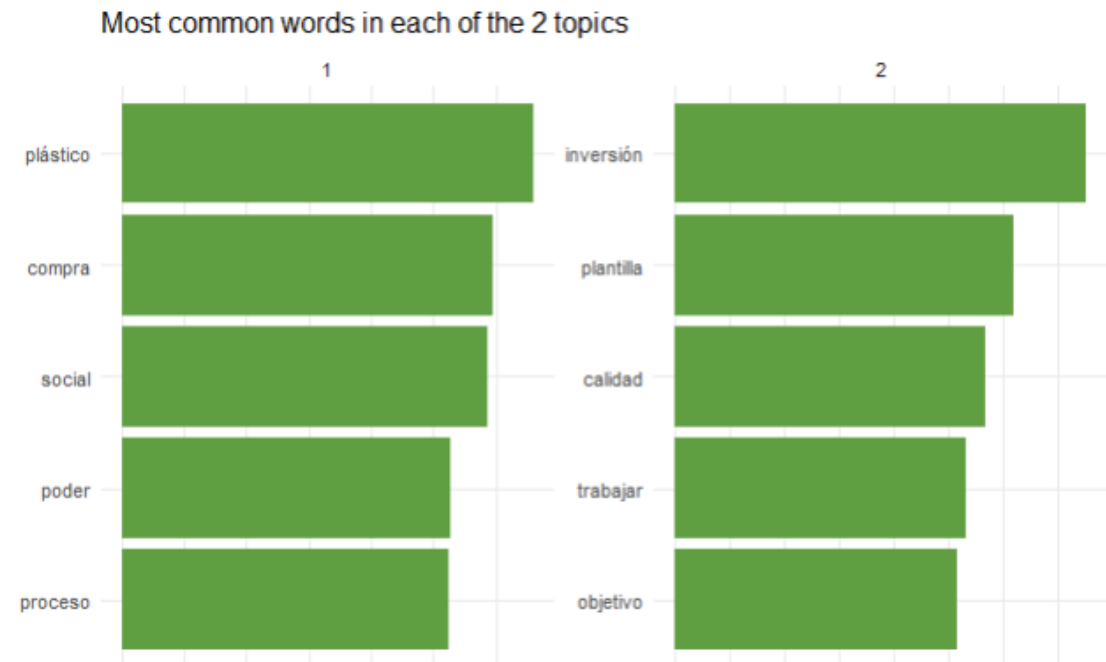

"El Jefe" use across years

Top 10 most used words

Conclusions

4. Mercadona has two main topics

- Corporate Social Responsability

- The company itself

Most common words in each of the 2 topics

Conclusions

5. Structure of Mercadona press releases

porcentaje
trabajador
empresa compañía
euros modelo
tienda cliente
persona millón
online año
producto nuevo
supermercado
logístico

Q&A

Thank you!