IAB303 Assignment 3

Challenge Scenario

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Executive Summary

The dynamics of innovation in the watch industry, such as increase in adoption for sports and smart watches with high functionalities, and sales of watches through online store and social media force Guess watch to experience a rapid change in business to gain a competitive advantage for future growth. To start creating the social media marketing strategy, Guess watch plans to host an event where the brand will launch a new collection with a millennial fashion and lifestyle influencer in New York. The event is aiming to build buzz and attract awareness around new collection of Guess watch with target demographic customers.

This report is aiming to provide some recommendations for Guess watch in terms of hosting event, by tackling three problems includes *location selection*, *finding other social media influencers* to invite to attend event and identifying the standard for choosing them, also the *selection of Social Media Platform* to use for promoting the event. In the section A. Problem Statement, the problems that need to be addressed in this report will be identified in a precise problem statement. Section B. Methodology contains a general description for each problem of the dataset selected for further analysis with key reasons for selection, including the source of dataset and the object of using that dataset. Also, in this section, I will explain how I approach the data and the reasons which are involves some ethical considerations. Section C. Analysis & Findings will demonstrate the analysis and qualifications on the results for each problem. Section D Recommendations will discuss the findings and give audience actionable recommendations include results of analysis data for each problem.

A. Problem Statement

Guess watch plans to host an event where the brand will launch a new collection with a millennial fashion and lifestyle influencer in New York. The object of this event is to grow brand awareness build buzz around new collection with target demographic customers, female aged 18 to 30.

In response to this given object, this report proposes to provide some recommendations in terms of hosting press event for Guess watch by extracting and analyzing related data from open dataset or website to gain some insights. The first one is about finding suitable location for hosting the event among the five boroughs of New York. The second one is the way to find other social media influencers to invite to attend press event, as well as the choosing standard. The third one is to consider the best social media platform to reach the target audience, also grow the communities and buzz surrounding event.

B. Methodology

▪ Event location

The data that are used to select appropriate event location includes population and pedestrian counts of New York, also the shopping mall location. The population dataset of New York City Boroughs is extracted from web site(https://www.citypopulation.de/php/usa-newyorkcity.php). Population data is displayed clearly in a tabulated format, and all data is based on US census results and official estimates of US. To gain a specific location for hosting event, I use Google Map API to obtain a json file contains shopping mall details on street.

To analysis the data, firstly, using web scraping to obtain the Borough's population data and Beautiful Soup to convert HTML file into Python object. Next, using Beautiful Soup to gain the tag contains the data, then convert data into NumPy and gain the most populous Borough in New York. Finding the most populous region is important because the majority of event participants are potentially situated there, which means the promoting of event could be more effectives and minimize travel for attendees from a chosen region.

For pedestrian counts, the data source is from NYC open data. The reason for using this dataset is that it is relatively up-to-date and comprehensive, comparing to other free open datasets. It collected about 114 locations, including 100 on-street locations (primarily retail corridors), which are used for tracking of long-term trends, targeting neighbourhood commercial corridors. Selecting the street with highest counts of pedestrian is also the key for event location, hosting event on popular street can and attract more pedestrian's attention.

The dataset of pedestrian counts is a csv file, after using Pandas framework to read pedestrian counts.csv, a table with columns of street name, pedestrian counts and date of counts generated. By preprocess the table, we can finally get the street name with the highest pedestrian counts. After getting the street name, I use Google Map API to extract shopping mall details, by firstly searching latitude and longitude value of street, then sending query contains key words for searching malls. After receiving the json, I use Pandas framework to convert json into a table which includes mall name, address, rating and number of users for rating.

▪ Micro-Influencer

For choosing the suitable micro-influencers to invite to the event, the key part is to evaluate them from three main aspects. The first point needs to be considered is the target audiences of influencer's are the same as the Guess watch. Second point is evaluating the influencers from the total number of followers an influencer has, and engagement rate of the influencers, the Third one is to identify the niche of influencers aligns with the product. Also, when it comes to micro-influencers, which means the followers number has a ceiling.

The standard of considering influencers as micro-influencers is, they have high engagement rate with a relatively low number of followers. According to the Instagram report Mention 2018, 5.7% have 10,000 to 50,000, while 54% of the most engaging post in Instagram come from the same user groups.

Ideally, the dataset should be obtained from influencer marketing tools and website, such as Mention, https://influence.co/ (which can check the engagement rate for each influencers), Scrunch(refer to the graph in Appendix). However, majority of these tools or website are not free and forbidden to be scrapped. Also, due to the security consideration of user's information and privacy, the many capabilities of Instagram API are disabled. Therefore, the data used in analysis and selection of social media is from web site (https://hypeauditor.com) which allows people to use filter of countries and topics to narrow down the influencer options. To gain the related data, I select country as United states, category as Beauty&Fashion. Normally, local social media influencers can help brand reach and attract more audiences at a local level by promoting brand. The influencers fall into Beauty&Fashion category often aligns with fashion accessories niche.

To extract and analyse data, firstly using web scraping to gain influencer names, topics and followers and convert into Pandas framework table, then select the influencers with followers under followers among the results of influencers, with the topics of 'Fashion'.

  ▪ **Social Media Platform**
According to the demographic target audience of event, 18 to 30 aged females. The key part for choosing social media platform to reach them is to find out usage of the major social media platforms and what social media platforms is popular. To avoid any bias while the analysis of data, I used two dataset, one is a survey of 9,491 US Millennials in CSV format, another one is Social Media Fact Sheet from Pew Research Centre, using web scraping to extract the table of 'Who uses each social media platform'. For each dataset, only keep female related data or response, can get the result of social media platform with the most responses number and percentage. However, due to consideration of the privacy of respondents, survey dataset only contains the gender category, and the Social Media Fact Sheet contains age group and gender group separately.

C. Analysis & Findings

In this section, all the resulting will be present more in details under Appendix.

  ▪ **Event Location**
According to the population data below, the most populous Borough in New York is Brooklyn with a population of 2582830. After confirmed the borough for hosting event, next step is to choose the specific location of hosting event. Using the Bi-Annual Pedestrian Counts to find the most popular street/ district. After cleaning the data (only keep the most up-to-date data), we can get the street with the highest value of pedestrian count, which is Fulton Street. Then using geo location value of Fulton Street to gain the shopping mall details by accessing Google Map API, we gain a list of shopping mall on Fulton Street with address, rating and user numbers for rating. Among the results, the is Westfield World Trade Center, 85 Greenwich St, New York, NY 10007, USA could be the best selection, with high rating and high user number for rating.
Resulting:
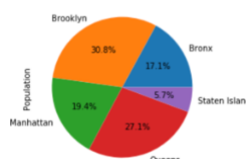
(population table of Boroughs)

	Borough	Street_Nam	From_Stree	To_Street	Sept17_D	Total on Sept 17
22	Brooklyn	Fulton Street	Lawrence Street	Bridge Street	09/07/17	13409

(Pedestrian Counts)

(shopping mall list)

▪ Micro-Influencer

To find the suitable micro-influencers to invite to event, using data that are scraped from web site https://hypeauditor.com. The justification of Micro-Influencer selection standard is mentioned in Section B. After gain a Pandas table fulfilled with top US Instagram influencers names, followers and topics, select the influencers with topics of 'Fashion' and followers' numbers are under 50,000 in table.

(suitable influencer list)

▪ Social Media Platform

To analyse the first dataset, survey of 9,491 US Millennials, the survey content is 'You open the phone and have a notification badge on Instagram, Facebook, snapchat, and LinkedIn...which do you click first?'. After reading the csv file, I select the answers from Female respondents. The answer from Female respondents and with most vote number is Snapchat.

Resulting:
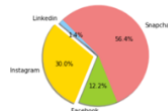
(answers from Female respondents)

To analyse the second dataset, Social Media Fact Sheet. By scraped the website, I get the table of 'Who uses each social media platform'. By displaying the graph, we can tell Facebook is the social media that the most female uses. The results from these two datasets is different, however, the fact is that applying multi-social media platform to promote business is more effective.

Resulting:

(usage of social media for female)

D.Recommendations

In conclusion, to tackle the three problems in terms of hosting press event for Guess watch which are identified in section A. Section B & C explains and demonstrates the collecting and analyzing processes of data, the recommendations for these three problems are as follow. For finding suitable location for hosting the event among the five boroughs of New York. The most populous Borough in New York is Brooklyn and the event should be hosting on Fulton Street. The best specific location detail is Westfield World Trade Center, 85 Greenwich St, New York, NY 10007, USA.

About finding other social media influencers to invite, scraping data from the hypeauditor website by selecting Fashion&Beauty influencers with high engagement rate and a relatively low number of followers. However, in this current situation, there is limitation for me to gain the most useful data via internet, the

results of influencers list is only recommend under current situation. The recommend tools for social media influencers are recommended in Section B

To selecting the best social media platform to reach the target audience, company could use multi- social media platform strategy, such as Snap chat and Facebook, to maximum the promoting effectiveness of using social media platforms.

Appendix

Data from Scrunch:

Profile		Social reach ⓘ	Engagement ⓘ	Estimated cost per post ⓘ	Post engagement ⓘ
Rafael Marinho	✉ ✏ 🔖 ⋯	18,541 🐦 ▤	🐦 Very high	🐦 $100 - $400	4 per post
Raphael Zarko	✉ ✏ 🔖 ⋯	38,309 🐦	🐦 Very high	🐦 $300 - $800	240 per post
Jean Carlos Irmer	✉ ✏ 🔖 ⋯	18,335 🐦	🐦 Very high	🐦 $100 - $400	834 per post
Ensina, Romário	✉ ✏ 🔖 ⋯	17,237 🐦	🐦 Very high	🐦 $100 - $400	34 per post
Thiago Ennes	✉ ✏ 🔖 ⋯	18,440 🐦	🐦 Very high	🐦 $100 - $400	227 per post
Dayane F Silva	✉ ✏ 🔖 ⋯	10,995 📷	📷 Very high	📷 $100 - $300	1,010 per po...
Jovem Prince 🚗	✉ ✏ 🔖 ⋯	20,758 📷	📷 Very high	📷 $200 - $400	1,259 per post
Ygor Flores	✉ ✏ 🔖 ⋯	22,276 🐦	🐦 Very high	🐦 $200 - $600	79 per post

Population table of Boroughs:
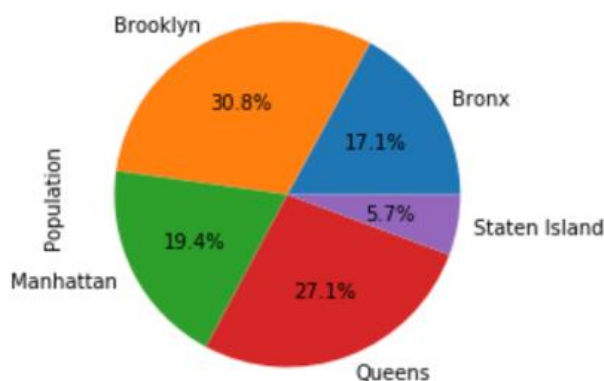
Pedestrian Counts:

	Borough	Street_Nam	From_Stree	To_Street	Sept17_D	Total on Sept 17
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Shopping mall list:

	name	address	rating	user ratings(total)
0	Westfield World Trade Center	185 Greenwich St, New York, NY 10007, USA	4.6	32020
1	Atlantic Terminal Mall	139 Flatbush Ave, Brooklyn, NY 11217, USA	4.2	8606
2	Fulton Mall	Fulton St, Brooklyn, NY 11201, USA	4.2	8126
3	Queens Center	90-15 Queens Blvd, Elmhurst, NY 11373, USA	4.4	15188
4	Atlantic Terminal	Atlantic Ave, Brooklyn, NY 11233, USA	0.0	0
5	Eliana's Mall	1255 Carroll St, Brooklyn, NY 11213, USA	0.0	0
6	Brookfield Place	230 Vesey St, New York, NY 10281, USA	4.5	7299
7	King's Plaza Shopping Center	5100 Kings Plaza, Brooklyn, NY 11234, United S...	4.2	10461
8	Queens Place	8801 Queens Blvd, Queens, NY 11373, USA	4.3	3667
9	Manhattan Mall	100 West 33rd Street, New York, NY 10001, USA	3.9	6019
10	Lakeside Corporation	740 Myrtle Ave, Brooklyn, NY 11205, USA	5.0	1

Suitable influencer list:

	name	username	topics	followers (in M)
41	Cole LaBrant	@cole.labrant	Lifestyle | Fashion |	4.1
50	🎧 Ceejay The Dj🎧	@chanteljeffries	Fashion | Beauty | Modeling |	4.4
52	Issa Rae	@issarae	Fashion |	2.3
59	LaLa: Free Medicinal Laughter	@lalamilan	Art | Beauty | Fashion |	2.8
76	Cassie Randolph	@cassierandolph	TV Host | Fashion | Lifestyle | Styling |	1.7
79	afro archangel jay	@jayversace	Fashion |	4.2
84	BRYANT | 👜	@bryant	Fashion |	4.0
87	Andrew Siwicki	@andrewsiwicki	Fashion | Modeling | Beauty |	1.7
88	pokimane ❤	@pokimanelol	Fashion | Modeling |	3.5
94	Brooklyn and Bailey	@brooklynandbailey	Modeling | Music | Fashion |	4.7
99	tøddy smith	@todderic_	Fashion | Modeling | Styling |	2.3

Answers from Female respondents:

Usage of social media for female:

Social Media Platform Usage by Female