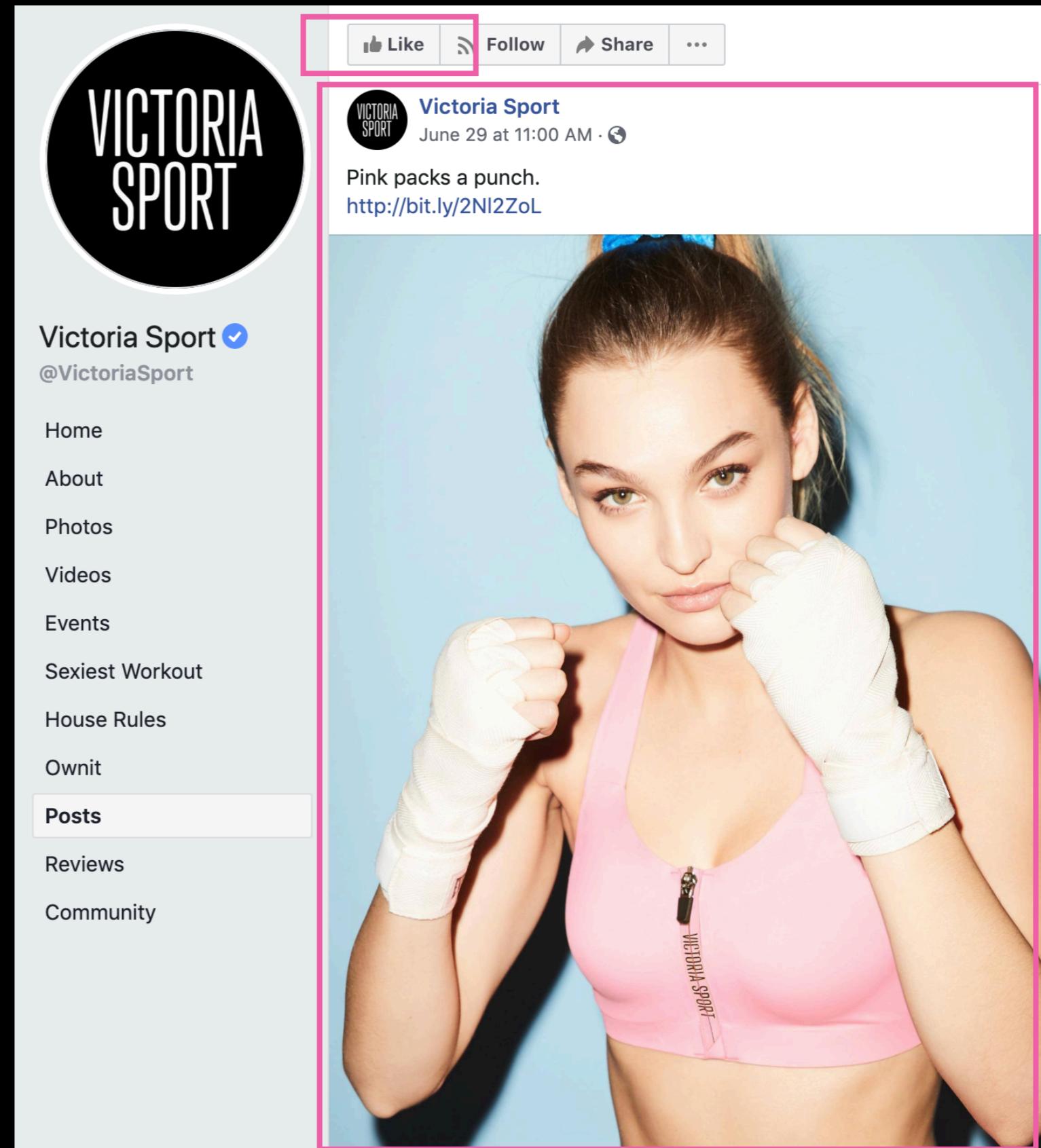


Social Media Marketing Campaign

When and How?

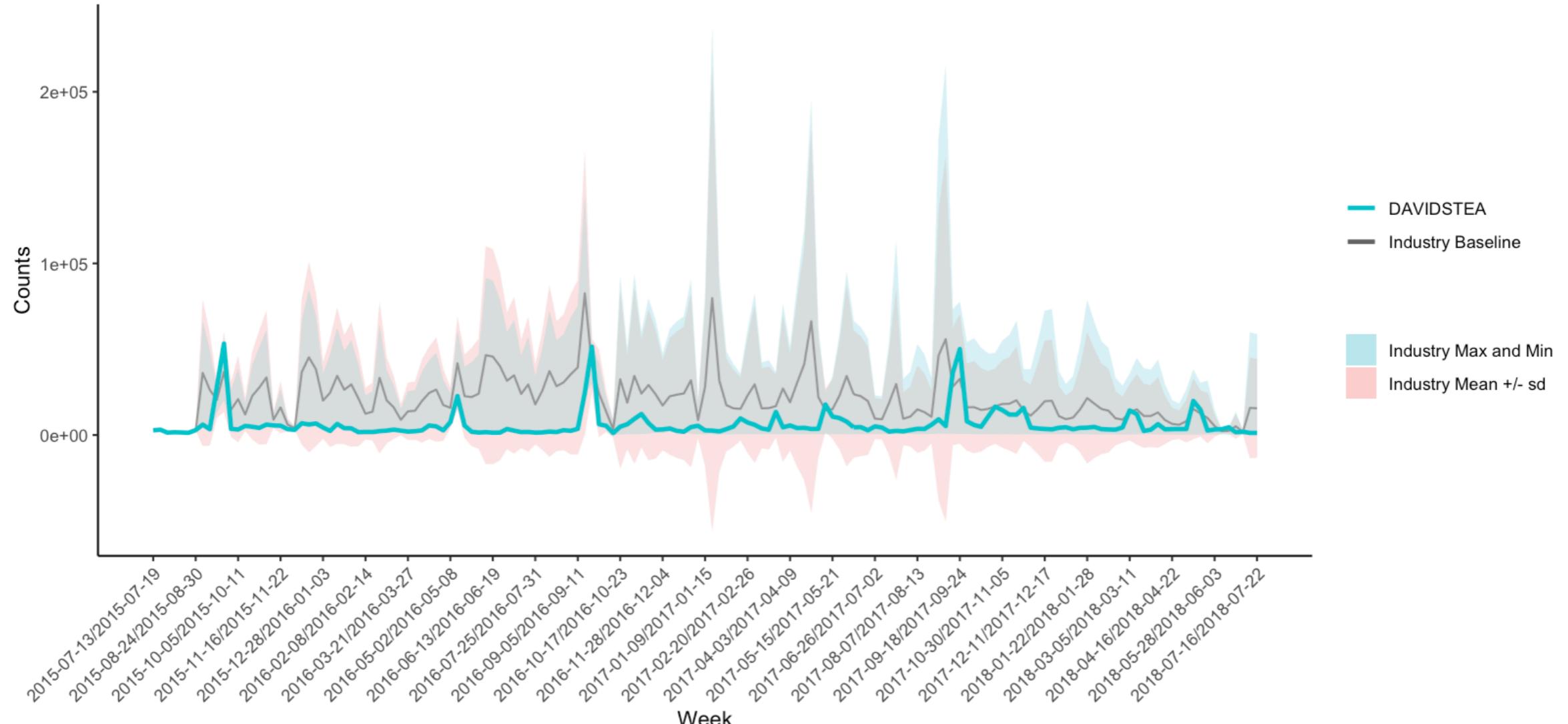
Foot Traffic?
Brand Awareness?

Upcoming promotions?



Historical Trends

Trend of Talking-About: DAVIDSTEA (Industry: Food Stores)



Data Visualization of Trends

Monitoring Metrics

Selected Topic: 1

Previous Topic

Next Topic

Clear Topic

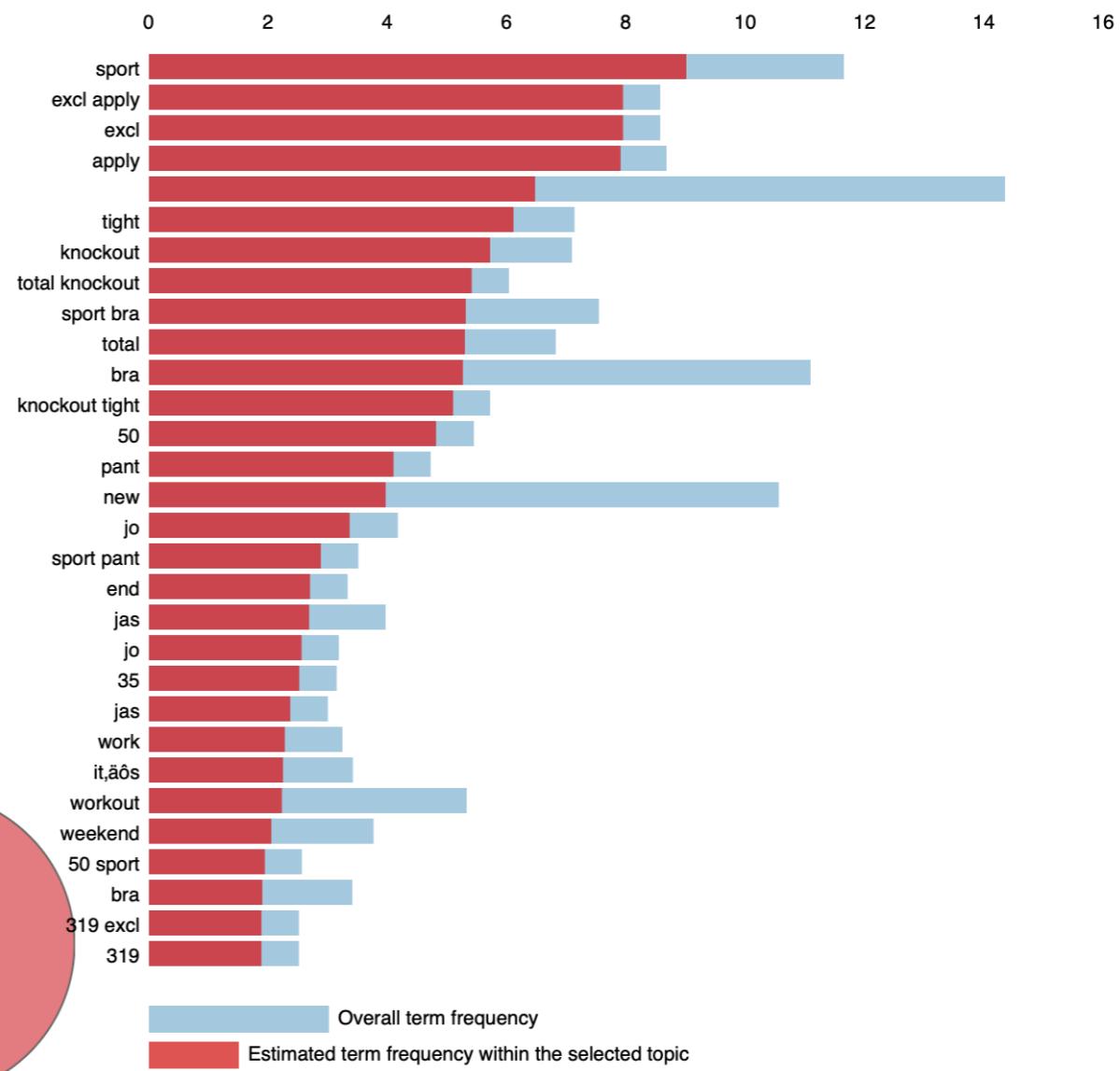
Slide to adjust relevance metric:(2)

 $\lambda = 1$ 

Intertopic Distance Map (via multidimensional scaling)



Top-30 Most Relevant Terms for Topic 1 (32.2% of tokens)



1. saliency(term w) = frequency(w) * [sum_t p(t | w) * log(p(t | w)/p(t))] for topics t; see Chuang et. al (2012)

2. relevance(term w | topic t) = $\lambda * p(w | t) + (1 - \lambda) * p(w | t)/p(w)$; see Sievert & Shirley (2014)

Topic Modeling of Posts

Used as features to predict

Promotion Post

Enter post here...

Launch Date

2019-07-10

Submit

Predicted Increase of Likes: