NFTS ARE IN VOGUE
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Our Client • Vogue Singapore
A fashion and lifestyle magazine that aims to push conversations blending fashion and technology

Business Problems
1. Can we identify trends and topics about Fashion NFTs through social media?
2. How successful have competitor brands been with their NFT content?

Tools — snscrape, pyLDAvis, pandas, matplotlib, wordcloud — NLTK — jupyter — NetworkX Network Analysis in Python — Gephi — tableau — Power BI

Data Scrape

Twitter • Tweets from 4 groups of users scraped using snscrape

1) **Fashion Houses/Media outlets** - creators of NFTs and News about NFTs – 4.3k tweets – @gucci, @voguebusiness
2) **General Public** - tweets which include "fashion" and "NFT" or "metaverse" – 25k tweets
3) **"Compilers"** - users who compile and discuss news on Fashion NFTs – 58 tweets – @EyesofFashionNFT, @FashionArtNFT
4) **Vogue** - Vogue SG's own tweets which include fashion/NFT/metaverse – 55 tweets

Tweets scraped included "fashion" and "NFT or Metaverse" from 1 Jan 2021 to 19 Mar 2022
Data contained Tweet, Username, Metrics (Likes, Retweets, Replies, Quotes)

Reddit • 12 NFT-related subreddits scraped using PRAW (Reddit API)

The subreddits cover both broad, general NFT subreddits (r/NFT , r/Rarible) as well as more art or project based subreddits (r/CryptoArt , r/NFTArt_Finance).

A total of 87k posts and comments were scraped. Data contained Post, Comments, Usernames, Metrics (Upvotes, Comments).

Text Co-occurence

Central Words • Occur in Most Tweets/Posts
Connector Words • Connects Different Topics
Most Occurring Pairs • Occur the Most Together

Reddit Posts
Apart from NFT(s), Discord came up in the Central / Connector Words and Most Occurring Pairs. Vogue can look into Discord for future marketing.

Vogue Tweets
Ukraine was highly represented in most occurring pairs due to a recent NFT drop. Dress, Vogue and Collection were Central and Connector Words.
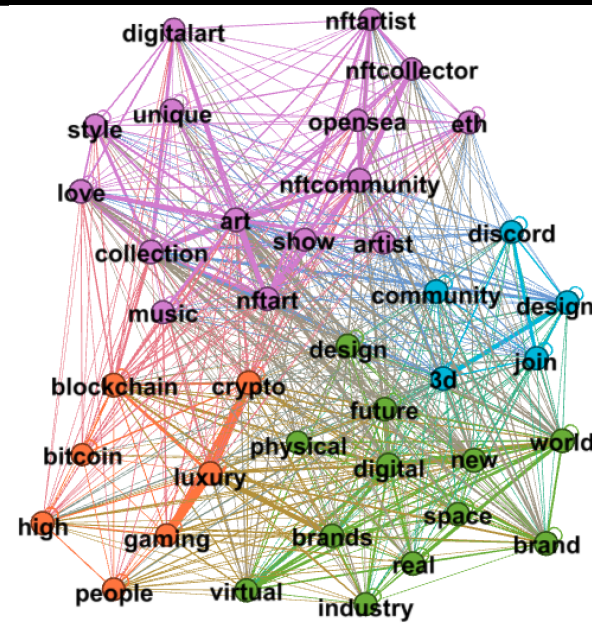
Fashion/Media & Compiler Tweets
Similar Results for both datasets.
Central/Connector words were : Fashion , Digital, Digitalax and Mona. The word Fashion was highly represented in most occurring pairs
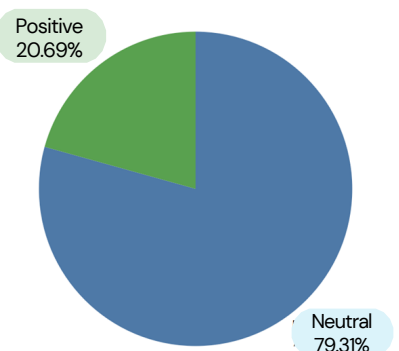
General Tweets
Central/Connector words were : Digital , Art, Collection, New and World. Luxury – Crypto and Luxury – Gaming were the most common pairs indicating an intersection between gaming and fashion NFTs.
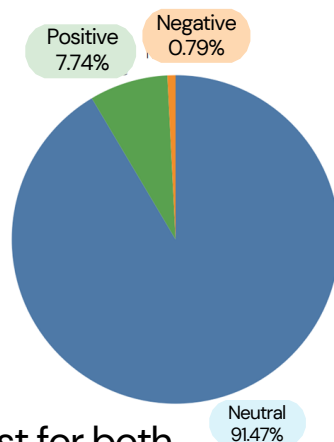

Sentiment Analysis

Twitter • Compiler and General Tweets
Analyze Public Sentiment towards Fashion NFTS

Compiler Tweets

Positive 20.69%
Neutral 79.31%

General Tweets

Positive 7.74%
Negative 0.79%
Neutral 91.47%

Neutral Tweets were the highest for both datasets. Compiler tweets had a higher proportion of positive sentiment due to positive review.
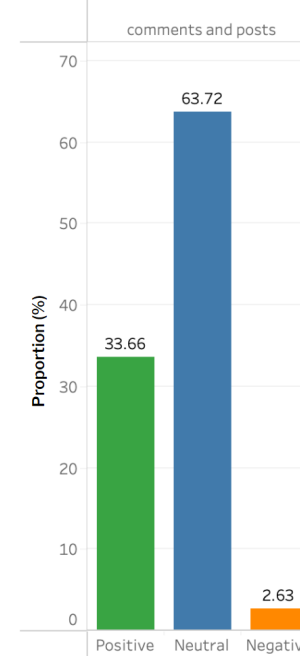
Metrics
We looked at: quote retweets, retweets, likes and replies.

Compiler:
Neutral Tweets performed best in all categories.

General:
Neutral Tweets performed best in quote retweets and replies. Positive Tweets performed best in retweets and likes.

Reddit • 12 NFT Reddit Subreddits
Analyze Organic Discussions Surrounding NFTs in general

comments and posts
Positive 33.66 Neutral 63.72 Negative 2.63

Neutral posts and comments are the most occuring followed by positive and lastly negative posts and comments

Metrics
Comments:
Positive Posts had the highest amount of comments, followed by Neutral and Negative Posts.

Upvotes:
Neutral Posts had the highest amount of comments, followed by Negative and Positive Posts.

Topic Modelling

Twitter • Creator & Media, General and Compiler Tweets
Find topics discussed and proportion of tweets per topic

Fashion/Media Tweets
Topics are generally factual, focused on sharing news with people

Topic 1 – General discussions on NFTs (Authenticity, Events) – 43.5%
Topic 2 – Promoting NFTs based on Value, Exclusiveness, Rarity – 21.7%
Topic 3 – Future of NFTs/Metaverse – 20.4%
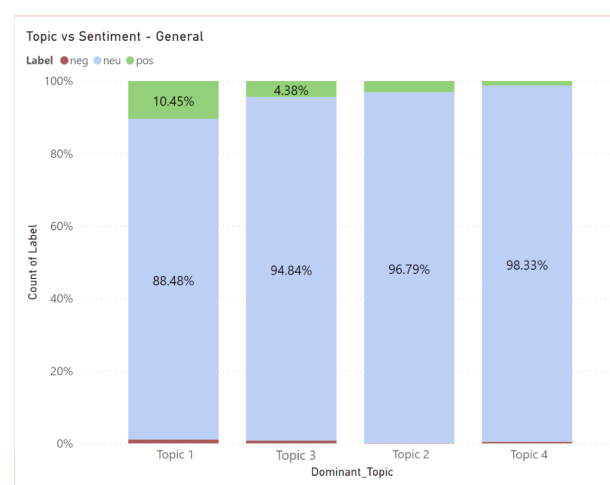Topic 4 – New NFT/Metaverse project releases – 14.4%

General Tweets
Topic 1 – Appreciation of NFT Art – 60.7%
Topic 2 – NFTs & Technology (Games, Blockchain) – 23.7%
Topic 3 – Luxury collections/drops – 14.5%
Topic 4 – Merchandise – 1.6%

Compiler Tweets
Topic 1 – Descriptions of NFT Art to Promote it – 41.4%
Topic 2 – New NFT project releases – 32.7%
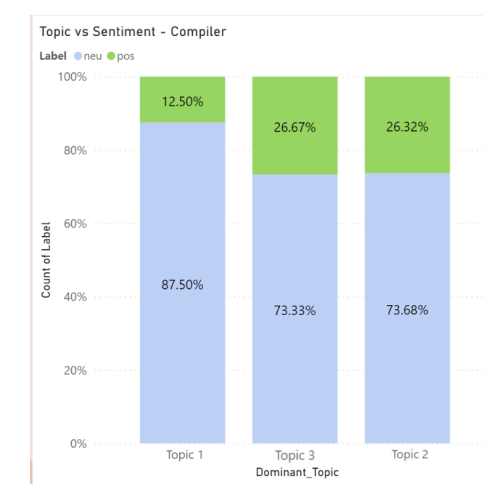Topic 3 – Sense of community spirit – 25.9%

Conclusion

Twitter • Topic & Sentiment Analysis

Topic vs Sentiment - General
10.45% 4.38%
88.48% 94.84% 96.79% 98.33%

Topic vs Sentiment - Compiler
12.50% 26.67% 26.32%
87.50% 73.33% 73.68%

Understanding sentiment would allow Vogue to stay away from topics with high negativity. Most tweets have a neutral sentiment. For General tweets, Topic 1 had the most positive sentiment as positive words are used to appreciate the art.

• To appeal to the general public, Vogue can create content appreciating NFT art (Topic 1) and talking about technology and the future (Topic 2).
• Vogue's peers in the Fashion/Media group are focused more on General NFT discussions (Topic 1) and Promoting NFTs (Topic 2). To be competitive, these are also some topics Vogue must discuss.
• Vogue can also build on Topic 2 when engaging with compiler to promote their content. Building a inclusive fashion NFT community would appeal to compilers

Reddit

Key topics
Topic 1 : Giveaways
Topic 2 : Finance Discussions,
Topic 3 : Promoting Projects

Insights

	Giveaway	Finance	Projects
% Content	63%	14%	23%
avg comments/ post	119	54	52

Conclusion
Giveaways have a high number of comments/ posts => good for generating buzz, but not quality discussions (mainly pasting wallet numbers) . Finances and Projects are better topics for conversations about NFTs.

Recommendations

Avoid Negative Sentiments
Negative sentiments are detrimental to metrics, keep the tone positive or neutral!

Use Co-Occuring Keywords
Combine common word pairs with topic keywords to create targeted, organic content

Create and Sustain Conversations
Lack of discussions around art and fashion NFTs, ideal space to collaborate with KOLs and spark conversations!

Pre-empt Public Sentiment
Use our sentiment model to predict reactions to content, tweak it and voila! Achieve your targeted sentiment :)

The Team

Thinesh, Nandita Banna Singapore, Supreme Leader Kyong, Avanthika, Lisa, Parveen