

SMA in small & large organisations.

Purpose of Social Media Analytics, Social Media vs. Traditional Business Analytics, Seven Layers of Social Media Analytics, Types of Social Media Analytics, Social Media Analytics Cycle, Challenges to Social Media Analytics, Social Media Analytics Tools

## Small & large organization SMA

- ✓ Politics
- ✓ Struc<sup>n</sup>x
- ✓ Employees
- ✓ Salary
- ✓ Culture



① Politics :- politics tends to play a smaller role in large org. than in smaller ones. In smaller organ, org. owner have long term personal relationship with other employer or owner.

② Structn: difference bet<sup>n</sup> small & large organ. in their hierarchical Structn. larger companies have more staff & more Hierarchical in nature.

This leaves teams working in not understanding the nature of Business.

- The advantage of big companies have is their resource capability & also more employ, revenue or More equipment at your disposal.
- The structre of a large company is typically filled with policy manuals, referrals job description & meeting. In Small company this tends to be done on ad hoc basis.

3) Employees :- Difference betw<sup>n</sup> larg companies & smal org.

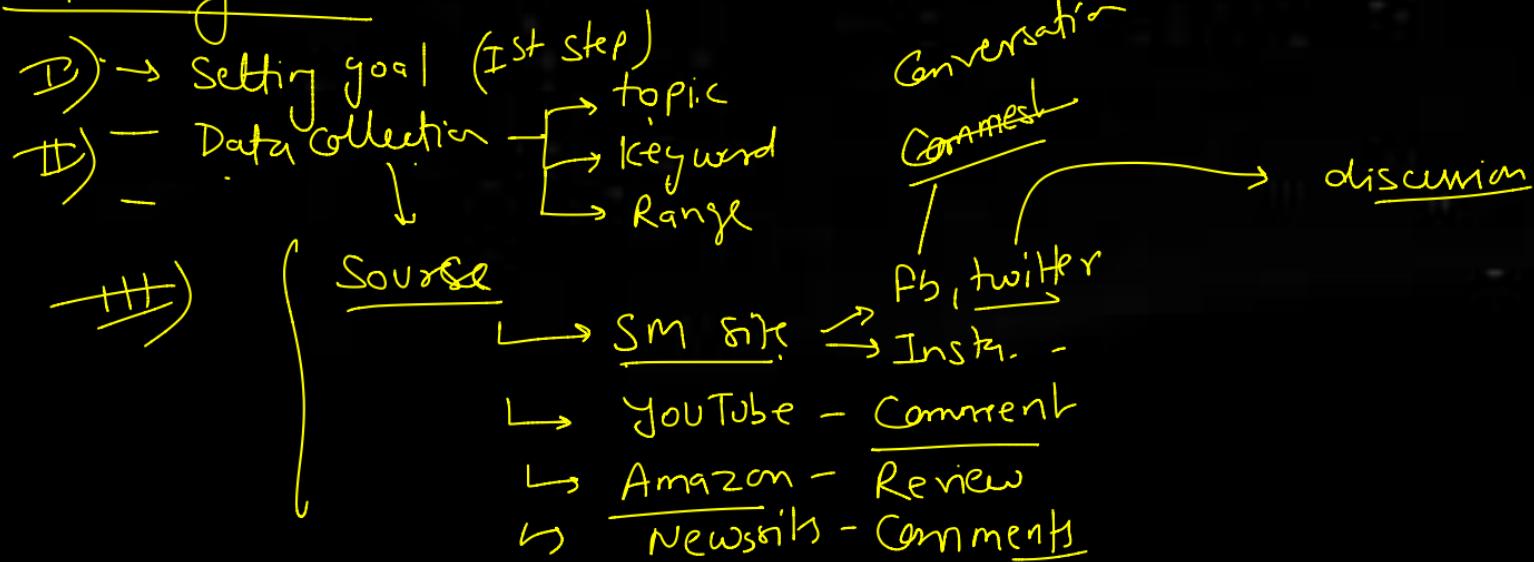
it tends to have diverse workforce of men  
& women with different ambitions

- Small companies people who want to work in variety of fields & looking for growth, change or risk
- In the large organization, employee can begin to take the form of Company itself.

4) Salary :- larger Companies tend to have higher salaries.  
However this aspect is recognized by smaller employees  
& many counter with them with additional perk.

§ Culture :- The most notable difference of 2 org. type of ~~is culture~~  
culture. for startup every decision they make  
can be risky as such they tend to be  
less risky than the larger establish companies.

### # Purpose of SMA:



(IV) Specific product, Service, or Brand.

Dataset (created goal)

(V) SMA platform - uses Analysis → support goal, framework  
Analyzed,  
report

(VI) NLP / ML / Data Analysis / Insights

classify the data | → gender / Age /

(VII) Behavioural analytics

(VIII) Sentiment Analysis

+ve

-ve

neutral



IX) Voice Analysis, Conversation, about brand, product, service

X) Clustering Analysis → unexpected insights

XI) Dashboards / visualization / charts / graph / table

tools summarize share your Social Media Analysis result.

- What are the customers saying about a brand / product on SM.
  - which content posted on SM more with customer
  - Improve product or Service
  - Review of company +ve, -ve, Neutral
  - How can SM be used to promote Brand awareness
  - Who are the Influential follower, fan, friend SM
  - traffic mostly comes from
  - where are the SM customers located geographically
  - Which keyBoard are trending on SM
  - How competitor performing on SM

#

## Social Media Vs Traditional Business Analytics

100%

- SMA & TBA, the Main difference as the Source, type, nature of data being Mined.
- SMA involves the collecting, analysis & interpretation of data (semistructure & unstructure, while TBA uses table structured & historical data)
- SM Data is diverse, high volume & stored in 3<sup>rd</sup> Party DB in unstructure & semistructure formats, while TB data is mostly stored in DB, Excel, in machine readable format.

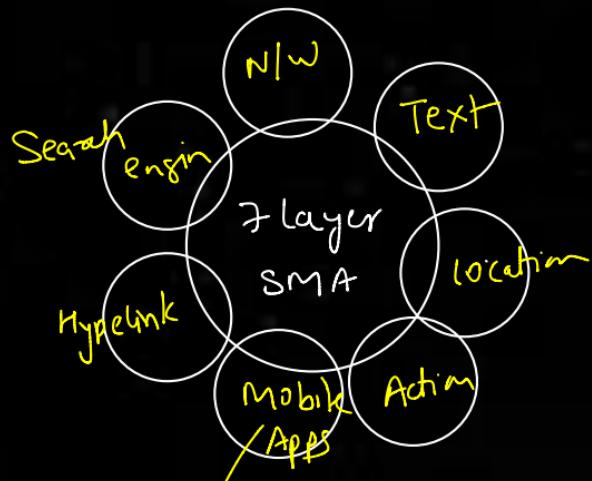
- SM data is Socialized in nature & originate from Internet while TBData is Control by organization
- value of SM Data is determined by extent to which it is shared with social entities, while the value of TB data is often confined within organization database & serve as a source of competitive advantage

<u>SMA</u>	<u>BA</u>
→ Data is high volume	- Data is medium to high volume
→ Highly diverse data	- uniform data
→ Data is widely shared over Internet (Public Data)	- Data is only shared within organization

- More sharing create greater value/ Impact
  - No Business control over data
  - Socialized data
  - Data informal in nature
  - Public data
  - Unstructured & Semi structured
  - Real time data
  - Data is not Analytical friendly
- less sharing create more value
- Tightly controlled by business
  - Bureaucratic data
  - Data is formal in nature
  - Private Data
  - Structured data
  - Historical data
  - Data is analytical friendly

→ Stored in 3<sup>rd</sup> party DB | - stored in owned DB

# 7 layers of SMA



- SMA involves analyzing data from 7 layers
- Each level contains potentially valuable info. & Insights.

↗ that can be gathered for Business Intelligence purposes.

2) Text:- This includes the content of SM post, comments, tweet, blogs, push, Fb status etc  
It is used to understand user sentiment & identify emerging themes or topics.

2) Networks:- This includes Connect' bet' users on SM, & relationship bet' them. Such as followers & friend on SM.

3) Action :- This includes the action taken by users on SM such as like, comment, share other interaction & measure popularity, influence in SM -

- 4) Mobile/Apps :- This include data related to the use of SM on Mobile devices.  
Such data used OS, location of user.  
It is used to measure & optimize the user engagement with Application
- 5) Hyperlinks :- This include links bet<sup>n</sup> post & website.  
as well as content of those linked website.  
It reveal traffic patterns
- 6) Location - It include data on geographical location of user & location specific content. The engage with SM. It's used to mine & map the location of

## SM. Users , Content & Data

- 2) Search Engine :- This includes data on how users find & access SM content through search engine as well as keywords they use in their search.
- It is used to analyze Historical Search data for trend analysis, Keyboard Monitoring & Ad. History
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