



# Vidyavardhini's College of Engineering & Technology

## Department of Computer Engineering

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| Name: Dream Patel                                     |
| Roll No.: 33  |
| Experiment No. 9                                      |
| Analyze competitor activities using social media data |
| Date of Performance: 28/03/2024                       |
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**Aim:** Analyze competitor activities using social media data.

**Objective:** To Utilize Google Trends to track and analyze competitor activities on social media platforms, extracting insights on product visibility, user engagement, and market trends. Compare the performance metrics obtained from Google Trends to assess relative strengths and weaknesses among competitors, facilitating informed strategic decisions and competitive positioning.

### Theory:

Social media competitor analysis refers to the process of evaluating and analyzing the social media strategies, techniques, and performance of competitors to gain insights and leverage them to your advantage. It involves examining their content, engagement metrics, audience demographics, ad campaigns, and overall online presence.

A social media competitor analysis is an *analysis* of your *competition* on *social media* to find out what their strengths and weaknesses are, and how those strengths and weaknesses compare to your own. It's a process of benchmarking your own results against the heavy-hitters in your industry, so you can identify opportunities for growth as well as strategies that aren't performing as well as they should.

A social media competitive analysis, specifically, will help you:

- Identify who your competitors are on social media
- Know which social media platforms they're on
- Know how they're using those platforms
- Understand how well their social and content strategies are working
- Benchmark your social results against the competition
- Identify social threats to your business
- Find gaps in your own social presence



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### What is Google Trends?

Google Trends is a website by Google that analyzes the popularity of top search queries in Google Search across various regions and languages. It uses graphs to compare the search volume of different queries over time. Essentially, Google Trends provides insights into what people are currently interested in and curious about by examining their search behavior. The data is anonymized, categorized, and aggregated, allowing measurement of interest in specific topics globally or at a city-level geography.

### Implementation and Output:

Here are the steps to perform product comparison using Google Trends:

- Access Google Trends: Go to the Google Trends website ([trends.google.com](https://trends.google.com)) or use the Google Trends tool within Google Search.
- Enter Product Keywords: Enter the keywords or product names of the competitors you want to compare in the search bar. You can compare up to five different search terms at once.
- Adjust Time Frame and Geography: Customize the time frame for the comparison, such as the past 12 months, past 5 years, or a custom date range. Additionally, specify the geographic region or country you want to analyze.
- Refine Search Parameters (Optional): Utilize the filters available in Google Trends to refine your search further. Filters may include categories, search type (web search, image search, news search, etc.), and platforms (YouTube, Google Shopping, Google Images, etc.).



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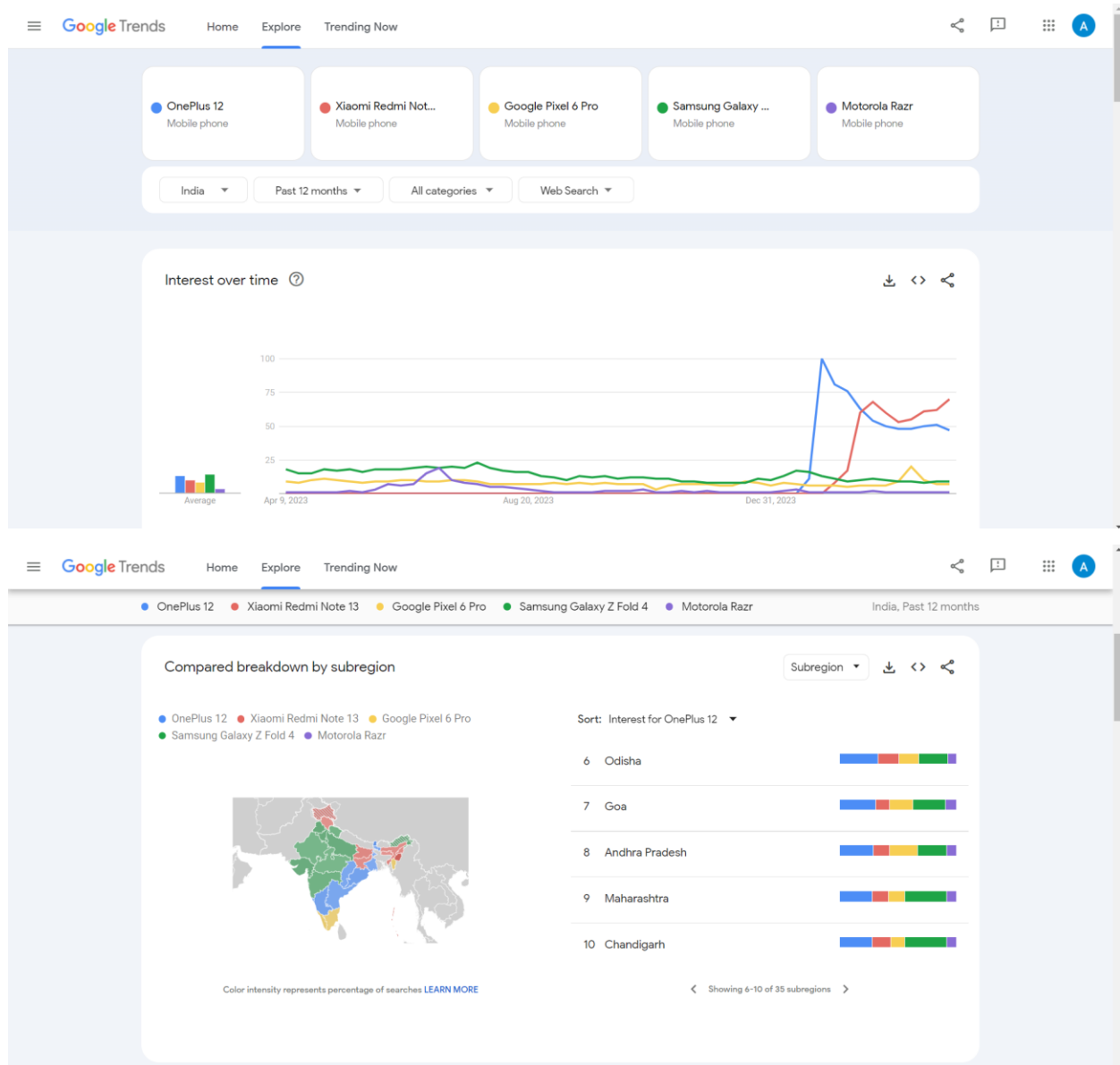
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- **View Search Interest Over Time:** Explore the search interest graph that displays how the popularity of the entered keywords has changed over the selected time frame. Pay attention to spikes or dips in interest, which may indicate significant events or trends related to the products.
- **Analyze Regional Interest:** Review the regional interest map to see where the highest levels of interest in the products are located. This information can help identify key markets or areas for targeted marketing efforts.
- **Compare Search Terms:** Compare the search interest for the different products side by side on the same graph. This allows for a direct comparison of the popularity of each product over time.
- **Export Data (Optional):** If needed, export the data from Google Trends for further analysis or reporting purposes. Google Trends allows you to download the data in CSV format.
- **Draw Insights and Make Decisions:** Based on the analysis of the search data, draw insights into the comparative performance of the products, identify strengths and weaknesses, and make data-driven decisions to refine marketing strategies, product positioning, and competitive tactics.



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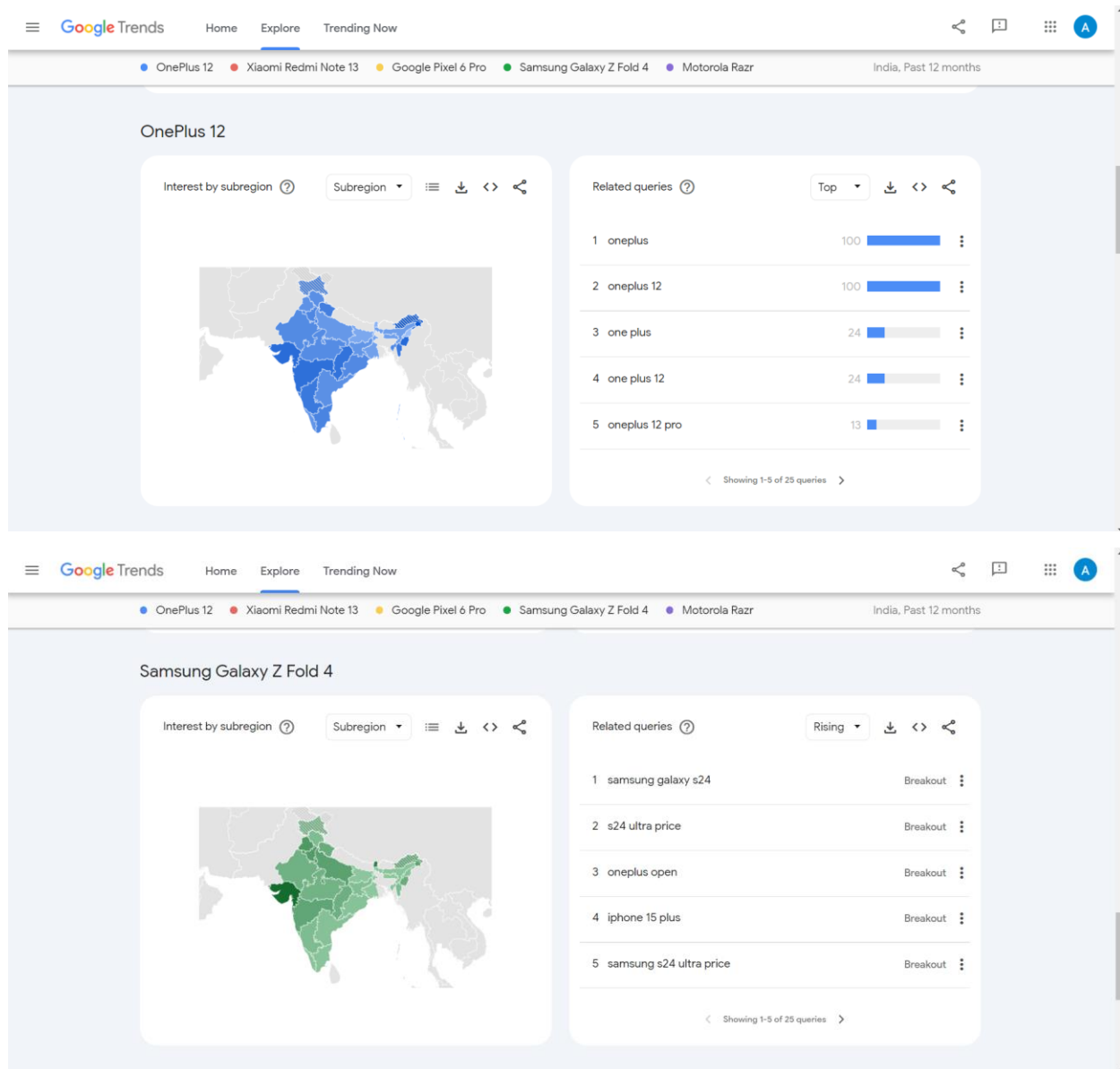
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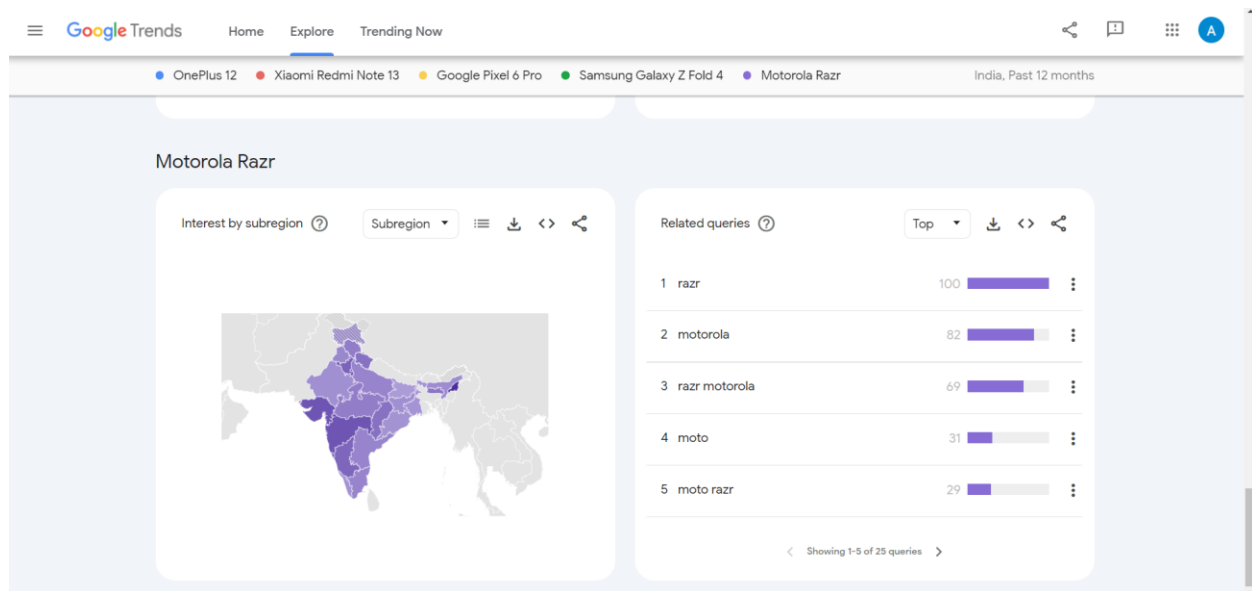
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**Conclusion:** By leveraging Google Trends to analyze competitor activities through social media data, businesses gain valuable insights into product visibility, user engagement, and market trends. The ability to compare products side by side, examine search interest over time, and explore related queries enables informed strategic decision-making, empowering companies to refine marketing strategies, identify opportunities for growth, and maintain a competitive edge in dynamic market landscapes.