

## Product Presentation



# SocialPulse

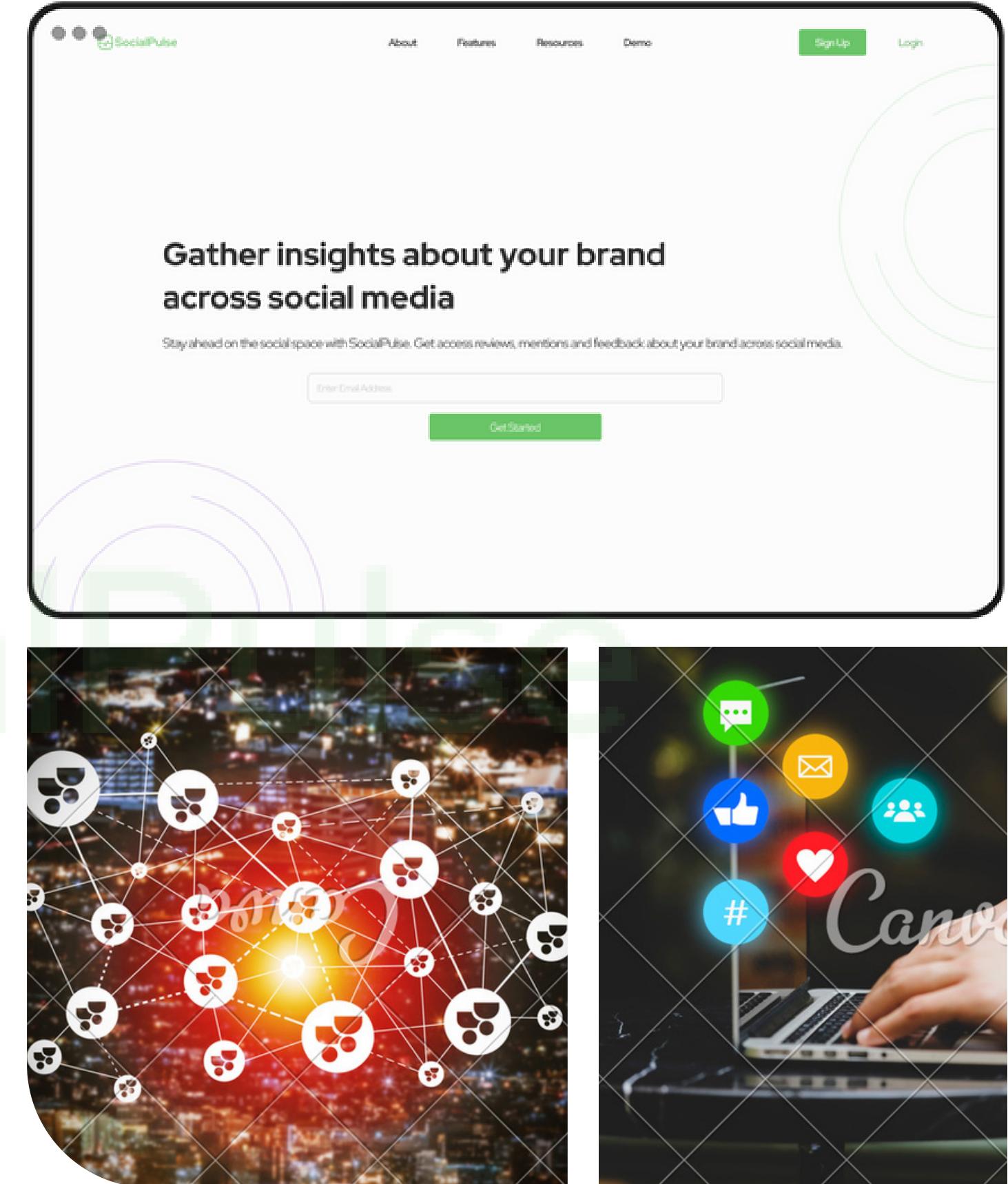
Stay ahead on social space....



# Product Overview

**Social Pulse is designed to help develop advance sentiment analysis and social media monitoring system for gadgets brands using cutting edge natural language processing and machine learning techniques.**

We provide actionable insights with extensive textual data, to enable businesses manage their reputation effectively and engage customers meaningfully.



## Problem Statement

**The attention span of an individual in this era is 15 seconds and if in 10 seconds, you do not succeed in captivating your audience's attention and interest, you lose them.**

Brands and organizations have also taken their businesses a step higher by moving their businesses from brick-and-mortar sites to online sites. With their presence online they get to reach a lot more people and as much as this sounds appealing, it is both a blessing and a curse, as with just one comment, a job of 10 years can come crashing down and also with just one click, a 2-year-old business could become the most sought after.

This has led to more brands employing the services of social media experts and strategists. This job may sound easy but a company with a very active account may find this very tiresome and burdensome.

This is because there will always be a lot of issues to sort out, a lot of people to pacify and a lot of comments to respond to and the hassle of doing all that without letting the audience wait too long becomes very difficult to handle.

## Solution

With Social Pulse, you can make better financial projections from the results and analysis the App will present to you, including helping you to evaluate the attitudes of your audience and be the watchdog for your brand, looking out to make it a better, bigger and more efficient.



## Goal

Our goal is to provide valuable insights, improve brand reputation and enhance customer engagement



# Assumptions



The assumption is that engaging in PR and CSR will help Brands meet the expectations of their Fanbase and consumers/customers and appeal to them.



The assumption that marketers will always come up with the best reports and projections in terms of brand reach is very prevalent in the business world today.



The assumption that you know what people like or dislike about your company.

## User Persona



Carolyn is a 28-year-old social media manager and Day student. She works with a reputable brand and her day-to-day job is ensuring that her company's reputation is always protected. This puts a strain on Carolyn because she sometimes has to juggle between work and school. She would like a work buddy, most likely an AI-generated tool to help her fish out the most important messages to attend to and shift out the noise, to enable her to be more proactive in her job.



Bayo, a 30-year-old man, is a Brand Marketer for a well-known company, his job responsibility is to ensure that the product being marketed is doing well in the market and also to discover areas of improvement as well as areas where the company is doing excellently to make accurate financial projections and tender accurate reports on the performance of the product. Bayo would like to have a tool that will help gather better analytics on product performance to give accurate projections.

# Market Validation and Research

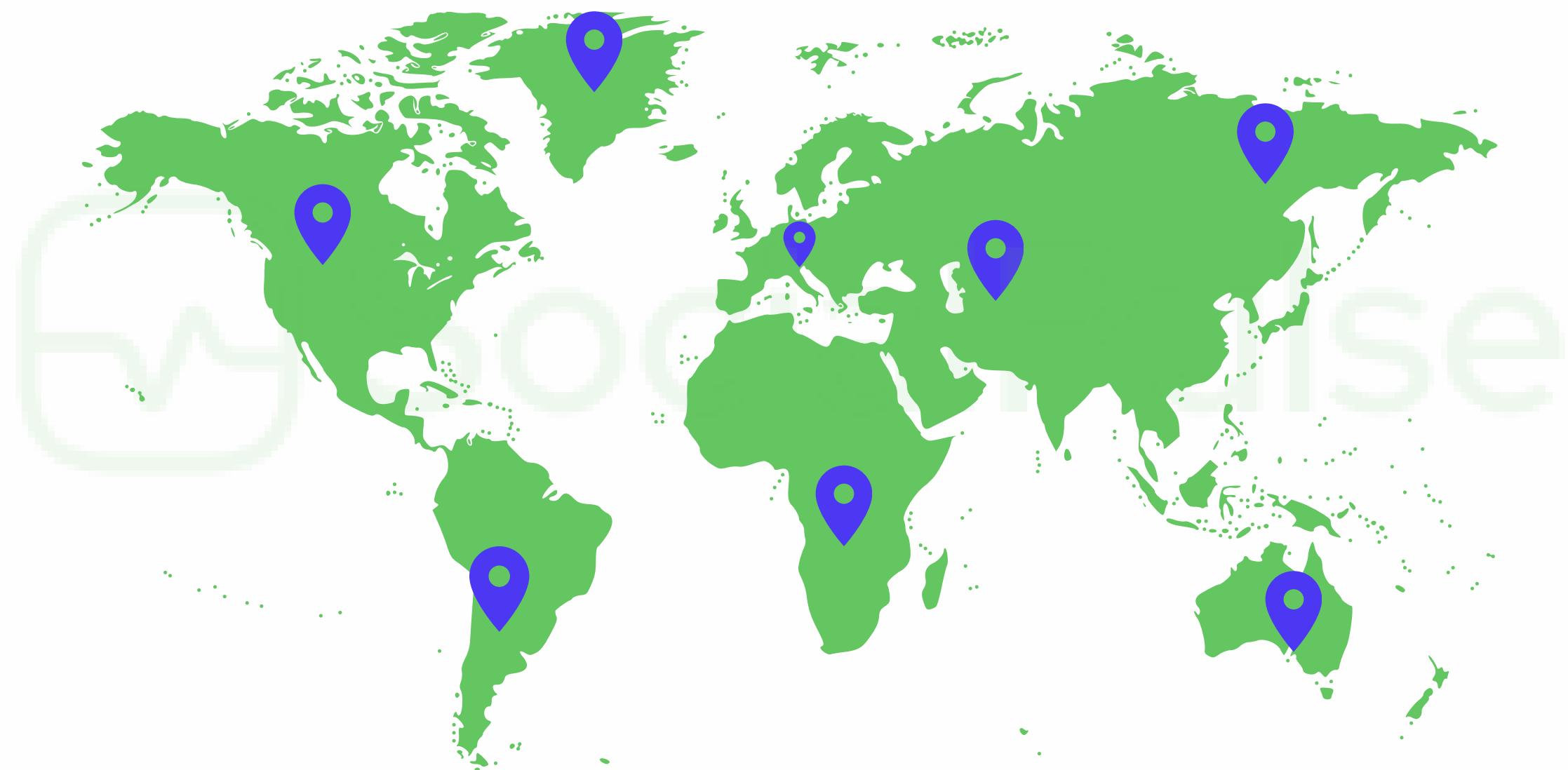


## Target Market

- **Gadget Brands:** Seeking insights to enhance their reputation management strategies and customer engagement initiatives.
- **Gadget Marketers and PR Professionals:** Needing real-time sentiment analysis for social media campaigns.
- **Customer Support Teams:** Interested in understanding customer feedback and sentiment for service improvement.

## Market Validation and Research

### Geographic



Residing anywhere in the world

## Market Validation and Research

### Market Validation

Based on our survey we had;

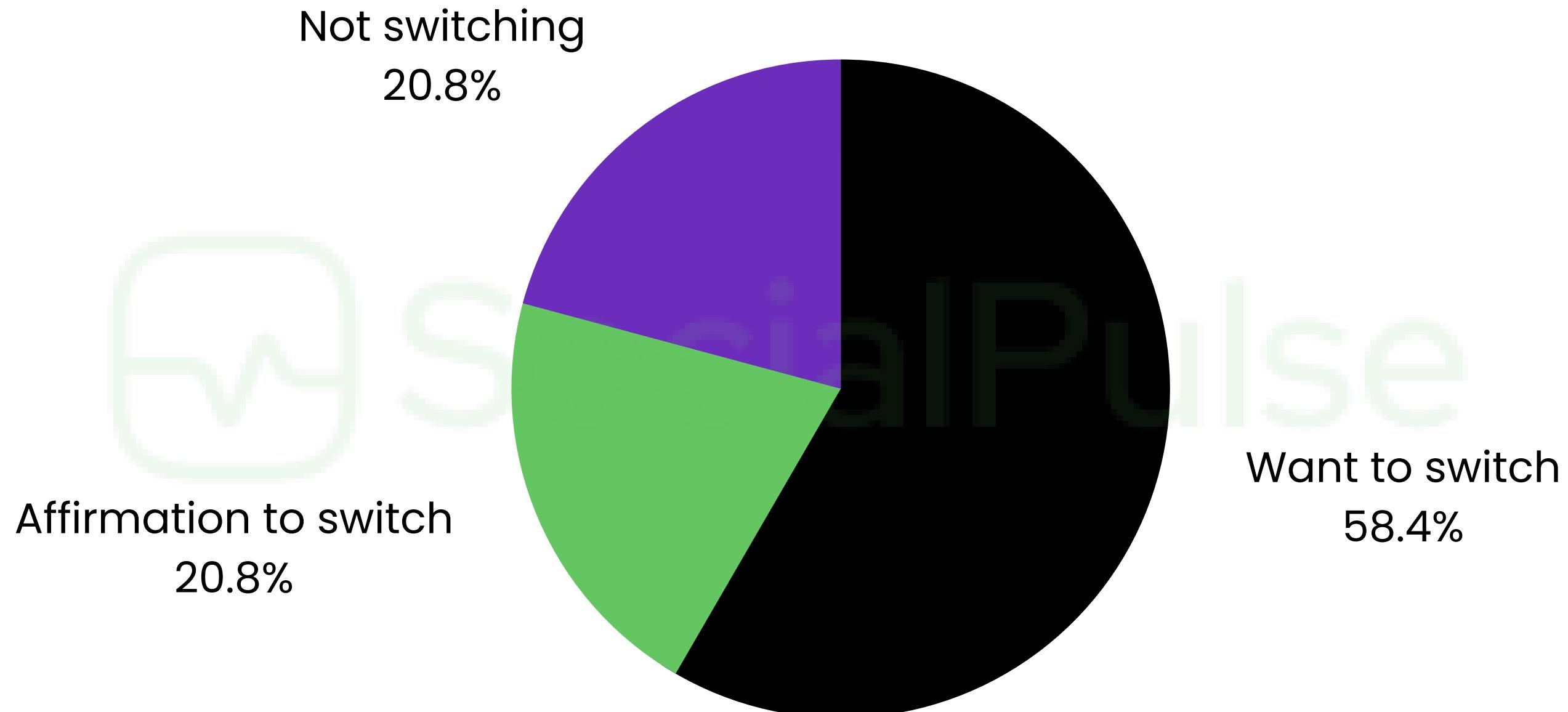
- 58.3% of respondents not sure if they want to switch to different tools from what they presently use or not.
- 20.8% with an affirmation to switch.
- 20.8% say they are not switching.



From the above, we can deduce from the feedback that we have an equal number of people willing and unwilling to test a new product then a higher percentage is not sure.

**Freemium will be our best bet on this.**

## User Interview





**Brandwatch**



**Hootsuite™**



**Talkwalker**



**sproutsocial**

	<b>Brandwatch</b>	<b>Hootsuite™</b>	<b>Talkwalker</b>	<b>sproutsocial</b>
<b>Strengths</b>	<ul style="list-style-type: none"><li>• Large customer base</li><li>• Global reach</li><li>• Data visualization</li><li>• Advanced technology</li></ul>	<ul style="list-style-type: none"><li>• Robust features</li><li>• User friendly interface</li><li>• Ability to schedule post</li><li>• Monitoring and Analytics</li><li>• Third party integration</li><li>• Large customer base</li></ul>	<ul style="list-style-type: none"><li>• Audience segmentation</li><li>• Easy keyword creation</li><li>• Awesome visualization</li><li>• Global reach</li><li>• Data coverage</li></ul>	<ul style="list-style-type: none"><li>• Data integration</li><li>• Brand trust</li><li>• Wide range of features</li><li>• User friendly</li></ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"><li>• Complexity for novice users</li><li>• Competition</li></ul>	<ul style="list-style-type: none"><li>• High subscription cost</li><li>• Overwhelming number of features</li><li>• Navigating challenges</li></ul>	<ul style="list-style-type: none"><li>• Limited listening features</li><li>• Limited topic and mention features</li><li>• Interface complexity for new users</li><li>• Data mining and sentiment tagging</li></ul>	<ul style="list-style-type: none"><li>• Pricing</li><li>• In-app tag feature limitation</li><li>• Customization and specificity</li><li>• Limited country support</li><li>• Team collaboration</li></ul>
<b>Opportunities</b>	<ul style="list-style-type: none"><li>• Market expansion</li><li>• Data privacy and compliance</li><li>• Innovation</li></ul>	<ul style="list-style-type: none"><li>• Market expansion</li><li>• Affordable pricing</li><li>• Emerging social platforms</li><li>• Technological integration</li></ul>	<ul style="list-style-type: none"><li>• Emerging social platforms</li><li>• Innovation</li><li>• Market expansion</li><li>• Technological integration</li></ul>	<ul style="list-style-type: none"><li>• Integration with emerging platforms</li><li>• Innovation</li><li>• Technological integration</li><li>• Market expansion</li></ul>
<b>Threat</b>	<ul style="list-style-type: none"><li>• Economic downturn</li><li>• Evolving social media platforms</li><li>• Emerging competition</li></ul>	<ul style="list-style-type: none"><li>• Intense competition</li><li>• Frequent algorithm changes</li><li>• Data privacy and security</li><li>• Economic downturn</li></ul>	<ul style="list-style-type: none"><li>• Evolving social media platforms</li><li>• Data privacy and security concerns</li><li>• Economic downturn</li><li>• Emerging competition</li></ul>	<ul style="list-style-type: none"><li>• Competition</li><li>• Evolving social media platforms</li><li>• Economic downturn</li><li>• Data privacy and security</li></ul>

# Social Pulse SWOT Analysis

## Strength

- Cutting-edge technology
- Actionable insights
- Focused niche
- Opportunities in the gadget industry
- Comprehensive monitoring
- Real-time updates
- User-friendly interface
- Customization
- Client support

## Opportunities

- Growth in the Gadget industry
- Customization
- Market expansion
- Innovation
- Data privacy and compliance
- User education

## Weaknesses

- Market recognition
- Limited market reach
- Cost
- Data privacy concerns
- Technical challenges

## Threats

- Intense competition
- Technological advancements
- Economic factors

# Risk Assessment

**Data Breaches:** This can be a result of security vulnerabilities which in turn can lead to damaging of reputation and potentially resulting in legal consequences. Mitigation: Implementation of robust cybersecurity measures, data encryption, secure authentication, and regular security audits and compliance with data protection regulations.

**Data Regulations:** Evolving data protection regulations (e.g., GDPR) can impact your data collection and storage practices. Mitigation: Stay informed and ensure compliance with relevant regulations, working with legal experts, and ensuring we are adapting to our policies and policies accordingly.

**Content Moderation:** Regulations or platform policies may require effective content moderation to filter out harmful or illegal content.

**Market Risks:** High competition from established players can make it challenging to gain market share. Mitigation: Focus on offering unique features, excellent user experience, specialized niches, or better pricing.

**Pricing Strategy:** Setting the wrong pricing model or price points can deter potential users. Mitigation: Research the market and test pricing strategies to find the right fit.

**Dependency on a Single Revenue Stream:** Overreliance on a single revenue source can be risky. Mitigation: Diversifying our revenue streams as mentioned in our revenue generation.

**Technology Risks:** Downtimes, performance issues, or data loss can result in a poor user experience. Mitigation: Invest in robust infrastructure and implement redundancy and backup systems.

**Integration Challenges:** Difficulty integrating with various social media platforms can affect your tool's functionality.

**User Adoption Risks:** Users are likely to not continue with the use of SocialPulse if it is not customer-centric or experience dissatisfaction leading to not fully utilizing or engaging with SocialPulse. Mitigation: Training resources provision, and excellent customer support in order to aid users in maximizing the value of the tool. Continuously improving the user interface based on the feedback gotten.

**Legal Risks:** Copyright violations, defamation, or trademark disputes which are legal issues can arise from the content which our tool monitors. Mitigation: Putting in place legal counsel and content moderation policies.

**Economic Downturn:** Economic downturns can lead to reduced marketing budgets which on the other hand can have an impact on the demand for our tool. Mitigation: Prepare for economic fluctuations by building a financial cushion.

**Reputation Risks:** Negative public sentiment, controversial users, or misuse of our tool can damage our brand. Mitigation: Making available a proper platform for feedback acceptance, assessment and acting promptly to address such issues and having a strong public relations strategy.

**As SocialPulse evolves we will continually revisit our risk assessment and adjust our risk management strategies because it is crucial and being proactive in addressing these risks will aid and assure us of the longevity, success and sustainability of SocialPulse.**

# Financial Projection Plan

## Year 1

- Total Customers: 500
- Average Monthly Revenue per Customer: \$50
- Monthly Growth Rate: 10%
- Operating Expenses: \$300,000
- Marketing Budget: \$50,000

## Year 2

- Total Customers: 750
- Average Monthly Revenue per Customer: \$60
- Monthly Growth Rate: 8%
- Operating Expenses: \$400,000
- Marketing Budget: \$60,000

## Year 3

- Total Customers: 1,000
- Average Monthly Revenue per Customer: \$70
- Monthly Growth Rate: 6%
- Operating Expenses: \$500,000
- Marketing Budget: \$70,000

### Profit and Loss Statement

- Total Revenue: \$300,000 (500 customers \* \$50 \* 12 months)
- Total Expenses: \$350,000
- Net Profit/Loss: -\$50,000

- Total Revenue: \$540,000 (750 customers \* \$60 \* 12 months)
- Total Expenses: \$460,000
- Net Profit/Loss: \$80,000

- Total Revenue: \$840,000 (1,000 customers \* \$70 \* 12 months)
- Total Expenses: \$570,000
- Net Profit/Loss: \$270,000

### Balance Sheet

- Cash: \$50,000
- Assets: \$20,000 (equipment, software, etc.)
- Liabilities: \$100,000 (loans, payables, etc.)

- Cash: \$130,000
- Assets: \$40,000
- Liabilities: \$80,000

- Cash: \$400,000
- Assets: \$60,000
- Liabilities: \$50,000

### Cash Flow Statement

- Operating Cash Flow: -\$50,000
- Investing Cash Flow: -\$10,000
- Financing Cash Flow: \$10,000
- Net Cash Flow: -\$50,000

- Operating Cash Flow: \$80,000
- Investing Cash Flow: -\$20,000
- Financing Cash Flow: \$50,000
- Net Cash Flow: \$110,000

- Operating Cash Flow: \$270,000
- Investing Cash Flow: -\$20,000
- Financing Cash Flow: \$350,000
- Net Cash Flow: \$600,000

# User Story/ Feature Ideas

## **User Authentication:**

As a user, I want to be able to create an account and log in with my credentials, ensuring the system's security and data privacy.

## **Brand and Keyword**

### **Selection:**

As a marketing manager, I want to specify the brand, product, or service I want to monitor by entering relevant keywords, enabling targeted sentiment analysis.

## **Real-time Updates:**

As a user, I want the system to provide real-time or near-real-time sentiment analysis updates as new social media data becomes available.

## **User Support:**

As a user, I want access to help and support resources to get assistance and guidance if needed.

# Feature Roadmap

## User Authentication (1 month):

Implement user registration and login functionality, ensuring data security. Brand and Keyword Selection (1 month): Allow users to specify brands and keywords for sentiment analysis. Date Range Selection (1 month): Enable users to choose date ranges for analysis.

## Sentiment Visualization (2 months):

Create visually appealing charts and graphs to display sentiment trends. Detailed Sentiment Analysis (1 month): Develop the capability to drill down into sentiment analysis for specific time periods.

## Actionable Insights (2 months):

Implement a recommendation engine for reputation management and customer engagement. Data Export and Sharing (1 month): Allow users to export and share sentiment data and reports.

## Real-time Updates (2 months):

Enable the system to provide real-time sentiment analysis updates. Customization Options (1 month): Introduce dashboard customization features.

# Revenue Generation

- **Subscription Plans:** Offering of tiered subscription plans with different price points and features. SocialPulse will make provision for flexibility in billing, such as monthly, quarterly, and annual plans, to cater to various customer preferences.
- **Enterprise Solutions:** Creating of specialized enterprise packages with features like team collaboration, advanced analytics, and dedicated support. This will be tailored to pricing to the specific needs of large organizations.
- **Data Licensing:** Offering data licensing to businesses or researchers who need access to aggregated and anonymized social media data. Data privacy and compliance with data protection regulations will be ensured.
- **White Label Solutions:** Licensing of monitoring SocialPulse to other businesses, agencies, or SaaS providers, thereby allowing them to offer it as part of their services under their branding.
- **API Access:** Offering of APIs that allow developers to integrate SocialPulse into their own applications or services thereby charging a fee based on API usage.
- **Marketplace for Add-ons:** By creating a marketplace where third-party developers can offer add-ons or extensions for SocialPulse whereby a percentage of the revenue generated by these add-ons are taken.



In all, while generating revenue providing excellent customer support, ensuring data security, and consistently delivering value to SocialPulse users to retain and grow our customer base is essential and a priority to us.

# Landing Page



About   Features   Resources   Demo

Sign up

Login

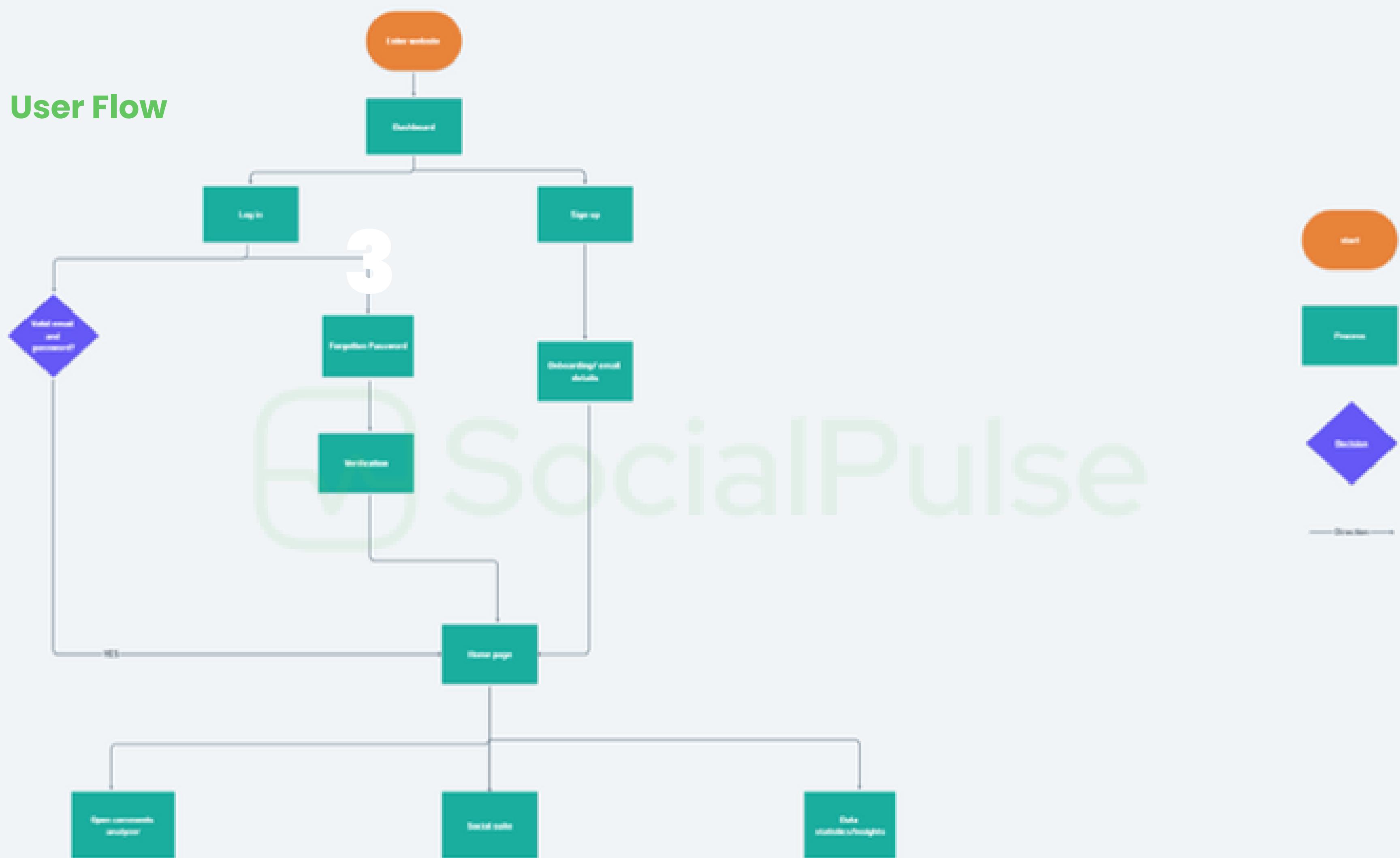
## Maintain your brand reputation across social media

Stay ahead on the social space with SocialPulse. Get access reviews, mentions and feedback about your brand across social media.

Enter Email Address

Get Started

## User Flow

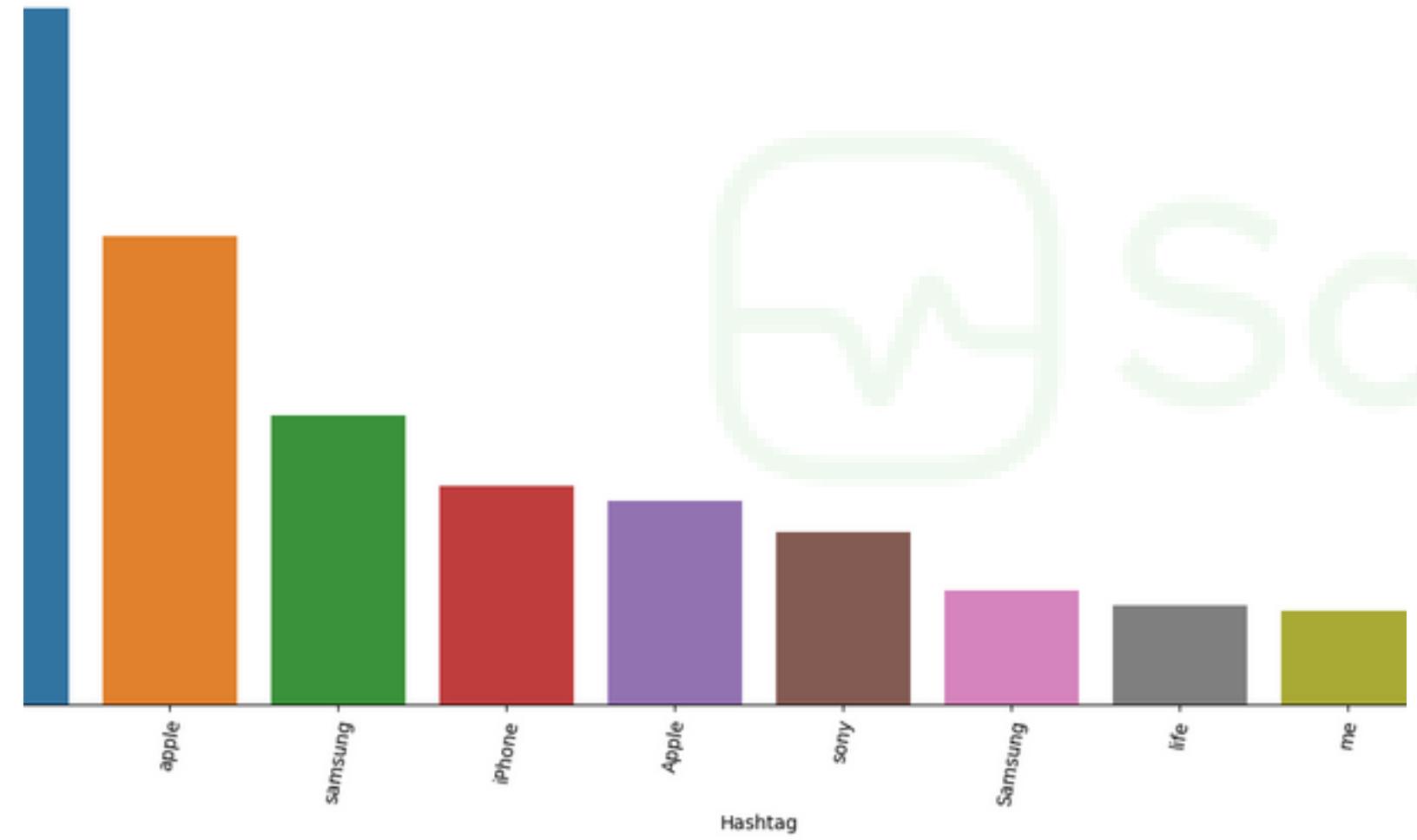


## ORIGINAL DATA

```
t_option("display.max_colwidth", 200)
= pd.read_csv('tweets.csv')
.head()

1
1  0  #fingerprint #Pregnancy Test https://goo.gl/h1MfQV #android #apps #beautiful #cute #health #igers #iphoneonly #iphonesia #ip
2  0  Finally a transparant silicon case ^^ Thanks to my uncle :) #yay #Sony #Xperia #S #sonyexperias... http://instagram.com/p/YGEt5JC
3  0  We love this! Would you go? #talk #makememories #unplug #relax #iphone #smartphone #wifi #connect... http://fb.me/6N3LsI
4  0  I'm wired I know I'm George I was made that way ;) #iphone #cute #daventry #home http://instagr.am/p/LI_5_u
5  1  What amazing service! Apple won't even talk to me about a question I have unless I pay them $19.95 for their stupid su
```

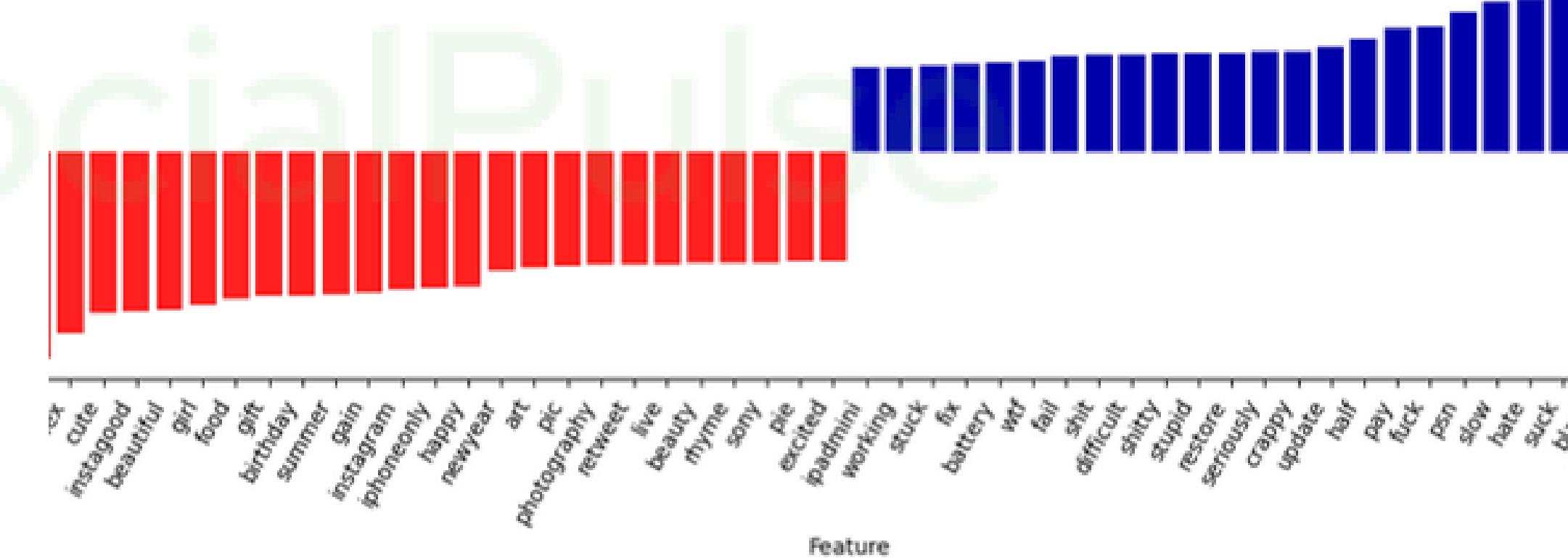
## TOP 10 HASHTAGS



## CLEAN DATA

0	0	#fingerprint #Pregnancy Test https://goo.gl/h1MfQV #android #apps #beautiful #cute #health #igers #iphoneonly #iphonesia #iphone	fingerprint pregnancy test android apps beautiful cute health igers iphoneonly iphonesia iphone	fingerprint pregnancy test android apps beautiful cute health igers iphoneonly iphonesia iphone
1	0	Finally a transparant silicon case ^^ Thanks to my uncle :) #yay #Sony #Xperia #S #sonyexperias... http://instagram.com/p/YGEt5JC	finally a transparant silicon case thanks to my uncle yay sony xperia s sonyexperias	finally transparant silicon case thanks uncle yay sony xperia sonyexperias
2	0	We love this! Would you go? #talk #makememories #unplug #relax #iphone #smartphone #wifi #connect... http://fb.me/6N3LsUpCu	we love this would you go talk makememories unplug relax iphone smartphone wifi connect	love talk makememories unplug relax iphone smartphone wifi connect
3	0	I'm wired I know I'm George I was made that way ;) #iphone #cute #daventry #home http://Instagr.am/p/LI_5_uJS4k/	i am wired i know i am george i wa made that way iphone cute daventry home	wired know george way iphone cute daventry home
4	1	What amazing service! Apple won't even talk to me about a question I have unless I pay them \$19.95 for their stupid support!	what amazing service apple will not even talk to me about a question i have unless i pay them for their stupid support	amazing service apple talk question unless pay stupid support
5	1	iPhone software update fucked up my phone big time Stupid iPhones	iphone software update fucked up my phone big time stupid iphones	iphone software update fucked phone big time stupid iphones

## TOP 25 POSITIVE AND NEGATIVE



The project involved analyzing a dataset comprising of positive (label 0) and negative (label 1) sentiments about various gadgets, sourced from online sources. The dataset underwent thorough cleaning and text preprocessing. Data visualization highlighted key words and phrases. Feature extraction utilized a bag-of-words model (CountVectorizer). Two models were employed: Logistic Regression (86.5% mean accuracy) with L1 regularization and class balancing, and a Simple Deep Learning Model with one-hot encoded (binary) features (88.45% test accuracy). These high accuracies indicate the models effectively classified test samples, showcasing their overall effectiveness in sentiment analysis. Here is a link of the project below: <https://colab.research.google.com/drive/1HNv0WAz3kqNfUXvn5HrO4ZfUd2ihNKVK?usp=sharing>

## Related Links

Data Link

Market Survey

Prototype link

UserFlow

Frontend

Backend

Landing Page



SocialPulse

## Our Team



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**Israel Okereke**  
Business Analysis



**Chisom Ezech**  
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**Deborah Ebeh**  
Product Designer



**Simi Rockins**  
Data Science



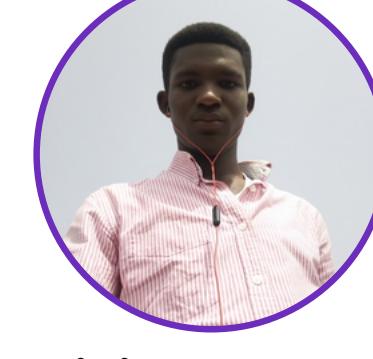
**Chukwu Hilary**  
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**Omiyefa Temiloluwa Esther**  
Product Marketing



**Tindehuto Oluwatobi**  
Business analysis

Thank  
you

Group 1 Team 5

