

Proposal: Extracting Valuable Customer Insights from @CommBank using the Newest X API for Business

This proposal outlines how InsightSpark can leverage the newest X API for Business to extract valuable customer insights from Commonwealth Bank's Twitter account, @CommBank. By analyzing this data, we can gain a deeper understanding of customer sentiment, brand perception, and emerging trends, ultimately empowering Commonwealth Bank to optimize their social media strategy and enhance customer satisfaction.

Understanding the Data Source

We will begin by thoroughly examining the @CommBank Twitter account to identify the type of information publicly available. This includes tweets, replies, retweets, mentions, hashtags, and potentially user information (if publicly limited data access applies under the newest X API for Business rules).

Leveraging the Newest X API for Business

The newest X API for Business offers a programmatic and compliant way to access and collect data from Twitter. By exploring the updated API documentation, we can identify specific data points relevant to our analysis, such as tweet content, timestamps, engagement metrics (likes, retweets, quote tweets), and potentially limited user information (subject to the newest X API for Business guidelines).

Understanding Business Applications

Resources like "Twitter: Build for Business" can guide us in utilizing the extracted data for various business purposes. This might involve:

- * Analyzing customer feedback and sentiment.
- * Identifying areas for improvement in customer service.
- * Tracking the effectiveness of social media campaigns.
- * Identifying brand advocates and influencers.
- * Monitoring emerging trends within the financial industry.

Proposed Methods for Extracting Insight

1. Sentiment Analysis:

- * By integrating sentiment analysis tools with the X API data collection process, we can categorize tweets as positive, negative, or neutral.

- * This helps us understand the overall customer sentiment towards Commonwealth Bank and identify areas where they might be excelling or falling short.

2. Topic Modeling:

- * We can utilize topic modeling techniques to identify recurring themes and topics discussed in tweets.

- * This can reveal customer concerns, interests, and emerging trends related to Commonwealth Bank's services or the financial industry in general.

3. Network Analysis (Optional):

- * Network analysis, subject to X API limitations on user data access, can help us visualize the relationships between users who interact with @CommBank.

- * This might reveal influential users or communities discussing Commonwealth Bank, allowing for targeted engagement strategies.

4. Engagement Analysis:

- * Analyzing metrics like retweets, likes, quote tweets, and replies can provide insights into the effectiveness of Commonwealth Bank's social media content.