

Twitter Analytics for Business

Most businesses in Kenya have adopted Twitter as one of their social media engagement tool. They use Twitter to create awareness on their products, respond to their customers' enquiries and maintain online presence. It is now time that businesses moved beyond engagement to using Twitter to gain insight into their own brands, customers, market and competitors.

In this article we will look at how Twitter analytics can help you not only listen, but also hear what people are saying about your brand. To do this, we will use tweets following KCB Lions' Den episode 6.

Conversations around your brand

People are talking about your products, service delivery, staff and literally anything about you. Whether you agree or disagree with “Any media is good media”, it would do you some good to listen to what your current and potential customers are saying. Twitter conversations can contribute to a pool of data that can help you to answer questions such as:

- What are people saying about you?
- Do people like your products?
- What aspects do they like about your products?
- Is there a specific product they particularly like?
- What do they feel about your service delivery?
- What value do they attach to your products?
- What do they not like about your products or service delivery?

Answers to these questions may confirm your suspicions or even uncover surprising aspects about your products or business model.

What are people saying about KCB Lions' Den?

Let us look at the 100 most frequent words in the #KCBLLionsDen tweets:

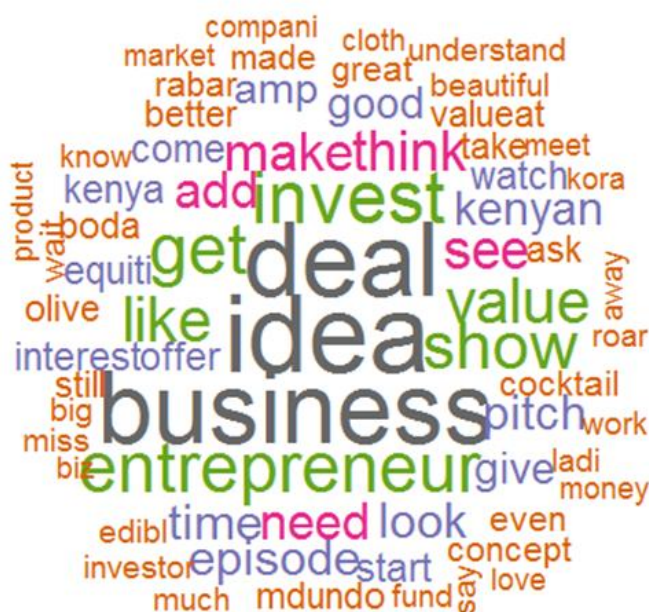


Figure 1

From *figure 1*, we see that “idea”, “deal” and “business” are the most retweeted words followed by “value”, “entrepreneur”, “invest” and “value”. As expected, most of the words in the word cloud are directly connected to the show. “Cocktail”, “mdundo”, “kora” and “boda” are related to the businesses that were pitched in the period covered by the tweets.

Here are tweets related to the pitches:

[7] #KCBLionsDen the mdundo guy just wanted free advertisement on national tv

[3] Deeeeeeem .Now dats a sweet Deal with a full plate of investors,way to go Boda Boda guy,Make Africa proud,4 million,40%,Good #KCBLionsDen

[2] #KCBLionsDen The cocktail guy should have made the stuff conc! maybe someone would have made an offer..lol..Brilliant idea all the same

[2] Olive Lost A 40% Stake For 2M Deal On Interior Design Now She Made A 45% Stake Deal On Kora Edibles For 2M\NSMARTER! #Kcblionsden

Figure 1 shows that there is frequent mention of clothes yet there was no pitch related to clothes in episode 6. It turns out that viewers have taken to twitter to comment on the lions wearing the same clothes episode after episode. Here are some of the tweets:

[3] #KCBLionsDen was shot in one day?how comes they have been wearing the same clothes since it started?LOL

Rabar and Olive were mentioned most in the tweets. Viewers felt like the two were not adding value to the show due to their hesitancy in making deals.

[4] Ms. 'I cant add value' gachara and mr. 'Not my area of passion' rabar actually made deals today #KCBLionsDen

What did people feel about KCB Lions' Den episode 6?

A sentiment analysis of the #KCBLionsDen tweets reveals that the show has been received positively. The mean sentiment score of the tweets is 0.25, a slightly positive score.

Negative	Neutral	Positive
64	276	153

Figure 2 Table of sentiments

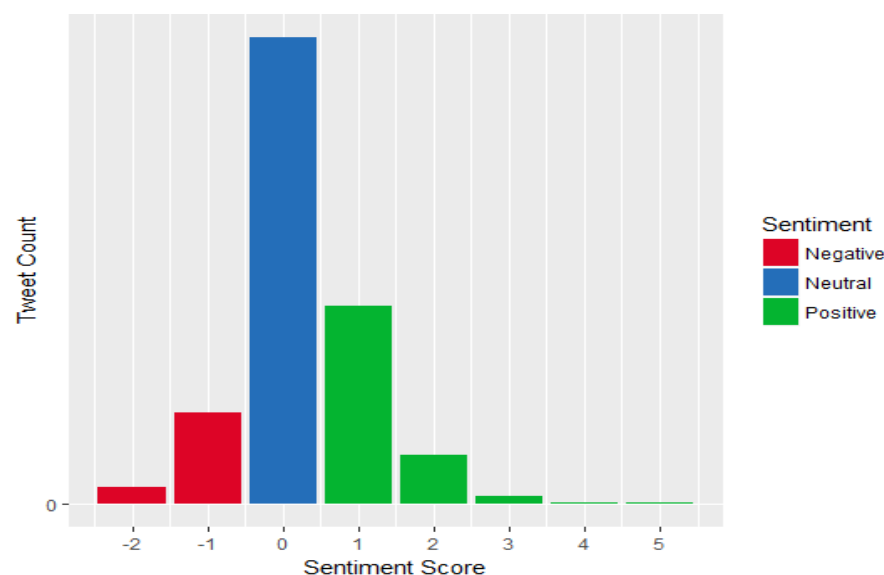


Figure 3: A graph of sentiment scores against number of tweets

Here are two positive tweets:

[4] Smokeless, odourless and safe briquettes that are so reasonable! Wow love this! Am buying Bentos!

[5] The show keeps on getting better & better as well as the ideas . Congrats

What did people like about KCB Lions Den episode 6?



Figure 4: A word cloud of most frequent words in the positive tweets

To understand what people like about the show, let us review the words correlated to “like”, “deal“, idea”, “good”, “great” and “love”.

like	deal	Idea	good	great	love
immobilisation	stake	Track	app	Felix kimaru	accent
model	amount	bottle	data	Mukira	briquette
musician	chance	motorcycle	business	Myke Rabar	tracker
pronunciation	infrastructure	water	lioness	episode	lioness
Wandia	investors	Cash	student	pitch	odourless

The table above shows that some viewers liked the pitches related to motorcycle tracking, briquettes, facial recognition app and solar water heating system. Viewers liked Felix and Mukira, two of the entrepreneurs who pitched to the lions. Viewers enjoyed the mdundo pitch mainly due to the presenter’s accent. Positive tweets were directed towards the entrepreneurs with brilliant ideas and the lions who made offers to the entrepreneurs.

What did people hate about KCB Lions' Den episode 6?



business	idea	deal	invest	miss
valuation	archaic	Kora edibles	Risk	catch
complex	bill	Interior design	taker	episode
obituaries	cashless	olive	death	You tube
poop	facial	high	food	later
panic	helpless	percentage	olive	program

Negative tweets show that viewers poked fun at a lion's comment on his lack of investment interest in the "death business" after an obituaries pitch. Negative tweets were directed towards the lions mainly due to their hesitancy in making deals. There were negative tweets related to the deals made during the show. In their tweets, some viewers stated that the lions were assigning low valuations to the pitched businesses while others felt that some entrepreneurs negotiated poorly. Some tweets expressed disappointment in missing some of the show's videos on you tube.

