Analysis of Trending topics in 2019 Twitter feeds of Top Management and Technology Consulting Firms

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APPROACH



Sample Selection

Selection of 14 large Management and Technology Consulting firms.



Data Extraction

Extraction of
Twitter feeds
(excluding replies)
from the main
twitter handle of
the firms in
sample.



Data Wrangling

Filter of the #tags from twitter feeds.

Cleansing of event based #tags e.g. WEF19 etc.

Cleansing of #tags with self references etc.

Grouping of firms in sample in 4
Cohorts: Big 3, Big 4, International
Consulting Firms, Indian Consulting
Firms.

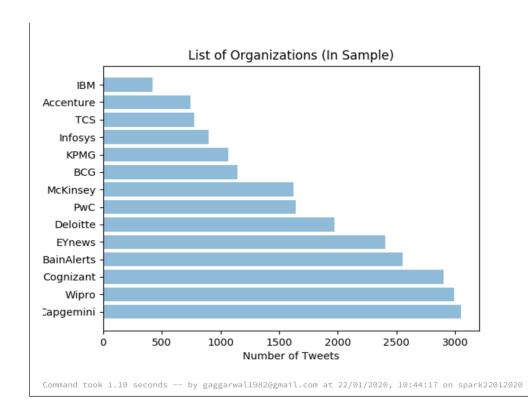


Data Visualization

Wordcloud visualization of the #tags by Cohorts.



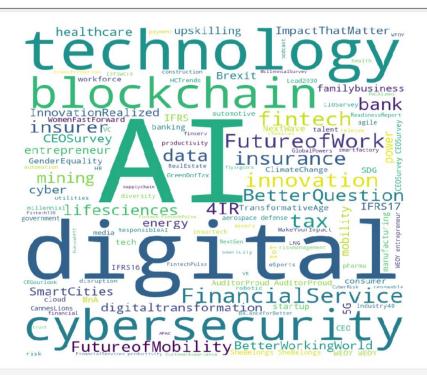
WHO IS MOST ACTIVE ON TWITTER?



- Capgemini with 3053 tweets in 2019 was the most active firm on Twitter.
- IBM with 422 tweets was the least active firm in 2019 on Twitter.
- It is to noted that Big 4 and Large International Consulting firms also operate multiple country specific twitter handles, that are excluded from the sample as only the main corporate handle was considered for the purpose of data extraction.



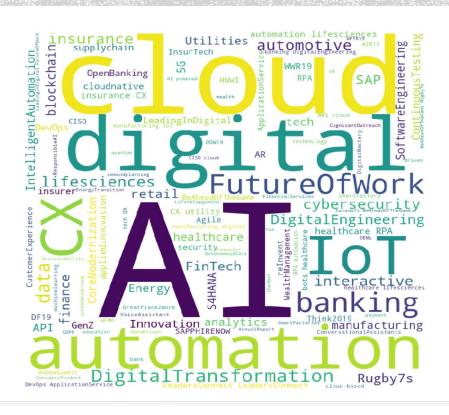
WHAT IS TRENDING FOR BIG 4?



- EY, PwC, Deloitte and KPMG form the cohort of Big 4.
- AI, Digital, Cybersecurity, Technology and Blockchain are the most trending topics in 2019 tweets of these firms.



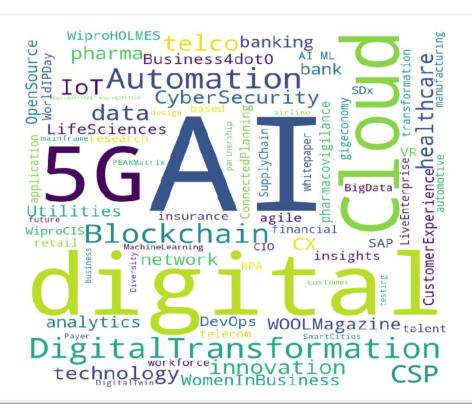
WHAT IS TRENDING FOR LARGE INTERNATIONAL CONSULTING FIRMS?



- Accenture, Capgemini, Cognizant, IBM form the cohort of Large International Consulting Firms.
- AI, Digital, Cloud, Automation and IoT are the most trending topics in 2019 tweets of these firms.



WHAT IS TRENDING FOR INDIAN TECHNOLOGY SERVICES FIRMS?



- Infosys, TCS, Wipro form the cohort of Indian Technology Services Firms.
- AI, 5G, Cloud, Digital and Automation are the most trending topics in 2019 tweets of these firms.



WHAT IS TRENDING FOR BIG 3?



- McKinsey, Bain, BCG form the cohort of Big 3.
- **Digital** and **Transformation** are the most trending topic in 2019 twitter feeds of this cohort.
- Recession and Luxury are interesting trending topic in 2019 twitter feeds of this cohort.



SUMMARY

- AI, Digital, Cybersecurity, Technology and Blockchain are the most trending topics in 2019 tweets of Big 4 (EY, PwC, Deloitte and KPMG).
- AI, Digital, Cloud, Automation and IoT are the most trending topics in 2019 tweets of Large International Consulting Firms (Accenture, Cappemini, Cognizant and IBM).
- AI, 5G, Cloud, Digital and Automation are the most trending topics in 2019 tweets of Indian Technology Services Firms (Infosys, TCS and Wipro).
- **Digital** and **Transformation** are the most trending topic in 2019 twitter feeds of Big 3(McKinsey, Bain and BCG).
- **Recession** and **Luxury** are interesting trending topic in 2019 twitter feeds of Big 3(McKinsey, Bain and BCG).



Big 4

Indian Tech

