Demographic Analysis

Since Latin America’s review doesn’t contain a user’s basic info, we can only see their info on social media. Scraped on twitter about tweets contain ‘soap’ and ‘bar soap’. Filtered the location with Brazil, Mexico and Colombia. Analyze users’ description to get a general sense of the consumer.

Brazil

Chart

Description automatically generated

A screenshot of a cell phone

Description automatically generatedA picture containing table

Description automatically generated

We can draw the clustering cloud and see the important words for each dimension. The score means the importance of the word.

Based on the result, we can see that in Brazil, there are two groups of customers. One of them is young people around 15 years old. The other group consists of men especially those who love sports or have a child.

Mexico

Chart, scatter chart

Description automatically generated

Text

Description automatically generatedText

Description automatically generated

A picture containing text

Description automatically generated

Based on the result, we can see that there are three groups of customers. One of them is people who enjoys life. They are fans of a lot of things like food and art. The other type of customers is some elder people. The last type of customers are some students in university who loves game and participating events.