

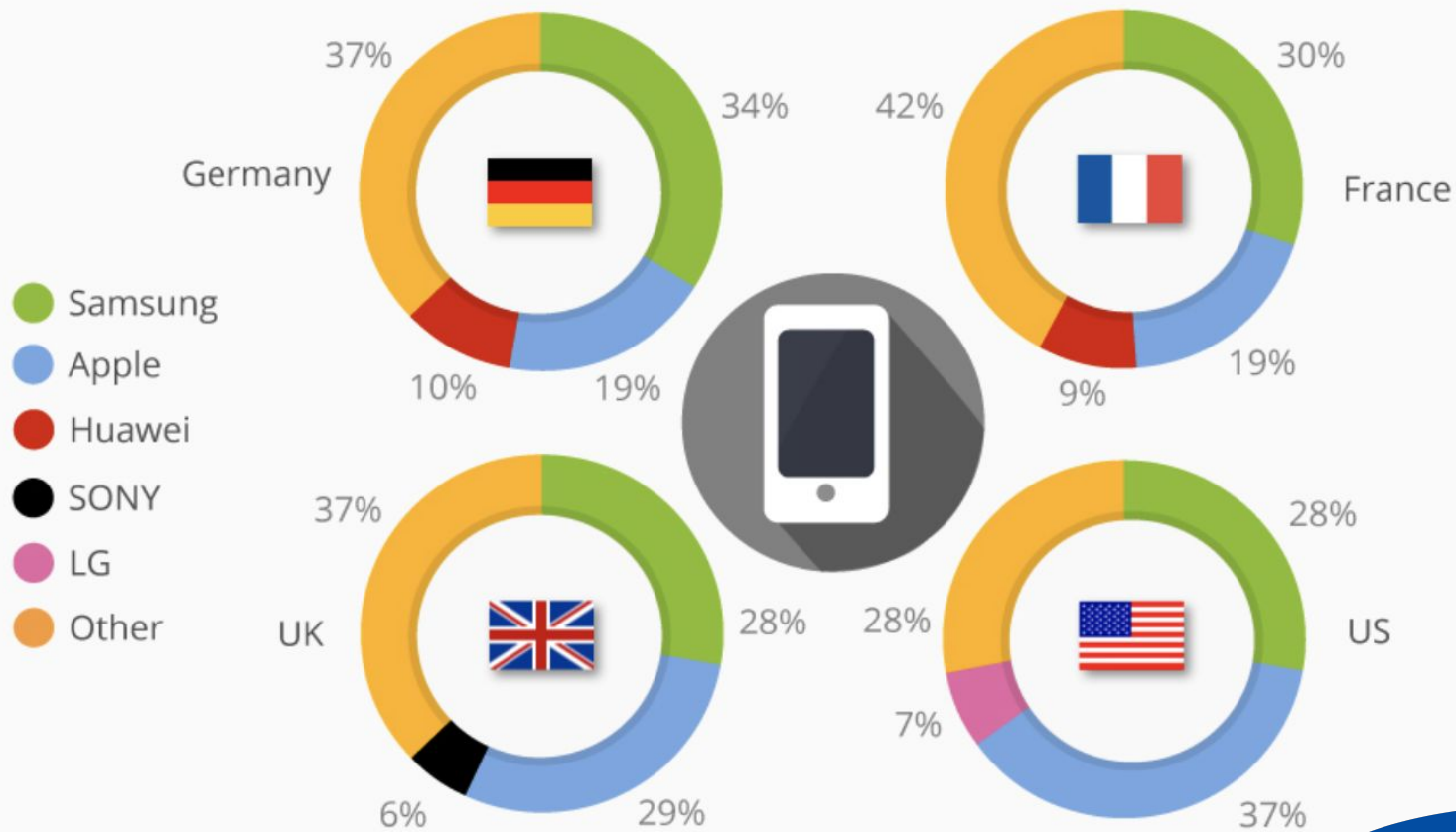
Social Media



Analysis

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March, 2022

Samsung and Apple dominate smartphone market



Content

01

Data Exploration

02

Sentiment Analysis

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Top Topics

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**Product
Recommendations**

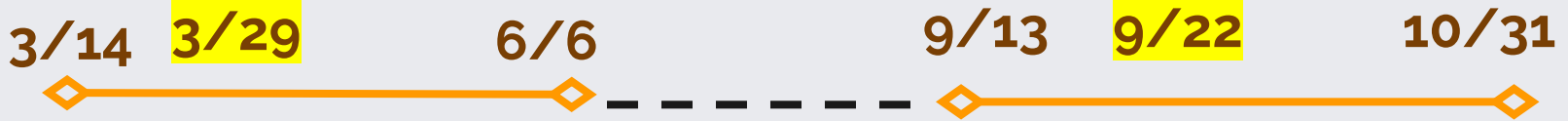
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Data Exploration (EDA)

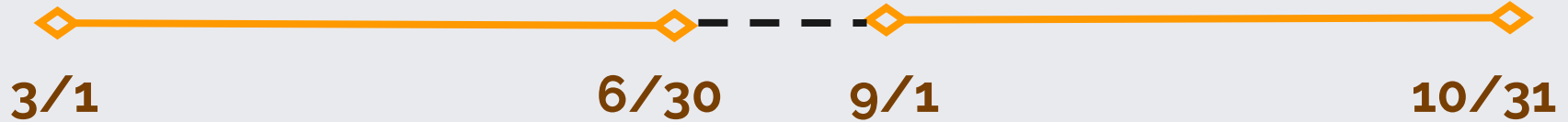
Data VS. Launch Timeline



Non-Twitter

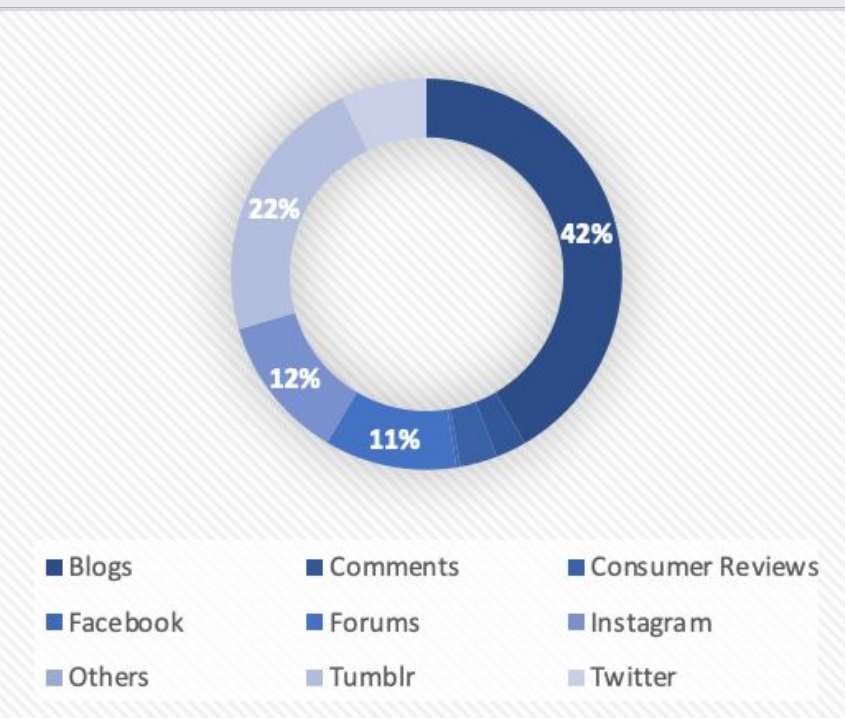
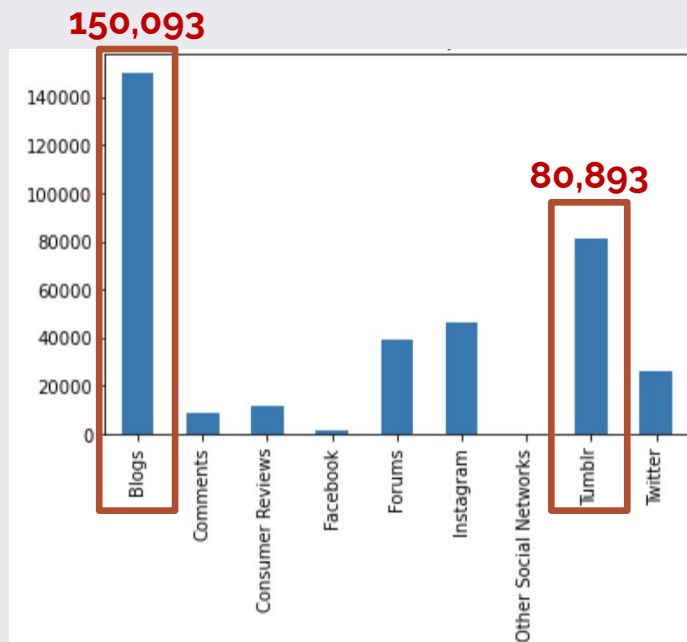


Twitter



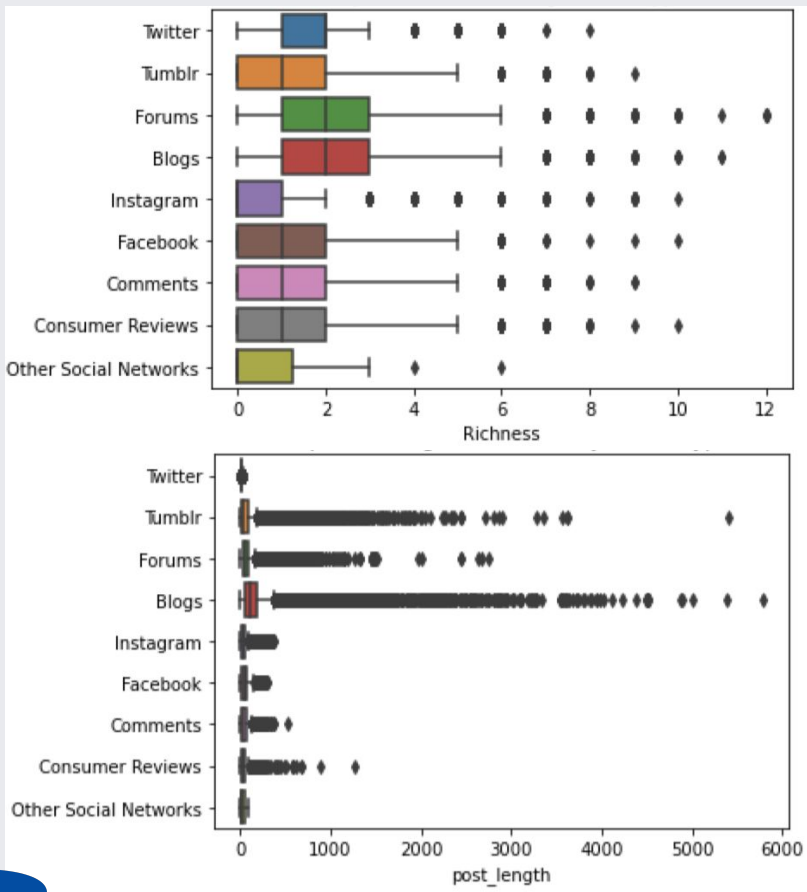
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Post Source Count



Most of our sample posts are of type "Blogs", followed by Tumblr and then Instagram

Data Exploration



Richness

Forums and Blogs generally have higher richness compared with other source type. That could be due to the length of 'text', so we would then investigate further regarding this first guess.

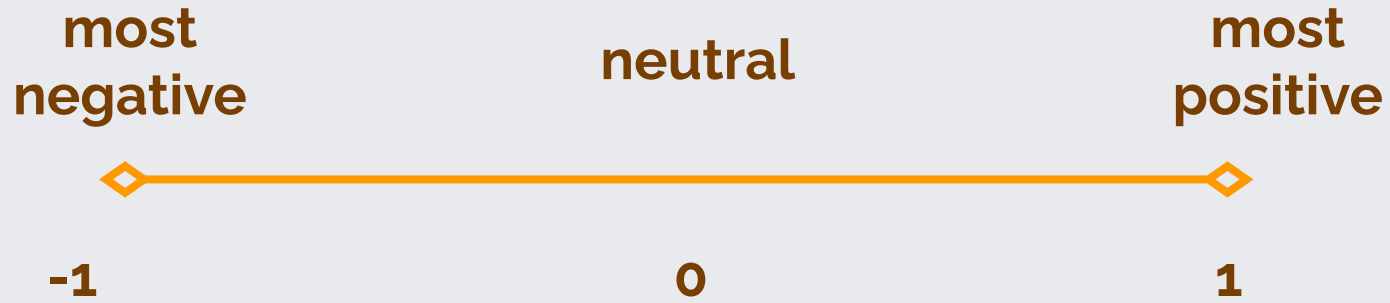
Post Length

From the boxplot that both the length of blogs and Tumblr have plenty of extremely large outliers, and that confirm our first infer about the distribution of richness.

Sentiment Analysis

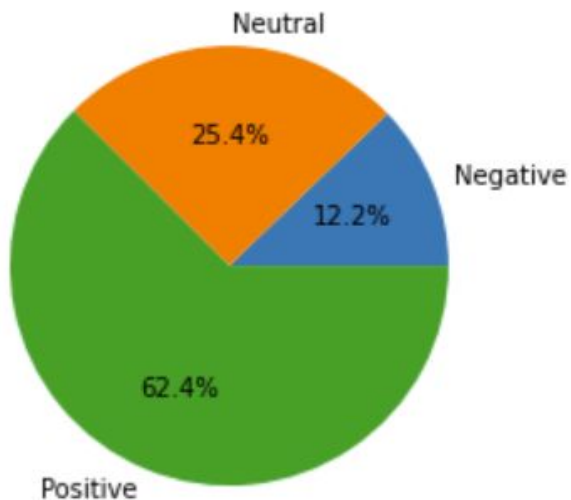
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Sentiment Score

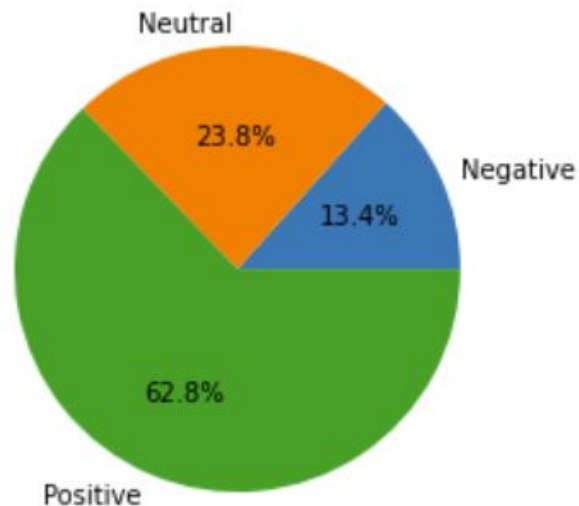


Apple VS. Samsung Overall Sentiment

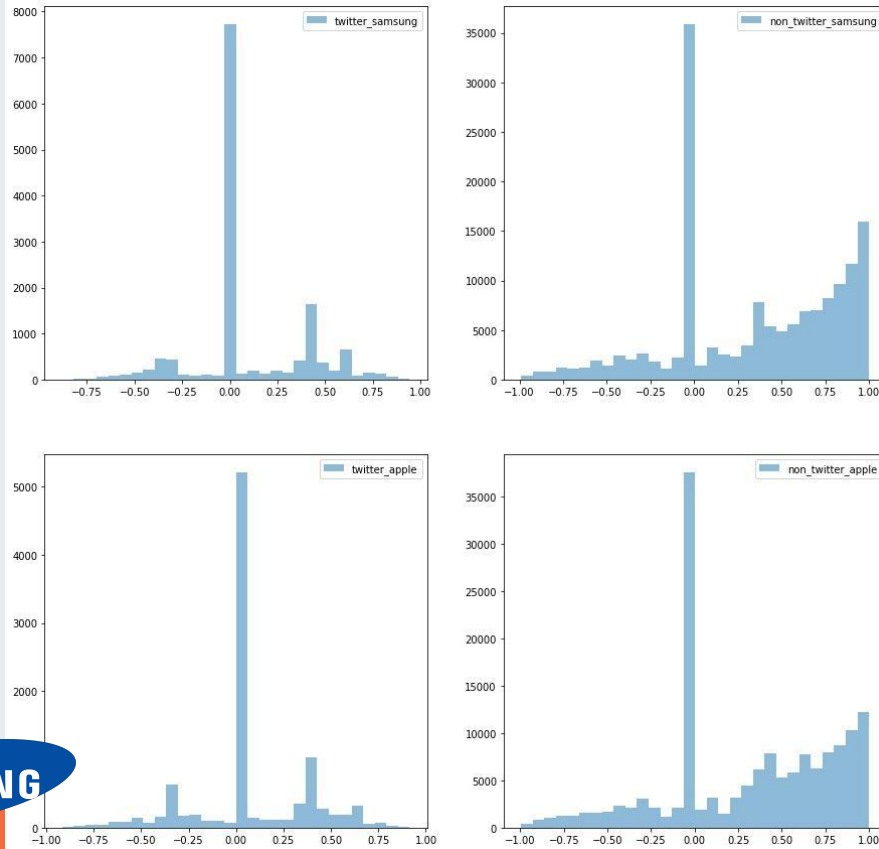
Samsung Sentiment Pie Chart



Apple Sentiment Pie Chart



Sentiment Scores within twitter/non-twitter



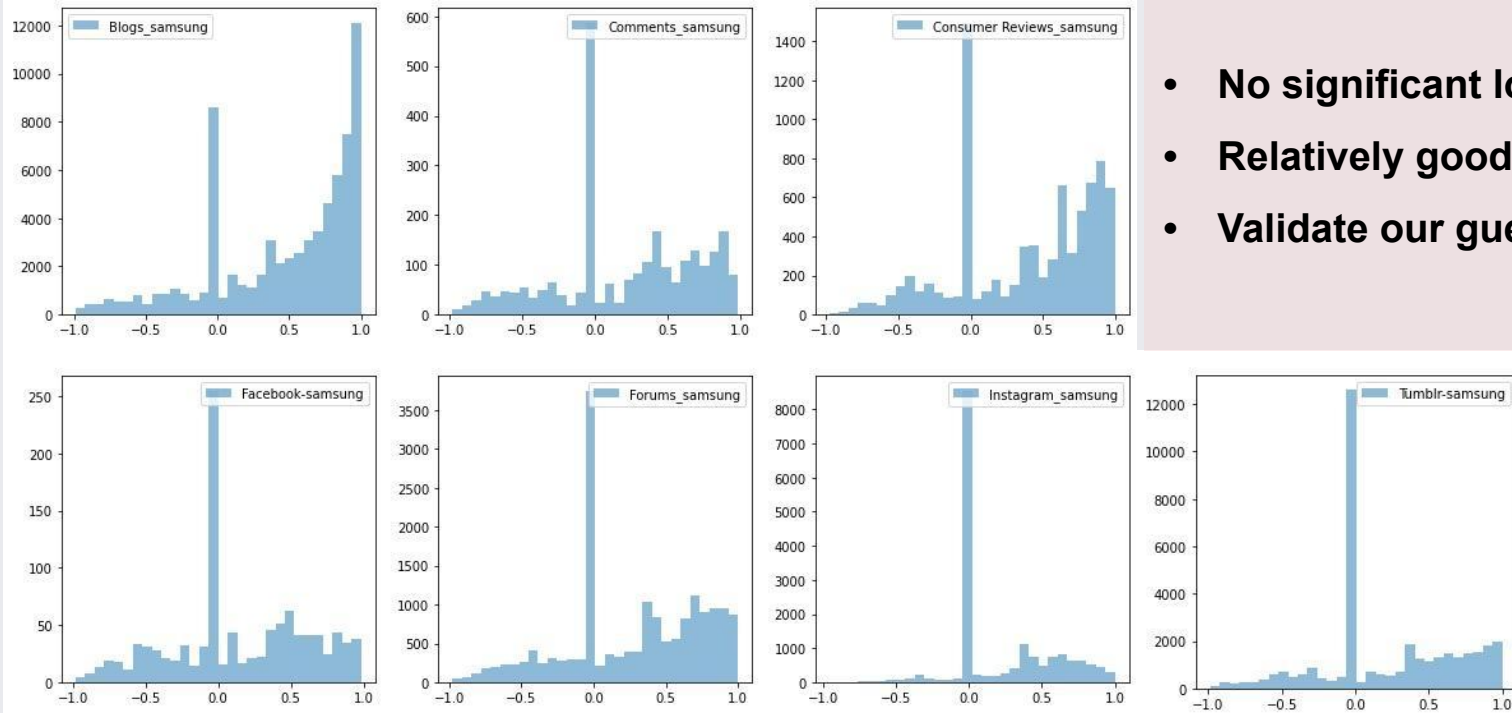
There's no difference
between twitter and
non-twitter



All kinds of platforms

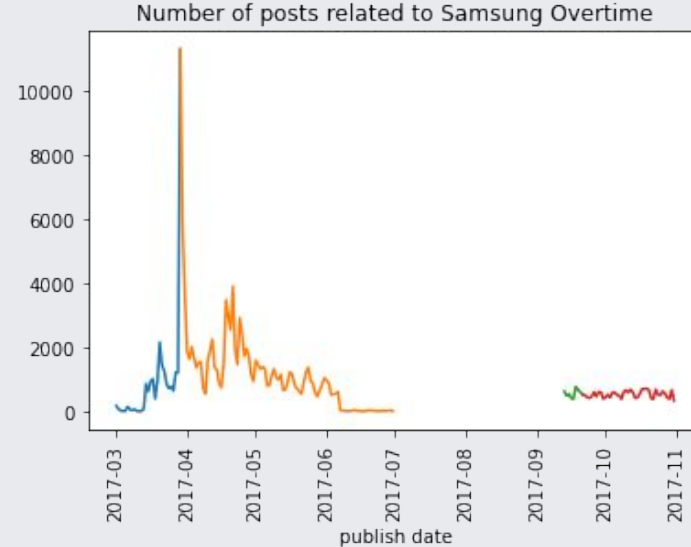
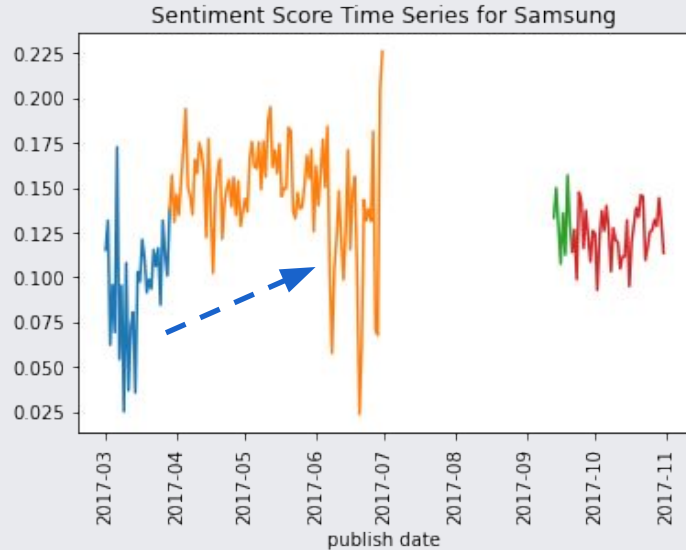
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Sentiment Scores across 7 different sources



- No significant low scores
- Relatively good performance
- Validate our guessing

How People's attitudes changed after launch? (Samsung)



In general, there was slightly sentiment scores increasing after the launch of S8, we may conclude S8 fulfilled people's expectations, and even better.

Top Attributes

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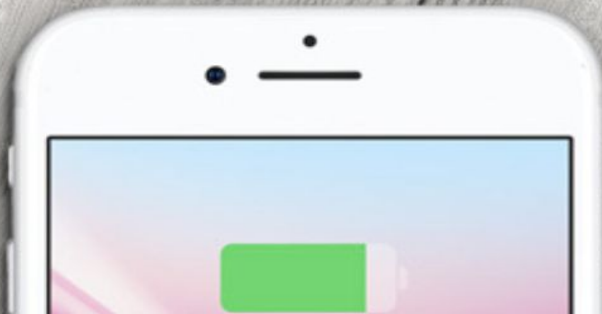
Samsung

Storage
Virtual Assistant

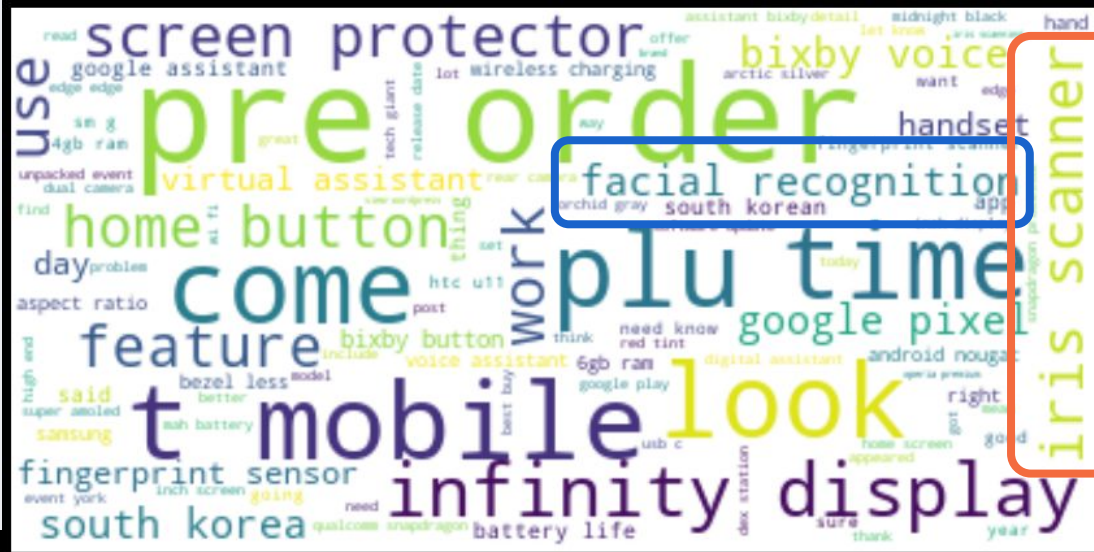
Apple

Design & Look

Color
Wireless Charging
Facial Recognition







Face recognition

Fingerprint

Pattern

Password

PIN



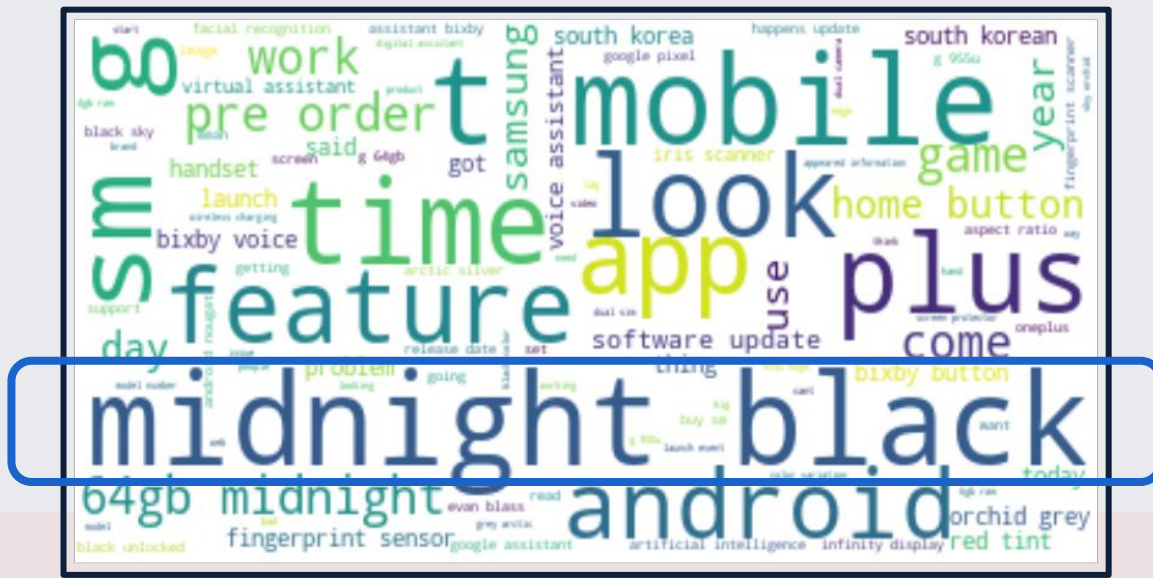
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Iris scanning

Iris Scanning

Flexible unlocked ways





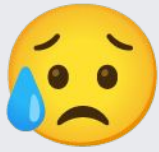
Color: Midnight Black

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Midnight Black

Gold



Screen: Red Tint

After the Galaxy S8 and S8 Plus launched, some users complained about displays with odd red tints to them, which stood out even more when compared to the finely-tuned screens of iPhones and other major handsets.

Product Recommendation

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AARRR model



Retention

- Make promotion on ***complementary products, mobile phone + watch, lock-in effect***

Revenue

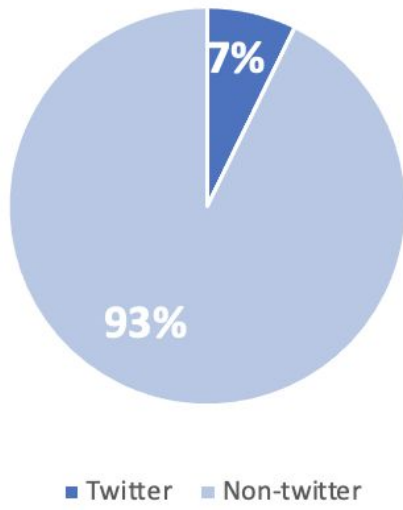
- Do customer survey, ***improve product appearance and performance***

Referral

- Make Samsung product unique: ***Keep flexible unlock ways***

Future improvement

Sources Type



- Build different models for different sources of information besides twitter (over 93% data is from non-twitter)
- Customer segmentation

Thanks!

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