Onsite MSBA Applied Project, Spring 2021

W.P. Carey School of Business, ASU

Project Plan

Team A8	Dhruv Tyagi, Jinghuan Li, Jinhang Jiang, Bhavana Patil
Topic	Accessing social reach of celebrity-endorsed marketing in apparel industry
Client	Adidas Actionable Analytics Lab, ASU

adidas®

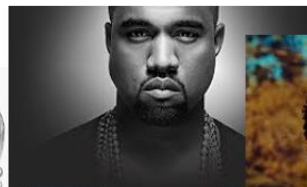# Contents

1. Project Objective

This project aims to assess the effectiveness of Adidas' current celebrity-endorsement marketing in social media and explore future actions on digital branding decisions. Customer reactions towards product models endorsed by specific celebrities will be monitored, which will give advice on better branding matches between product and celebrity. Based on the market segments that different celebrities reach, a social media network can be veiled and also provides insights in maximizing audience reach and engagement when building new endorsement relationships in the future.
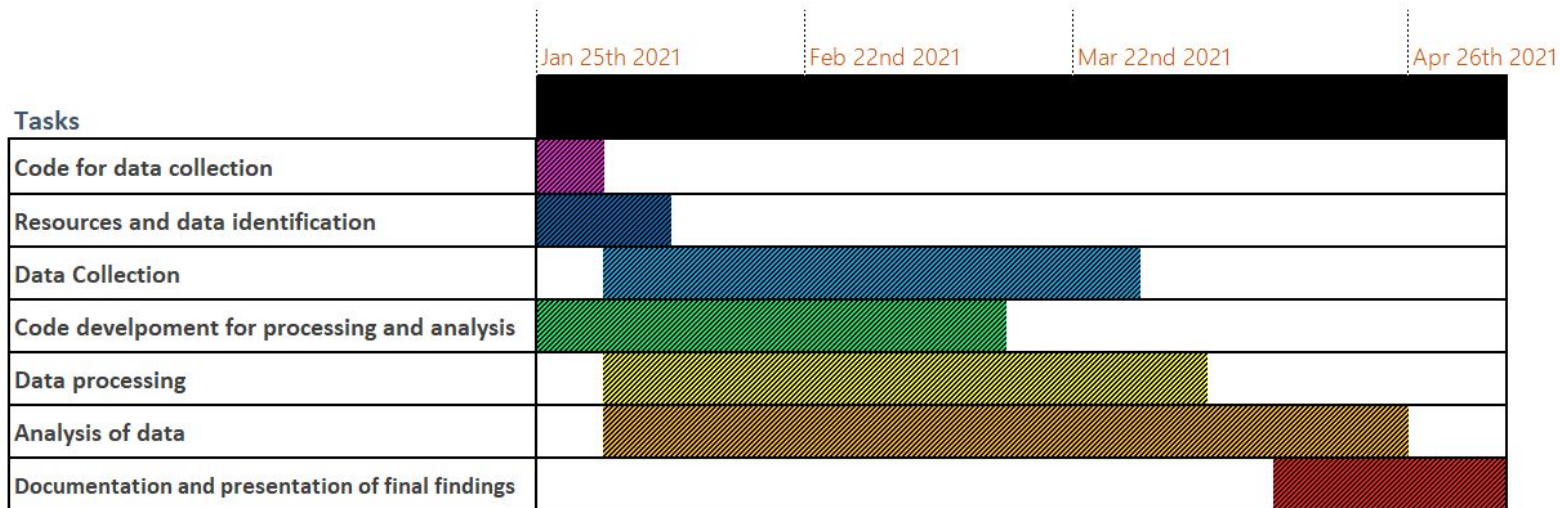
A full social media analytics pipeline will be implemented, including data identification, data collection, data processing, text analytics and data visualization. Data will be collected from public API through Reddit. Content-based topics extraction will be conducted from interactions of users by posting and commenting on related subreddits, helping better understand the impact of social media marketing.

2.   Project Plan

2.1   Project Timeline

Tasks	Jan 25th 2021	Feb 22nd 2021	Mar 22nd 2021	Apr 26th 2021
Code for data collection				
Resources and data identification				
Data Collection				
Code develpoment for processing and analysis				
Data processing				
Analysis of data				
Documentation and presentation of final findings				

2.2   Project Execution

Index	Tasks	Owner (team member)	Start Date	End Date	Dependencies (Task Indices)	Status
1	Code for data collection	Bhavana	1/23/2021	1/29/2021		In Progress
1.1	Resources and data identification	Dhruv	1/23/2021	2/5/2021		In Progress
2	Data collection	Dhruv	2/1/2021	3/26/2021	1,1.1	Not Started
3	Code development for processing and analysis	Jinhang	1/25/2021	3/12/2021		In Progress
3.1	Data processing	Bhavana	2/1/2021	4/2/2021	2	Not Started
3.2	Analysis of data	Jinhang	2/1/2021	3/16/2021	2,3,3.1	Not Started
4	Documentation and presentation of final findings	Jinghuan	4/5/2021	4/22/2021	1,1.1,2,3,3.1,3.2	Not Started

2.3   Project Stakeholder Meetings

Index	Meeting Objective	Meeting Attendees	Start DateTime	End DateTime	Next Steps Identified
1	Introduction of the project with Professor Victor Benjamin	Bhavana Patil, Dhruv Tyagi, Jinhang Jiang, Jinghuan Li	11/10/2020 15:00	11/10/2020 16:00	Meeting with Adidas representatives and understanding what needs to be done from our end in the upcoming weeks.
2	Meeting with Brooks and to know the objective of the project.	Bhavana Patil, Dhruv Tyagi, Jinhang Jiang, Jinghuan Li, Brooks,Dr. Victor Benjamin	11/25/2020 15:00	11/25/2020 16:00	Researching the data from social media(reddit) and try and understand the present data provided by Kumar
3	Meeting with professor Victor on how do we start with the collection of data	Bhavana Patil, Dhruv Tyagi, Jinhang Jiang, Jinghuan Li, Dr. Victor Benjamin	01/23/2021 10:45	01/23/2021 11:30	Gathering the data using sub reddits.

3. Project Resources

3.1 Stakeholders / Personnel

Contact	Role	Contact Info
Dr. Victor Benjamin	Client PoC	*Victor.Benjamin@asu.edu*
Kumar Sirugudi	Client, Sr. Tech Advisor	*ksirugud@asu.edu*
Dr. Pei-yu Chen	Domain Expert, ASU	*peiyu.chen@asu.edu*

3.2 Data and Facility Resources

Resource Description	Location	Access	Need	Constraints
The comments history/ user information the reddit user made under related subreddits. Also the similar data we may collect from other social media, like twitter.	Reddits and other social media platforms	Each of the team members need to register a new account to access their API in Python or R	We need the first set of data by Feb. 1. But it would require ongoing updates over the time. Probably we collect new data every two weeks to update the analysis.	Since most of the data would be text, it would require a lot of work on data preprocessing before it is qualified for analysis.
Adidas Actionable Analytics Lab and Dr. Victor Benjamin	ASU	We communicate questions and request instructions over emails and zoom meeting	We update the progress biweekly but we do follow up any findings or questions timely via emails.	Being aware of Dr. Benjamin's personal time since the pandemic is still going on and we won't be able to communicate as effectively as it is in person.

4. Risks and Issues

4.1 Item: Insufficient data

Status: Risk

Receiver: The accuracy of the analysis and the final report

Impact: Effect of the risk if unresolved: High

Likelihood: Medium

Suspense Date: March 15th

Responsible Party: Jinhang Jiang

Resolution: First, navigate the project with the available resources and try to extract useful information even if it is not as expected but should be worth learning. Second, find more social media platforms beside reddit. Third, discuss the challenge with the advisor to seek realistic resolutions.

Activities:

March 15th: Risk to the project has to become one of the major concerns. We are supposed to study throughout all the information we have on hand to see if any valuable action or goals can be achieved.