Assessing Social Reach of Celebrity-endorsed Marketing in the Apparel Industry

|  |  |
| --- | --- |
| Company Name | adidas |
| Sponsoring Organization Name | Actionable Analytics Lab |
| Sponsoring Organization Address | W.P. Carey School of Business |
| Proposal Liaison  (person who will work with us on this proposal) | Name: Victor Benjamin  Title: Assistant Professor  Email: Victor.Benjamin@asu.edu |
| Legal Liaison  (person who will be our key point of contact during NDA execution) | Name: N/A (project will utilize open source data)  Title:  Email: |
| Project Liaison  (person who will be our key point of contact during Project execution) | Name: Victor Benjamin  Title: Assistant Professor  Email: Victor.Benjamin@asu.edu |

# Project Description

The ASU Actionable Analytics Lab is working closely with a major sports retailer. One analytical direction our partner is interested in pursuing is to look more closely at digital branding. Specifically, they are interested in developing social media capabilities that can help them better understand the impact of athlete/celebrity sponsorship, and to also gain deeper insight into consumer reactions towards products that are marketed with athlete/celebrity branding.

Students involved in this project will be expected to implement a full social media analytics pipeline. This includes **data identification, data collection, data processing, text analytics, and data visualization**. Data will be collected from public APIs offered by social media platforms such as Reddit, Instagram, and Twitter. Some code to help the students collect and process data will be provided by the project sponsor. Students will be expected to find topic threads and discussions relevant to athlete/celebrity branding of specific product models, and to capture and analyze all conversations surrounding these instances. Outcomes of the analysis should yield **insights into whether the branding is effective, how it is being received by consumers, etc. There is an expectation that this work will yield a strong prescriptive analytics capability to inform managerial decisions.**

# Data Description

Students will ultimately be expected to identify and collect their own relevant social media data. The project sponsors will provide some background information and source code to help the students connect to their first social media platform API (Reddit) and retrieve data. The project sponsor also has a database schema already designed for storing social media data from Reddit. The project sponsor has already collected data pertaining to this project, but the expectation is students will collect their own similar data in the duration of this project. All existing data collection tools will be provided by November 13, 2020.

# Technology Description

The project team will only make use of open source software. Some example software may include MySQL, Python, and R. Many machine learning libraries may also be used such as Tensorflow or PyTorch.

# Preferred Methods

This project will heavily involve natural language processing techniques. Primarily we are interested in techniques methods related to topic modeling or topic classification. The student team will also conduct social network analysis by analyzing linkages between social media participants; that is, whether the participants visit the same communities, potentially discuss the same topics, etc.

# Meetings

The MSBA Applied Projects require the following meetings to ensure the Project stays on course. Identify the people from your team that will attend each meeting. We recommend an in-person meeting for project kickoff, mid-term presentation, and final presentation. The weekly syncs can be on the phone if required.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Meeting** | **Date** | **Attendees from ASU** | **Attendees from**  **Client Organization** | **Location** |
| Project Kickoff | 4th Week in Nov | MSBA Team, Advising Faculty | Victor Benjamin | BAC 638 |
| Weekly Sync | Jan 13 – Apr 30 | MSBA Team | Victor Benjamin | BAC 638 |
| Mid-Term Presentation | 1st Week in Mar | MSBA Team, Advising Faculty | Victor Benjamin | BAC 638 |
| Final Presentation | 4th Week in Apr | MSBA Team, Advising Faculty | Victor Benjamin | BAC 638 |

# Deliverables

|  |  |  |  |
| --- | --- | --- | --- |
| **Deliverable** | **Description** | **Medium** | **Timeframe** |
| Mid-term Presentation | Problem statement, business value, scope, assumptions, approach, intermediate results, next steps | In-person | 1st Week in Mar |
| Final Presentation | Problem statement, business value, scope, assumptions, approach, results and conclusions, limitations, possible extensions | In-person | 4th Week in Apr |
| Final Report | [Report Template](https://goo.gl/WvSLHS) | Document | 4th Week in Apr |
| Project Files | Source code and collected data | Software | 4th Week in Apr |