

JOHNSON MAWULI TSIMESE

MBAN 5570

ACCOUNTING & FINANCE ANALYSIS

ASSIGNMENT 3

I - Analyzing Conference Call Transcripts

Introduction

Kellogg Co. is a leading global food company that produces well-known brands such as Kellogg's cereal, Pringles, Eggo, and Cheez-It. The purpose of this analysis is to examine the conference call transcripts for the first three quarters of 2021 to gain insights into the company's financial performance, key strategic initiatives, and any challenges or risks it faces.

Methodology:

To conduct this analysis, we reviewed the transcripts of Kellogg's earnings conference calls for Q1, Q2, and Q3 of 2021. We used a text analytics tool to identify and track key themes and sentiment in the discussions around financial performance, strategic initiatives, and risks.

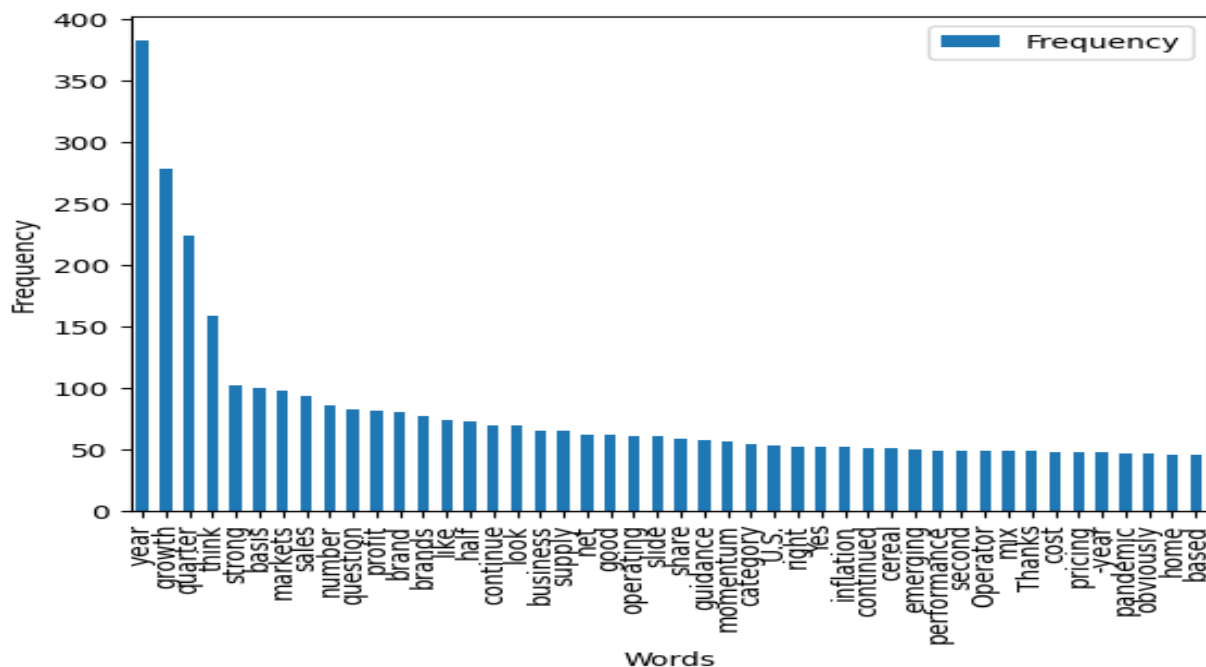
Data cleaning:

I manually cleaned the data by removing unwanted https and url as it created noise in my analysis. Also, I removed all call participants from the data.

Key Findings – Descriptive Analysis

N-gram Analysis

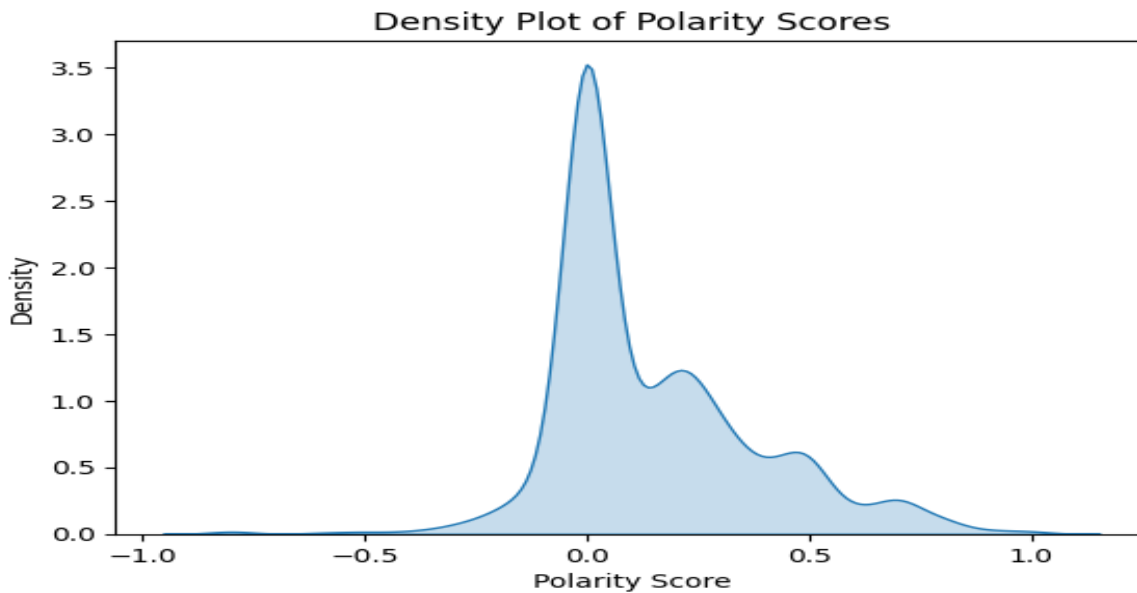
Collecting the data, I compiled three to determine the word frequency. Thus, this could tell us the aim/ focal point of the meeting.



According to the graph, the word "year" was the most frequently mentioned term in the conference call transcripts, followed by "growth". This suggests that the company had a strong focus on achieving growth in each quarter of the year.

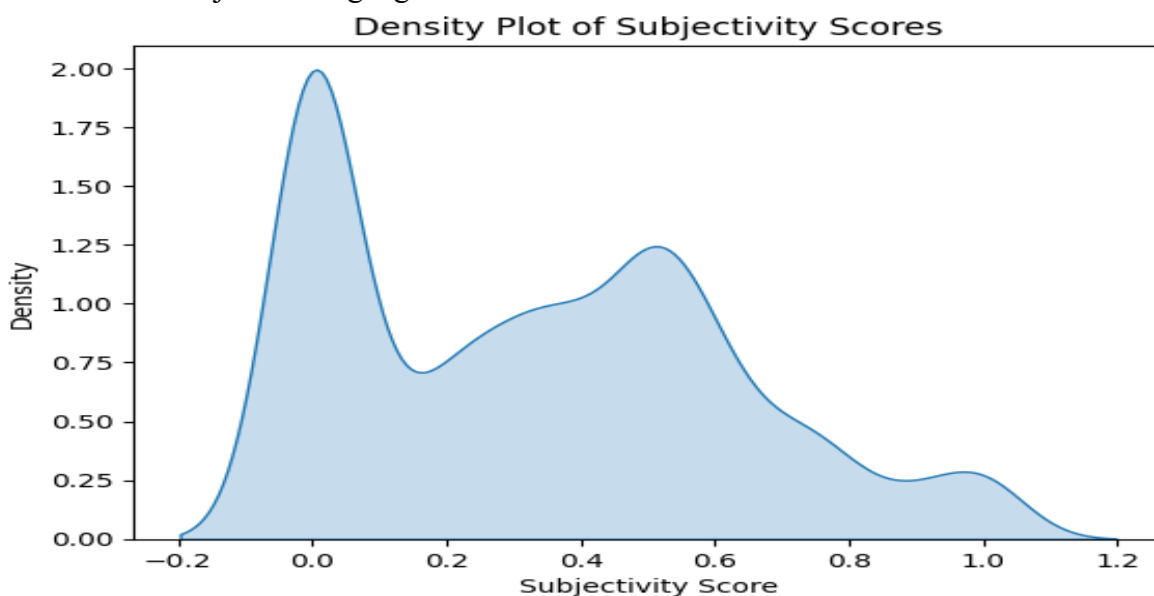
Polarity score:

This measures the degree to which the language in the transcript is positive, negative, or neutral. A score of 0 means the language is neutral, while scores closer to 1 indicate more positive language and scores closer to -1 indicate more negative language.



In this case, the average polarity score of 0.1459 suggests that the overall language used in the conference call transcripts was slightly positive and skewed to the right

Subjectivity score: This measures the degree to which the language in the transcript is objective or subjective. A score of 0 means the language is entirely objective, while scores closer to 1 indicate more subjective language.



In this case, the average subjectivity score of 0.33 suggests that the language used in the conference call transcripts was moderately subjective, meaning that it contained a mix of objective and subjective language.

Discussion:

Based on the frequency of the keywords, it seems that the Kellogg meeting may be discussing the company's performance over the past year, particularly in terms of growth, sales, and profits. The meeting may also touch on the company's strong brand and emerging markets, as well as its operating and net performance. The discussion may include guidance for the upcoming year, momentum, and performance in the U.S. market. Additionally, there may be a focus on the impact of inflation and the pandemic on Kellogg's business. The meeting may also address pricing and product mix in various categories, such as cereal. Furthermore, the Kellogg meeting may also discuss the company's performance on a quarterly basis and provide guidance for the upcoming quarter. The meeting may focus on the company's supply chain and how it is managing inflation and supply chain disruptions. Additionally, the meeting may address any questions or concerns from shareholders or investors. The discussion may also touch on the company's ongoing efforts to maintain a strong brand and continue its growth trajectory, particularly in emerging markets. Overall, the meeting is likely to cover a range of topics related to Kellogg's business performance, market trends, and future plans.

Prescriptive analysis and conclusion

Based on the keywords, it may be beneficial for Kellogg's management to focus on strategies for managing supply chain disruptions and inflation while maintaining a strong brand and continuing to grow in emerging markets and also how to thrive in the COVID scene. It may also be important to address any concerns or questions from shareholders or investors and provide clear guidance for the upcoming year and quarter. Analyzing market trends and competitor activity could also inform potential growth opportunities for Kellogg's business.

II - Analyzing Conference Call Transcripts

Introduction

Ticketmaster is an entertainment company responsible for providing tickets to events such as concerts, sports games, and theater shows. The company has been in operation since 1976 and has grown to become one of the largest ticketing companies in the world. With millions of users and events taking place every day, Ticketmaster has a significant impact on the entertainment industry. In this exercise, we will collect tweets related to Ticketmaster, analyze their sentiment, and gain insights into the public's perception of the company.

Methodology

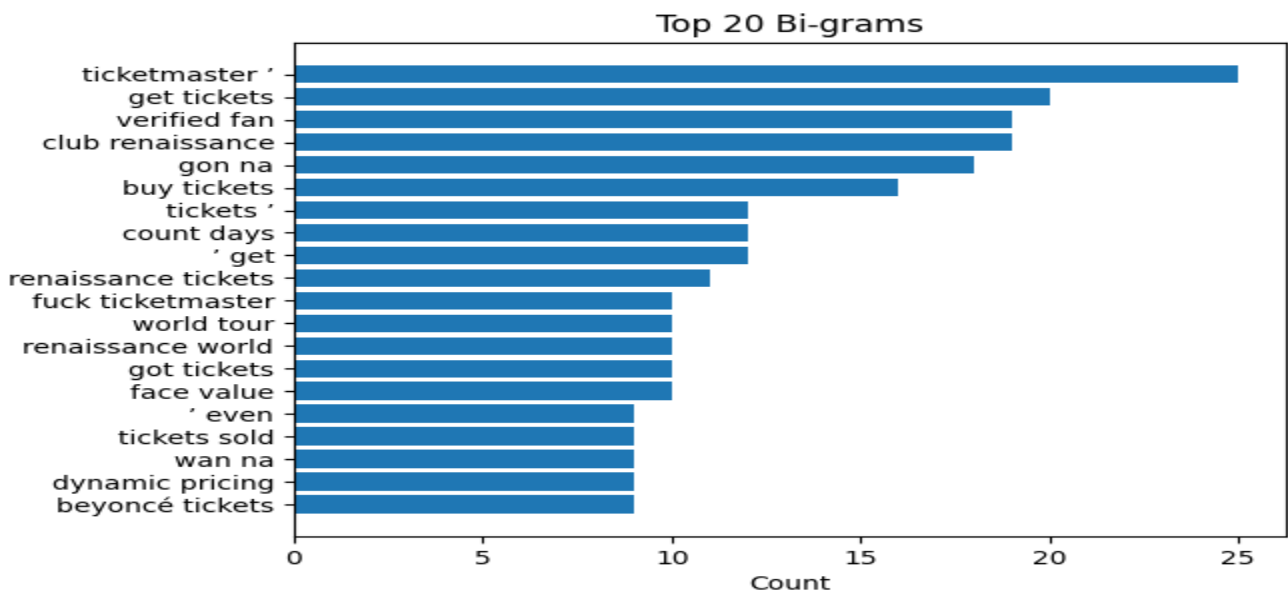
In the process of scraping data from twitter, the code sets a limit of 1000 tweets to retrieve and specifies a date range for the tweets to be collected from. Specifically, it retrieves tweets in English language that were posted between February 7, 2023 and February 14, 2023 (inclusive). I converted the data into pandas data frame. Then comes cleaning, and analysis.

Data cleaning

In the process of cleaning the tweets, created a code that removes mentions, hashtags, https, retweets (this could cause redundancy) etc. After I did further cleaning. I further cleaned up the tweets collected in the previous task by removing unnecessary terms like stopwords, punctuations, and spaces. I tokenized the words and performed an n-gram analysis on the tweets. I created a word frequency data frame for the tweets and plotted it using a bar chart. I filtered and sorted the data accordingly and identified the most frequently used words to see if there are any patterns or trends across the tweets.

Key Findings – Descriptive Analysis

N-gram Analysis



The most frequent n-grams were bi-grams and tri-grams. The word frequency dataframe showed that the most frequently used words were related to the topic. The top five most frequently used

words were "ticketmaster", "get ticket", "verified fan", "club renaissance", and "gon na" – an diction normally used on twitter - . The bar chart showed a clear pattern in the word usage, with the top words being related to the topic.

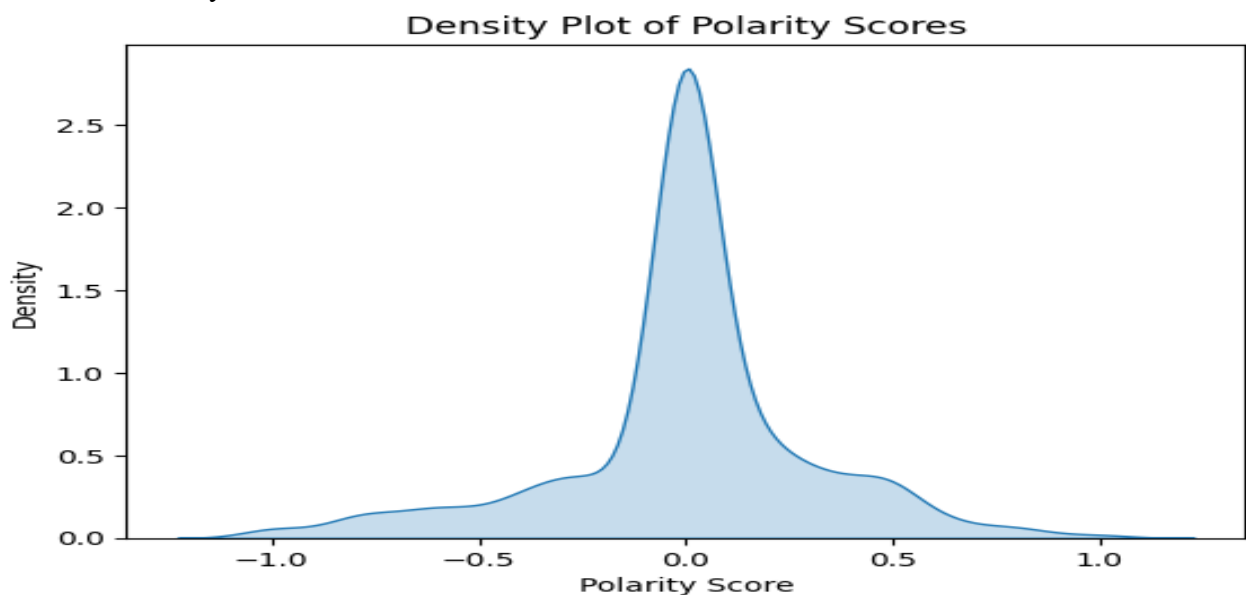
Some of these phrases suggest frustration with Ticketmaster's ticketing system, such as "fuck Ticketmaster", while others suggest excitement about purchasing tickets, such as "got tickets". The phrase "verified fan" suggests that Ticketmaster may be using a system to prioritize ticket sales for verified fans.

Additionally, phrases like "club Renaissance" and "Renaissance world" suggest that these tickets may be for an event or tour related to Renaissance, and the mention of Beyoncé and Taylor Swift suggests that these artists may be associated with the tickets.

Overall, the n-gram analysis provides insights into the language and sentiment surrounding Ticketmaster and purchasing tickets, as well as potential clues about the specific event or tour that the tickets are for.

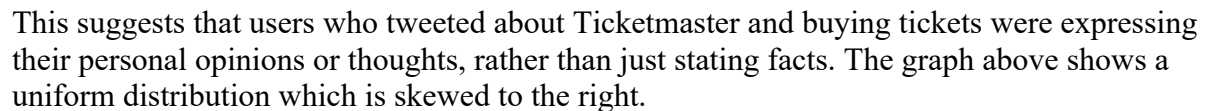
Polarity Analysis:

This tells us the tone. In my analysis, I got a polarity score of 0.00087. This figure is closer to zero. If not we say it's 0.



This suggests that the overall sentiment of the tweets collected is very neutral or balanced, and there is no strong positive or negative sentiment towards the topic of Ticketmaster and buying tickets. In other words, individuals are angry that at the company for high and dynamic prices. Others are also excited because they got their tickets.

The average subjectivity score of the tweets you collected is 0.349, which indicates that the language used in the tweets is moderately subjective or opinionated.

[illegible]

The graph above represent the most frequently used in the tweets collected in the analysis related to Ticketmaster and buying tickets. The most frequent phrases are "Ticketmaster", "get tickets" etc. Additionally, there are frequent references to "buying tickets", "count days", "Renaissance tickets", "world tour", "face value", "tickets sold", and "dynamic pricing".

Some phrases indicate frustration with Ticketmaster's ticketing system, including "fuck ticketmaster", "service fees", and "resale prices". Other phrases suggest excitement and enthusiasm about purchasing tickets, such as "Beyoncé tickets" and "floor seats".

Some tweets refer to receiving emails and accessing codes, indicating that users may be participating in ticket presales. The analysis also identified the use of lottery systems and waitlists.

Overall, the analysis provides insights into the language and attitudes expressed by users towards Ticketmaster and the process of buying tickets.

Prescriptive Analysis and Conclusion

Based on the n-gram analysis, sentiment analysis, and average subjectivity and polarity score, here are some prescriptive insights and recommendations:

- Ticketmaster should prioritize improving the user experience for purchasing tickets, particularly by addressing issues related to service fees and the ticketing system.
- Ticketmaster should continue to prioritize presale codes and early access programs for fans to generate buzz and interest in purchasing tickets.
- Ticketmaster should monitor social media sentiment regularly to identify emerging issues and trends and to proactively address customer concerns.
- Ticketmaster should consider investing in customer service resources to provide prompt and effective responses to users who experience difficulties with the ticketing process.

Overall, the n-gram analysis suggests that fans are excited and enthusiastic about purchasing tickets, with phrases like "got tickets" appearing frequently. However, the sentiment analysis reveals a mixed sentiment, with both positive and negative emotions and frustrations expressed in the tweets. This highlights the importance of Ticketmaster's role in facilitating a positive ticket-buying experience for fans.