Define Problem/Problem Understanding

Business Requirements

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| Team ID | NM2023TMID05035 |
| Project Name | Dissecting the Digital landscape: A Comprehensive analysis of social media |

Business Requirements:

Understanding Customer Behavior:

Companies want to understand how their target audience behaves on social media, what content they engage with, and how they make purchasing decisions.

Reputation Management:

Monitoring and managing their brand's reputation by tracking mentions, sentiment, and customer feedback to respond to issues promptly.

Competitive Intelligence:

Gaining insights into competitors' social media strategies, customer engagement, and market positioning.

Content Strategy:

Determining what type of content is most effective, the best posting times, and which platforms are most suitable for their audience.

Customer Service:

Enhancing customer support by addressing queries, concerns, and issues raised by customers on social media.

Influencer Marketing:

Identifying and collaborating with influencers who can authentically promote their products or services to a broader audience.

Market Research:

Conducting market research to identify emerging trends, customer preferences, and opportunities in the industry.

Crisis Detection and Management:

Detecting potential crises or negative sentiment early to mitigate damage and respond effectively.

ROI Assessment:

Measuring the return on investment for social media marketing efforts, including ad spend and resource allocation.

Regulatory Compliance:

Ensuring that social media activities adhere to relevant regulations and compliance standards.