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7 October 2013 | By Estelle Metayer. Analysis is often where the ball drops as far as competitive intelligence analysts are concerned. Yet this is the only way the team can truly extract insights from the data and the intelligence gathered, and have a chance to play a role in the company's strategic planning process.

50 Competitive Intelligence Analysis Techniques

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Website Traffic, Demographics, and Competitors - Alexa

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Key Points. Porter's Five Forces Analysis is an important tool for understanding the forces that shape competition within an industry. It is also useful for helping you to adjust your strategy to suit your competitive environment, and to improve your potential profit.

Porter's Five Forces - Understanding Competitive ... - Online

Fig. 1 lists the main steps for the text mining process used in our study. By following the three steps (pre-processing, applying text mining, and evaluating the mining results and recognize actionable information), we were able to identify new knowledge including patterns, issues and themes from the collected social media data.

Social media competitive analysis and text mining: A case ...

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