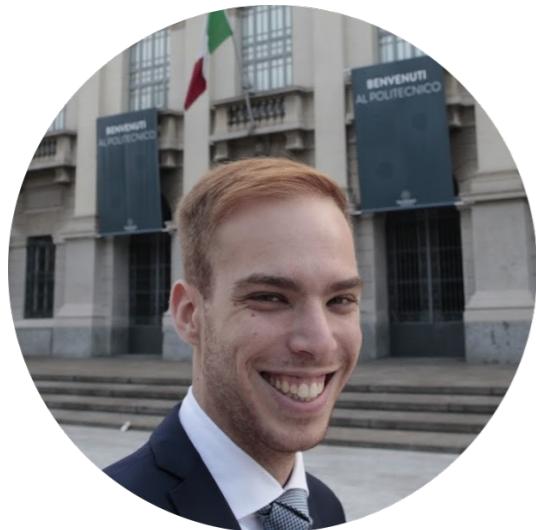




EMPORIO SIRENUSE
datashack - 23 February 2018

Your Team



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- Current Situation
- Initial Data Exploration
- Scope of Work
- Intended Structure
 - Community detection and characterization
 - System characteristics
- Development phases

Emporio Sirenuse has a brand image which is truly entrenched with the **Le Sirenuse Hotel**. While **protecting its heritage**, we would like to enhance the popularity of the **fashion brand independently**.

Emporio Sirenuse is building a strong presence online, daily through Instagram. Using data from competitors, users and the Emporio Sirenuse account we will help the brand enrich the social media strategy.



Initial Analysis

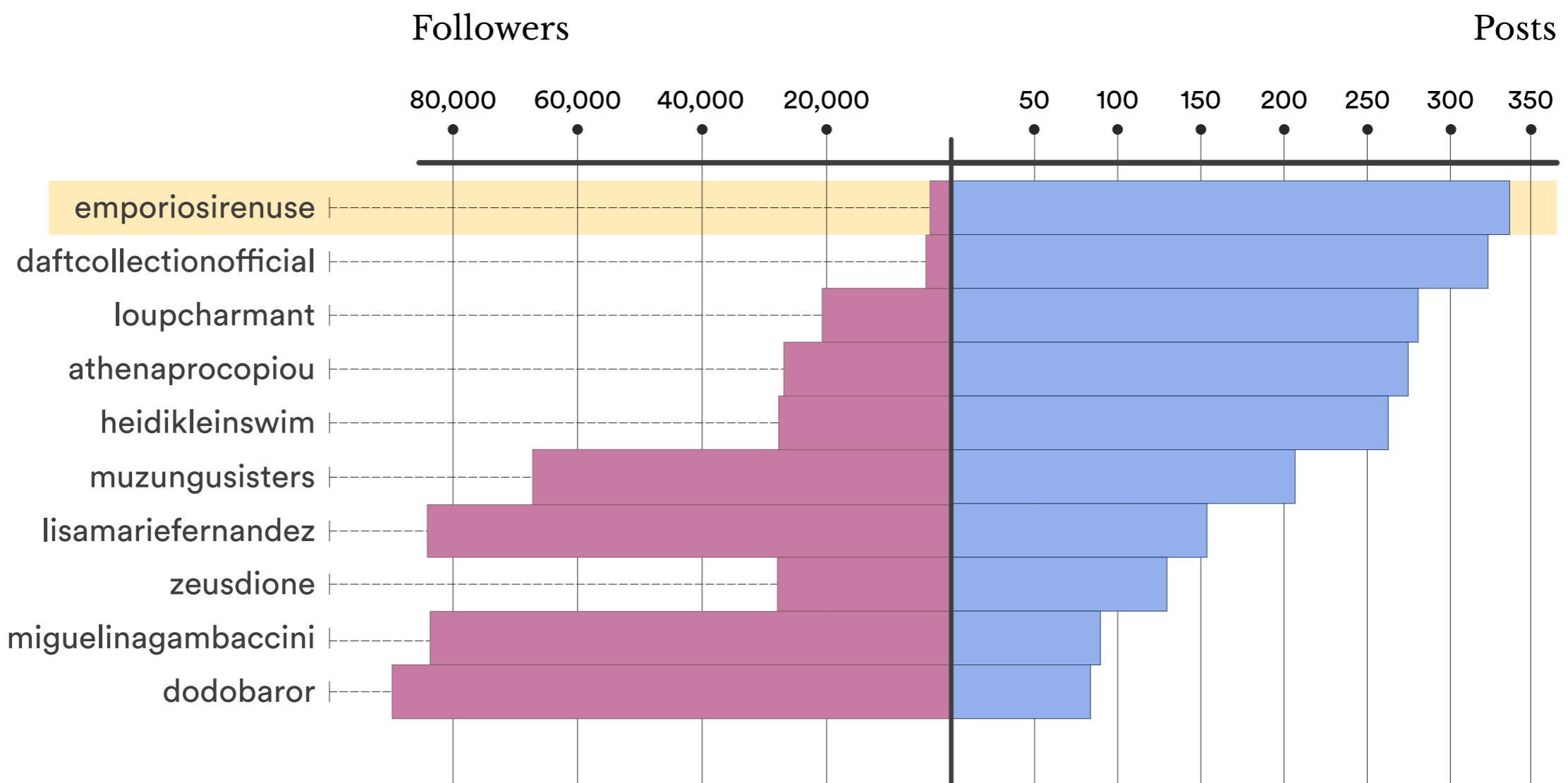
INITIAL ANALYSIS

SCOPES

INTENDED SYSTEM

PHASES

How do brands with many followers post on their feeds?



How do brands with many followers post on their feeds?

Brands with a higher amount of followers tend to have a lower amount of posts, is it for strategic reasons?
how do they post their content?

Initial Analysis

INITIAL ANALYSIS

SCOPES

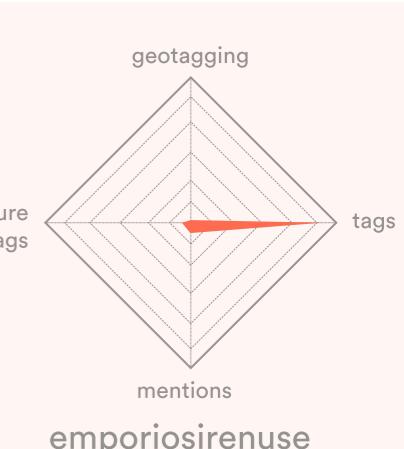
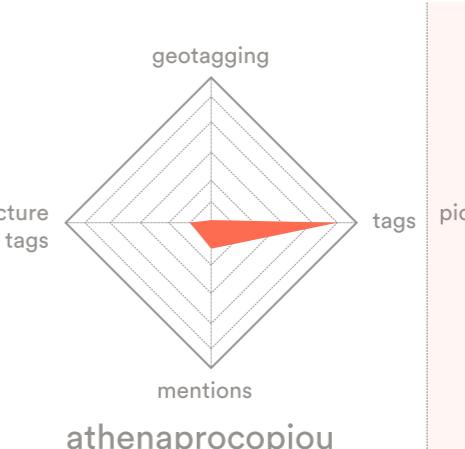
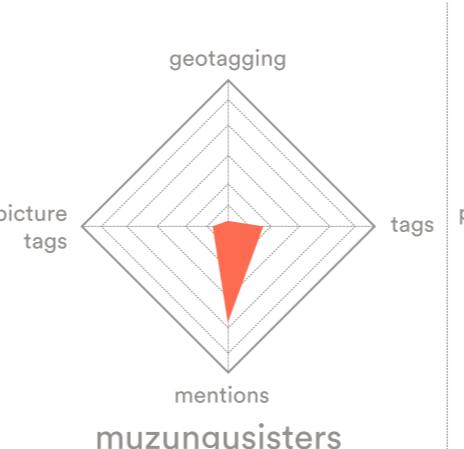
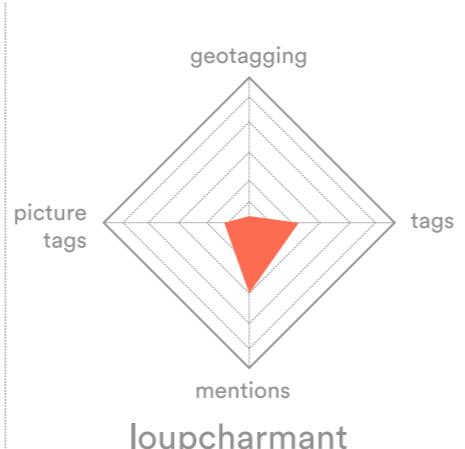
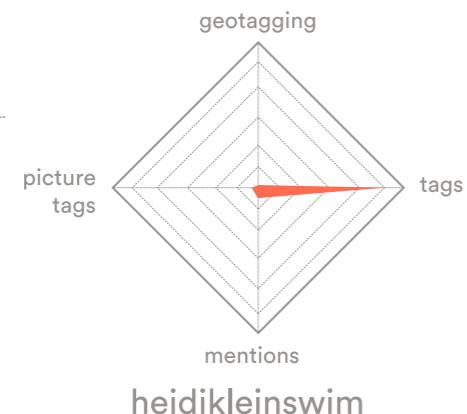
INTENDED SYSTEM

PHASES

How do brands behave online?

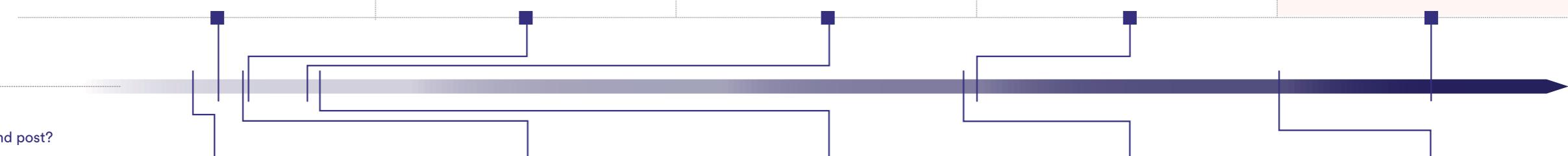
BRAND STRATEGY
ON INSTAGRAM

are there similarity
between brands
strategies on Instagram?

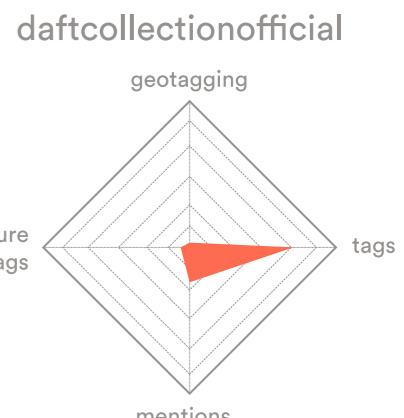
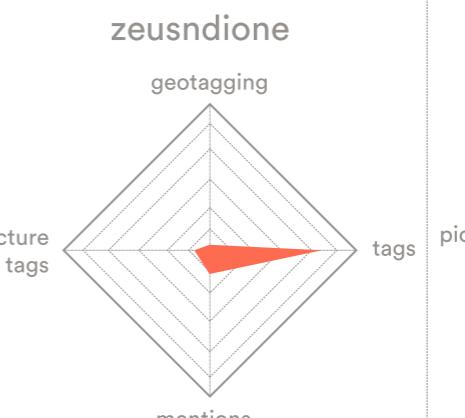
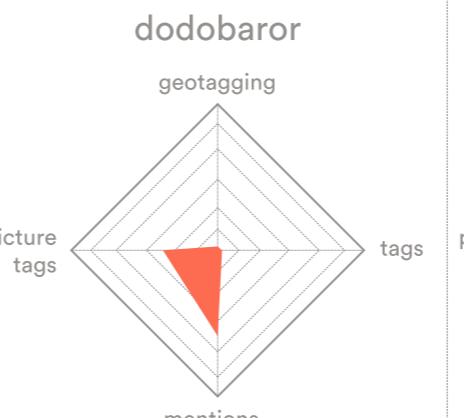
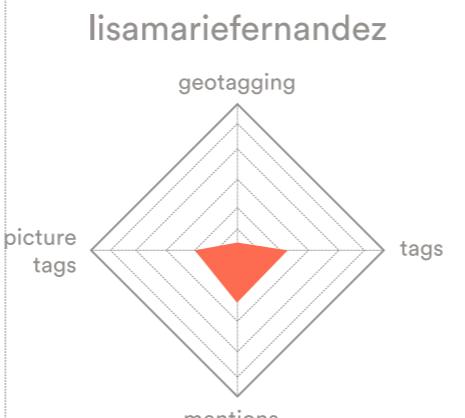
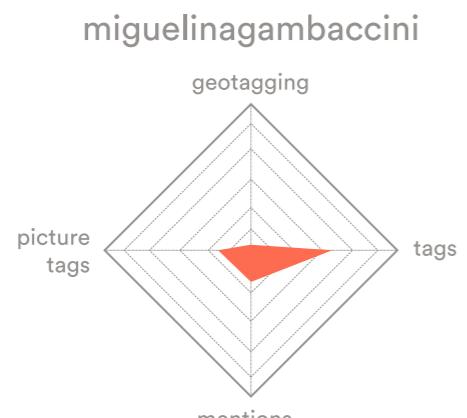


ENGAGEMENT
INDEX

how are users likely
to interact with a brand post?

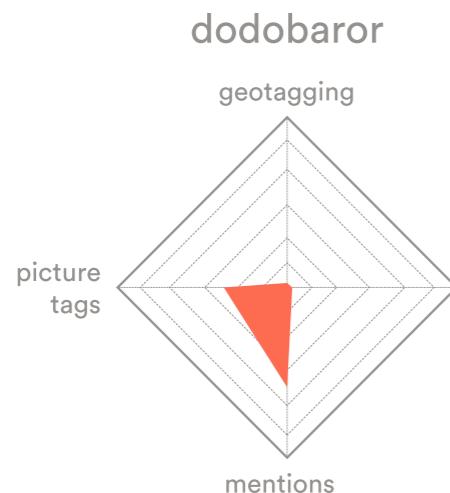


BRAND STRATEGY
ON INSTAGRAM

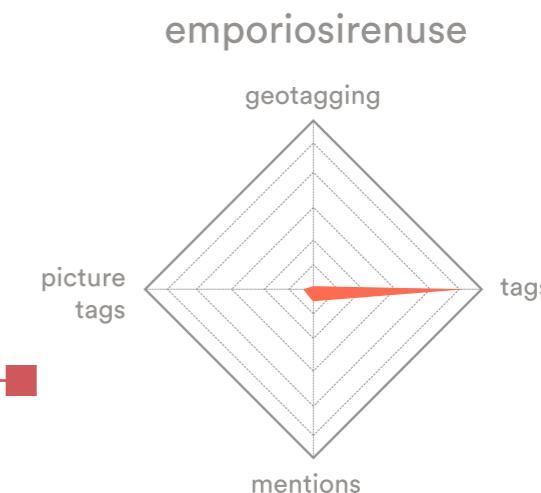


How do brands behave online?

emporiosirenuse and dodobaror use **different strategies** which had lead to significantly different results.

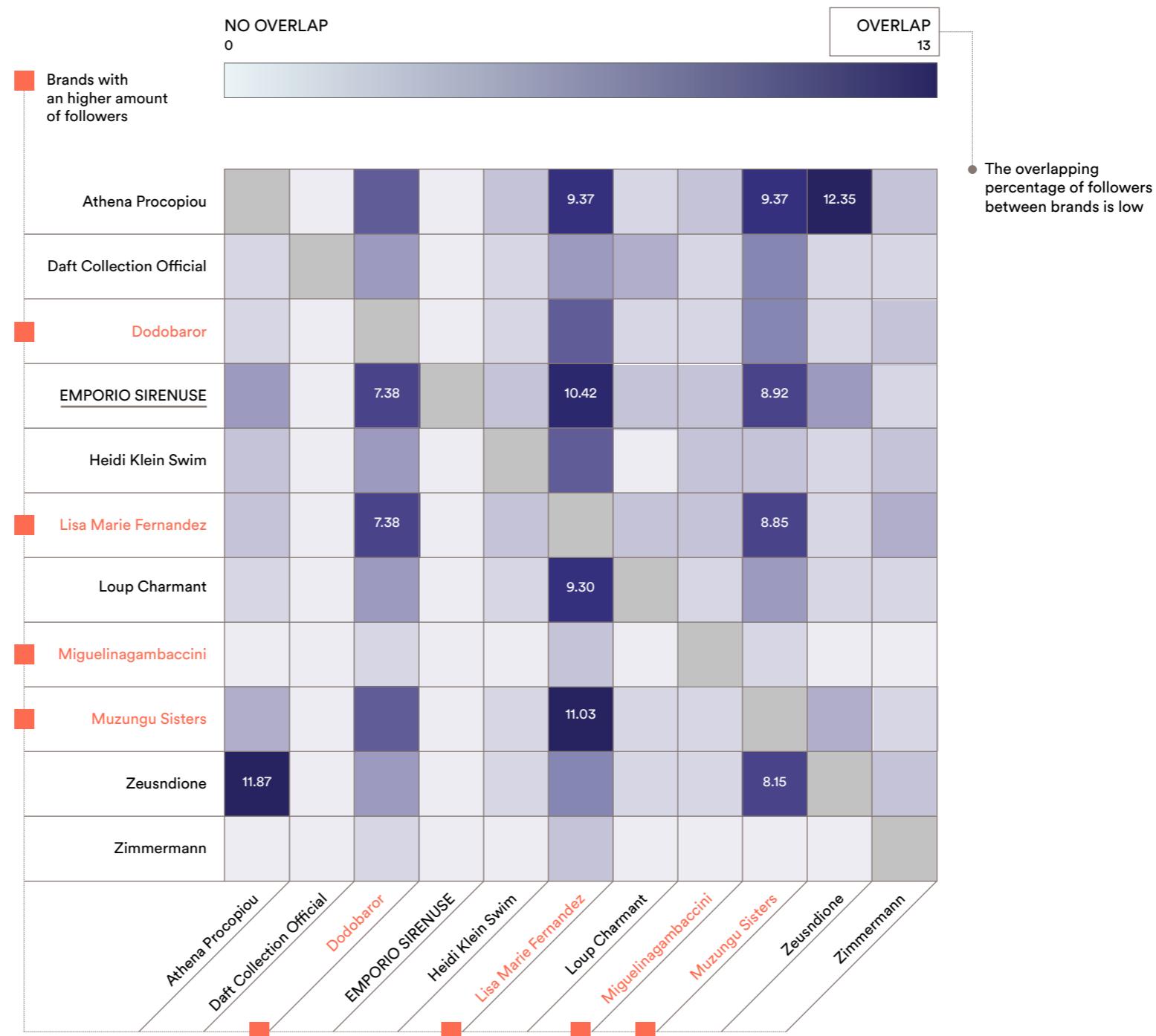


With dodobaror, we have a really high amount of followers and stable interaction.



While with emporiosirenuse, we have a **high number of likes for single posts**, but we are lacking stable interaction.

Do brands share followers?



Do brands share followers?

We see
no massive groups of users are shared between similar brands.

This low percentage of shared followers can be a good starting point for our analysis: **is there a “hidden” community that can be targeted effectively?**

Scope of Work

INITIAL ANALYSIS SCOPES INTENDED SYSTEM PHASES

Taking advantage of big data, we are working to identify **relevant online communities** in terms of **lifestyle**. Our plan is to implement **artificial intelligence based learning models** to convert insight obtained from data analysis and social media analytics into a **tool to enhance Emporio Le Sirenuse brand**.



PHASE 1

Understand and identify different
online communities

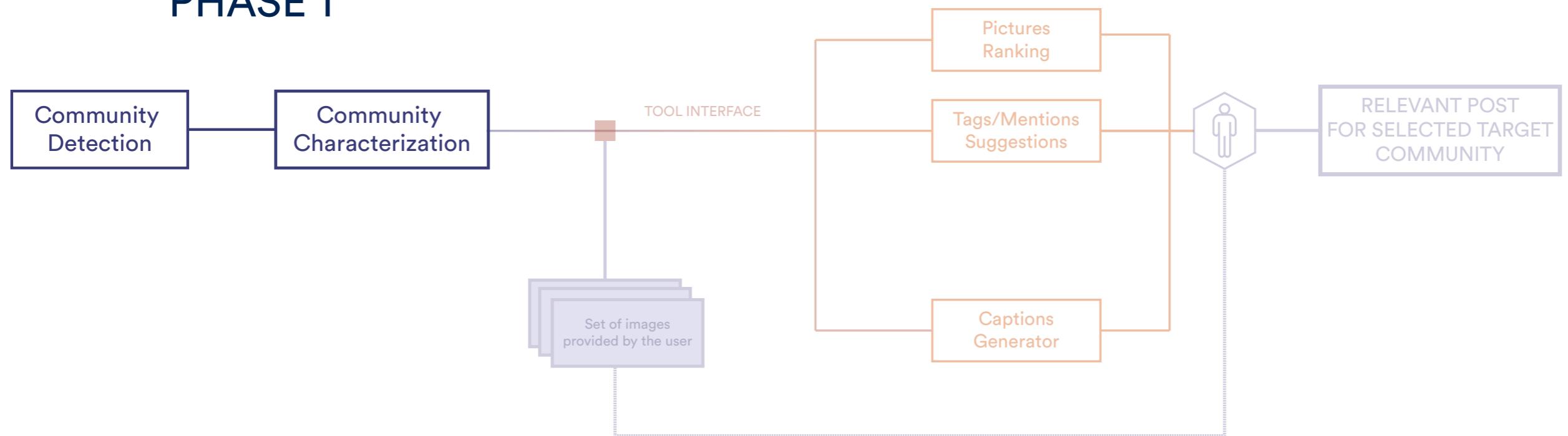
PHASE 2

Artificially intelligent assistant for social media content

Intended System

INITIAL ANALYSIS SCOPES INTENDED SYSTEM PHASES

PHASE 1



PHASE 1

Understand and identify different online communities

We are focusing on Instagram as the presence of both **textual and visual** contents allow us to **interpret different fashion lifestyles and moods**.

Pictures, captions and hashtags from followers and competitors feeds will be used to analyze Le Sirenuse's ecosystem.

PHASE 1

How do consumers and competitors behave online?

IS THERE A PATTERN IN COMPETITORS CONTENTS?

Do potential buyers converge on a shared language, lingo or hashtags?

Do potential buyers have a theme in their posts?

DO POSTS HAVE DEFINED STYLES?

IS CONTENT DEFINING THE USER'S LIFESTYLE?

PHASE 1

TEXT CLUSTERING

Textual elements will be used to find language similarities between users and competitors.

PICTURES CLUSTERING

Pictures will be used to find similar styles and interests between users and competitors.

Informations will be divided in groups and analyzed to find latent correlation between different users.

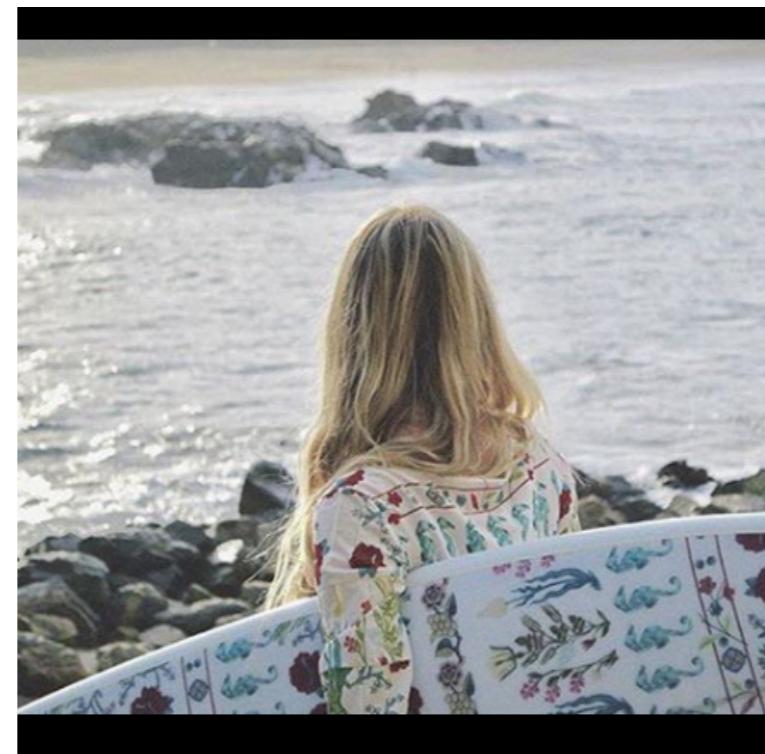
PHASE 1

Implementing artificial intelligence technology, competitor pictures will be analyzed by categories:

MODELED



MOOD



STILL LIFE

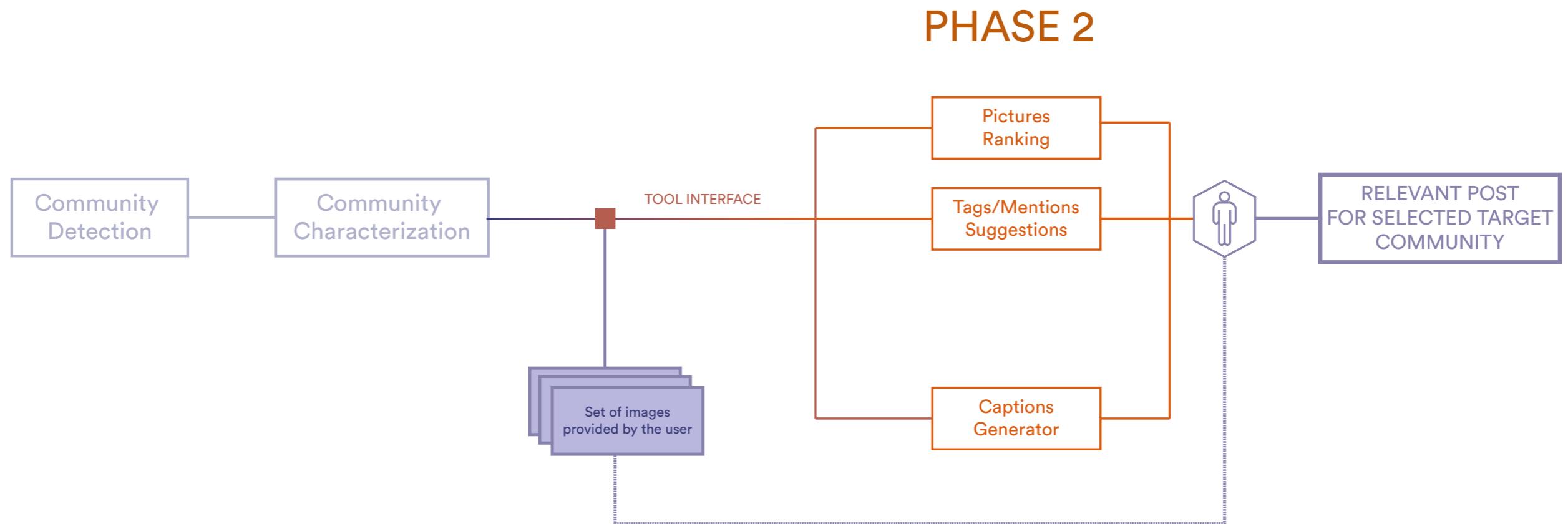


This classification will be a starting point for a **more complex description** of the competitors behavior.

Intended System

INITIAL ANALYSIS SCOPES INTENDED SYSTEM PHASES

PHASE 2



PHASE 2

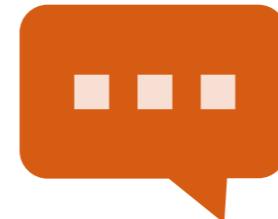
Artificially intelligent assistant for social media content

3 main tool components:

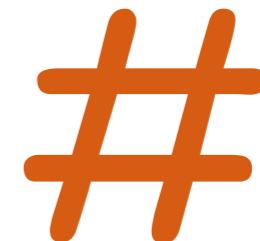
PICTURES
SUGGESTION



CAPTION
SUGGESTION



HASHTAG
SUGGESTION



PHASE 2

PICTURES SUGGESTION

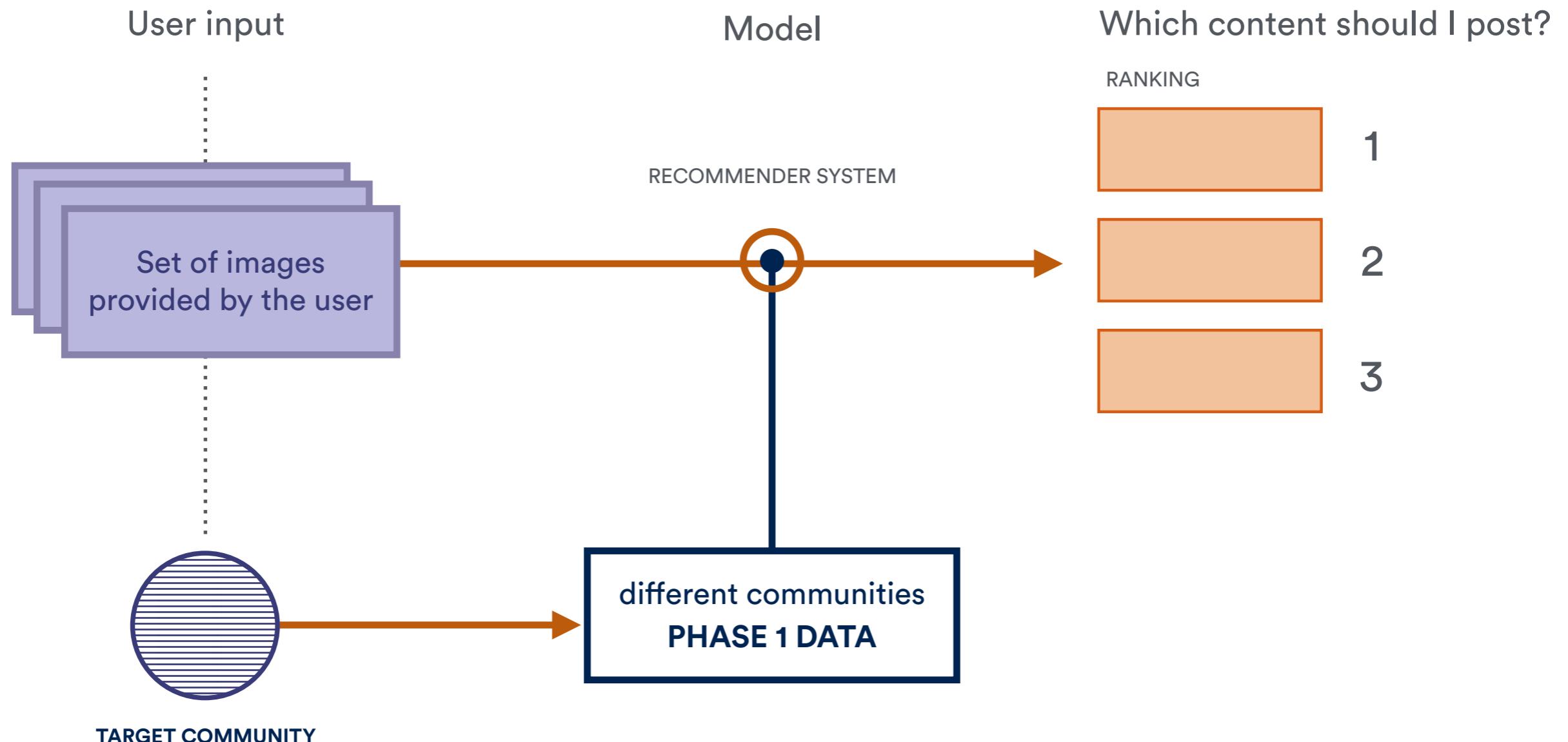
Given a set of images as an input, based on PHASE 1 results, we will group images by similarity and rank them by engagement. This will allow for community-specific picture suggestions.



Intended System

PHASE 2

INITIAL ANALYSIS SCOPES INTENDED SYSTEM PHASES



PHASE 2

CAPTION SUGGESTION

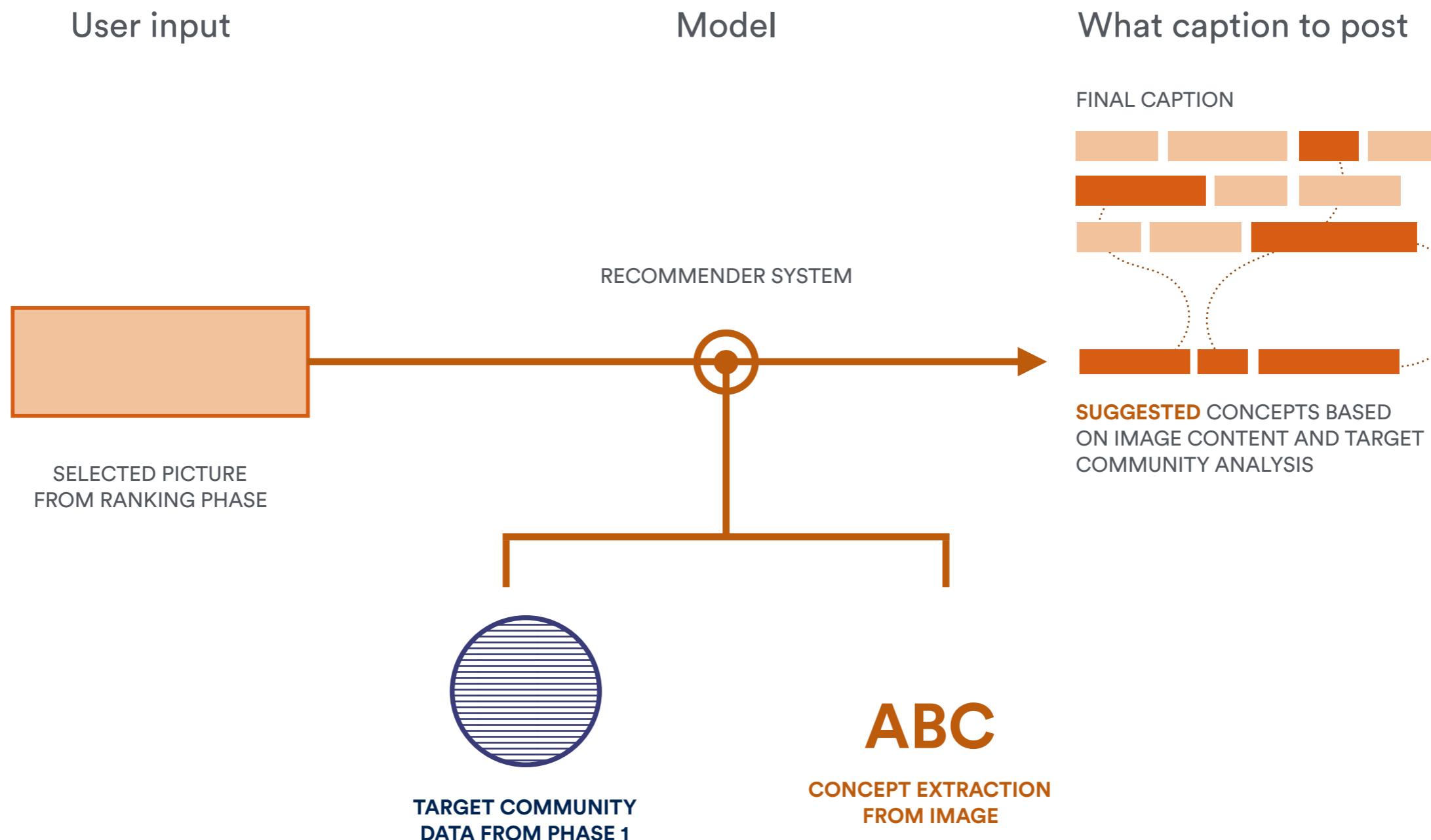
Using Computer Vision and NLP (Natural Language Processing), the tool will suggest captions for the picture specified.



Intended System

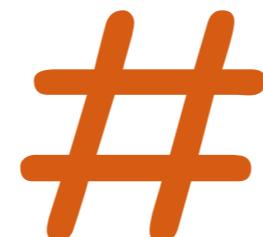
PHASE 2

INITIAL ANALYSIS SCOPES INTENDED SYSTEM PHASES



HASHTAG SUGGESTION

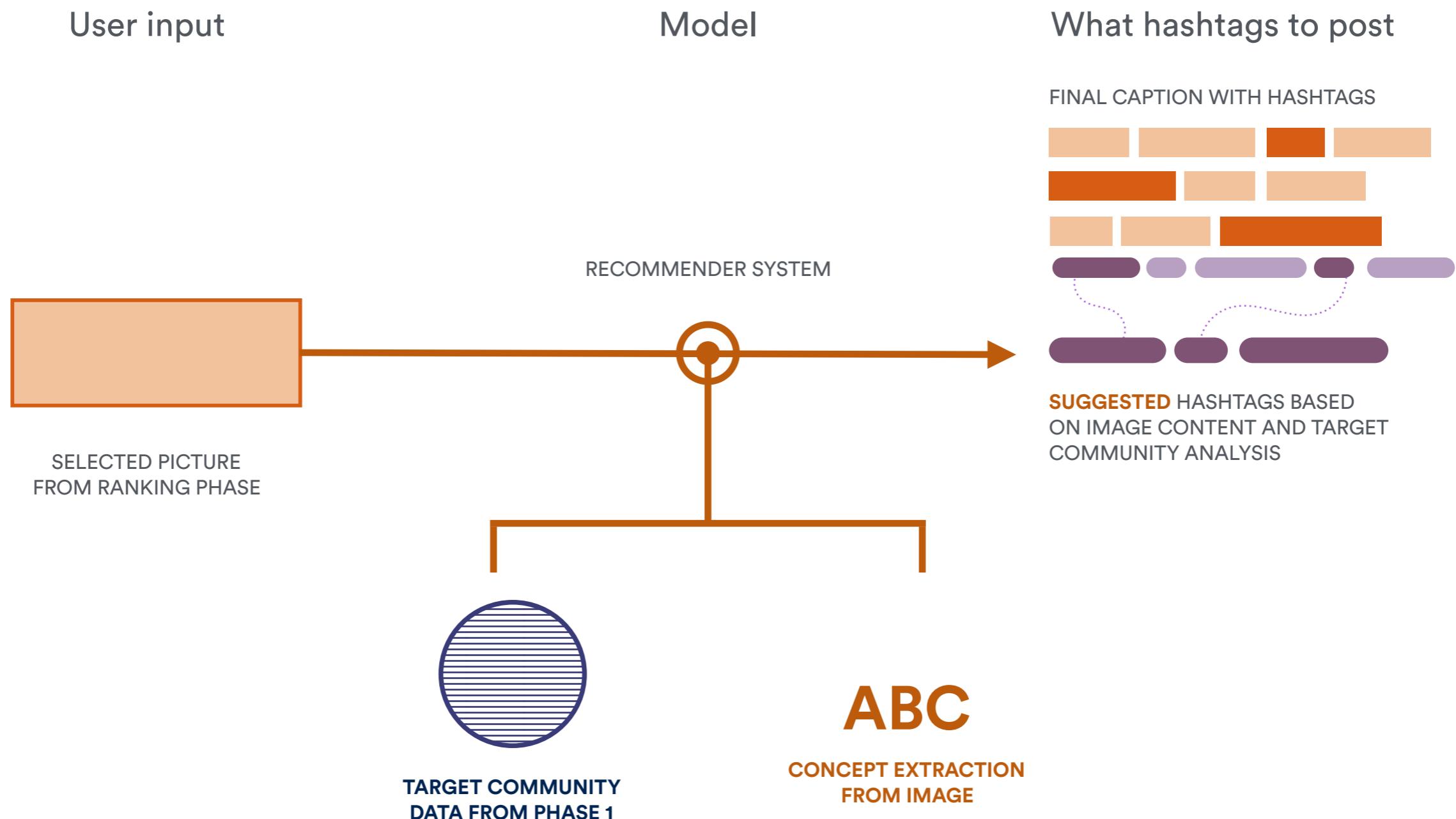
Similarly, Hashtags will be grouped to allow personalized suggestions for moods/communities.



Intended System

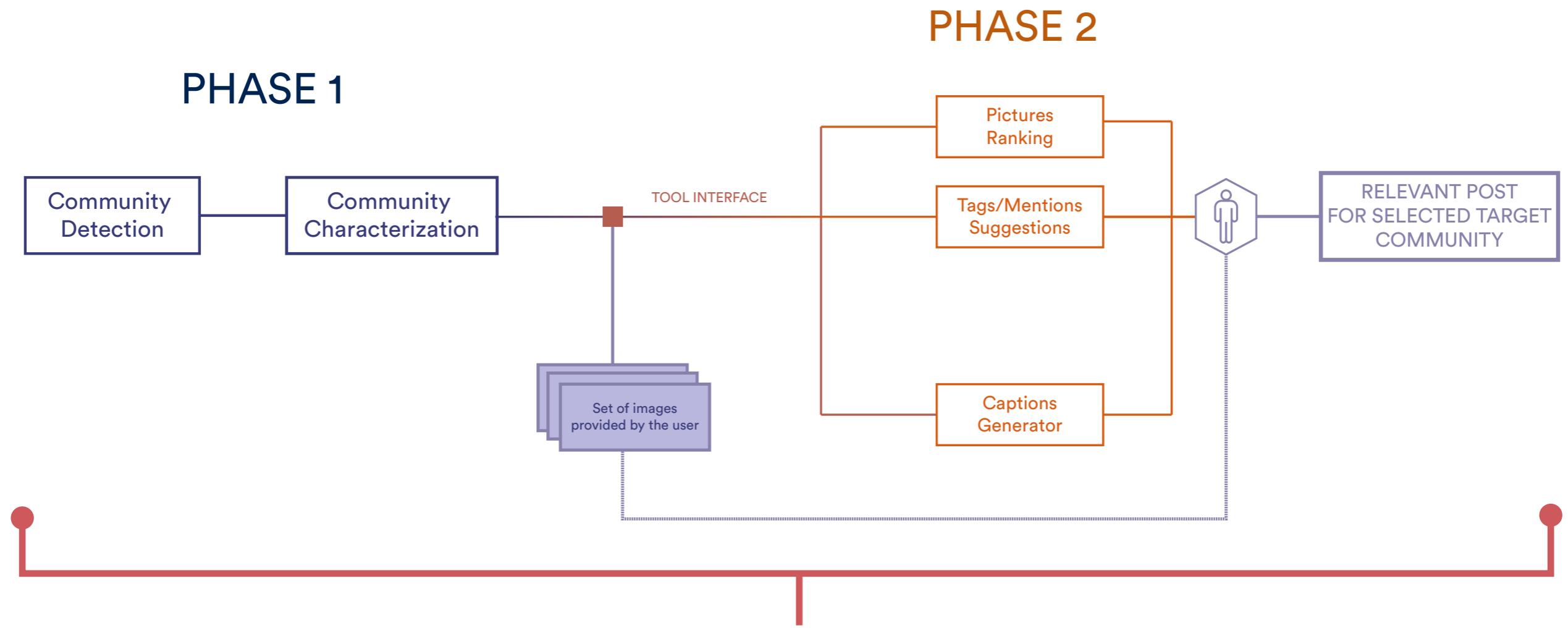
PHASE 2

INITIAL ANALYSIS SCOPES INTENDED SYSTEM PHASES



Timeline

INITIAL ANALYSIS SCOPES INTENDED SYSTEM PHASES



A first implementation of the entire structure will be tested by **March 9** (before Italy)

Timeline

INITIAL ANALYSIS SCOPES INTENDED SYSTEM PHASES

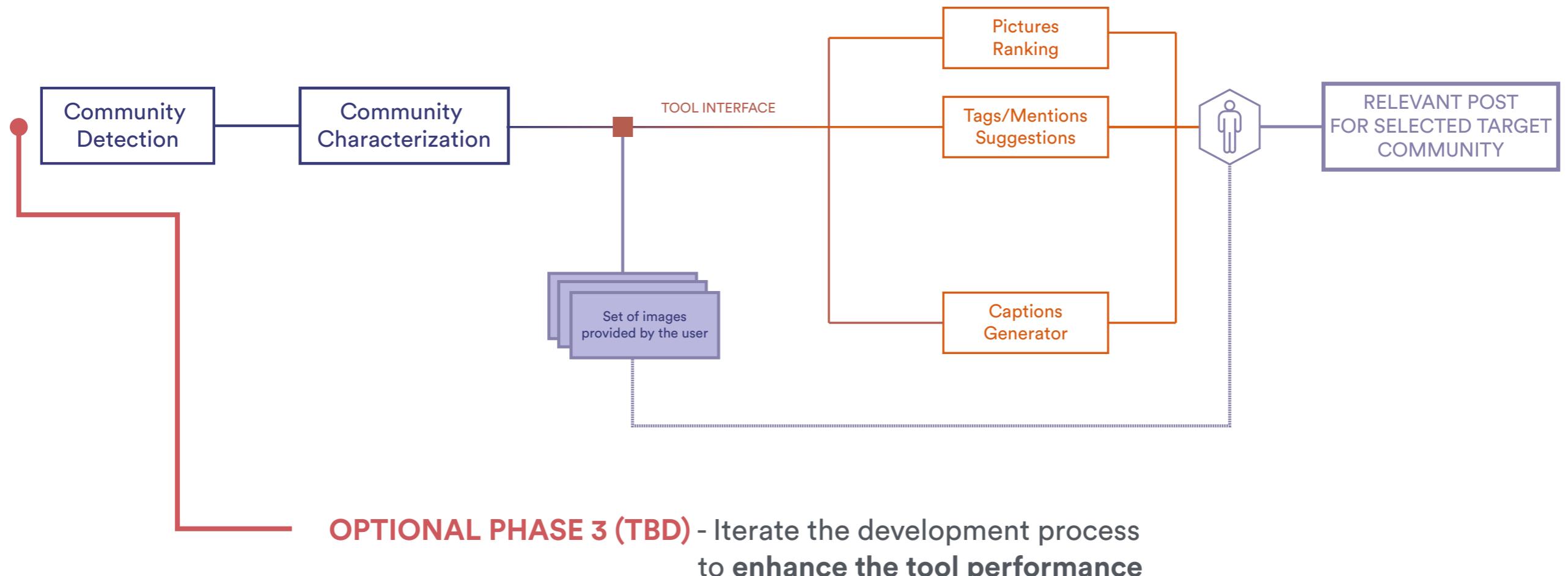
A first implementation of the entire structure will be **tested by March 9** (before Italy)



The final tool will be **implemented and delivered by May 1st**

Timeline

INITIAL ANALYSIS SCOPES INTENDED SYSTEM PHASES



Our goal is to build on Emporio Sirenuse's successful model by identifying opportunities for continuing growth.

The use of contemporary **Artificial Intelligence techniques** will go a long way in helping the brand **reach its digital marketing vision** of relevance and popularity.



Thank You
