

21/03/2024

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Class: BE

Div: C1

Batch: C12

Roll no: 2003054

Group no: 9

Assignment 9

* Problem statement:

Analyse competitor activities using social media data. Also perform brand analysis

* Theory:

Google Trends is a useful search trends feature that shows how frequently a given search term is entered into Google's search engine relative to the site's total search volume over a given period of time.

Google Trends can be used for comparative keyword research and to discover event-triggered spikes in keyword search volume.

It provides keyword-related data including search volume index and geographical information about search engine users.

* How google trends works?

Google Trends can be explored by using the existing

tool and seeing what searches are currently trending, then digging into a topic for more information.

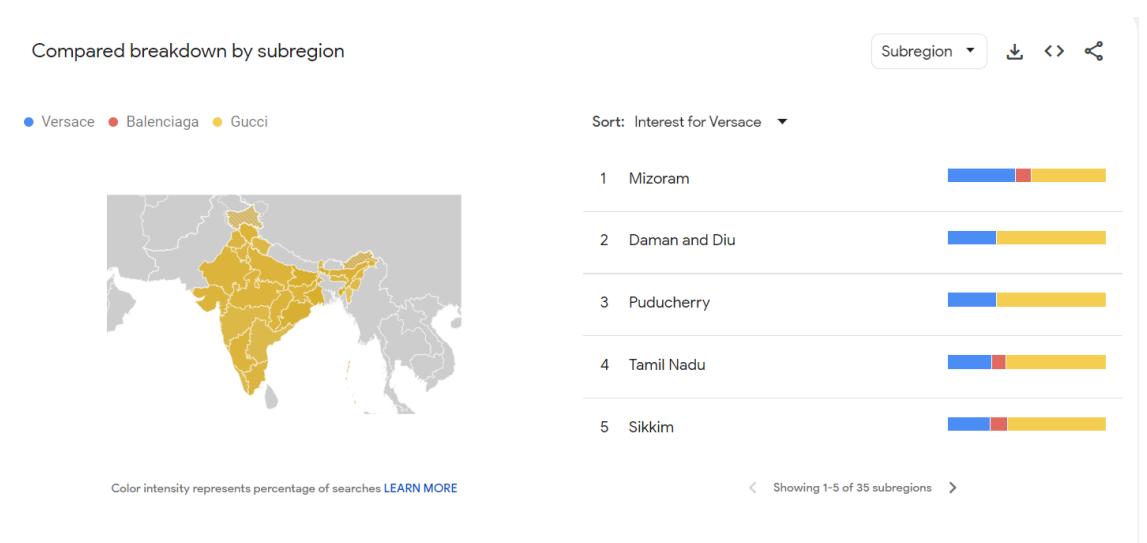
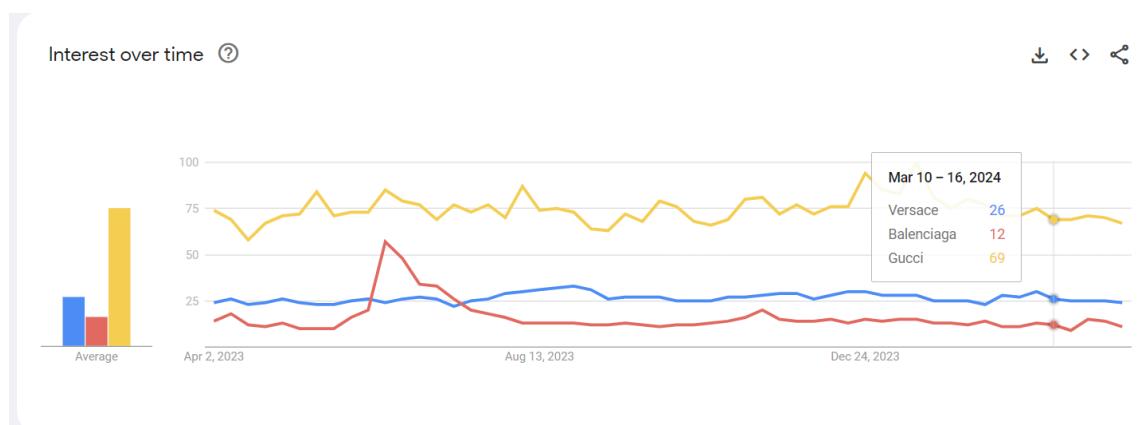
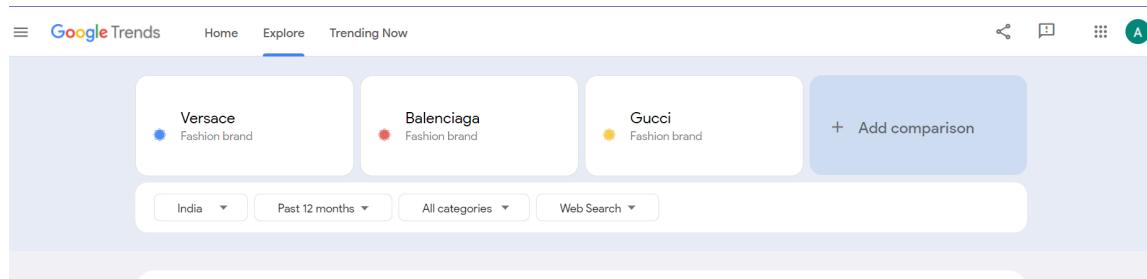
For example, Google Trends recently showed information on trending searches related to Hurricane Dennis, such as top relevant search terms across the US like top "how to" search queries in Florida.

P. Trending

- **Time Graph:** When you search for a term on Trends, you will see a graph showing the term's popularity over time in (nearly) real time. Hovering your mouse over the graph reveals a number, which reflects how many searches have been done for the particular term.
- **Most Searched Topic in every regional country:** When you search for multiple terms on Trends, you can see a comparative map showing which term or topics is most searched in each region.
- **Rising Data:** At the bottom of your results page, the Related queries chart can show you the top & rising terms associated with any topic or trending story.
- **Data that is excluded:** Trends excludes certain data from your searches.

Khushi Bhatia - 2003020
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ASSIGNMENT 9 Output



Compared breakdown by city

City

● Versace ● Balenciaga ● Gucci



Color intensity represents percentage of searches [LEARN MORE](#)

Sort: Interest for Versace

1	Aizawl	
2	Manipal	
3	Jagadhri	
4	Saprur	
5	Zirakpur	

< Showing 1-5 of 48 cities >

Compared breakdown by subregion

Subregion

● Versace ● Balenciaga ● Gucci



Color intensity represents percentage of searches [LEARN MORE](#)

Sort: Interest for Balenciaga

1	Jammu and Kashmir	
2	Uttarakhand	
3	Meghalaya	
4	Jharkhand	
5	Andhra Pradesh	

< Showing 1-5 of 35 subregions >

Compared breakdown by city

City

● Versace ● Balenciaga ● Gucci



Color intensity represents percentage of searches [LEARN MORE](#)

Sort: Interest for Balenciaga

1	Panchkula	
2	Amritsar	
3	Ladian Kalan	
4	Chandigarh	
5	Gurgaon	

< Showing 1-5 of 48 cities >

Compared breakdown by subregion

● Versace ● Balenciaga ● Gucci



Color intensity represents percentage of searches [LEARN MORE](#)

Sort: Interest for Gucci ▾

1 Andaman and Nicobar Islands



2 Dadra and Nagar Haveli



3 West Bengal



4 Bihar



5 Tripura



Showing 1-5 of 35 subregions

Compared breakdown by city

● Versace ● Balenciaga ● Gucci



Color intensity represents percentage of searches [LEARN MORE](#)

Sort: Interest for Gucci ▾

1 Chhat



2 Abhepur



3 Gurdaspur



4 Kishanpur urf Bakhshiwala



5 Hoshiarpur

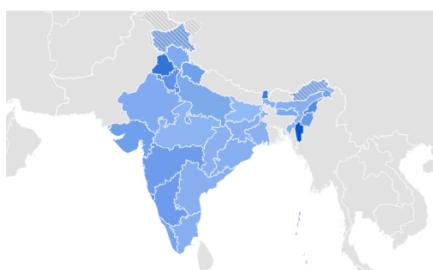


Showing 1-5 of 48 cities

Versace

Interest by subregion [?](#)

Subregion



Related queries [?](#)

Rising

1 spicebomb extreme

+4,100%

2 dkny be delicious

+3,000%

3 versace dylan purple

+550%

4 afnan 9pm

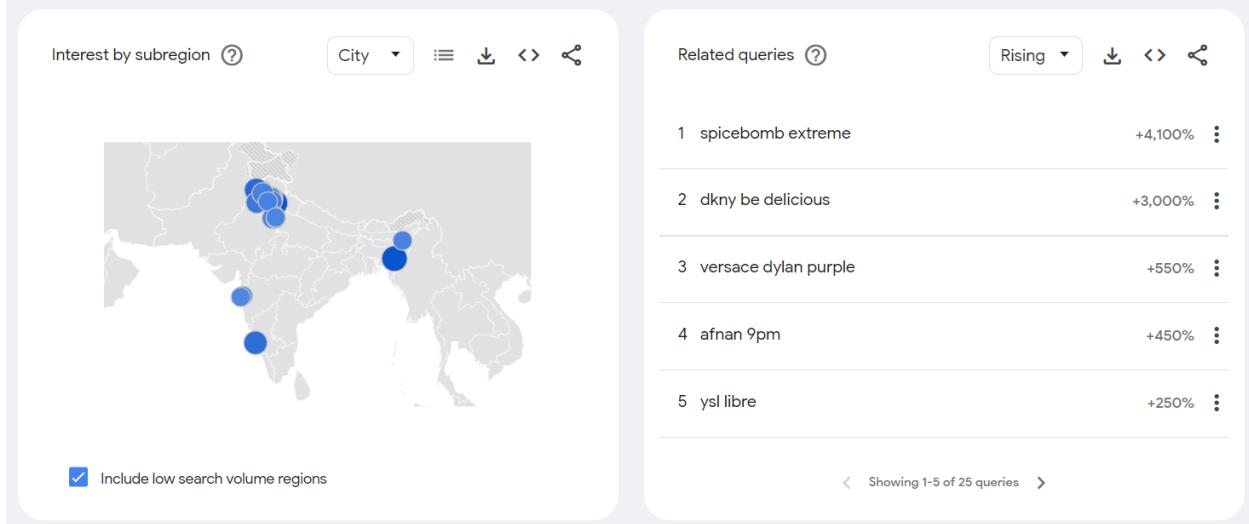
+450%

5 ysl libre

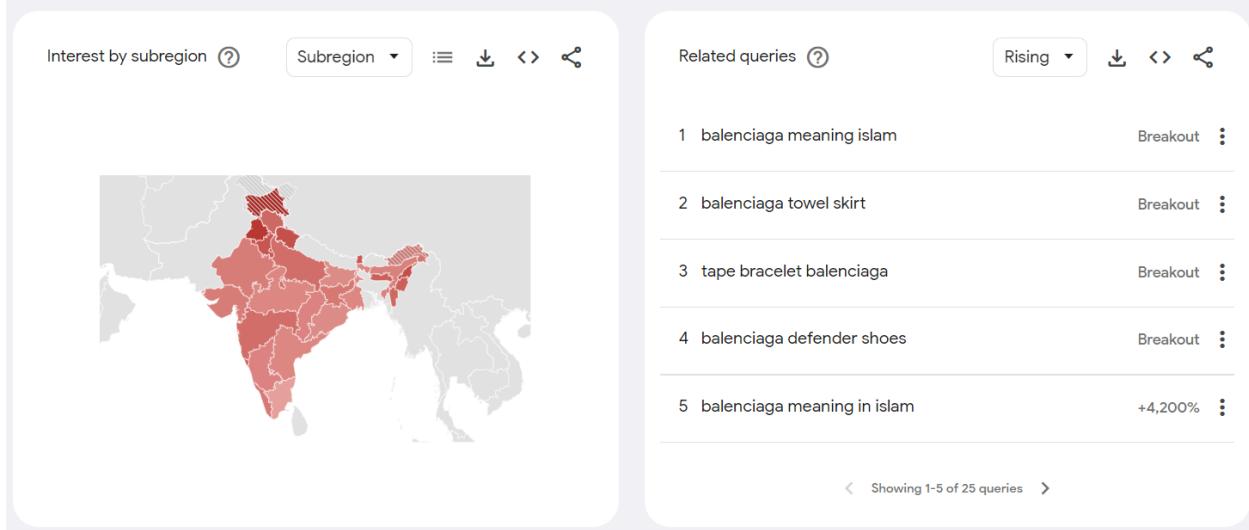
+250%

Showing 1-5 of 25 queries

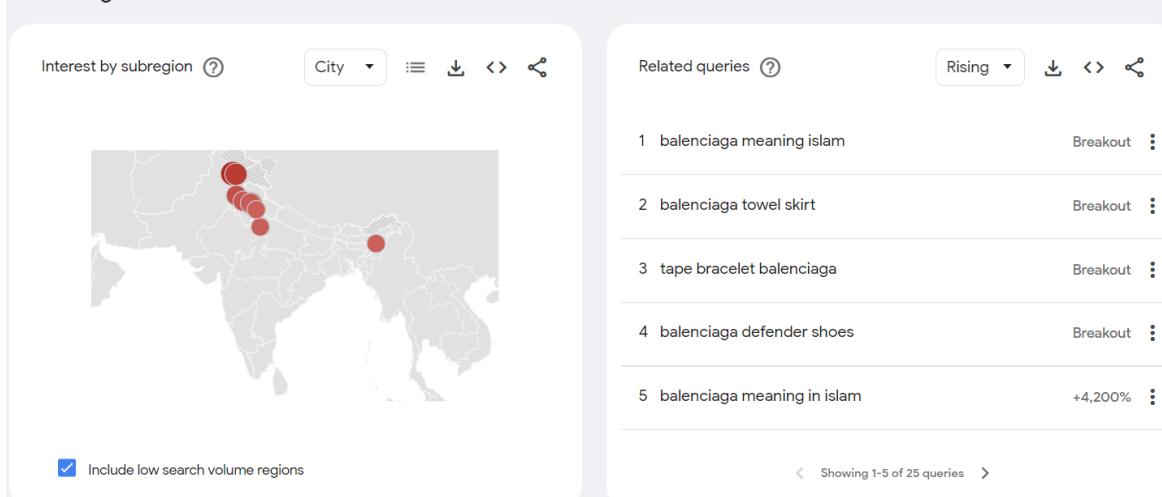
Versace



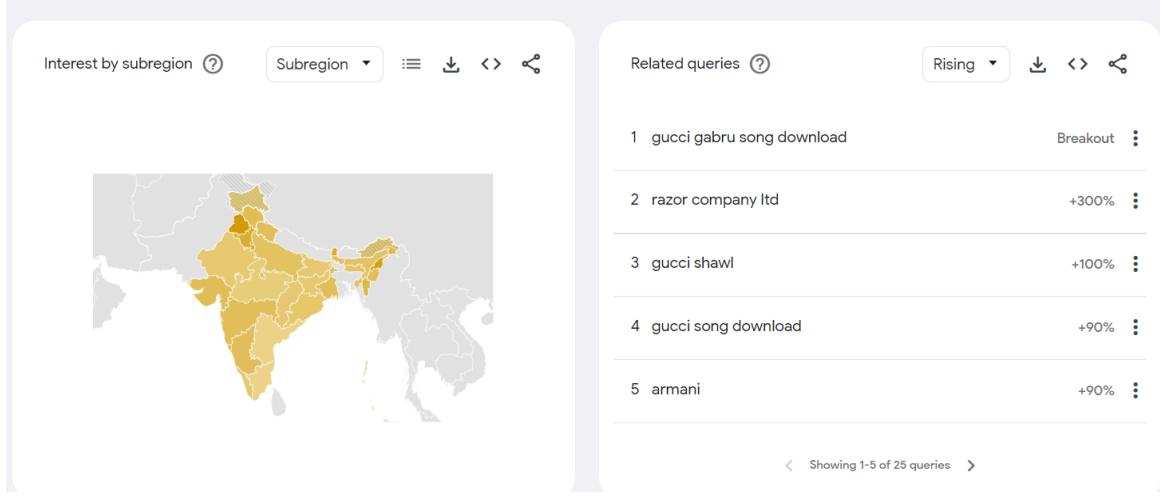
Balenciaga



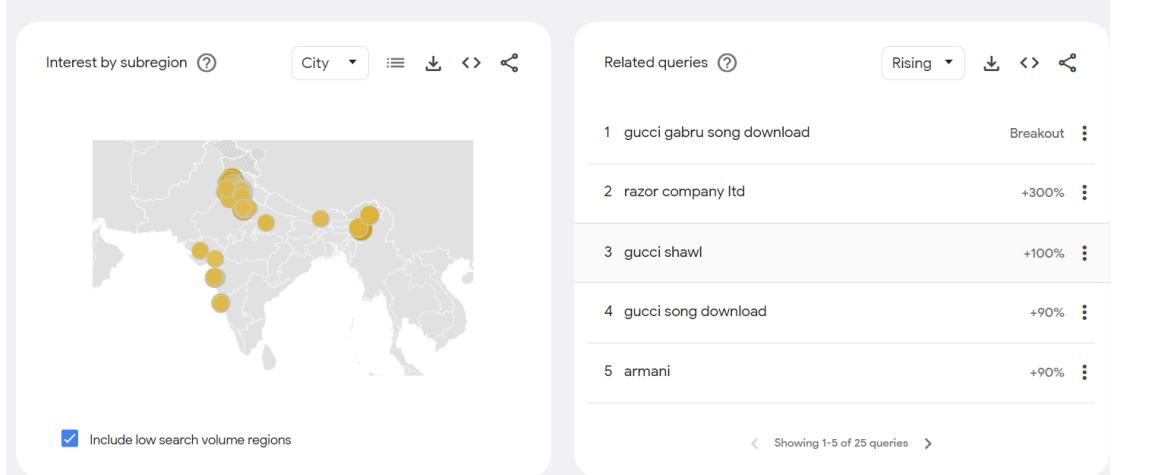
Balenciaga



Gucci



Gucci



1	Category: All categories					
2						
3	Week	Versace: (India)	Balenciaga: (India)	Gucci: (India)		
4	02-04-2023	24	13	74		
5	09-04-2023	26	18	69		
6	16-04-2023	23	12	58		
7	23-04-2023	24	11	67		
8	30-04-2023	26	13	70		
9	07-05-2023	24	10	72		
10	14-05-2023	23	10	84		
11	21-05-2023	23	10	70		
12	28-05-2023	25	16	73		
13	04-06-2023	26	19	73		
14	11-06-2023	24	57	85		
15	18-06-2023	26	48	79		
16	25-06-2023	27	34	77		
17	02-07-2023	26	32	68		
18	09-07-2023	22	26	77		
19	16-07-2023	25	20	72		
20	23-07-2023	26	18	77		
21	30-07-2023	29	16	70		
22	06-08-2023	30	13	87		
23	13-08-2023	31	13	74		
24	20-08-2023	32	13	75		
25	27-08-2023	32	13	73		
26	03-09-2023	31	12	63		
27	10-09-2023	26	12	63		
28	17-09-2023	26	13	72		
29	24-09-2023	27	12	67		
30	01-10-2023	27	11	79		
31	08-10-2023	25	12	76		
32	15-10-2023	25	12	68		
33	22-10-2023	25	13	66		
34	29-10-2023	27	14	68		
35	05-11-2023	27	16	79		
36	12-11-2023	28	20	81		
37	19-11-2023	29	15	72		
38	26-11-2023	29	13	77		
39	03-12-2023	26	14	72		
40	10-12-2023	28	15	76		
41	17-12-2023	30	13	76		

41	17-12-2023	30	13	76		
42	24-12-2023	29	15	94		
43	31-12-2023	29	14	87		
44	07-01-2024	28	15	83		
45	14-01-2024	28	15	100		
46	21-01-2024	24	13	81		
47	28-01-2024	25	13	75		
48	04-02-2024	24	11	80		
49	11-02-2024	23	14	76		
50	18-02-2024	28	11	70		
51	25-02-2024	27	11	71		
52	03-03-2024	30	13	74		
53	10-03-2024	25	12	69		
54	17-03-2024	25	9	68		
55	24-03-2024	25	15	71		
56	31-03-2024	25	14	70		
57	07-04-2024	24	11	67		

Category: All categories			
City	Versace: (4/7/23 - 4/7/2)	Balenciaga: (4/7/23 - 4/7/2)	Gucci: (4/7/23 - 4/7/24)
Chhat			100%
Abhepur			100%
Gurdaspur			100%
Amritsar	24%	14%	62%
Kapurthala			100%
Moga			100%
Phagwara	31%		69%
Batala			100%
Sahibzada Ajit Singh	28%	11%	61%
Jalandhar	29%	11%	60%
Khanna			100%
Sangrur			100%
Ladian Kalan	28%	14%	58%
Panchkula	26%	17%	57%
Sapor			100%
Zirakpur	35%		65%
Jagadhri	38%		62%
Pathankot			100%
Aizawl	43%	10%	47%
Athani			
Nurewal			
Gorsian Makhan			
Makhan Windi			
Ithalar			
Kanger			
Madappally			
Chhichhrewal			
Matholi			
Manooke			
Elamkulam			
Math			
Alampur			
Bir Chhat			
Thakkadpalle			
Cuncolim			
Sujroo			
Lalwan			
Puruwala			
Irakam			
Assagao			
Dibai			

Category: All categories			
City	Versace: (4/7/23 - 4/7/24)		
Aizawl	100		
Khanna	87		
Phagwara	80		
Jalandhar	80		
Sahibzada Ajit Singh Nagar	78		
Sapror	77		
Ladian Kalan	77		
Amritsar	73		
Jagadhri	72		
Zirakpur	70		
Panchkula	70		
Ludhiana	69		
Chandon Gobindgarh	68		
Manipal	65		
Bathinda	62		
Chandigarh	61		
Gurgaon	59		
Ambala Sadar	57		
Kharar	57		
New Delhi	56		
Ambala Cantt	56		
Titabor			
Forest Block			
Kengdel			
Thalassery			
Kotla Afgana			

1	Category: All categories		
2	Balenciaga: (4/7/23 - 4/7/24, India)		
3			
4	TOP		
5	balenciaga	100	
6	shoes	21	
7	balenciaga meaning	21	
8	balenciaga shoes	20	
9	balenciaga price	7	
10	balenciaga in hindi	6	
11	balenciaga hindi meaning	6	
12	balenciaga meaning in hindi	5	
13	balenciaga shirt	5	
14	balenciaga india	5	
15	balenciaga t shirt	4	
16	balenciaga men	4	
17	balenciaga shoes price	3	
18	balenciaga in india	3	
19	balenciaga bag	3	
20	gucci	2	
21	balenciaga song	2	
22	balenciaga price in india	2	
23	balenciaga men shoes	2	
24	balenciaga brand	2	
25	nike	2	
26	meaning of balenciaga	2	
27	what is balenciaga	2	
28	balenciaga	2	
29	balenciaga sneakers	2	

31	RISING	
32	towel skirt balenciaga	Breakout
33	neha kakkar	Breakout
34	balenciaga meaning in quran	Breakout
35	balenciaga song meaning in hindi	Breakout
36	balenciaga ka matlab	Breakout
37	balenciaga tape bracelet	Breakout
38	ikea balenciaga towel skirt	Breakout
39	neha kakkar new song	Breakout
40	jio world plaza	Breakout
41	balenciaga tool bracelet	Breakout
42	balenciaga ka matlab kya hota hai	Breakout
43	jk balenciaga jeans price	Breakout
44	balenciaga towel skirt price	Breakout
45	baal enci aga meaning in urdu	Breakout
46	balenciaga meaning in gujarati	Breakout
47	balenciaga meaning in urdu	Breakout
48	balenciaga meaning in islam	Breakout
49	balenciaga meaning urdu	3400%
50	jungkook balenciaga jeans	3100%
51	balenciaga in islam	2850%
52	balenciaga song meaning	2700%
53	balenciaga kya hai	1300%
54	balenciaga bracelet	1150%
55	jungkook balenciaga jeans price	1100%
56	balenciaga meaning in latin	1100%

1	Category: All categories	
2	Gucci: (4/7/23 - 4/7/24, India)	
3		
4	TOP	
5	gucci	100
6	perfume	11
7	gucci perfume	11
8	gucci india	10
9	gucci bags	9
10	gucci bag	9
11	gucci shoes	8
12	gucci shirt	5
13	gucci belt	4
14	gucci flora	4
15	gucci brand	4
16	gucci t shirt	4
17	louis vuitton	4
18	gucci flora perfume	3
19	gucci sunglasses	3
20	dior	3
21	gucci watch	3
22	gucci perfume price	2
23	gucci bag price	2
24	armani	2
25	gucci wallet	2
26	chanel	2
27	gucci meaning	2
28	lv	2
29	gucci bags price	2

	A	B	C	D	E
1	Category: All categories				
2	Gucci: (4/7/23 - 4/7/24, India)				
3					
4	TOP				
5	gucci	100			
6	perfume	11			
7	gucci perfume	11			
8	gucci india	10			
9	gucci bags	9			
10	gucci bag	9			
11	gucci shoes	8			
12	gucci shirt	5			
13	gucci belt	4			
14	gucci flora	4			
15	gucci brand	4			
16	louis vuitton	4			
17	gucci t shirt	4			
18	gucci flora perfume	3			
19	dior	3			
20	gucci sunglasses	3			
21	gucci watch	3			
22	gucci perfume price	2			
23	chanel	2			
24	gucci bag price	2			
25	gucci wallet	2			
26	armani	2			
27	gucci meaning	2			
28	lv	2			
29	gucci bags price	2			

RISING	
gucci gabru song download	Breakout
brand ambassador of audi	250%
gucci shawl price	200%
gucci stole price	200%
gucci laptop bag	120%
gucci shawl	100%
gucci song download	100%
gucci bags for women	80%
gucci stole	80%
gucci intense oud	80%
gucci handbags price in india	80%
armani	80%
amiri	70%
gucci bag	70%
gucci handbags for women	70%
gucci hand bag	60%
gucci bag women	60%
gucci oud	60%
gucci shoulder bag	50%
gucci sling bag women	50%
amiri t shirt	50%
gucci song	50%
gucci bamboo perfume	50%
gucci tshirt for men	50%
gucci bag price	50%