

21/03/2024

Name: Ananya Gang

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 visiting

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

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

- **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.

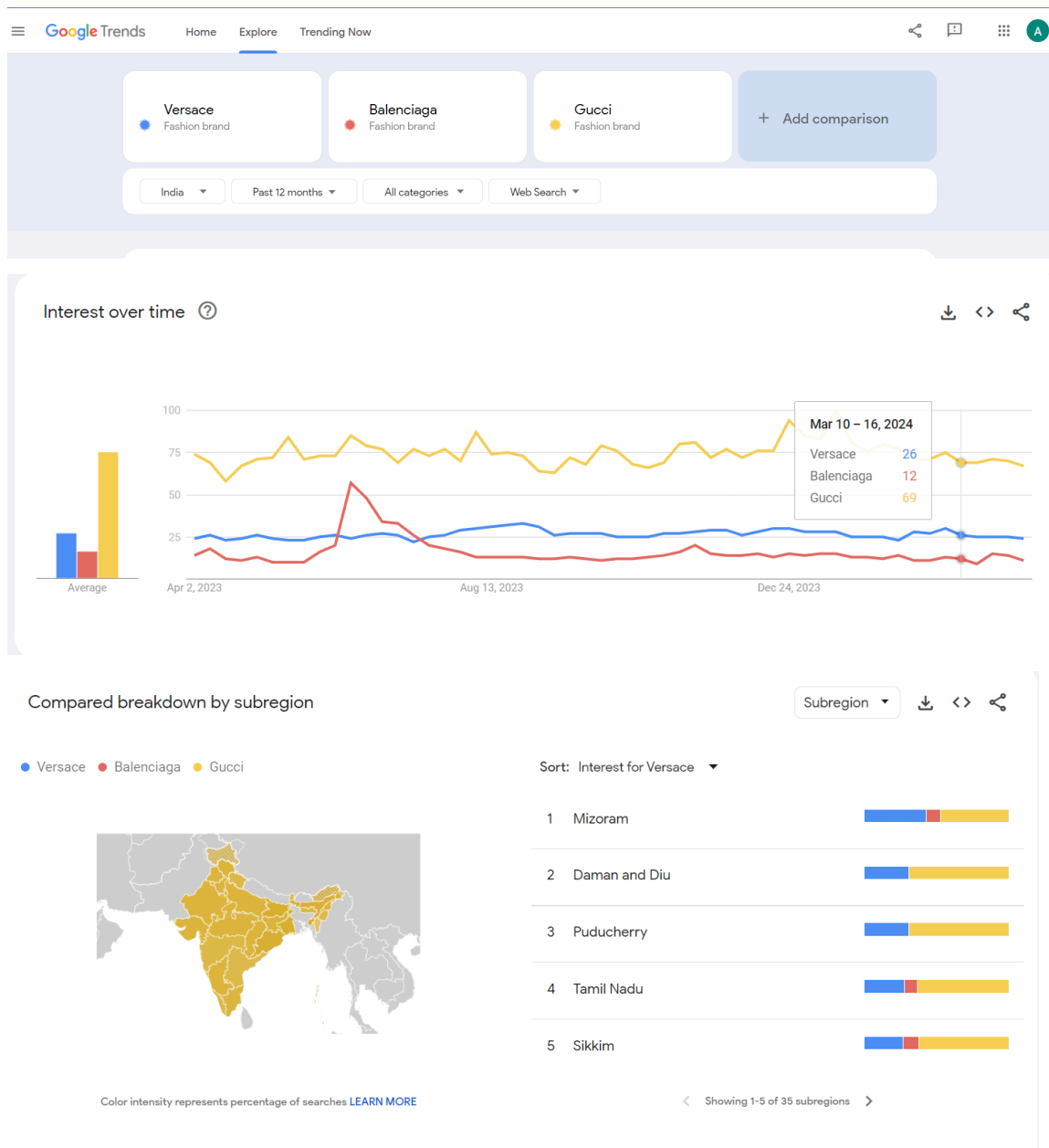
- **Rising Data:** At the bottom of your results page, the Related queries chart can show you the top & Rising terms associated with any topic or trending story.

- **Data that is excluded:** Trends excluded certain data from your searches.



Khushi Bhatia - 2003020  
Yash Dalwani - 2003040  
Etash Dorwani - 2003048  
Ananya Garg - 2003054  
Group 9

## 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	<div><div></div><div></div><div></div></div>
2	Manipal	<div><div></div><div></div><div></div></div>
3	Jagadhri	<div><div></div><div></div><div></div></div>
4	Saprur	<div><div></div><div></div><div></div></div>
5	Zirakpur	<div><div></div><div></div><div></div></div>

< 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 ▾

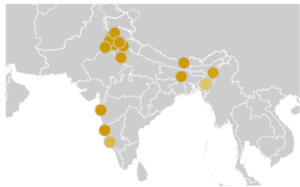
1	Jammu and Kashmir	<div><div></div><div></div><div></div></div>
2	Uttarakhand	<div><div></div><div></div><div></div></div>
3	Meghalaya	<div><div></div><div></div><div></div></div>
4	Jharkhand	<div><div></div><div></div><div></div></div>
5	Andhra Pradesh	<div><div></div><div></div><div></div></div>

< 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	<div><div></div><div></div><div></div></div>
2	Amritsar	<div><div></div><div></div><div></div></div>
3	Ladian Kalan	<div><div></div><div></div><div></div></div>
4	Chandigarh	<div><div></div><div></div><div></div></div>
5	Gurgaon	<div><div></div><div></div><div></div></div>

< 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 Gucci

1	Andaman and Nicobar Islands	<div><div></div><div></div></div>
2	Dadra and Nagar Haveli	<div><div></div><div></div></div>
3	West Bengal	<div><div></div><div></div><div></div></div>
4	Bihar	<div><div></div><div></div><div></div></div>
5	Tripura	<div><div></div><div></div><div></div></div>

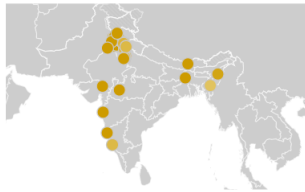
< Showing 1-5 of 35 subregions >

## Compared breakdown by city

City



● Versace ● Balenciaga ● Gucci



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

Sort: Interest for Gucci

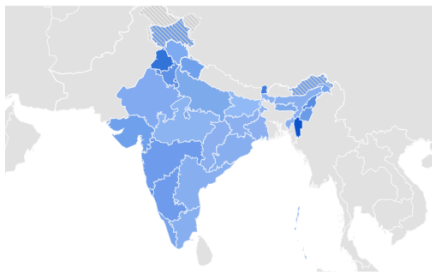
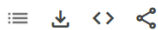
1	Chhat	<div><div></div></div>
2	Abhepur	<div><div></div></div>
3	Gurdaspur	<div><div></div></div>
4	Kishanpur urf Bakshiwal	<div><div></div></div>
5	Hoshiarpur	<div><div></div></div>

< Showing 1-5 of 48 cities >

## Versace

Interest by subregion ?

Subregion



Related queries ?

Rising



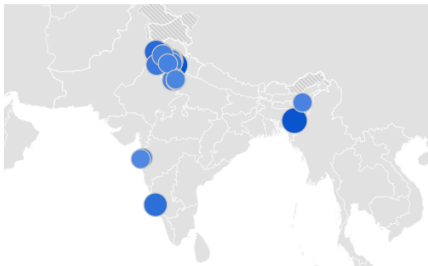
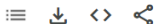
1	spicebomb extreme	+4,100%	
2	dkny be delicious	+3,000%	
3	versace dylan purple	+550%	
4	afnan 9pm	+450%	
5	ysl libre	+250%	

< Showing 1-5 of 25 queries >

## Versace

Interest by subregion ?

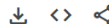
City ▾



☒ Include low search volume regions

Related queries ?

Rising ▾



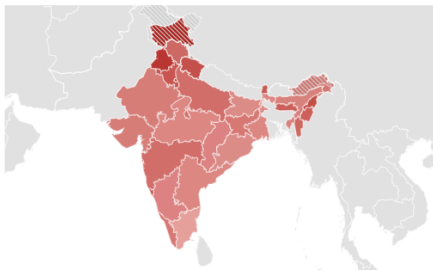
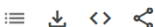
- |   |                      |         |   |
|---|----------------------|---------|---|
| 1 | spicebomb extreme    | +4,100% | ⋮ |
| 2 | dkny be delicious    | +3,000% | ⋮ |
| 3 | versace dylan purple | +550%   | ⋮ |
| 4 | afnan 9pm            | +450%   | ⋮ |
| 5 | ysl libre            | +250%   | ⋮ |

< Showing 1-5 of 25 queries >

## Balenciaga

Interest by subregion ?

Subregion ▾



Related queries ?

Rising ▾



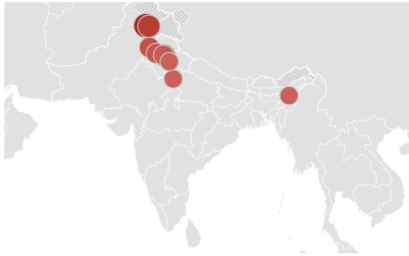
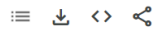
- |   |                             |          |   |
|---|-----------------------------|----------|---|
| 1 | balenciaga meaning islam    | Breakout | ⋮ |
| 2 | balenciaga towel skirt      | Breakout | ⋮ |
| 3 | tape bracelet balenciaga    | Breakout | ⋮ |
| 4 | balenciaga defender shoes   | Breakout | ⋮ |
| 5 | balenciaga meaning in islam | +4,200%  | ⋮ |

< Showing 1-5 of 25 queries >

## Balenciaga

Interest by subregion ?

City ▾



☒ Include low search volume regions

Related queries ?

Rising ▾



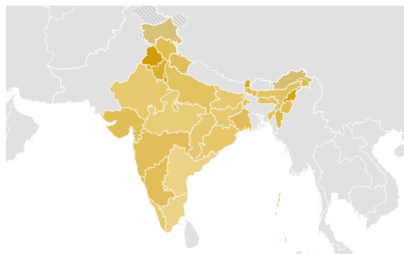
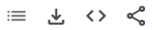
- |                               |          |   |
|-------------------------------|----------|---|
| 1 balenciaga meaning islam    | Breakout | ⋮ |
| 2 balenciaga towel skirt      | Breakout | ⋮ |
| 3 tape bracelet balenciaga    | Breakout | ⋮ |
| 4 balenciaga defender shoes   | Breakout | ⋮ |
| 5 balenciaga meaning in islam | +4,200%  | ⋮ |

< Showing 1-5 of 25 queries >

## Gucci

Interest by subregion ?

Subregion ▾



Related queries ?

Rising ▾



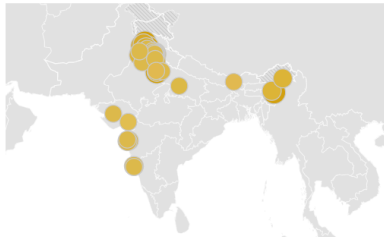
- |                             |          |   |
|-----------------------------|----------|---|
| 1 gucci gabru song download | Breakout | ⋮ |
| 2 razor company ltd         | +300%    | ⋮ |
| 3 gucci shawl               | +100%    | ⋮ |
| 4 gucci song download       | +90%     | ⋮ |
| 5 armani                    | +90%     | ⋮ |

< Showing 1-5 of 25 queries >

## Gucci

Interest by subregion ?

City ▾



☒ Include low search volume regions

Related queries ?

Rising ▾



- |                             |          |   |
|-----------------------------|----------|---|
| 1 gucci gabru song download | Breakout | ⋮ |
| 2 razor company ltd         | +300%    | ⋮ |
| 3 gucci shawl               | +100%    | ⋮ |
| 4 gucci song download       | +90%     | ⋮ |
| 5 armani                    | +90%     | ⋮ |

< Showing 1-5 of 25 queries >

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 - 4/7/24)	Balenciaga: (4/7/23 - 4/7/24)	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%
Sapror			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%
gucchi 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%