INTRODUCTION

TAN WEI YONG BRYAN – SMU INFORMATION SYSTEMS (BUSINESS ANALYTICS)

Past Experience: Data Analytics Intern
Digital Skillset: Data Analytics, Web Development
Passion: Analyzing Movies

DARREN TAN – SMU INFORMATION SYSTEMS (BUSINESS ANALYTICS)

Past Experience: Business Analyst Intern
Digital Skillset: Data Analytics, Digital Business Solutioning
Passion: Data Visualization

TAY BING YUAN – SMU INFORMATION SYSTEMS (DIGITAL BUSINESS SOLUTIONING)

Past Experience: IT & Operations Intern, Business Analyst Intern
Digital Skillset: Search Engine Marketing, Digital Business Solutioning
Passion: Digital Trends

LEE YUAN KANG – SMU INFORMATION SYSTEMS (BUSINESS ANALYTICS)

Past Experience: Data Scientist Intern
Digital Skillset: Data Analytics, Digital Business Solutioning
Passion: Data Visualization

PROBLEM

How can we leverage the data accessible on social media to better analyse and identify leasing customers in the automotive industry?

OUR PROPOSED SOLUTION

A dashboard that measures the likelihood of potential leads (Hot, Warm, Cold) to lease cars from Daimler using extracted social data from local forums.

TECHNOLOGIES UTILIZED

Web Scraping

Database

Machine Learning

Seaborn

NLTK

Visualization

OVERVIEW OF APPROACH

STEP 1

IDENTIFICATION OF CAR BRAND TIER LIST

Use reputable sources to segment car brands to low, mid, and high tier brands

STEP 2

EXTRACT CONVERSATION FROM FORUMS MENTIONING DIFFERENT CAR BRANDS

1. Using established local forums, scrape conversations mentioning cars
2. Map thread headers to the tier list obtained in Step 1.
3. Identify keywords mentioned in each thread used to describe the ideal characteristics of the car.
4. Create customer segment based on their choice of words

STEP 3

WORD EXTRACTION FROM POTENTIAL CUSTOMER PROFILES

The keywords extracted from customer's profile will serve as a proxy to determine the user's preference for cars

STEP 4

POTENTIAL LEASING LEADS CLASSIFICATION

Mapping the words that users use to the words that a specific customer segment established in step 2 to profile them based on their budget range, ideal car features etc.

FINAL STEP

STEP 5

MEASURING LIKELIHOOD OF LEASING

By choosing a specific car to lease, Daimler can filter out the potential groups of people that are the most likely to lease cars from them.
The likelihood score can be calculated by checking the number of similarities between the profile of the potential leasing customer and the car that Daimler wishes to lease