



SMU

SINGAPORE MANAGEMENT  
UNIVERSITY

**IS434-Social Analytics and Applications G1**

Group Project Proposal

Group 7

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## **Client**

Randy Indulgence is a healthy Cereal and Acai bar that recently launched in August this year. It is located at Tanjong Pagar Centre along Wallich street that offers great taste and superfood goodness Acai as well as customizable cereal bowl and ice cream fused together with fruits, cereal and chia seeds for the added crunch factor.

## **Business Problem**

After having a brief meeting with our client, we have identified 2 challenges he is currently facing with the company's social media:

1. Social media posts are not getting enough reach
2. Not understanding customer's demographic well enough to generate posts targeted towards them

Randy mentioned that Facebook and Instagram are the two social media platforms which they mainly use to promote their business. On Instagram, they make it an effort to generate content daily with a post everyday. However, these posts are not getting enough traffic such as likes and comments. The same problem is observed on their Facebook page where there is only a reach of between 300 to 400 people. Randy he currently exploring the idea of sponsored posts on both his Instagram and Facebook page.

They are also running out of things to posts as well as ideas to attract more customers. In terms of demographics, Randy Indulgence are aware of the gender of their customers but not their age. Randy also highlighted that they are currently short- handed and they do not have the manpower to maintain their social media pages full time.

Randy would also like to find out strategies used by his competitors to manage their social media pages and promotions they are running to appeal to the crowd. He would also like to know the public's sentiment towards Acai bowls and how health conscious people really are today.

## **Data**

We will be collecting data from multiple sources, mainly from Facebook and Instagram as these are the two platforms where Randy Indulgence focuses most of their marketing efforts. For Facebook, we will be looking at the engagements (i.e. likes and comments) for each post. We will also be gathering sentiments on the comments left by each post. In terms of Instagram data, we will be crawling through Randy Indulgence feed and identify popular post with the most number of likes.

Additionally, we will search on twitter with the keywords such as "Acai Bowl", "Singapore", "Cereal" and "Fruit ice cream", the products which are offered in Randy Indulgence. This allows us to observe what people are tweeting about in Singapore. We will then crawl through these tweets and form a word cloud to see Singapore's general sentiment towards these products. Such information is useful for Randy indulgence as it will allow the company to deliver what the customers want.

Finally, we will also be looking at food review sites to search for reviews written for Randy Indulgence where sentiments will then be gathered from the reviews.

## **Analysis and expected outcome**

### **Analysis**

From the data we collected, we will then be able to analyze which posts receives the most attention and feedback either on Facebook or Instagram for example, and be able to plan on how Randy Indulgence could leverage on this to maximise their marketing efforts. A bar chart on customer demographics would also allow the company to understand the age and gender of the customers interested in their product generally, and for them to move in the right direction.

By observing a trend between time a photo is posted and the amount of likes and comments received using a graph, it will help the company find a suitable time they can release new promotions and products, with the right hashtags crawled from twitter.

Overall, this analysis would greatly benefit the company in terms of planning an advertising budget between the various social media platforms and which they should be focusing more on in order to reach their greater target audience desired.

### **Expected Outcome**

After speaking with our client, we have established the following (but not limited to) expected outcomes:

- Better understanding of the market sentiments and receptivity towards healthy food products and açai flavors
- Better understanding of how new customers feel in general about Randy Indulgence after trying the food product for the first time
- Increase overall sales of all products in Randy Indulgence by 10% minimally.

The text contents crawled from different social platforms will be presented in the form of Word Cloud, while statistics derived will be displayed on a Tableau dashboard.

## Appendix

Chek:

- My group is wondering if we can use your company as a case study for the project, and see if you have any problems with your company social media now?
- We will be thinking of strategies, but we need to know your problems. Our strategies might mainly involve using texting analysis on your social media content, analyse comments, figure out your social media audiences and we might also crawl data from your competitors to give you better picture of your market and audience demand

Randy:

- What we do right now is we promote our business on ig and fb mainly. We have also been contacted by various newspaper and magazines to feature us.
- Problems we are facing right now IS that not much people know about us and we try our best to post ig post everyday but the number of followers does not increase that much.
- People are viewing but does not seems to have much response from them
- our fb reach is like between 300 to 400 people now (quite little, in his opinion)
- We wonder how to increase these and reaching out to people to attract them to come
- We know there is paid version (sponsored posts on Instagram) to reach but we have not tried it out yet

Chek:

- With regards to those who have commented or like your posts, will it help if we can figure out their age group/sex and basically know more about them?

Randy:

- Actually another thing we face is what don't know what should we post after a while cos we running out of things to post
- Sex yes but age wise we don't know

Chek:

- With regards to competitors' social media, is there anything you wish to know?

Randy:

- I want to know what they are doing right now, how they manage their social media. And what strategies they use to attract more customers or any kind of promotion they are running to appealing to more crowds

Chek:

- We can also pull data and tweets from general public. Is there anything you wish to know about the public sentiments towards acai or healthy food in general?

Randy:

- I think we will need to know if the public are more keen towards healthy right now or otherwise and how they feel about acai or they don't know what is acai at all.
- Currently, they are also short handed when it comes to managing their social medias, so they cannot handle the all the social media accounts fully themselves