

# SOCIAL MEDIA ANALYSIS FOR

G2 | GROUP 6

# YOU TRIP

## BUSINESS PROBLEM

YouTrip had trouble evaluating the effectiveness of their online marketing initiatives in relation to their competitors and is lacking in their social media marketing efforts on Instagram. We analysed YouTrip's performance against its competitors and suggest methods on how YouTrip can gain a competitive advantage by studying its social channels.

YouTrip is a multi-currency mobile wallet that enables users to make swift transactions worldwide by supporting over 150 currencies and 30 million merchants.

### MAIN COMPETITORS

TransferWise

Revolut

### SUB-PROBLEM 1

What are users' sentiments about YouTrip and its competitors online. In what areas can YouTrip improve their services?

### SUB-PROBLEM 2

What are the #hashtags that can help YouTrip grow its Instagram audience and how does YouTrip's Instagram social network community look like?

## TECHNOLOGIES

python

gensim

Instaloader

Se



BeautifulSoup

Amazon EC2

plotly

Gephi

## THE ANALYSIS

### 1 TOPIC MODELLING

We analysed the topics talked about on Google Play regarding YouTrip, Revolut & TransferWise to get an understanding of what are the topics begin discussed on these platforms.



### 2 SENTIMENT ANALYSIS

We analysed the sentiments of YouTrip's customers on the on the 3 different online platforms to find out the brand reputation.



### 3 HASHTAG ANALYSIS

We analysed YouTrip and their competitors' best performing hashtags and analysed top Instagram travel accounts to propose a list of travel-oriented popular hashtags that YouTrip can adopt in their posts.



### 4 INSTAGRAM NETWORK ANALYSIS

We crawled data from Instagram to retrieve the following and followers of YouTrip's followers (2-degree) to find out who are the key actors in YouTrip's Instagram community.



## THE RESULTS

### TOPIC MODELLING

#### Recommendations for YouTrip

Implement an exchange rate calculator for all currencies

Improve login verification methods (OTP)

Improve Top-up Speed to reflect on account faster

Improve Customer Support

Increase app user-friendliness

#### Competitors' pain points

##### TransferWise

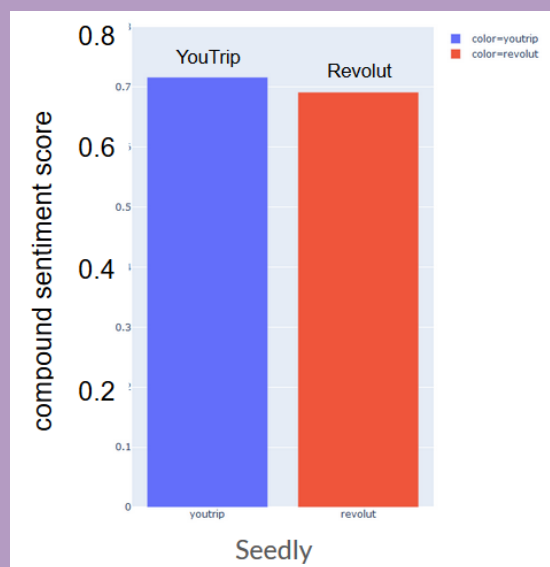
Account Blocking  
Identify Verification  
Bad Customer Service

##### Revolut

Transfer Cancellation  
Money not Received  
Long Transfer Time  
Mismatched Rates

### SENTIMENT ANALYSIS

YouTrip's sentiment score on Seedly is much higher than Google Play



YouTrip actively responds to reviews on Google Play...

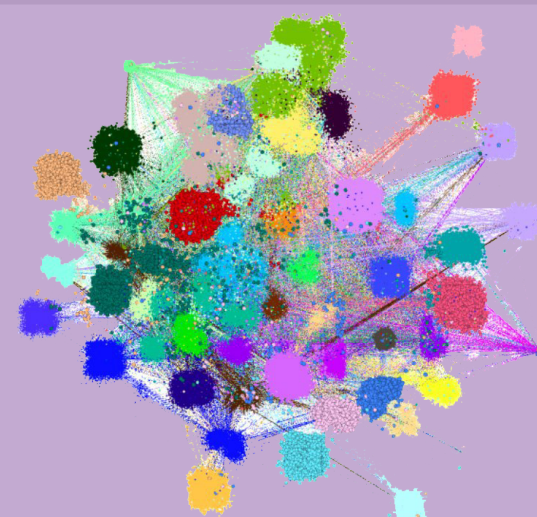


Resulting in users using negative reviews to seek help

### YOU TRIP'S INSTAGRAM SOCIAL NETWORK

After analysing YouTrip's Top 70 followers with the highest degree...

45 Communities



These users are the bridges in the YouTrip community...

(Betweenness Centrality)  
@masfrina 237  
@baby\_mlow 219  
@hannah\_gohya 148

These users can spread information in the network the fastest...

(Closeness Centrality)  
@haifaareta 0.476  
@baby\_mlow 0.472  
@bean.bag.boom 0.464

### BEST OVERALL HASHTAG OF...

YouTrip:

#christmas, #christmas2019

TransferWise:

#businesswithoutborders

#borderless #xerocon

Revolut:

#darkmode

### BEST REPEATED HASHTAG OF...

YouTrip:

#YouTriplt, #YouTripSg

Revolut:

#radicallybetter

### RECOMMENDED HASHTAGS

#beautifuldestinations

#traveladdict

#travelphoto

#earthpix

#wonderfulplaces

#onassignment

#bdteam

#rcmemories