



**SMU**

**SINGAPORE MANAGEMENT  
UNIVERSITY**

## **SOCIAL ANALYTICS AND APPLICATIONS**

### **PROJECT PROPOSAL**

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### **PROJECT PARTNER**



**VANIDAY**

### **PREPARED BY**

**GROUP 9**

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## About Vaniday

Vaniday is an online platform that helps customers to find salon services and book beauty and wellness appointments through their website & mobile application. Headquartered in Berlin, Vaniday is present in 6 countries - Singapore, Australia, Brazil, Italy, Russia and the UAE. Vaniday launched in Singapore in January 2016 under the Rocket Internet group and has a team of 5-6 employees. They are the first and largest online beauty booking platform in the country having partnered with about 900 salons across Singapore.

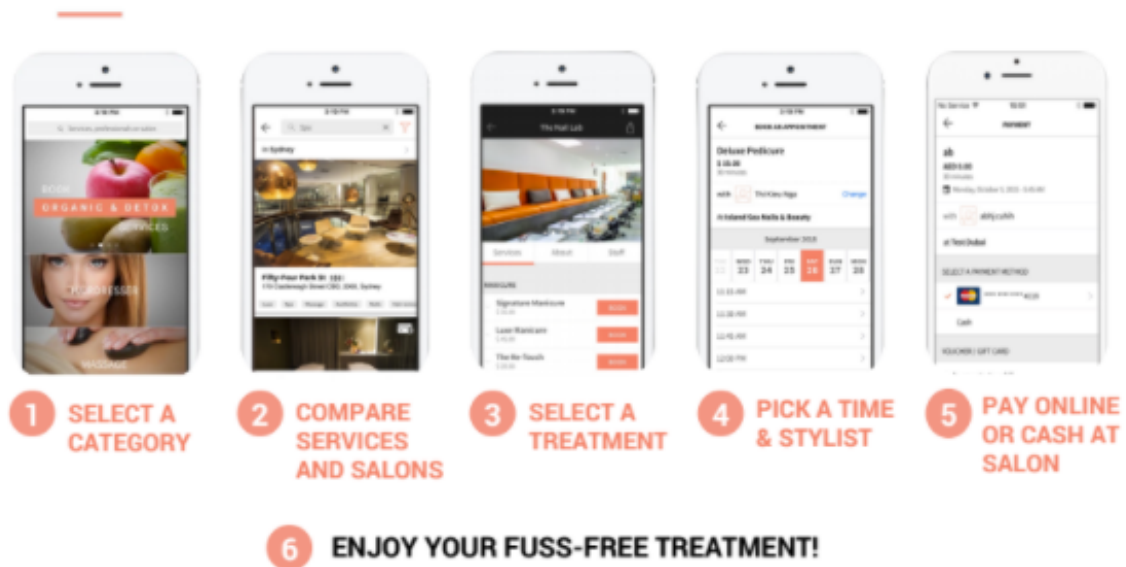


Figure 1. Demonstration of how the mobile application works

Vaniday provides its partner salons with a fully integrated booking system through which they can attain a higher reach to their potential customers. Salons also benefit from automated bookings and payments, as well as the CRM tools that help keep customers engaged and bring them back to the salon. At present almost half the salons in the country still rely on telephone booking, thus there is a sizeable scope for Vaniday to get more partners onboard.

The Vaniday application is efficiently designed and is fairly user friendly. All listed salons are divided into categories based on the services being offered by them and their specialisation for eg. Hair, Makeup, Spa, etc. The user interface is very easy to navigate and allows customers to view prices from different salons, read reviews of customers, etc. There is also the option of paying for your service online, choosing this method gives a discount (in the form of cashback) to the customer.

## Business Problem

Vaniday wants to expand their social media reach to gain more followers and optimise their exposure to their current ones. Currently they struggle with the issue of creating and sharing original content on their social media pages on Facebook and Instagram. Most of their posts are shared content from their partnering salons' websites. They recently launched their first initiative at creating original content - Vanigirl, for which they have hired an influencer as their beauty ambassador who creates content relating to her experiences at the different Vaniday salons. This campaign is the only form of paid social that Vaniday invests in. They would like us to track the performance of the Vanigirl campaign, research further about their target audience & their preferences, to recommend modifications to the campaign and provide ideas about similar campaigns with original Vaniday content.

Vaniday's current target market is 18-35 year olds with a high spending power. They recognise that the demographic is limited in terms of scope for profit in the long term. We intend to explore the social media landscape to provide recommendations for a wider target segment and how Vaniday can appeal to them through content and other Social Media strategies.

Lastly, we will explore the possibility of expanding to other platforms such as Twitter for them to expand their reach.

## Data Collection

We intend to use the following tools to access data from various social media platforms.

1. Facebook Graph API - The Facebook Graph API is a useful tool to get insights into the followers of the company's fan page. The API can be coded using PHP or Javascript, it returns JSON objects of our desired metrics. The API is completely exhaustive in terms of its output, some examples of the metrics it provides are -
  - **Number of Engaged Users:** Number of Users that have clicked on anything on the page in the last 28 days.
  - **Page Positive/Negative Feedback:** Negative or Positive Feedback on the page (Negative/Positive emotions on the page such as liking or hiding posts)
  - **Page Fans Gender, Age:** Demographic summary of followers
  - **Impressions on Post:** Impressions on a particular post.
2. Instagram Data from the Client - The client uses a premium software called Iconosquare for their analysis. They will be extracting the data from the software and providing it to us for analyses. Examples of metrics present on Iconosquare are -
  - **Likes per post**
  - **Number of Followers over time**

- **Clicks on their blog through their Instagram account**

3. Twitter API - We will be using the Twitter API to extract conversation around beauty and wellness amongst women. We aim to extract tweets from the past three months to gain insight into possible new target demographics, get ideas for content and evaluate twitter as a possible new social media platform for Vaniday.

## Scope of Analysis

For the purpose of this project we aim to break our analysis into the following 3 categories:

### 1. Increasing Reach, Content and #Vanigirl

- Use Text Mining & Sentiment Analysis to analyse comments on the Vanigirl Posts
- Analyse feedback on the page over the past 3 months in terms of likes, dislikes, unfollows, posts hidden etc.
- Analyse the demographic of followers and their interests.
- Analyse post performance to see if followers are more receptive of a certain type of content (image vs video etc).

### 2. Exploring New Demographics

- Explore various demographics that talk about Beauty and Wellness of Twitter.
- Analyse distribution of demographics of Vaniday's followers on Facebook and Instagram.
- Crawl profiles of followers belonging to different demographics' on Facebook and Instagram to analyse their interests (liked pages etc).

### 3. Evaluating Other Social Media Platforms

- Gauge the chatter around Beauty and Wellness on other Social Media platforms, mainly Twitter but possibly Pinterest and Youtube as well.

## Tools To Be Used

1. PHP and jQuery for building a web application to call Facebook and Instagram APIs
2. Tableau for Visualisations
3. PyCharm for Sentiment Analysis and Wordcloud



## Team Roles



**RANYA ARORA**  
Data Analyst



**TARIKA GUPTA**  
Data Analyst



**AISHWARYA  
MIRANIA**  
Data Analyst



**BRANDON CHAN**  
Web Crawler