



HATCHME

PROPOSAL FOR IS434 SOCIAL ANALYTICS AND APPLICATIONS

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Table of Contents

1. CLIENT BACKGROUND.....	3
2. BUSINESS PROBLEM.....	3
3. DATA COLLECTION.....	3
4. ANALYSIS.....	4
5. ASSUMPTIONS AND LIMITATIONS.....	4
6. TECHNOLOGIES.....	4
7. TEAM CONTRIBUTION.....	4

1. CLIENT BACKGROUND

Hatchme is a gamified youth development platform that facilitates work collaboration between students and employers. It is established in July 2016 and has officially launched its service in January 2017. The company connects employers to students for internships and projects to provide affordable manpower and talent acquisition support. Based on performance evaluation by employers, students will get to advance their virtual character to attract better opportunities. Hatchme aims to help students build a diverse and credible work portfolio.

Hatchme sends qualified candidates to employers directly for interviews by increasing the number of applications received through increased visibility, and reducing the cost per hire through a candidate matching algorithm.

2. BUSINESS PROBLEM

The company is currently in its preliminary stage, the main goal is to drive sign ups and increase the customer base. Majority of its users, up to 85%, are currently from Singapore Management University (SMU) and current sign ups on its website amounts to around 20 users per week on average. Hatchme aims to increase this number through the use of its social media platforms in this project.

Hatchme's main platform of concern is its Facebook account, where the posts are directly linked to its website. As such, our team aims to focus our analysis mainly on the company's Facebook page and drive a campaign through Facebook to help the company increase its number of users on the company website. Furthermore, to drive more sign ups, our team also plans to raise awareness of this platform in other local universities such as National University of Singapore (NUS), Nanyang Technological University (NTU) and Singapore University of Technology and Design (SUTD).

3. DATA COLLECTION

Hatchme has the following digital marketing channels:

- Facebook
- Website
- Instagram

Our team intends to collect data from the aforementioned social media platforms and website. To do so, we will be obtaining their Facebook access token and Instagram access token. At the same time, we will also analyse their website traffic via Google Analytics. We will focus our analysis more on their Facebook and Website as they aim to drive more sign ups via their website.

4. ANALYSIS

We will perform an initial analysis on Hatchme's social media platforms current traffic to identify key trends that drives its social traffic.

1. Facebook

We intend to analyse the engagement on Facebook such as the number of likes, shares and comments for the posts that were posted by Hatchme. By performing these analyses, we will be able to find out the popular topics which attract the subscribers' attention and from there, analyse the thoughts and needs of subscribers when they are looking for internships. In addition, we hope to find out the click through rate for each post because ultimately we want to identify the number of people that sign up via the company's website through their Facebook postings.

2. Website

For website, we intend to use the embedded google analytics that the company has to analyse the following behaviour:

- 1) Top website referrals
- 2) Average time spent on the site
- 3) Subsite that visitors spent the most time on
- 4) Number of sign ups

Through these analyses, we will be able to find out the behaviour of visitors that visited Hatchme website.

3. Instagram

As for Instagram, we intend to monitor the likes on posts. If possible, we plan to do a similar click through analysis for pictures that have links in its description.

After performing the analyses and observing the patterns from Hatchme's Facebook, website and Instagram, we will carry out a marketing campaign to increase the awareness of the company on its social media platforms. After which we will perform a comparison analysis to determine whether our campaign have been successful and identify key areas for improvements.

Finally, we will present our findings to the Hatchme management team in the form of a simple dashboard so they can leverage on these findings when organizing future marketing campaigns.

5. ASSUMPTIONS AND LIMITATIONS

Since the company has only been officially launched in this year, the amount of data available on its social media platforms are limited and this may restrict our ability to perform a detailed and insightful analysis on its current social media performance.

6. TECHNOLOGIES

Our team will use the Python language to crawl data from the company's social media platforms and perform analysis on the data. We will be using the integrated development platform, PyCharm to assist us in this task.

In addition, we will also be looking at visualisation tool, Tableau, to generate graphs and charts for our comparison analysis.

7. TEAM CONTRIBUTION

Our team will be collaborating for the report and presentation of this project. The main roles are as follows:

Liang Bing

Social Media Data Crawler - Crawl data from the company's Facebook and Instagram accounts.

Lim Wei Fa

Website Data Crawler - Crawl data from the company's website and obtain website data through Google Analytics.

Yong Lee Jia

Trends Observer - Identify key trends and patterns from the social media platforms and website, building comparison charts to analyse the effectiveness of the campaigns.

Low Jianhao Jonathan

Client liaison and Social Media Data Crawler - Liaise with client and ensure business requirements are met. Crawl data from the company's social media platforms.

Zhang Qian Rui Xue

Strategy Planner - Plan marketing strategies and campaigns.