

Twitter Data Analysis - Business Insights

Overview

This report summarizes insights derived from Twitter data collected from the @CommBank Twitter account.

The analysis focused on sentiment trends, customer engagement, and service feedback to enhance business decision-making.

Key Findings

1. **Sentiment Analysis**:

- 60% of analyzed tweets expressed **positive sentiment**.
- 40% of tweets highlighted **negative experiences**, primarily related to customer service and ATM issues.

2. **Engagement Metrics**:

- Tweets related to **new banking features and security updates** received the most engagement.
- Negative feedback tweets about **service delays and ATM issues** had lower engagement but required attention.

3. **Customer Feedback Insights**:

- Customers appreciate **quick fraud alerts and banking app updates**.
- Long **wait times** and **recurring ATM issues** were the most common complaints.

Business Recommendations

- **Enhance Customer Support Response Times**: Address service delays and complaints promptly.
- **Improve ATM Reliability**: Frequent reports of downtime indicate a need for infrastructure improvements.
- **Leverage Positive Sentiment for Marketing**: Promote successful banking features that users love.
- **Real-Time Social Media Monitoring**: Implement a structured approach to addressing negative feedback in real-time.

Future Enhancements

- Expand analysis to include **long-term sentiment trends**.
- Compare @CommBank engagement with **competitor banks**.
- Implement **automated tweet categorization** for more efficient tracking.

Conclusion

Twitter data provides valuable customer insights that can improve service delivery and marketing effectiveness. By leveraging social media analytics, CommBank can make data-driven decisions to enhance customer experience and brand reputation.