

PIAGGIO

Matteo Roda, Michael Ladaa, Muhammad Bin Arshad, Yash Patel

**MYMM
CONSULTING**

Contents

Introduction

01

Paid Promotion Effectiveness

02

Temporal and Seasonal Trends

03

Video Attention

04

Focus on Video

05

Conclusion

06

01

Introduction

What we've focused on

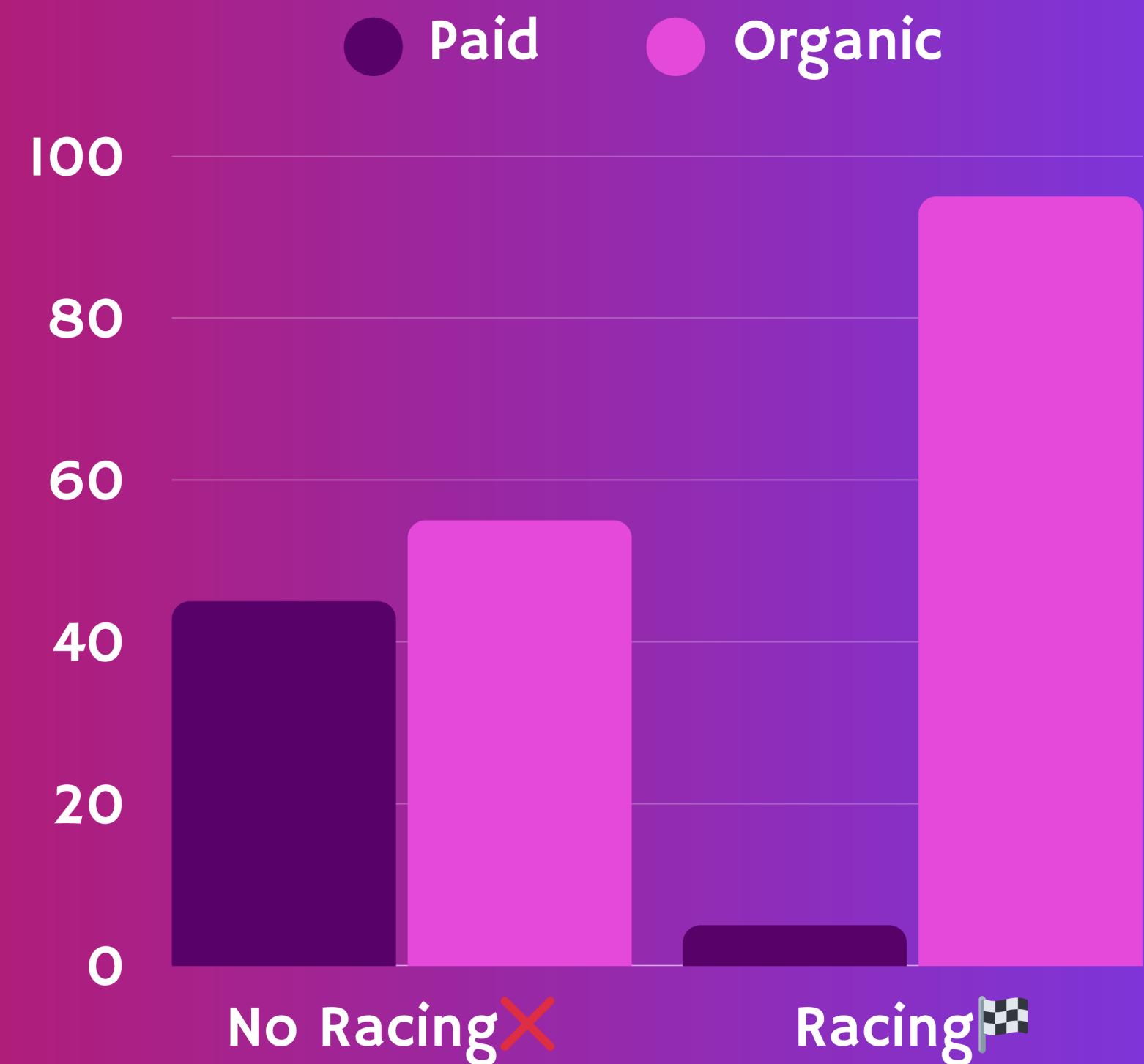
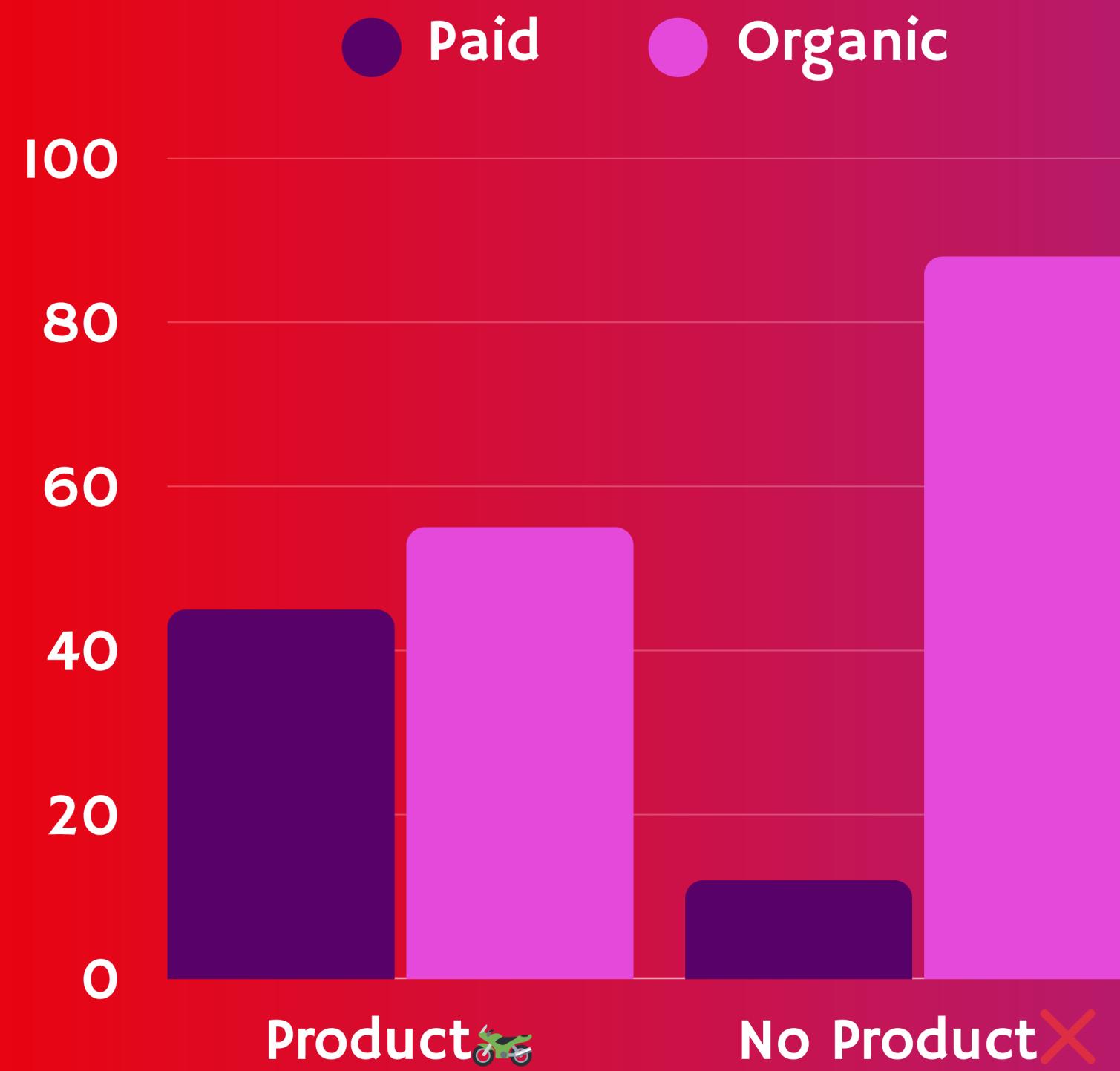
1) Paid Promotion Effectiveness 

2) Temporal and Seasonal Trends 

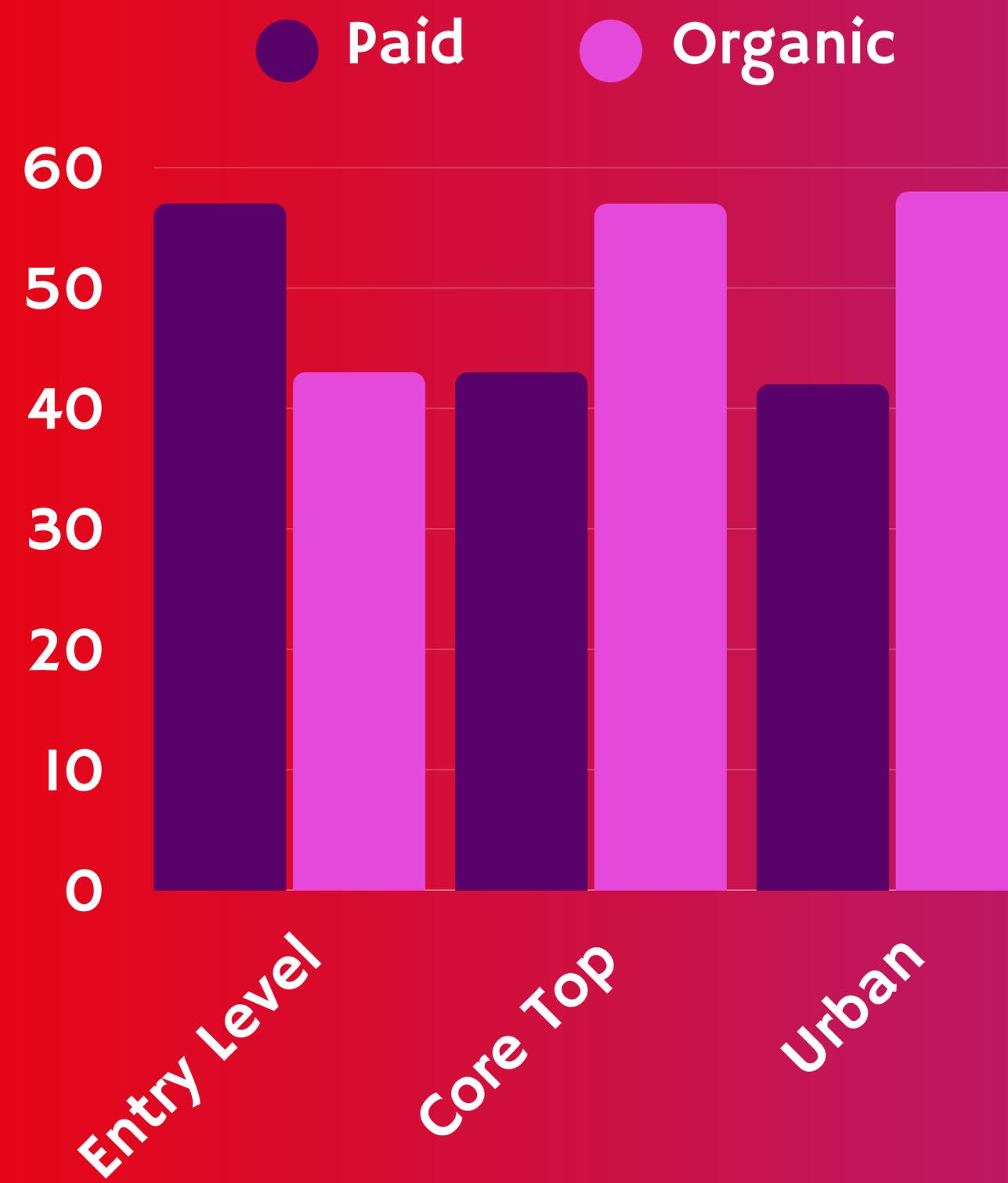
3) Video Attention 

4) Video Comments 

02 | Paid Promotion Effectiveness



02 Paid Promotion Effectiveness



- Most of the posts don't show any product
- Vast majority of bikes within posts belongs to core/top
- Very few posts are directly focused on Urban (absolute value)

02

Paid Promotion Effectiveness

Regression's features



- 1) Log scaled dependent variables
- 2) Time clusters
- 3) Months and weeks
- 4) Interaction terms

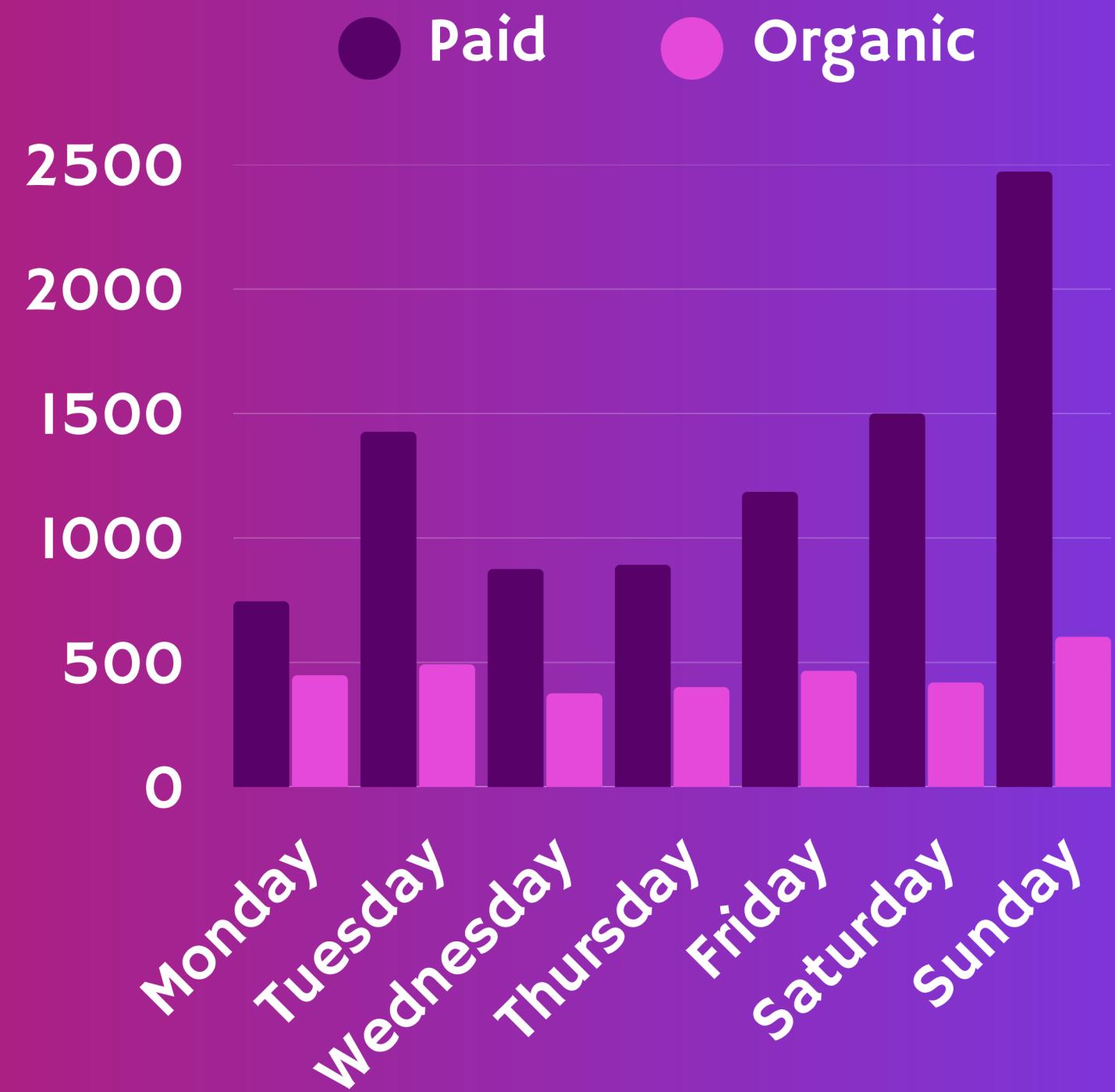
Main results and suggestions



- 1) Paid's coefficients always positive and significant
- 2) Racing content doesn't need to be boosted
- 3) Moment does not play a big role, optimize content

03 Temporal and Seasonal Trends

- Organic posts: better engagement rates
- Paid posts: boosted interactions and reach
- Late afternoon-evening and weekends generally optimum
- March particularly strong for engagement rate
- Interactions and Reach highly variable by month



03 | Regressions

Regression's variables

- 1) Time related variables
- 2) Post related variables
- 3) Media Types
- 4) Exponentially weighted moving average in windows of lag
- 5) Dependent variables: Engagement rate, Interactions, Reach

Main features

- 1) Logs
- 2) Coarser time buckets
- 3) Grid searches to find optimum window sizes and half-lives for EWMA lag

03 Findings

Seasonality ☀️

- Engagement peaks in winter; mid-year (May–Nov) sees 29–54 pp drop
- Reach & impressions follow same pattern evenings; leverage short-term momentum signals for rapid follow-ups.

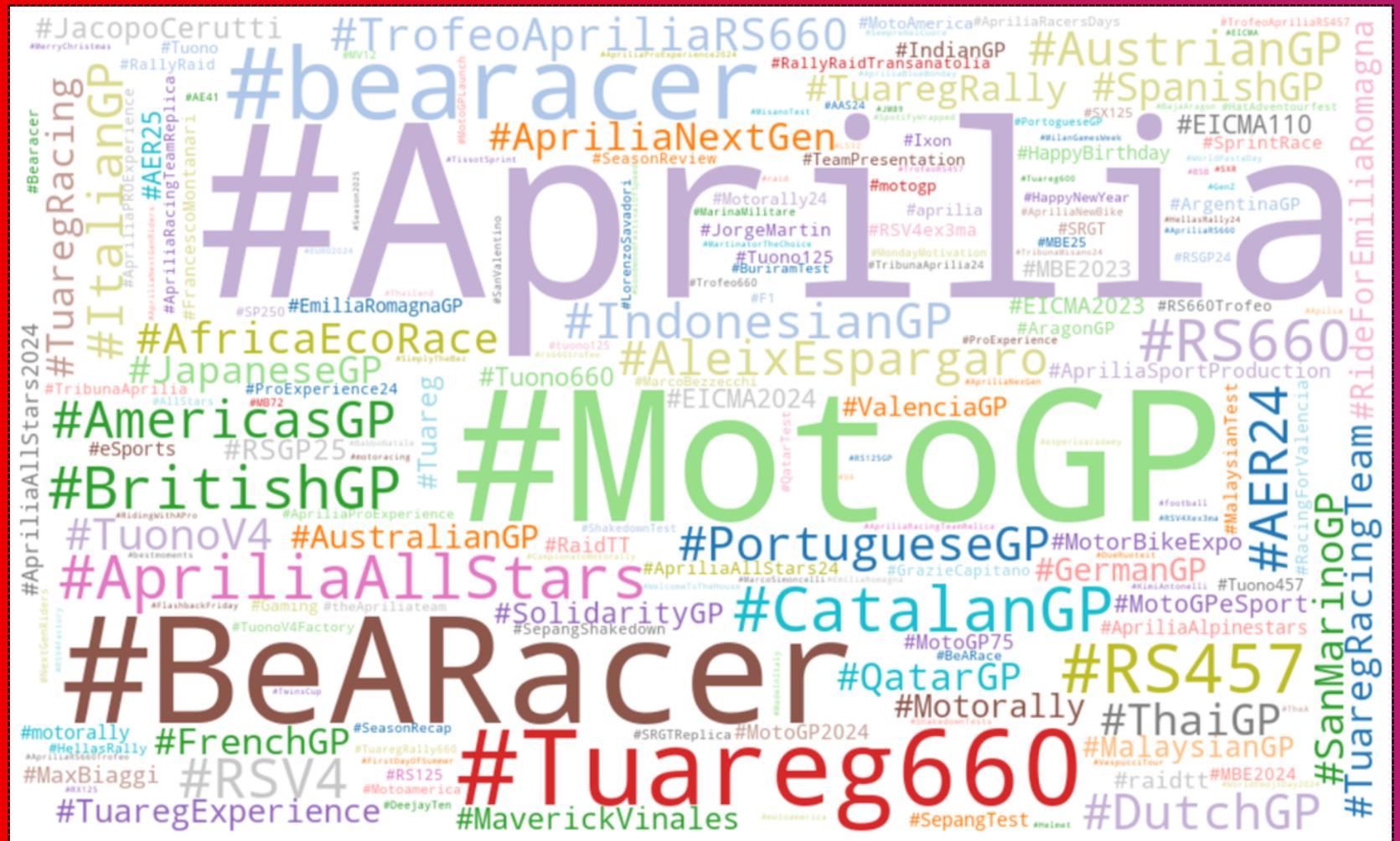
Timing ⏳

- Sunday: +0.31 pp engagement, +61% interactions, +40% reach
- Evenings: +29% reach; for most part time of day not influential

Plan of action 📋

- Concentrate paid, racing/event campaigns in winter on weekend

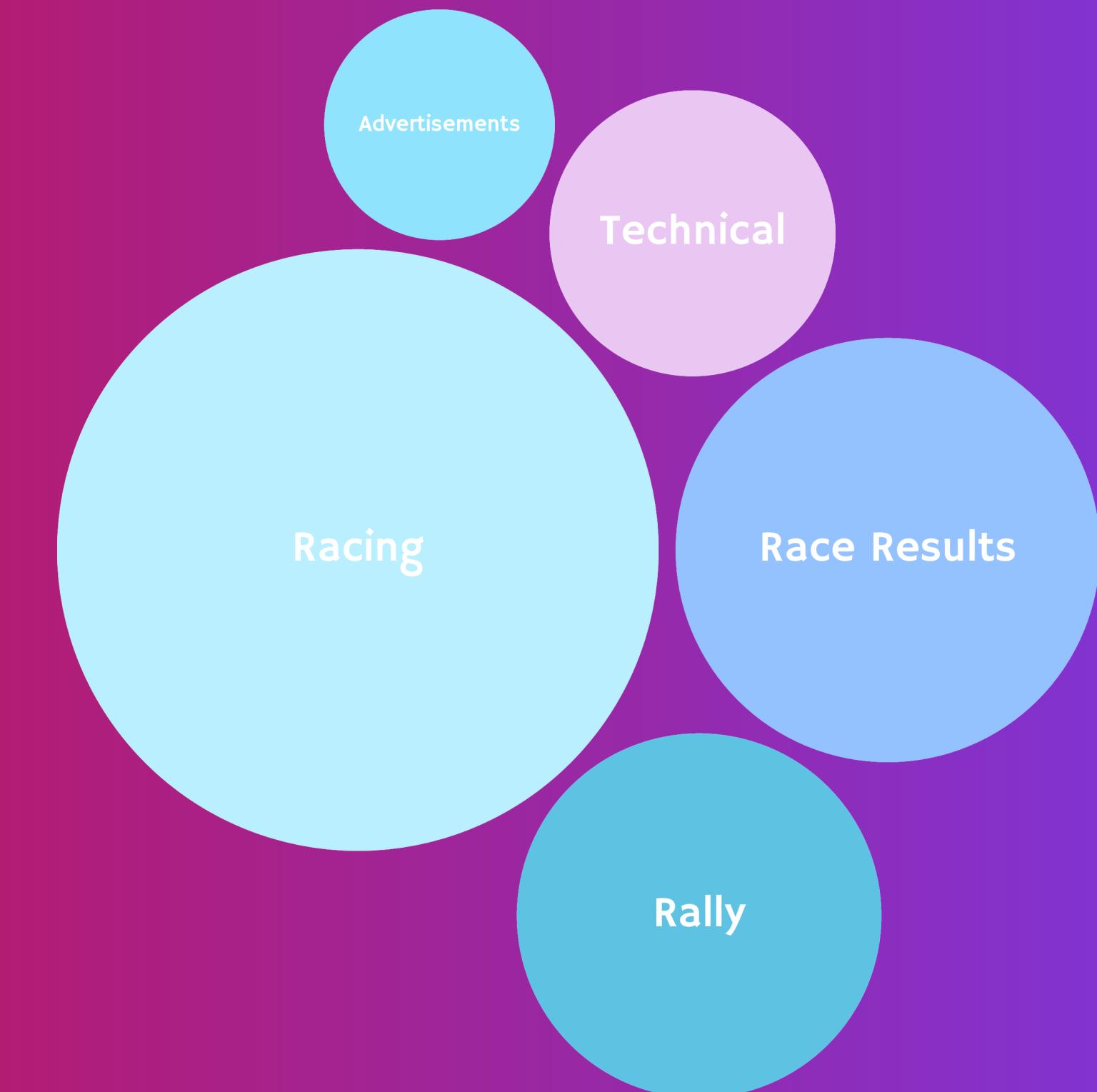
04 Video Attention - EDA



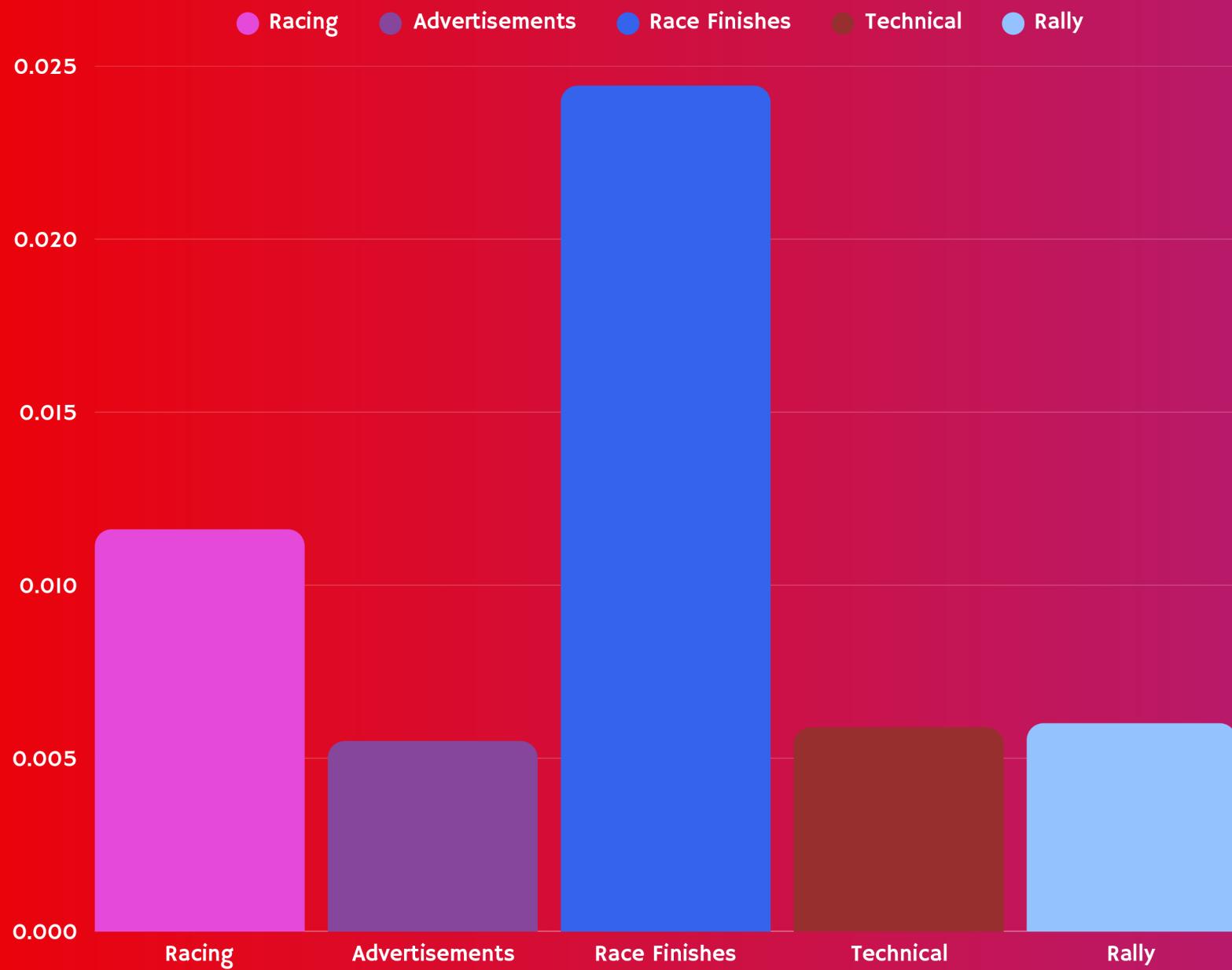
- Video length with very little effect
 - Extracted Hashtags
 - 30 Second Views most impactful
 - Average Video Completion higher for shorter Videos

Clusters:

- 1) Racing
- 2) Advertisements
- 3) Race Results
- 4) Technical Jargon
- 5) Rally



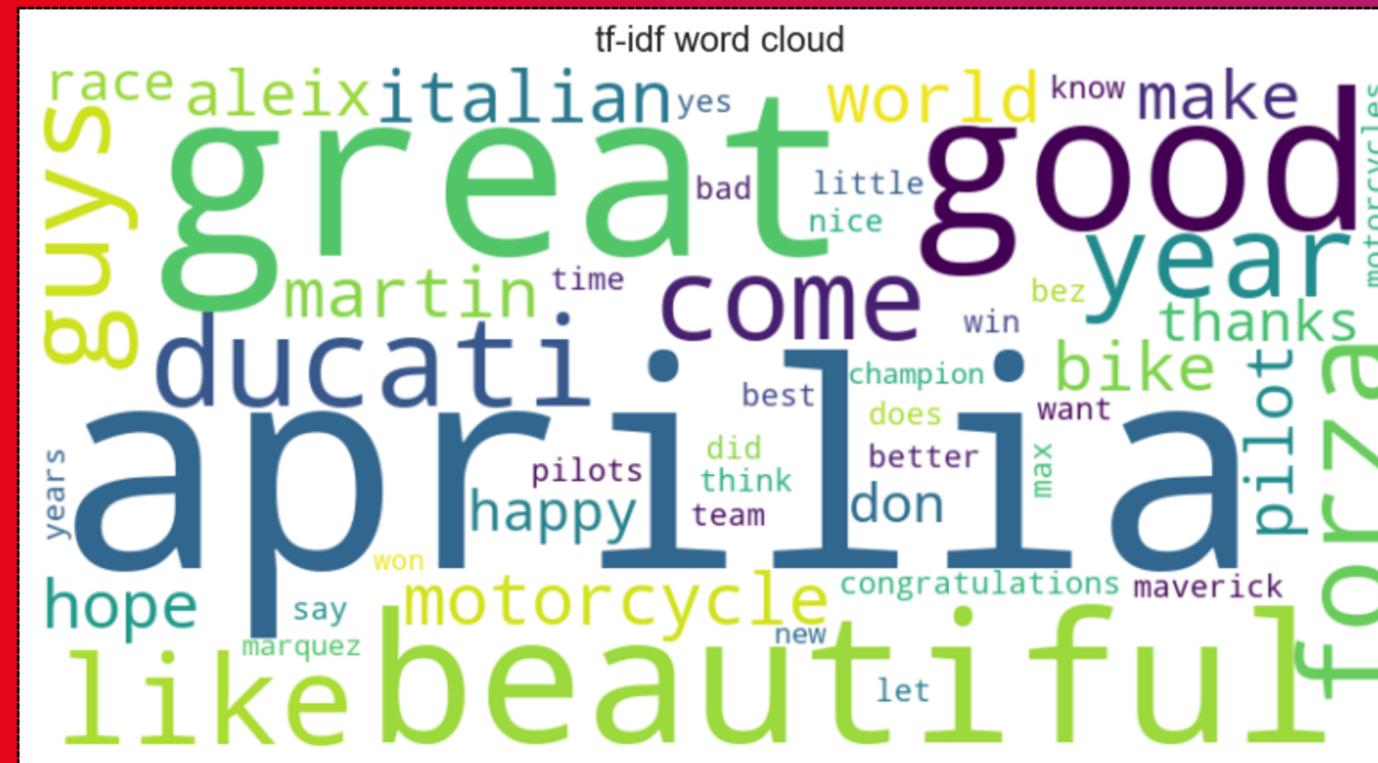
04 Video Attention - Clustering



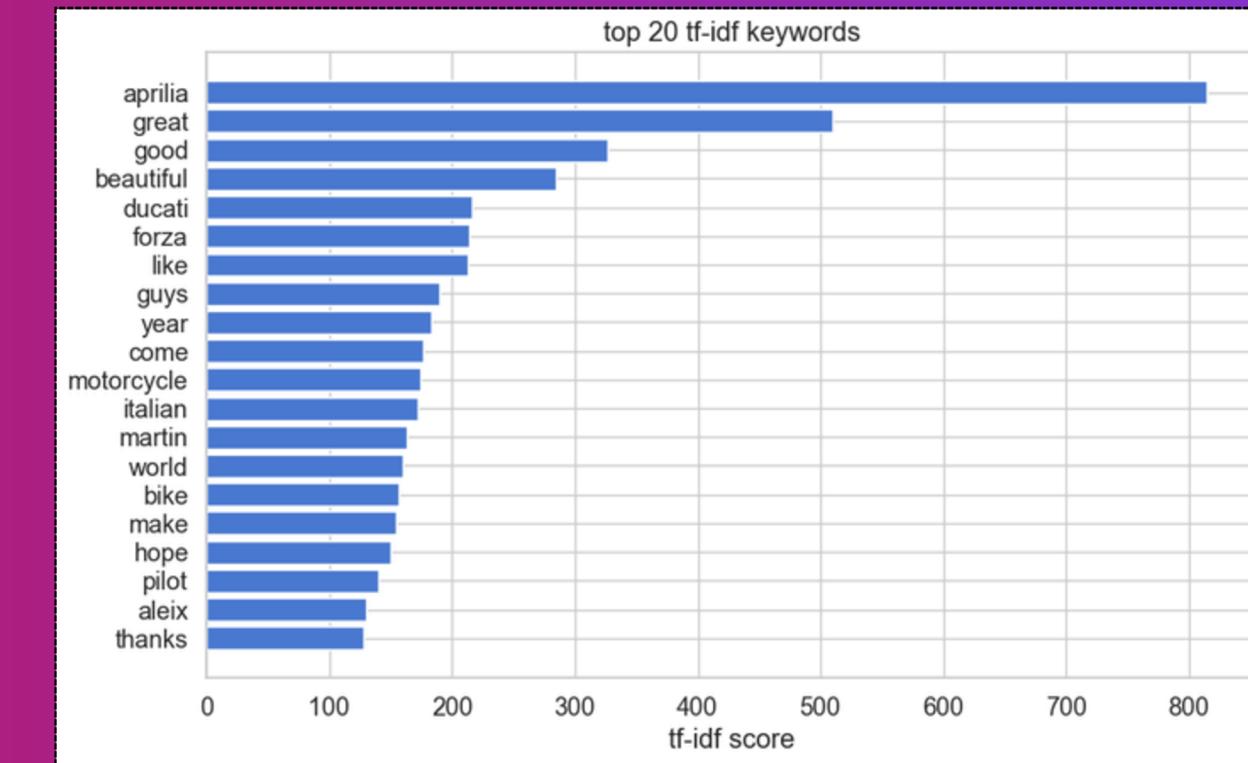
- Technical has the highest Reach
- Racing and Race Finishes have Interaction to Reach Ratio
- Advertisements have high Reach low Interactions

Interaction to Reach Ratio

05 Focus on Video



Word cloud

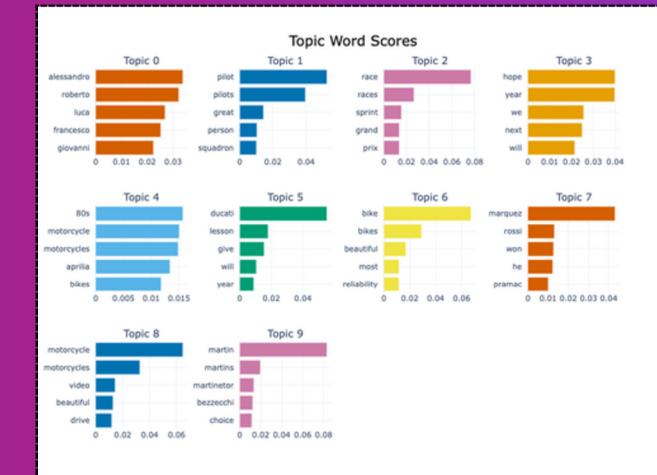


Keywords' TF-IDFs

Words like "aprilia", "great", "good", and "beautiful" rank highly – suggesting positive fan sentiment focused on a specific brand/team

05 Topic, Sentiment and Cluster Analysis

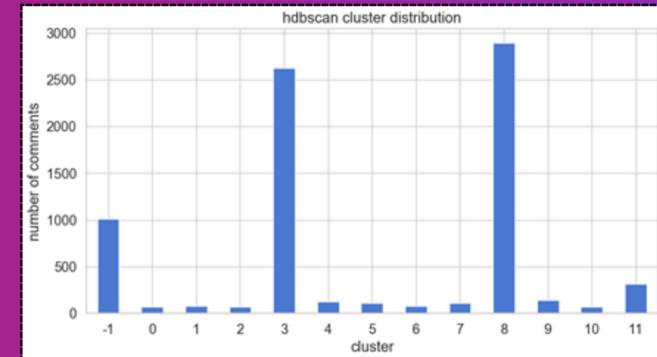
Topic analysis using BERTopic



Sentiment analysis using cardifnlp/twitter-roberta-base-sentiment

	Translated_Comment	Sentiment
0	Happy 2023 to all of you	LABEL_2
1	Good morning Aprilia Happy New Year 2023ricco ...	LABEL_2
2	What a motorcycle !! Wonderful 🙌☀️	LABEL_2
3	New year, Caponord New? 🥰🥰	LABEL_1
5	Today 😊IOD	LABEL_1
6	I want in serious raid raid program for Aprili...	LABEL_1
7	Great Bella Moto ... Great Bella Marca ... CON...	LABEL_2
8	Great motorcycle 👍	LABEL_2
9	The Tuareg He 2 times	LABEL_1
13	I would like to know if x the new Tuareg, reti...	LABEL_1

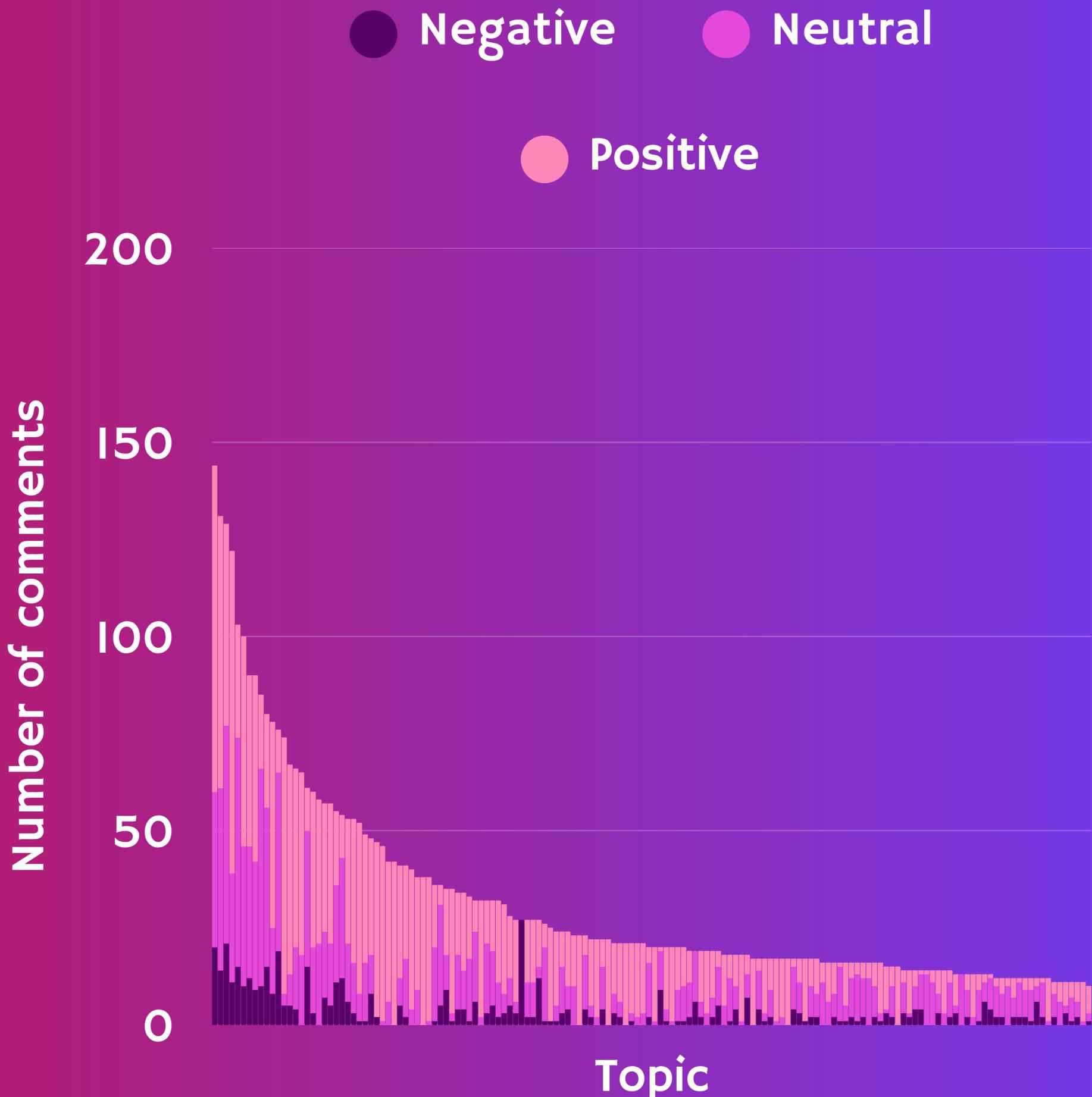
Clustering with hdbscan



05 Analysis

Insights

- Forza aprilia and Motorcycle discussions had the highest number of comments: ≈120 comments each
- Topics around specific races were noticeable: > 80 each
- Positive sentiment dominated in almost all major topics
- Forza aprilia: > 85% positive
- Topics related to ducati and rider rivalries had slightly higher negative sentiment



**Thanks for your
Attention!**