Social Trends | Reddit

Tap into Reddit, one of the largest forum platform available on the internet, to understand real time organic feedback, reviews and opinions from your customers.

By tapping into the Reddit API, I am able to pull data on comments and posts that were related to Halloween movie for Universal Pictures. We were able to perform the following analysis:

1. **Sentiment Analysis** – With the help of Natural Language Processing, I am able to classify the combination of different words into elaborate sentiments.

2. **Keyword Frequency Analysis** - After Text Mining, the frequency and occurrence of different keywords were studied to pinpoint interesting trends.

3. **Topic Modelling** – Topic Modelling is a statistical model that is aimed at discovering hidden semantic structures in a text body to reveal abstract topics that can be used for classification.

Reddit | Output Value

For example:
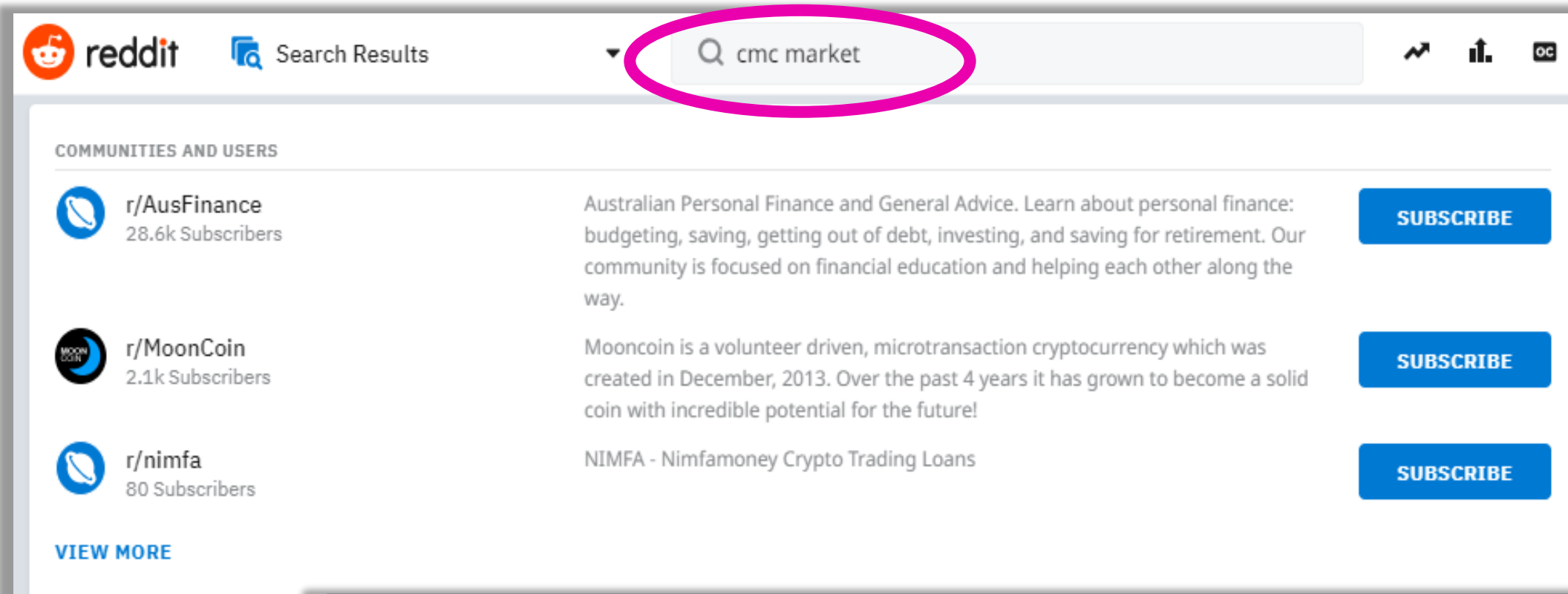
Reddit Search:
"CMC Market "

Analysis avail:
On all posts that discuss 'CMC Market .'

Output:
- Targeting of all URLs that are mentioned in CMC Market posts, discovering from where users with high intent to title are ingesting content on CMC Market .
- User Analysis
- Sentiment Analysis
- Pre-campaign insights
- Understanding the social perception of the brand and in doing competitor analysis
- Provide Real-Time Insights based on the current market perception
- Giving valuable feedback of title to your client
- Provide information on the creatives based on the social insights that can be used for the digital campaigns
- Optimize our programmatic campaigns based on the online behavior of the audience
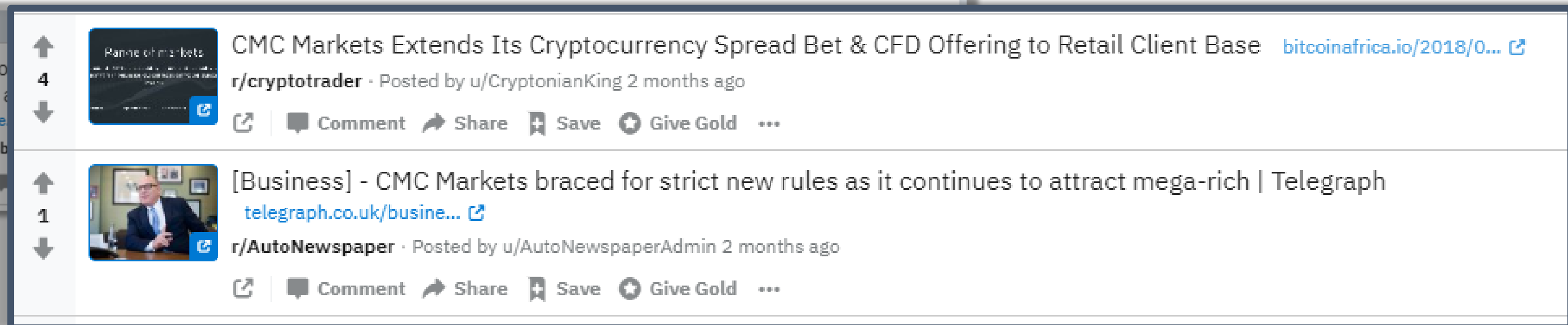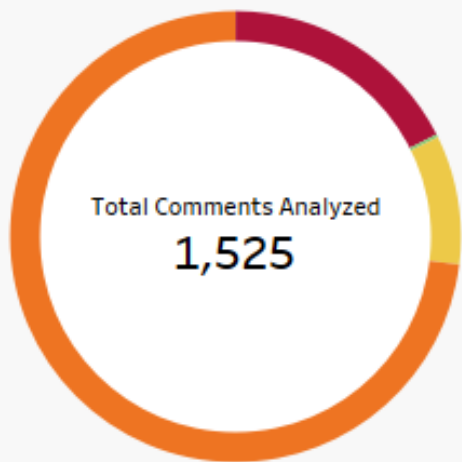
CMC Market search

Users searching on Reddit for CMC Market

Reddit Activity Overview

Reddit Comment Sentiment

Total Comments Analyzed
1,525

- ■ very positive
- ■ very negative
- ■ positive
- ■ neutral
- ■ negative

Activity Date

10/27/2017 **To** 10/4/2018

Average Comment/Post

53.58

Average Node Length

39.47

Average New Threads / Post

7.767

Top Domains

CryptoCurrency (REDDIT)	733
i.redd.it	162
coinmarketcap.com	94
i.imgur.com	77
medium.com	75

Top Sub-reddits

CryptoCurrency	860
Bitcoin	127
Ripple	108
Vechain	81

Day Trend

Sunday	84
Monday	295
Tuesday	43
Wednesday	119
Thursday	4
Friday	294
Saturday	56

- Top Domains shared are related to cryptocurrency, market trends and blogs
- Monday and Friday have the highest Reddits mostly due to the opening and closing of market for the week
- All posts are discussed in depth and each posts have ~8 different topics discussed about them

Comment Trend

Mobile App changes and Board of Directors change

News & Press Releases
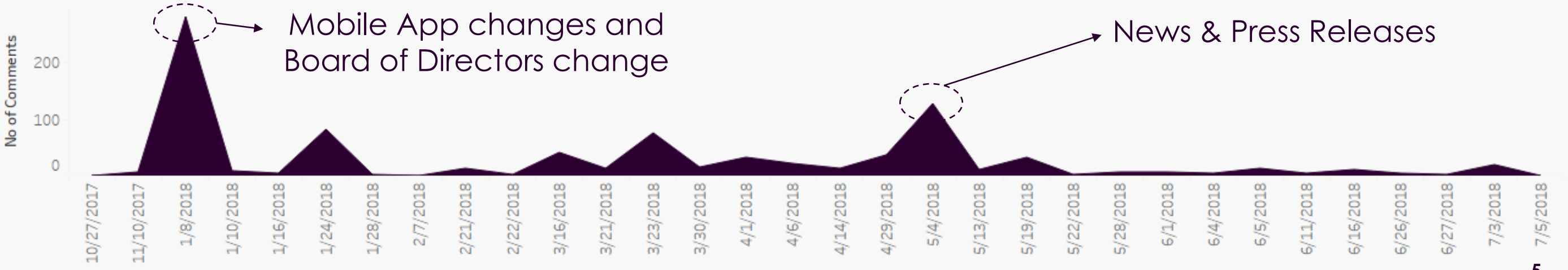
Contextual Analysis

Keywords

Keyword Frequency

cmc	174
market	133
price	122
people	117
exchanges	67
crypto	64
exchange	61
coins	57

Anger	Disgust	Fear	Sadness
0.06	0.03	0.07	0.06

Anticipation	Joy	Surprise	Trust
0.13	0.07	0.05	0.16

Keyword Analysis
- Keywords consist of mainly CMC Market chatter around stocks, commodities and cryptocurrency.

- Keywords from Post comments also contain talk about when to sell, buy and wait for changes in market trends
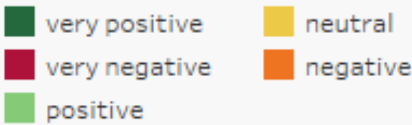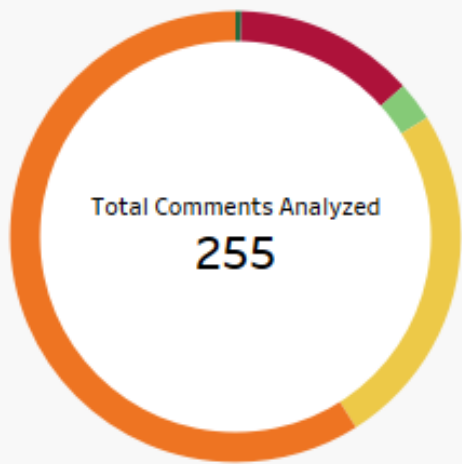
Sentiment Analysis
- Reddit posts show a great amount of anticipation and deep trust in the CMC Market platform.

Users searching on Reddit for Plus500

Reddit Activity Overview

Reddit Comment Sentiment

Total Comments Analyzed
255

- very positive
- very negative
- positive
- neutral
- negative

Activity Date

10/11/2017 **To** 9/19/2018

Average Comment/Post

13.36

Average Node Length

11.17

Average New Threads / Post

2.889

Top Domains

Forex (REDDIT)	52
plus500.com	38
i.redd.it	17
btc (REDDIT)	13
medianama.com	13

Top Sub-reddits

Forex	52
Iota	31
Ripple	23
CryptoMarkets	19

Day Trend

Sunday	74
Monday	42
Tuesday	27
Wednesday	10
Thursday	21
Friday	13
Saturday	26

- Top Domains shared are related to Currency exchange and cryptocurrency
- Sunday and Monday have the highest Reddits mostly due to the Pre market opening for the week
- All posts are not discussed in detail and each posts have only ~2 different topics discussed about them

Comment Trend

General Meetings and Announcements

Preliminary results released for 2017

No of Comments

30

20

10

0

10/11/2017 10/14/2017 10/17/2017 11/16/2017 11/20/2017 11/27/2017 12/7/2017 12/8/2017 12/11/2017 12/12/2017 12/14/2017 12/17/2017 12/18/2017 12/23/2017 1/1/2018 1/3/2018 1/9/2018 1/11/2018 1/28/2018 2/1/2018 2/15/2018 3/4/2018 3/19/2018 3/20/2018 4/7/2018 4/28/2018 6/19/2018

Contextual Analysis

Keywords

Keyword Frequency

Keyword	Frequency
trading	23
account	19
buy	18
crypto	16
money	14
oanda	13
time	13
market	10

Anger 0.06

Disgust 0.03

Fear 0.06

Sadness 0.07

Anticipation 0.13

Joy 0.08

Surprise 0.07

Trust 0.17
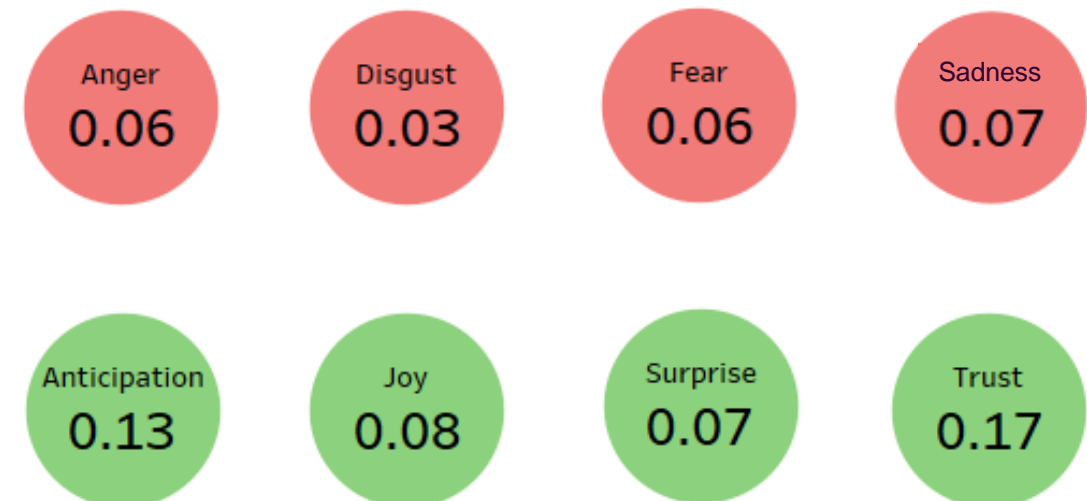
Keyword Analysis
- Keywords consist of mainly Plus500 trading chatter around stocks, commodities and cryptocurrency.

- Keywords from Post comments also contain news about stock performance, predictions of market trends

Sentiment Analysis
- Reddit posts show a deep trust in the Plus500 platform.

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Reddit Insight

Users searching on Reddit for FXCM

Reddit Activity Overview

Reddit Comment Sentiment

Total Comments Analyzed
71

Legend:
- ■ very positive
- ■ very negative
- ■ positive
- ■ neutral
- ■ negative

Activity Date

11/2/2017 **To** 10/4/2018

Average Comment/Post

10.67

Average Node Length

7.167

Average New Threads / Post

2.250

Top Domains

Forex (REDDIT)	55
algotrading (REDDIT)	7
UKInvesting (REDDIT)	5
investing (REDDIT)	4

Top Sub-reddits

Forex	55
algotrading	7
UKInvesting	5
investing	4

Day Trend

Sunday	8
Tuesday	12
Wednesday	6
Thursday	14
Saturday	20

- Top Domains shared are related to Reddit channels discussing around currency exchange, trading, and investments
- Sunday has the highest Reddits mostly due to the post closing of market for the week
- Very less discussion about FXCM and each posts have ~2 different topics discussed about them

Comment Trend

No of Comments

Recorded best month in a year

Press Release

11/2/2017   12/26/2017   1/6/2018   1/28/2018   2/13/2018   2/17/2018   2/28/2018   3/7/2018   3/15/2018   4/15/2018

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Contextual Analysis

Keywords

Keyword Frequency

fxcm	17
broker	13
account	9
rest	9
trade	9
trading	9
forex	8
price	7

Anger	Disgust	Fear	Sadness
0.06	0.02	0.08	0.04

Anticipation	Joy	Surprise	Trust
0.13	0.07	0.05	0.20

Keyword Analysis

- Keywords consist of mainly Plus500 chatter around forex, prices, and trade accounts

- Keywords from Post comments also contain news about currency exchange rates, predictions of market trends

Sentiment Analysis

- Reddit posts show a deep trust in FXCM brand.