

# UNDERSTANDING THE SOCIAL MEDIA

Facebook has played a major role in reaching masses in India. Every e-commerce industry is battling aggressively to the reach people. We have analyzed the facebook activities of major e-commerce companies in India.

Dcrucs Social Media Analysis helps to monitor competitor's activity on social media. For the demonstration we have considered e-commerce companies in India and analyzed their facebook activities.

Companies in focus: **Flipkart, Snapdeal, Amazon, Infibeam, Shopclues and Justdial.**

The first impressions on the data analyzed are:

## A. Responses received for the posts on Facebook:

Dcrucs Social Media Analysis gives the glimpse of responses received on facebook right from the year when a company made its first post. You can analyze monthly response of the competitor's activity over the years. There is an option to compare all the companies or to compare particular set of companies using filter. Below are few findings on the responses

1. Data on facebook tells us that Flipkart is undoubtedly clear winner when it comes to reaching people on facebook. This is due to the fact that it has highest number of followers (more than 5.8 million as on 28<sup>th</sup> August 2016) compared to any other player.

Company	No. of followers ( August 2016)	First post on facebook
<b>Flipkart</b>	5,837,992	July 2009
<b>Justdial</b>	5,604,474	November 2009
<b>Amazon India</b>	5,453,601	June 2013
<b>Snapdeal</b>	4,109,544	February 2010
<b>Shopclues</b>	2,830,155	November 2011
<b>Infibeam</b>	921,140	November 2009

2. 2012 was the year of Shopclues where it received maximum response compared to any other player. In the 2013 there was a neck to neck battle between Shopclues and Snapdeal whereas Flipkart was at 3<sup>rd</sup> position
3. If you look at the response graph each year for all the companies we found out that April to August is the period when companies receive good response for their activities

## **B. Analysis on type of posts:**

This section helps to analyse which is the best medium to reach the audience. Dcrucs Social Media Analysis helps to navigate the data by year, and select the companies for comparison and it also gives us the flexibility to analyze all type of posts on facebook. Below are the key insights from the type of posts.

1. Posting of photos or images is best way to convey the message to people compared to videos and posting company links.
2. Flipkart and shopclues are aggressive in posting links to reach people whereas Infibeam is the most aggressive player in posting photos or images.

## **C. Post time analysis**

The visualization under this section will answer the question “Whether there is some pattern in time of the activities posted by companies”, the answer is YES there is a pattern and it says “Start early to reach more”, the stats shows that companies usually post in between 12 AM to 8 AM. Dcrucs Social Media Analysis also helps to analyze the type of post by month and year.

## **D. Top posts:**

This section provides the information Top 5 posts that received maximum response for a particular company. Dcrucs Social Media Analysis provides flexibility to identify top posts for complete year or provide monthly top 5 posts for each company. This feature facilitates to identify the trending activities of the company in a given month and year.

***Sentiment analysis coming soon.....***