

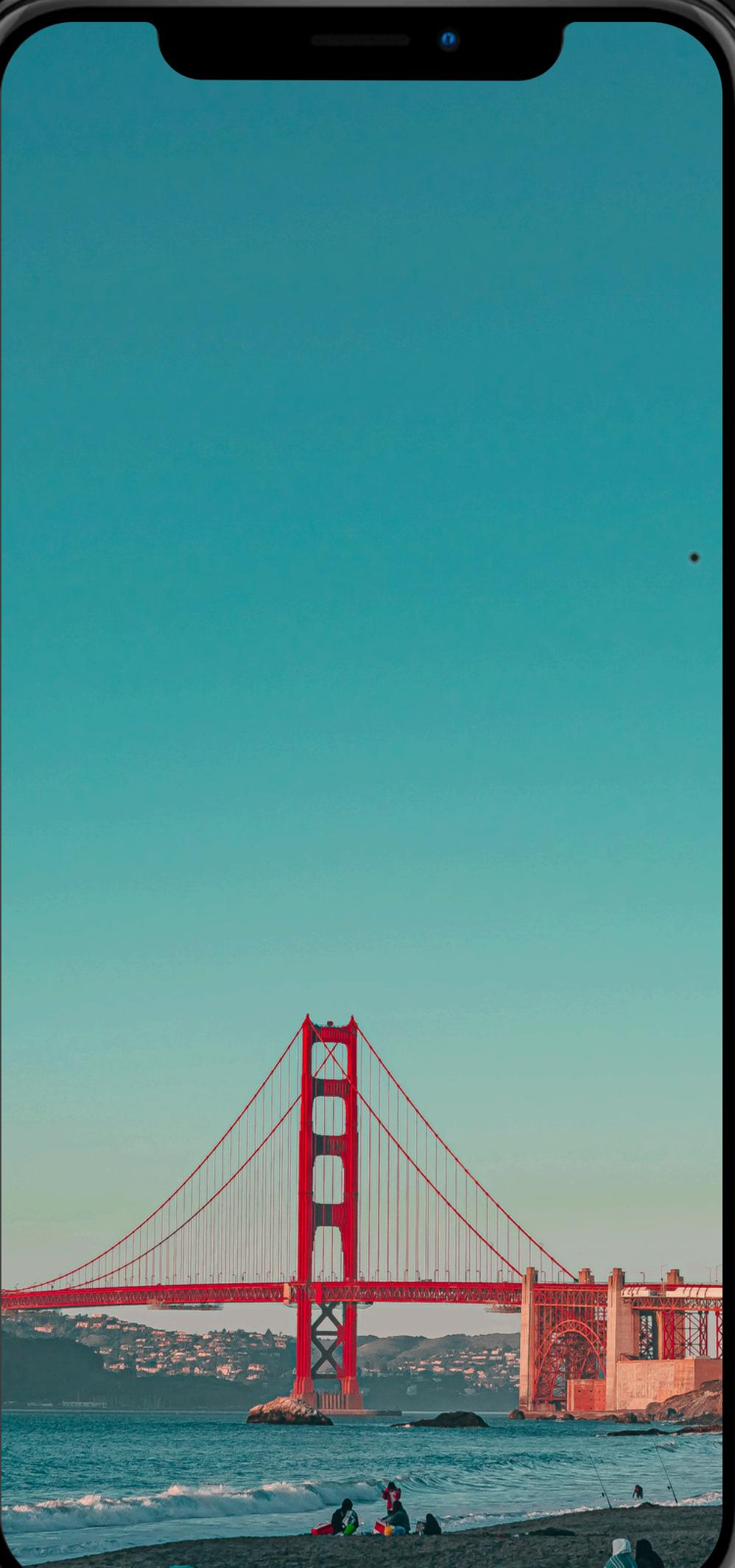
HULT INTERNATIONAL BUSINESS SCHOOL

# USER-GENERATED CONTENT ANALYSIS: SAN FRANCISCO SECRETS

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# Top Trending Topics (By Comments)

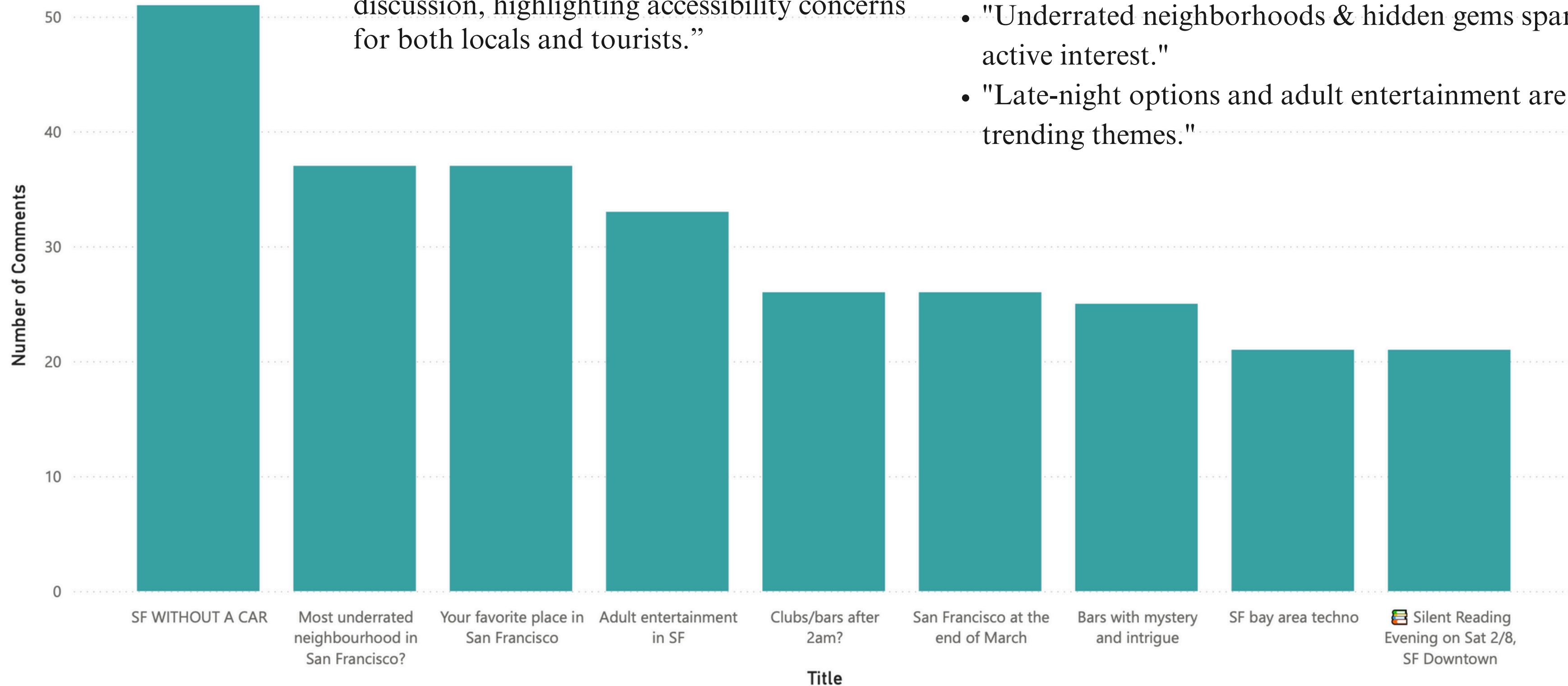
- SF without a Car
- Most Underrated Neighborhoods
- Clubs/Bars after 2AM
- Adult Entertainment in SF
- Techno Events



# Top Trends

Reddit topics with the highest number of posts and comments. ‘SF Without a Car’ leads the discussion, highlighting accessibility concerns for both locals and tourists.”

- “Transportation without a car is a major concern for locals and tourists.”
- “Underrated neighborhoods & hidden gems spark active interest.”
- “Late-night options and adult entertainment are also trending themes.”



## What San Francisco Redditors Talk About Most

# STRATEGIC RECOMMENDATIONS

- Opportunity: Brands or tourism boards can craft content around these real user concerns
- Real-life problems (transport, nightlife options, local secrets) spark the most conversation.

# COFFEE

# FARMERS MARKET

# NIGHT CLUB

## EVENT

# DOLARES

# TECHNO

## RICHMOND

# UNDERGROUND

HAIGHT

## MISSION

BAR

**SF  
BAY**

# Post Category Breakdown

## TOP CATEGORIES OF COMMENTS

FOOD & DRINKING

NIGHTLIFE

TECHNOLOGY & INNOVATION

PARTS & OUTDOORS

EVENTS & ENTERTAINMENT

TRAVEL & EVENTS

ARTS & CULTURE

SHOPPING

TRANSPORTATION

WORK & CAREER

- **Top Engagement:** Food & Dining leads in comments, followed by Nightlife and Technology & Innovation—showing strong interest in lifestyle and local experiences.
- **Moderate Interest:** Steady engagement in Travel, Parks, and Entertainment suggests curiosity about city activities
- **Niche Topics:** Arts, Shopping, and Transportation show lower engagement, pointing to specialized interests.

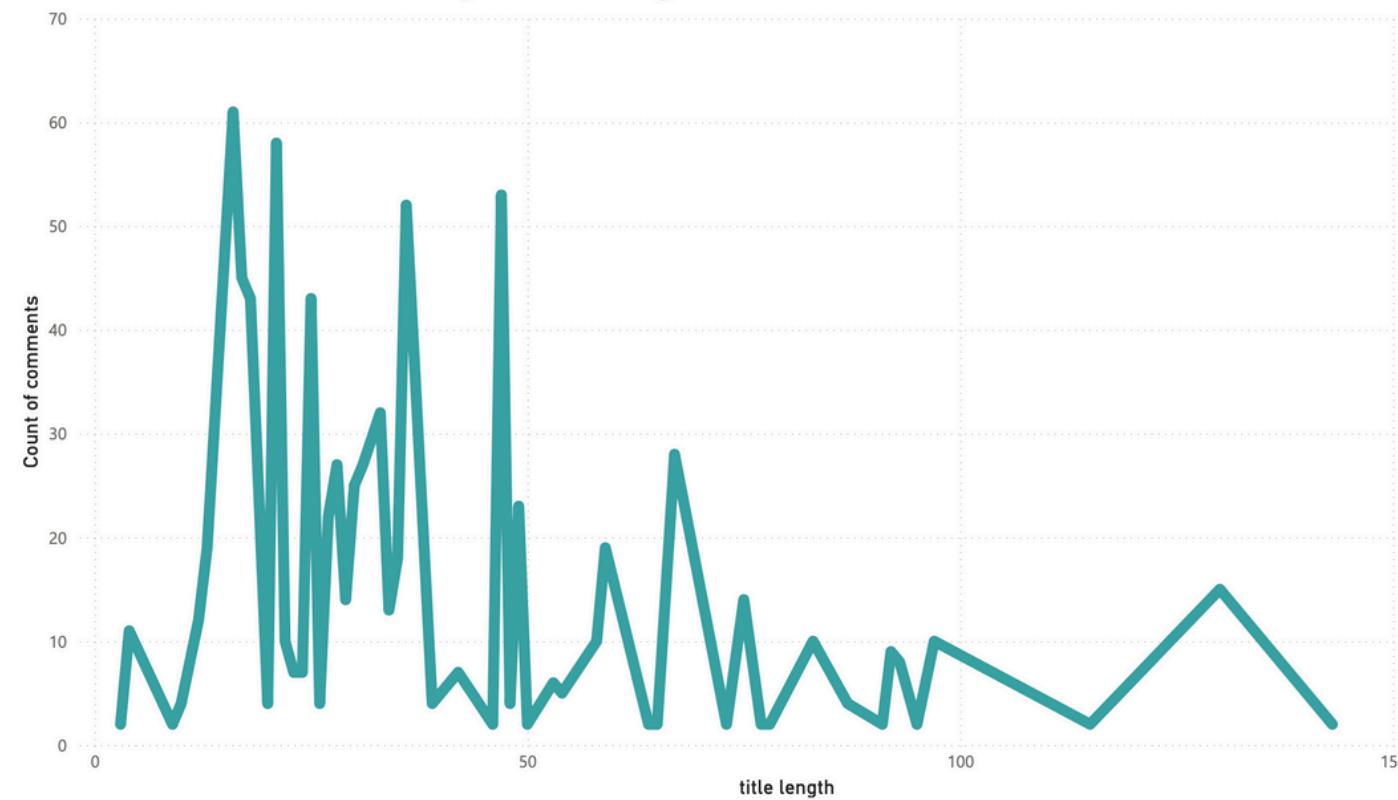
# STRATEGIC RECOMMENDATIONS

**Local regional experiences:**

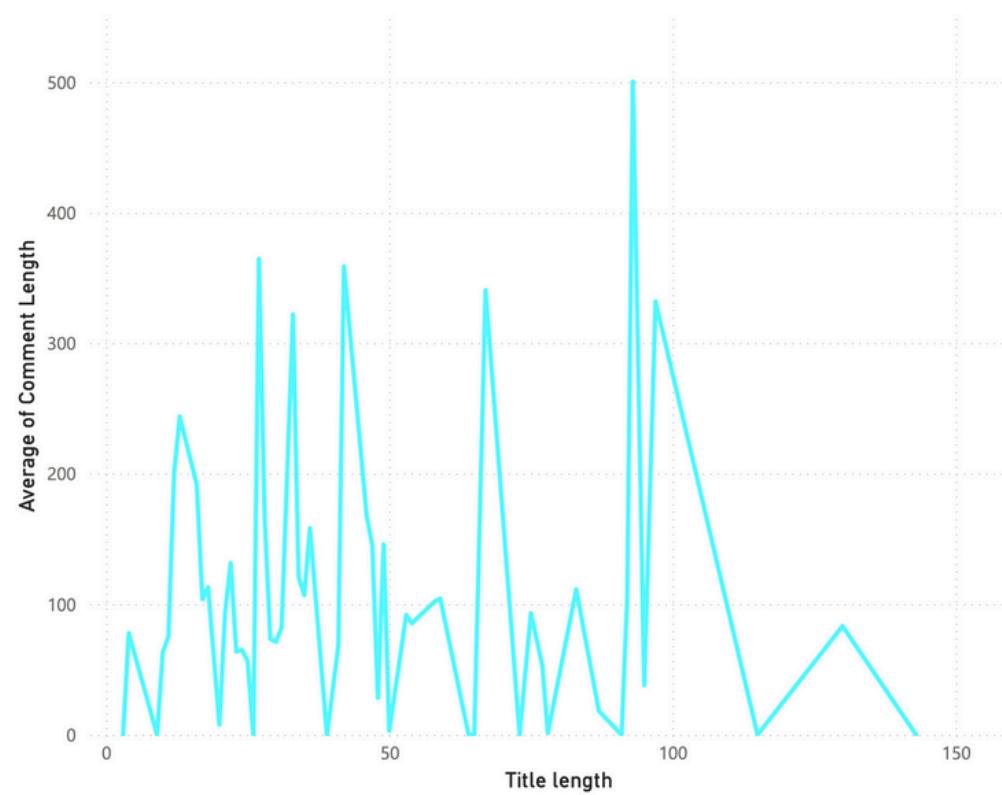
nightlife, unique events, niche food scenes.

Strong potential for SEO targeting of  
**"underground events,"** **"coffee tastings,"** and  
**"secret SF spots"**

**Count of comments by title length**



**Average of Comment Length by Title length**



## Trade-off Between Quantity and Depth of Comments

- Longer titles = fewer comments = those comments are longer and more detailed
- Short titles → attract more comments, but many are short or low-effort.
- Long titles → attract fewer comments, but those are deep and rich in content.

## Marketing Implication:

- If you're seeking broad reach or virality, use shorter, curiosity-driven titles.
- If you're seeking valuable insights, community depth, or qualitative feedback, go with longer, more specific titles.

# Recommendation

- Use the trends for local SEO and targeted marketing
- Engage audiences with localized, experience-focused content
- Customize your title based on your needs

