

Social Listening and Trend Analysis

NOMOBO



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# Flow Chart

A diagram of a software development process

Description automatically generated

# Functionality and Logic Building

## Input

* In a config file, user will enter variables – input/output path, user credentials to access social media, dates, historical data path and other constants used in the code.

## Data Extraction

* These inputs will be read by the python code that will extract all the data (review videos and their comments) from social media websites.

## Data Cleaning

* Data will be cleaned, manipulated – unnecessary columns will be removed, date extraction, null values removed. Data will be prepared to be used for sentiment analysis.

## Sentiment Analysis

* Using subjectivity and polarity method, all the user comments and reviews fetched above will be analysed and will be categorized in three states – “Positive”, “Negative” and “Neutral”.

## Output

* This data will be created for all the competitors and in the end will be appended in one output file.

## Trend Analysis

* The output data will used for exploratory analysis either using python code or power bi tool.
* All the graphs in this analysis will help understand the ongoing trend in the market, their reasons and timings.
* This will help in understanding competitors positive and negative areas and help the company build better marketing strategies and improve brand positioning.

## Deep Dive in Negativity

* We can further deep dive into negative comments to understand the competitor better.
* For this we will use the final output data generated above and fetch only negative comments, create several topics to put them under and run machine learning AI model.

## Machine Learning Model

* This model will learn all the data provided to it and understand which type of data falls under which category and place all the uncategorized data to “new” or “others” category.
* Once we have the output from the model, we will only have to look forward to negative comments that are in “new” or “others” category while the others will be self explanatory.
* Moreover, after identifying and placing these new categories to newly created topics, we will be able to generate new data for the model to be run next time. This will make the model more focused and trained for future results.
* Meanwhile, all the previous outputs and analysis will be stored in the historical folder for future comparison.

# Conclusion

This AI tool will help understand competitors’ position in market, customers need and desires and the comparison between various competitors. Also, using this analysis, the company will be able to build better marketing strategies, product recommendations and enhance the customer experience.

# Till Date Analysis

Looking at all the graphs and sentiment analysis amongst three competitors – Lume, Curie and Native, I found the following points which are attracting customers:

* All the competitors are using “aluminium free” products.
* “Plant based acids” entice the audience.
* Customers favored “fruit-based enzymes” and “fruit-based scents” used in the products.
* Customer prefer some fragrance compared to scent-free products.
* “No baking soda” made the deal.
* Research and advertisements made by “Scientists and Dermatologists”.
* Customers love the products which covers all the body parts producing sweat and not just under-arms.
* Users look forward to adapting a new regime.

Following are the points which distracted customer from these products:

* These products are not useful for people who are allergic to perfumes and deodorants.
* It is reducing sweat and clogging pores rather reducing body odor.