

# Social Media Analytics

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Unveiling Customer Insights:  
Enhancing the iPhone 14  
Through Data Analysis



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## Context:

- The iPhone is still one of the best phones in the market, but the competition is fierce and they are catching up.

## Main objective of this project:

- Understand users' main pain points to improve the next iteration of Apple's device and stay ahead of the competition.



# Data Collection

## Data Sources:

- Facebook & Twitter
- Best Buy
- Reddit

## Data Preparation:

- Noise Reduction
- Text Normalization
- Tokenization
- Stop Word Removal

# Frequency Analysis

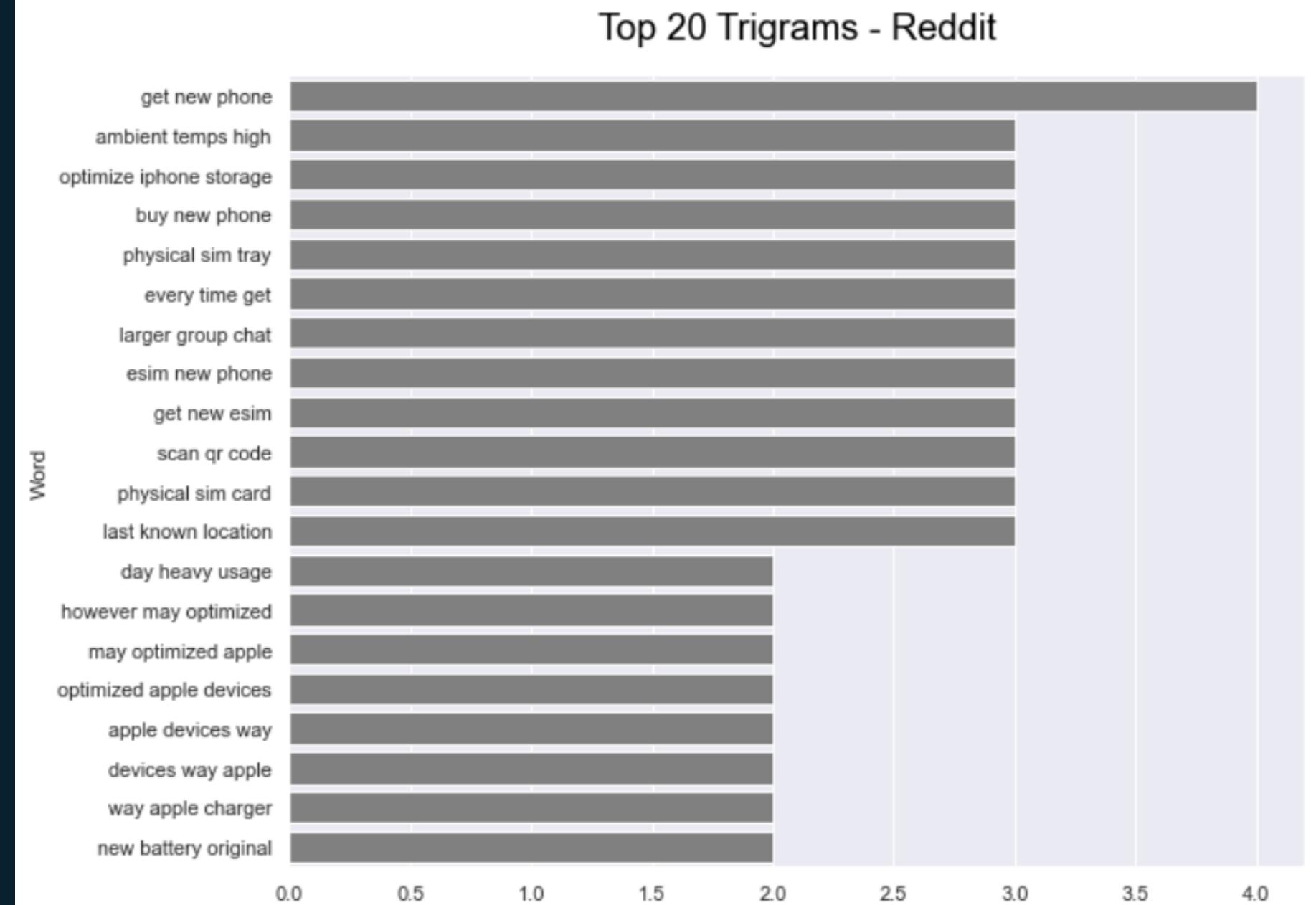
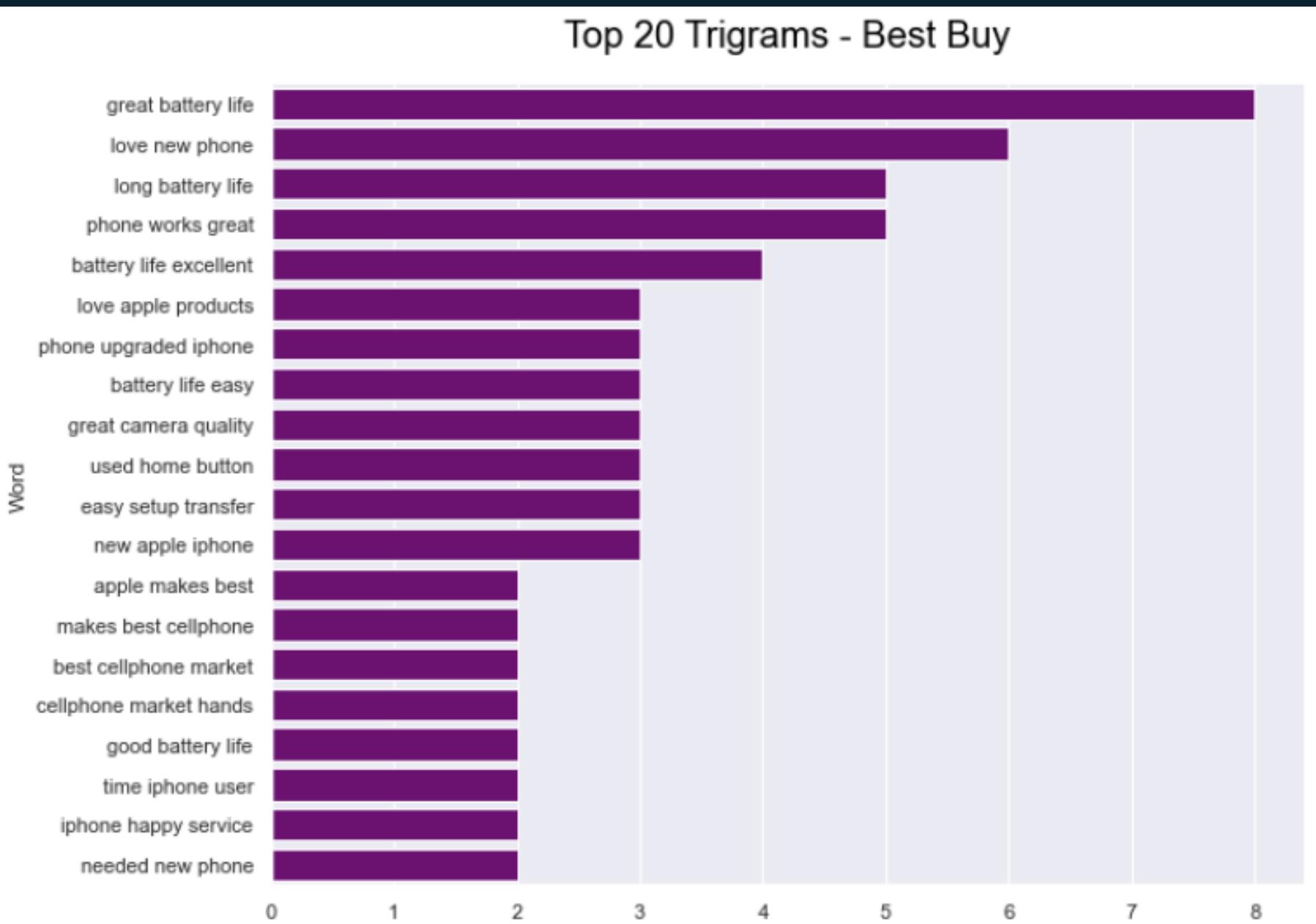
## Wordcloud - Best Buy



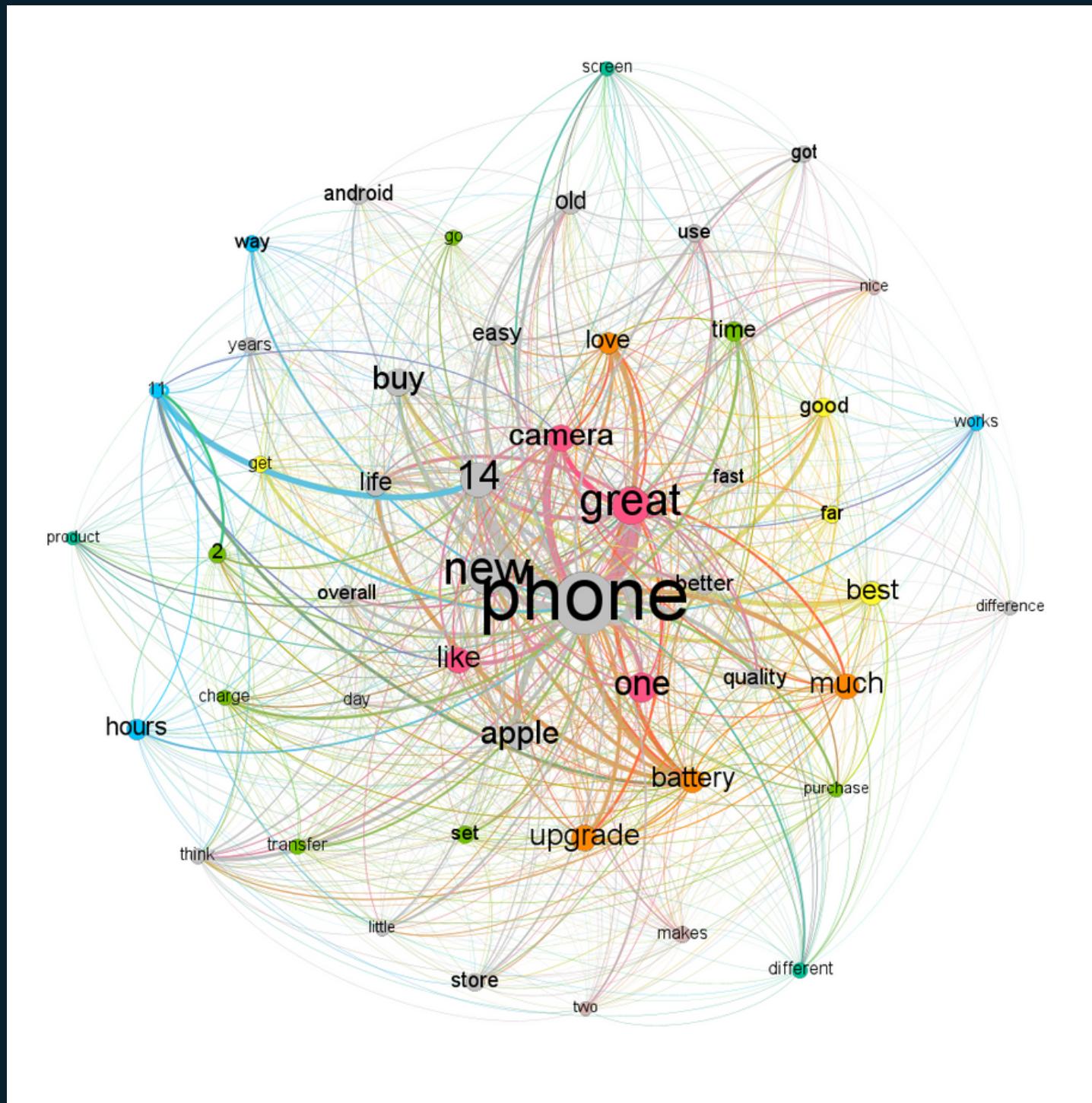
## Wordcloud - Reddit



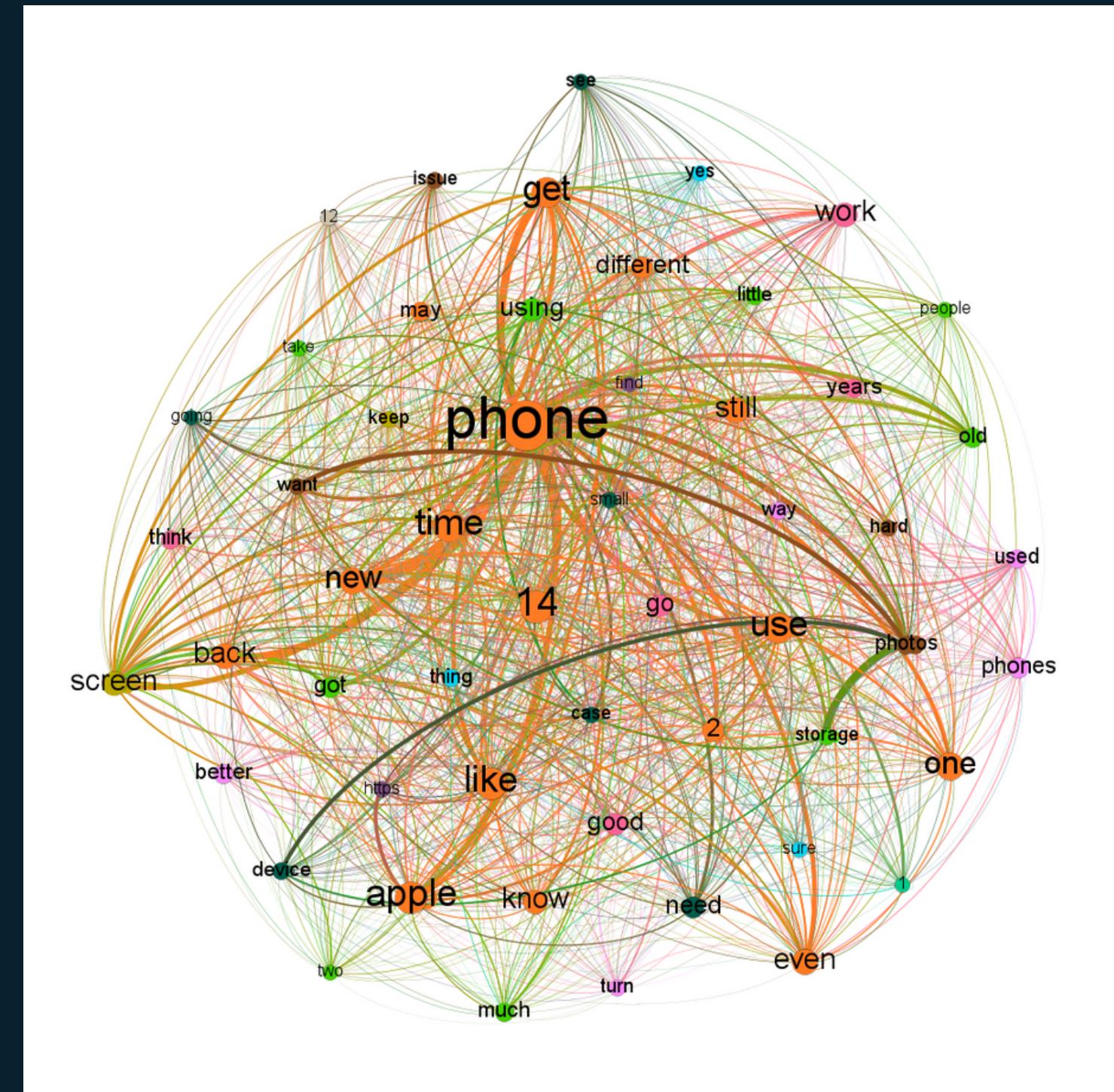
# Frequency Analysis



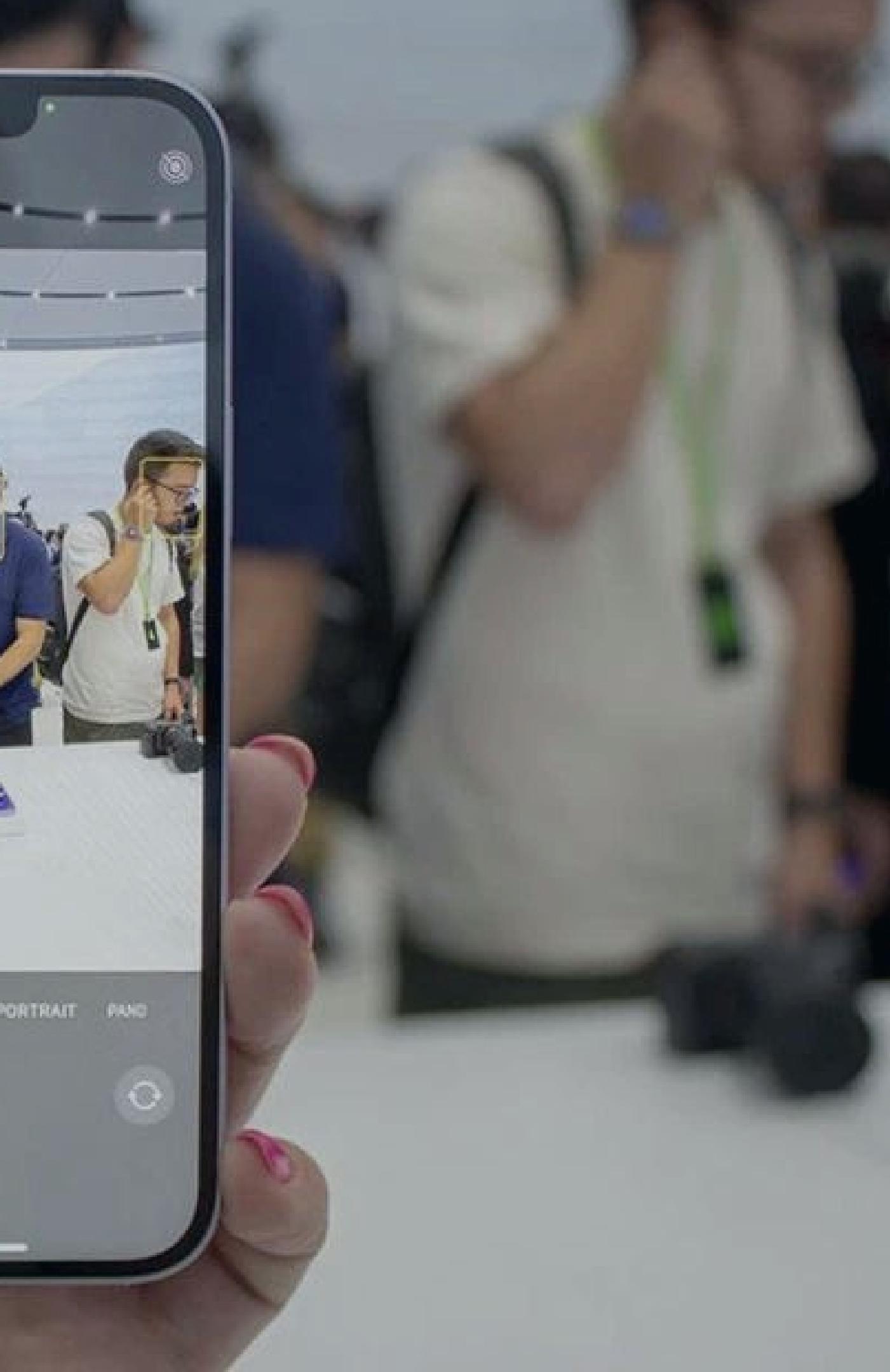
# Network Analysis: Word Frequency Analysis



# Best Buy



# Reddit



# Topic Modeling

Best Buy

Reddit

General Features

Usage and Functionality

Camera

User Experience and Durability

Design

Data Management and Troubleshooting

Upgrading

Activation and SIM Card

Upgrading Experience

Photo and Video Management

Buying Experience

Comparison With Other Devices

Customer Support

Communication Experience

Accessories

Technical Issues and Support



# Named Entity Recognition

## Identified Entities:

- CARDINAL
- ORG
- ORDINAL
- DATE
- TIME
- PERSON

# Named Entity Recognition

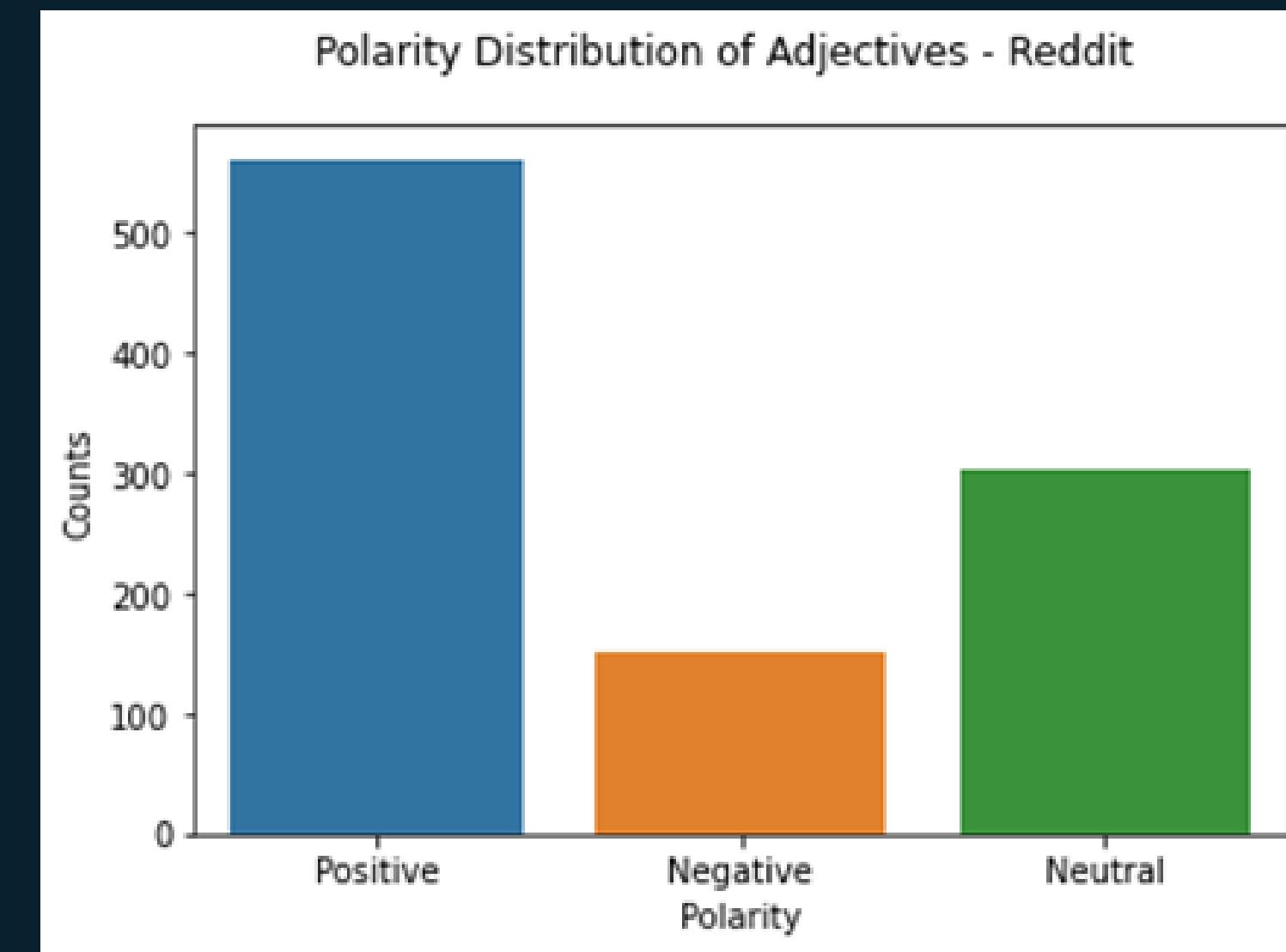
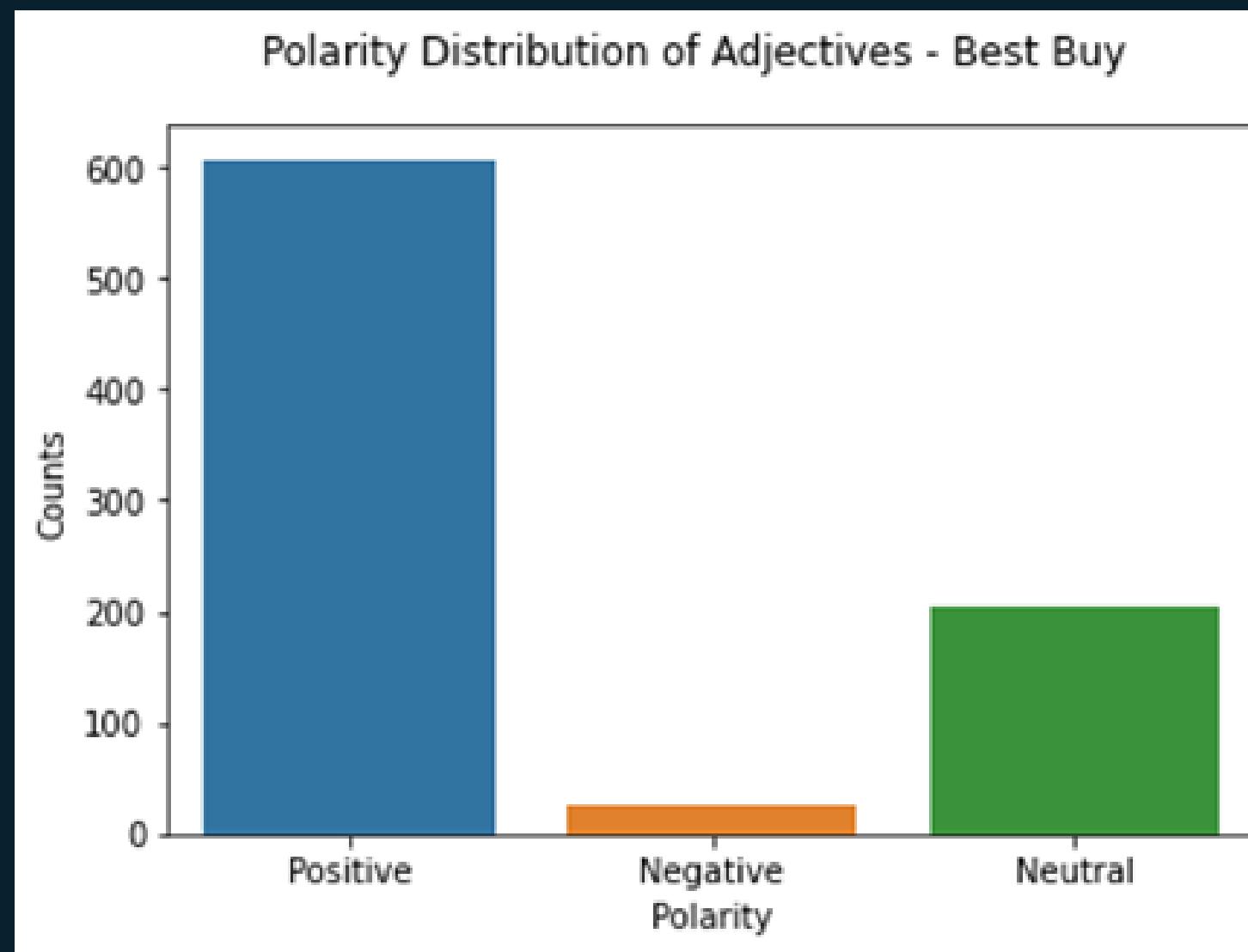
## Insights:

- Discussions and Comparisons
- Ranking and Scoring
- Satisfaction Levels and Excitement
- Duration, Usage, and Upgrade History
- Features like Speed, Power, Timing, etc.
- Conversations about Specific Apps or Software

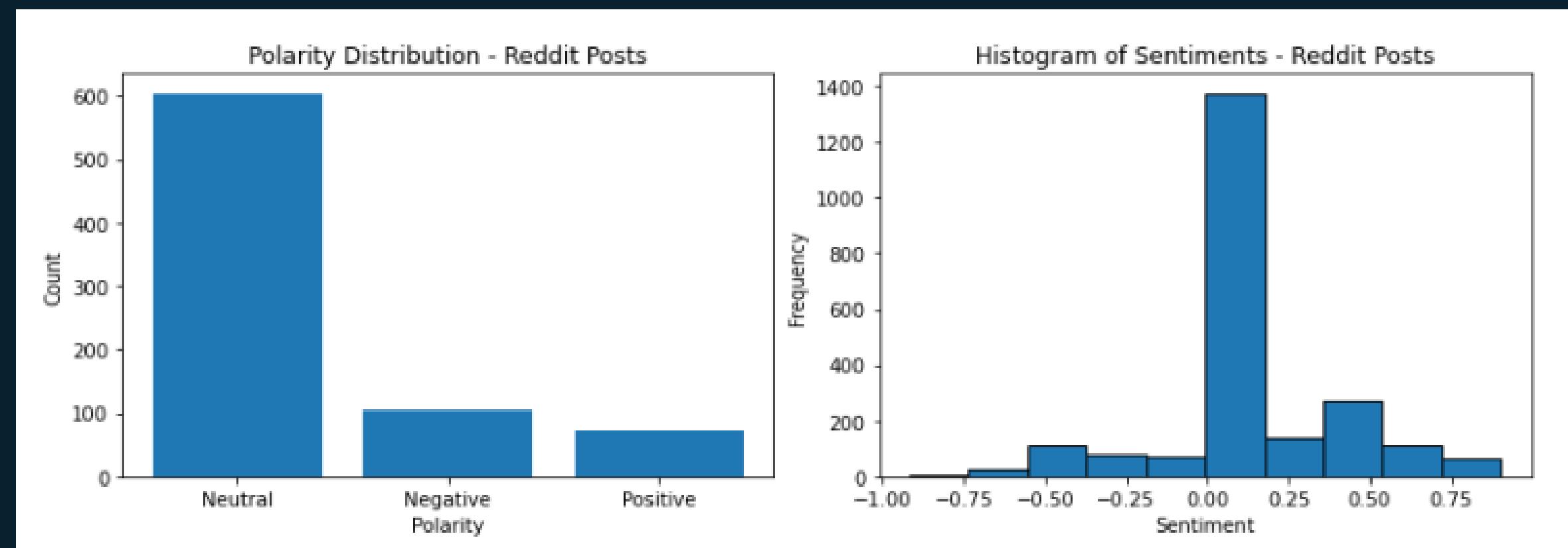
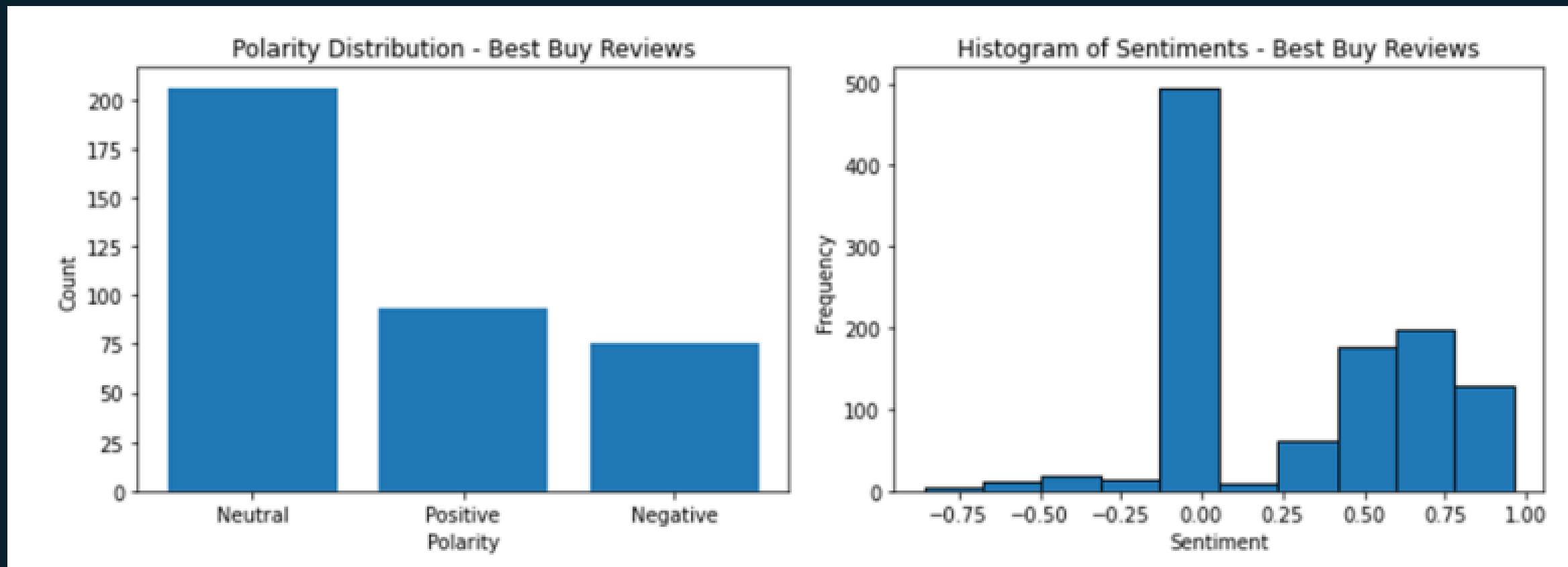
# Text Annotation

## Insights:

- Focus: Adjectives
- Neutral classification: Lack of context, subjectivity



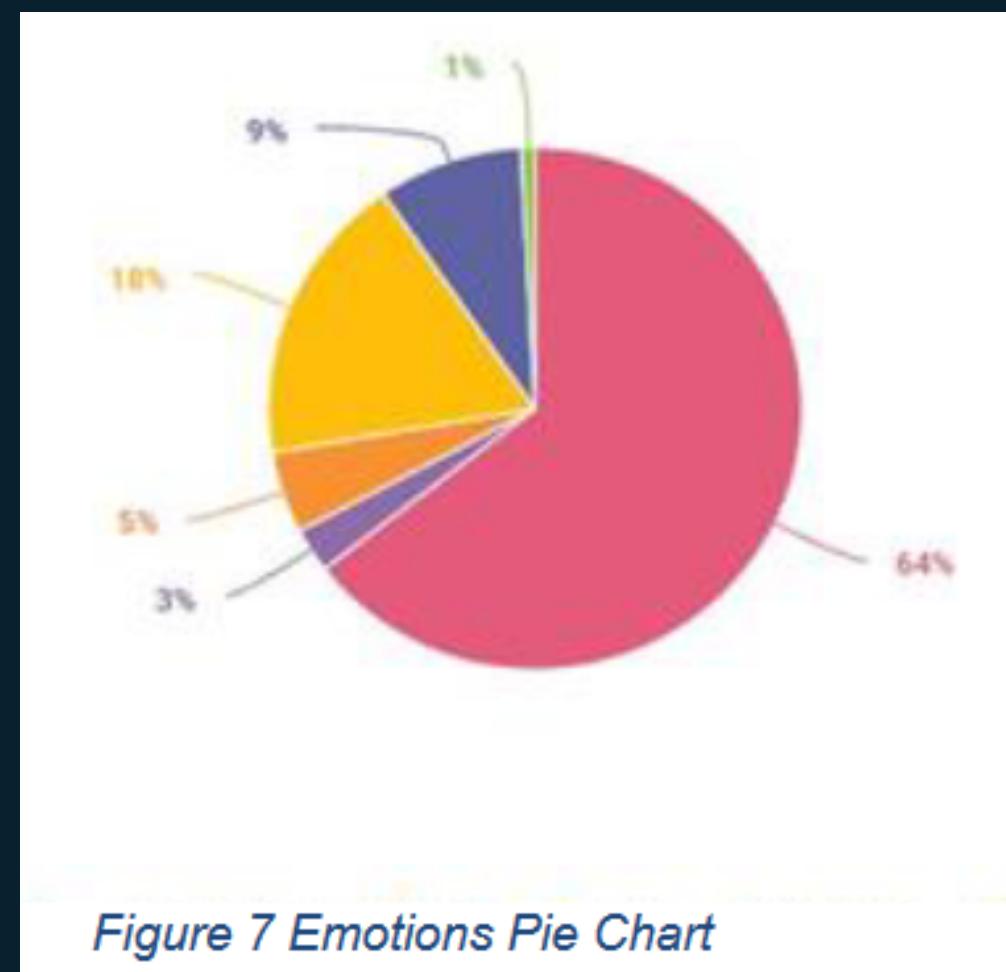
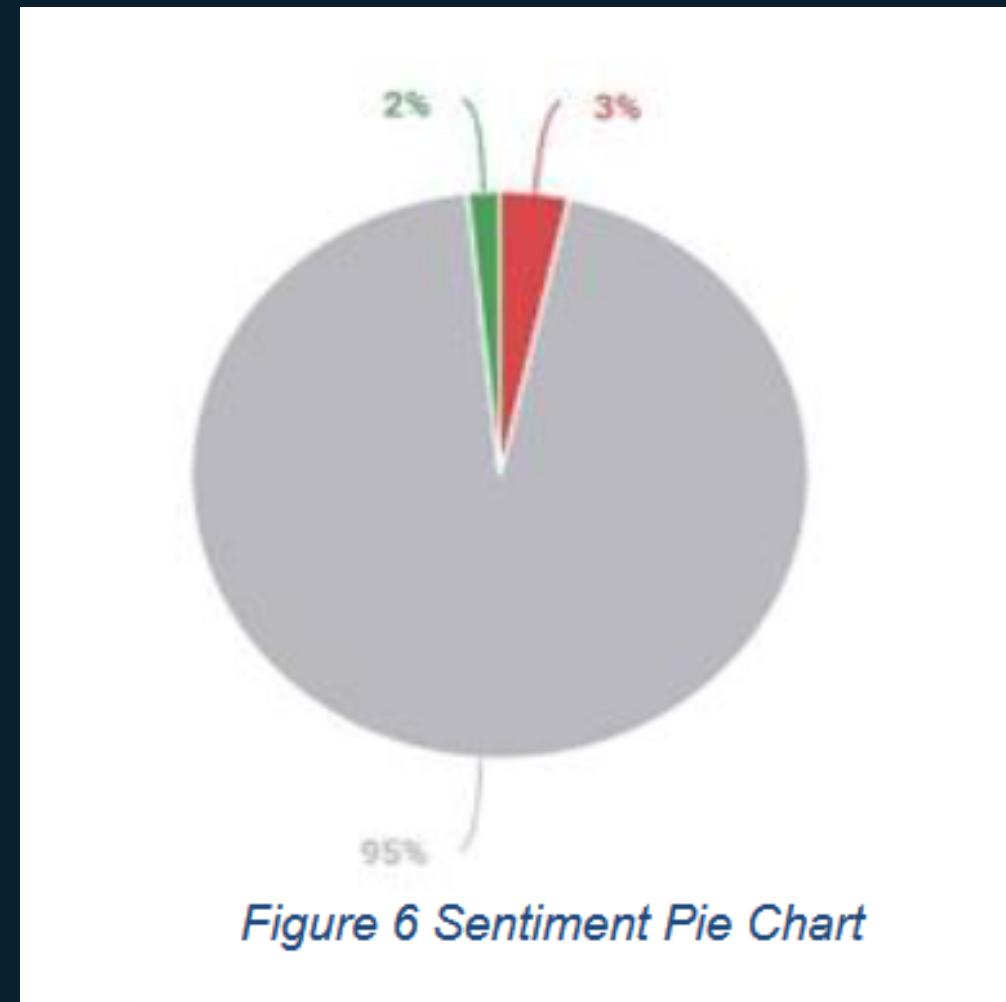
# Sentiment Analysis



# Brandwatch: Sentiment and Emotion Analysis

## Key Issues:

1. Camera Bug
2. Short Battery Life
3. iOS Update



# Recommendations

- Optimize battery life for improved satisfaction.
- Educate users on new features like eSIM to reduce churn.
- Promote environmental responsibility and use sustainable materials for accessories.
- Increase base storage and cloud capacity to accommodate growing needs.
- Enhance camera capabilities and engage users through photography competitions.
- Expand color options to allow for personalization and differentiate from competitors.
- Focus on seamless user experience and reliable performance.
- Reinforce brand positioning through marketing campaigns.
- Improve antenna design and release software updates for better connectivity.
- Enhance shipping and delivery experience for customer satisfaction.

Thank you!  
Questions?