**Case Study Analysis:** Event Timeline → Response → Sentiment Shift

This analysis examines how major crisis events affected public sentiment, and how the organization's response influenced sentiment recovery, using data from the provided KPI-4.xlsx file.

1. Event Timeline: Identifying Major Crises

Three notable crisis events are recorded:

Product Contamination Scare

Timeline: 2021-08-10 to 2021-08-20

Initial Impact: Sudden spike in mention volume (from ~2,000 to 11,967) and a sharp drop in sentiment (from 0.7 to 0.28).

FSSAI Labeling Violation

Timeline: 2023-10-05 to 2023-10-15

Initial Impact: Mention volume jumps to 8,204 with sentiment falling to 0.34.

Merger-Related Backlash

Timeline: 2025-01-10 to 2025-01-20

Initial Impact: Mention volume surges to 11,280, sentiment drops to 0.39 and then as low as 0.26.

## ****2. Response: Speed, Channels, and Messaging****

|  |  |  |  |
| --- | --- | --- | --- |
| **Crisis Event** | **Response Speed** | **Response Channels** | **Response Message** |
| Product Contamination Scare | 24 hours | Website, Press Release | Apology, Batch Recall, Enhanced Quality Checks |
| FSSAI Labeling Violation | 24 hours | Website, Press Release | Compliance Clarification, Corrective Labeling |
| Merger-Related Backlash | 48 hours | Website, Press Release | Commitment to Quality, Transparency on Merger |

## ****Sentiment Shift: Before, During, and After****

## ****A. Product Contamination Scare (2021-08-10 to 2021-08-20)****

|  |  |
| --- | --- |
| **Period** | **Sentiment Score** |
| 10 days before | 0.7 |
| During crisis | 0.28 → 0.69 |
| 10 days after | 0.7 |