

Project :

Navigating the Digital Landscape: Enhancing Brand Reputation with Cutting-Edge Social Media Monitoring

Business Introduction :

AfriTech Electronics Ltd. stands out as a prominent player in the global consumer electronics sector, particularly renowned for its innovative offerings in smartphones, tablets, and wearable technology. The company is headquartered in the United States and has been growing steadily, now boasting a workforce of 200 dedicated employees. In the fiscal year 2022, AfriTech Electronics achieved an impressive annual revenue of \$2 million.

This achievement is a testament to the company's unwavering commitment to quality and its focus on integrating cutting-edge technology into its products. Such dedication has not only helped **AfriTech Electronics** carve a niche for itself in the competitive electronics market but has also garnered it a reputation as a reliable and trusted brand among consumers worldwide. The company's strategic focus on key technological trends and commitment to excellence positions it for continued success and influence in the international electronics industry.

Business Problem :

AfriTech Electronics Ltd. has been facing a growing challenge related to its brand reputation. In recent years, the company has encountered several issues such as negative customer reviews, product recalls, and public relations crises. These issues have led to a decline in customer trust and have affected sales and market share.

Specific Problems :

A. Negative Social Media Buzz : The company is experiencing a surge in negative social media conversations about its products and customer service. These conversations are damaging its brand image.

B. Customer Complaints: Complaints related to product defects, delays in customer support response, and billing issues have been rising, leading to a drop in customer satisfaction.

C. Product Recalls: Recent product recalls have received significant media attention, causing panic among customers and stakeholders.

D. Competitive Pressure: Rivals are gaining market share by exploiting AfriTech Electronics Ltd.'s reputation challenges.

Rationale for the Project :

The primary objectives of this project are as follows :

A. Protecting Market Position: Maintaining a positive brand reputation is vital to retaining market share and fend in off competition.

B. Customer Retention: Improving customer satisfaction and addressing concerns promptly can reduce customer churn.

C. Crisis Mitigation: Effective monitoring can help identify and address potential crises before they escalate.

D. Data-Driven Decision-Making: Social media monitoring tools provide valuable insights into customer sentiment, enabling data-driven decision-making

E. Enhanced Marketing: Consistent messaging and understanding customer preferences can lead to more effective marketing campaigns.

Aim of the Project :

Brand reputation is a critical asset in the consumer electronics industry, and social media plays a pivotal role in shaping influencing public perception. The significance of initiating this project lies in addressing the following key reasons:

A. Monitor Social Media Conversations: Continuously monitor social media platforms for mentions of the company and its products.

B. Sentiment Analysis: Analyze sentiment in social media conversations to identify positive and negative trends.

C. Customer Issue Resolution: Identify and prioritize customer complaints and issues for swift resolution.

D. Crises Detection: Implement early warning systems to detect potential crises and take proactive measures.

Data Description :

CustomerID: A unique identifier for each customer.

Customer Name: The name of the customer.

Region: The region or state associated with the customer.

Age: The age of the customer.

Income: The income of the customer.

CustomerType: The type of customer, which can be 'New', 'Returning', or 'VIP'.

CustomerID: A reference to the customer who made the transaction.

Transaction Year: The year in which the transaction occurred (e.g., 2021, 2022, 2023).

Transaction Date: The date of the transaction.

Product Purchased: The product purchased (e.g., 'Smartphone', 'Tablet', 'Laptop', 'Smartwatch').

Purchase Amount: The amount spent on the purchase.

Product Recalled: A boolean indicating whether the purchased product was recalled.

Competitor: The competitor associated with the transaction, if any.

CustomerID: A reference to the customer who interacted on social media.

Interaction Date: The date of the social media interaction.

Platform: The social media platform where the interaction occurred (e.g., 'Twitter', 'Facebook', 'Instagram').

Post Type: The type of social media post (e.g., 'Text', 'Image', 'Video', 'Link', 'Story').

Engagement Likes: The number of likes the post received.

Engagement Shares: The number of shares or retweets the post received.

Engagement Comments: The number of comments the post received.

User Followers: The number of followers the user has.

Influencer Score: A score representing the influence of the user.

BrandMention: A boolean indicating whether the post mentioned the brand.

Competitor Mention: A boolean indicating whether the post mentioned a competitor.

Sentiment: The sentiment of the post, which can be 'Positive', 'Neutral', or 'Negative'.

Competitor: The competitor mentioned in the post, if any.

Crisis Event Time: The date of a crisis event mentioned in a negative post.

First Response Time: The date of the first response to a negative post.

Resolution Status: A boolean indicating whether the crisis was resolved.

NPS Response: The Net Promoter Score (NPS) response associated with the post.

Tech Stack