Every day, Costco’s members talk about its products and services on social media platforms like X, Instagram, and Reddit. What if we could turn those conversations into insights that drive innovation? Voice of Market (VoM) does just that—using AI to analyze sentiment, predict trends, and recommend customer-focused improvements. With an intuitive knowledge graph and AI chatbot, this project will give Costco the tools to anticipate customer needs and make smarter, faster decisions.

Social media is where customers speak their minds. With **Voice of Market (VoM)**, we’ll transform their conversations into Costco’s strategic advantage. By leveraging AI sentiment analysis and summarization, our project will deliver insights on product trends, customer preferences, and areas for growth. An interactive chatbot and knowledge graph will empower stakeholders with actionable insights, ensuring Costco stays one step ahead in a competitive market.