





Sol de Janeiro TikTok Sentiment Dashboard

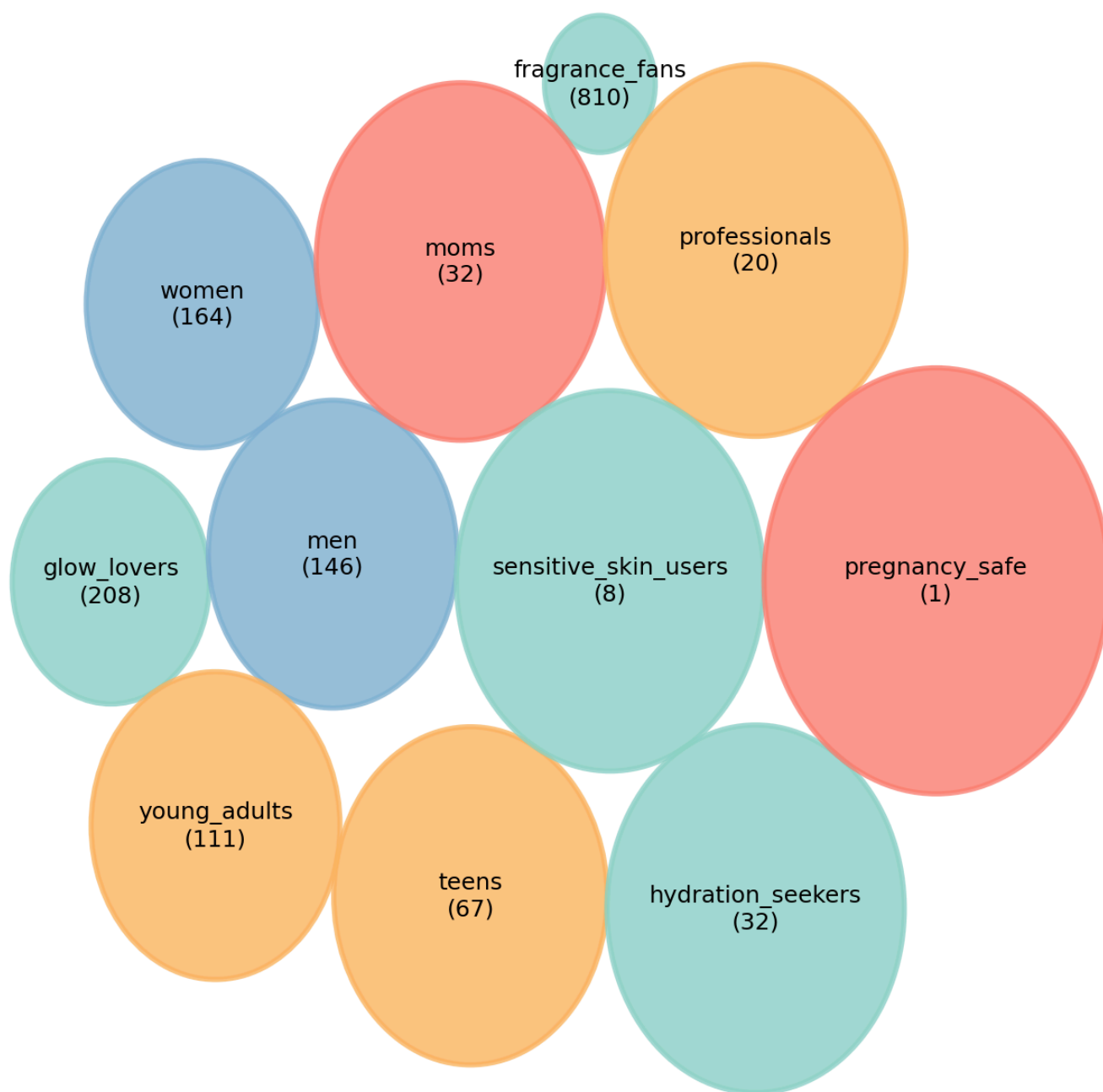
Welcome to the Capstone Project Dashboard!

This dashboard provides insights and visualizations for the Capstone Project.

 **Customer Segmentation**  Marketing Optimization  Influencer Strategy  Product Feedback

Refined Customer Segmentation Insights

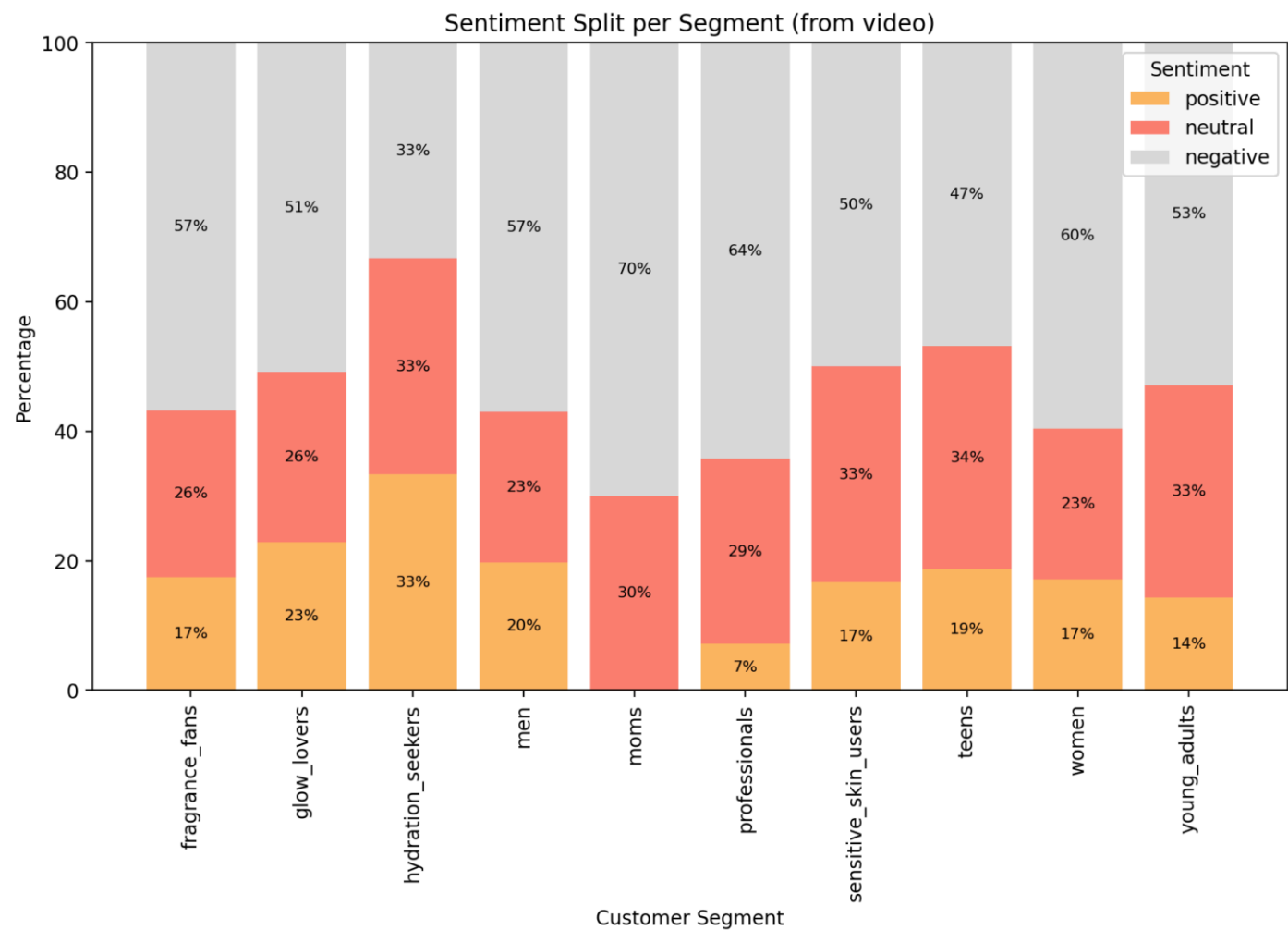
Customer Segments



The above graph illustrates the distribution of customer segments identified through TikTok content.

1. Men and women contribute almost equally, making a strong case for inclusive, gender-neutral content strategies.
2. Young adults are highly engaged, often expressing themselves through slang and lifestyle cues — ideal for trendy, TikTok-native messaging.
3. Product performance still dominates — segments like glow and fragrance continue to outweigh demographic tags, reinforcing the importance of benefit-led storytelling.

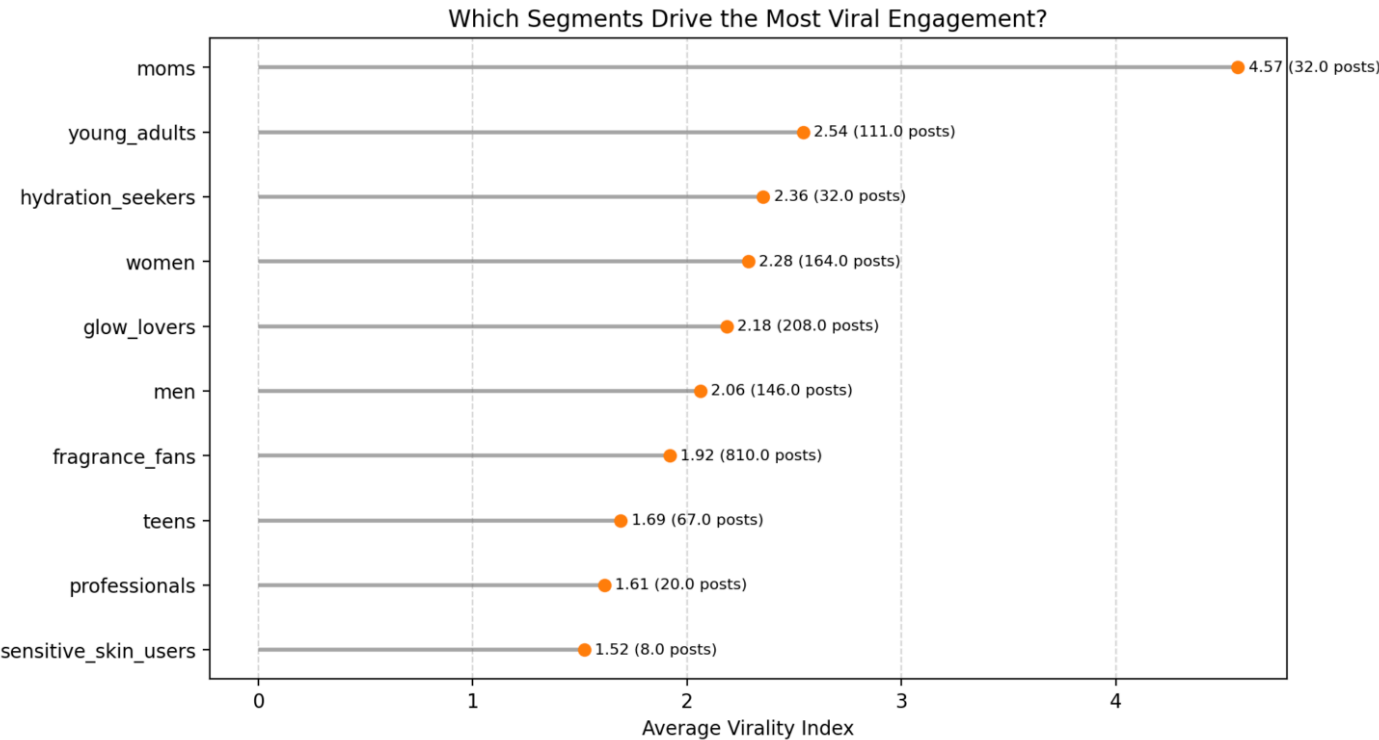
I. Sentiment Distribution by Segment



This chart illustrates the percentage of positive, neutral, and negative sentiment (from video content) across customer segments identified through TikTok comments.

1. Fragrance Fans, Glow Lovers, and Hydration Seekers show the highest concentration of positive sentiment, validating the emotional impact of product benefits like scent and finish.
2. Segments like Professionals and Sensitive Skin Users exhibit more mixed sentiment, signaling critical or unmet expectations — a potential area for education or reformulation.
3. Young Adults and Teens lean heavily neutral/negative, suggesting their feedback is more nuanced or cautious — possibly due to price sensitivity, social proof, or trending comparisons.

II. Virality Index by Customer Segment (Filtered by Volume)



This chart illustrates the average virality index across different customer segments, highlighting which groups generate the most impactful and shareable content related to Sol de Janeiro. The virality index measures how widely a video spreads, considering factors like views, shares, and engagement, with higher scores indicating greater reach.

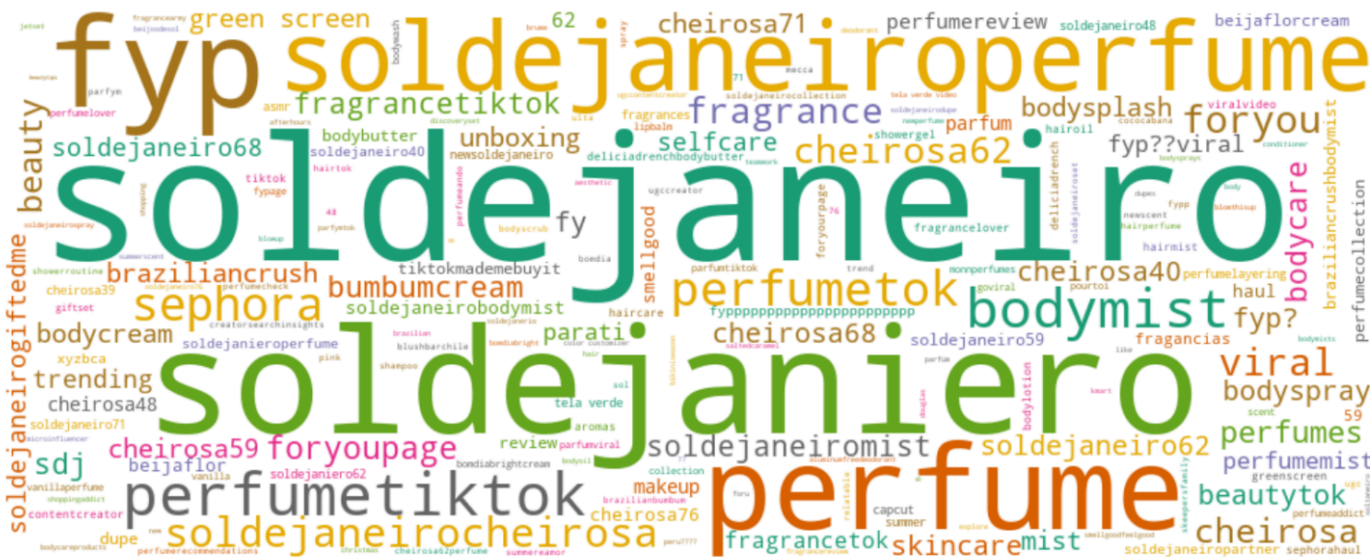
1. Moms generate the most viral content despite having fewer posts — their relatability and authenticity make them ideal for high-impact, shareable campaigns.
2. Young adults and hydration seekers show strong virality, driven by lifestyle trends and benefit-oriented routines — a sweet spot for TikTok-native messaging.
3. Fragrance fans, while large in volume, underperform in virality, suggesting potential fatigue or saturation. Refreshing content formats or narratives could reignite engagement.
4. Lower-virality segments like teens, professionals, and sensitive skin users may need more tailored messaging or educational content to boost emotional and viral resonance.

III. Top Hashtags by Segment

Select a segment to view tag focus

fragrance_fans

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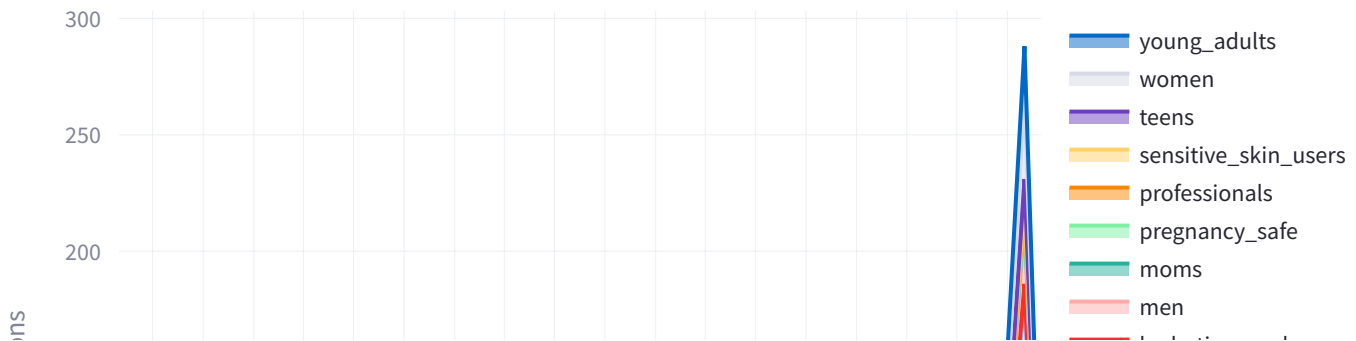


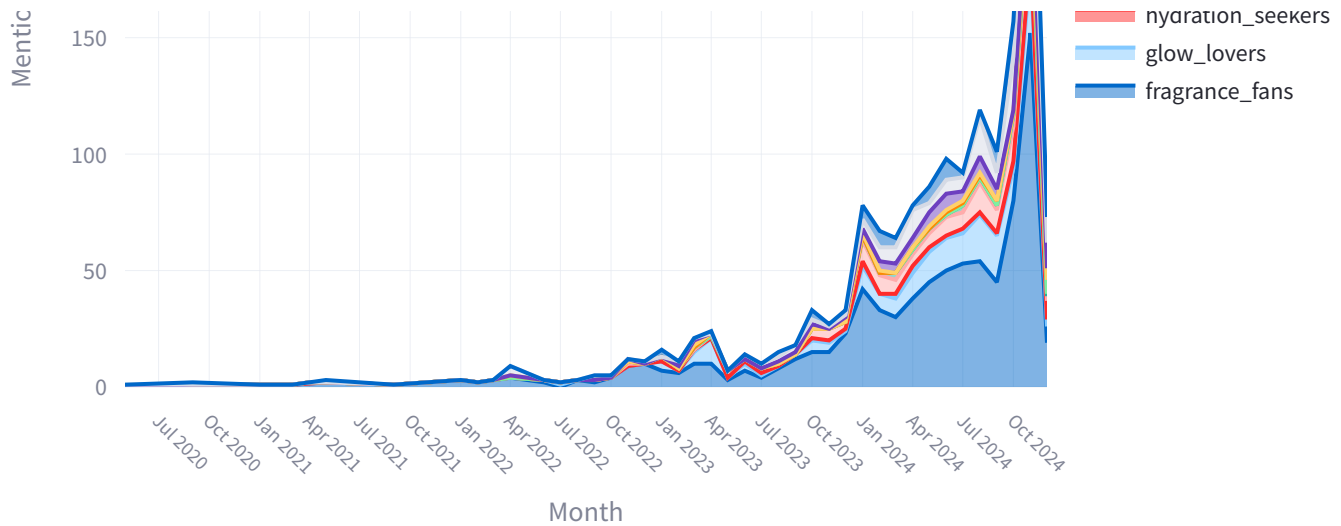
The above word cloud visualizes the most frequently used hashtags and product tags by the fragrance_fans segment. Top 5 tags are highlighted in vibrant color, while others are de-emphasized in gray to focus attention on what matters most.

- 1. Sol de Janeiro and its core perfume lines dominate the conversation, confirming strong brand recognition and product association within this segment.
- 2. Tags like fyp, unboxing, and perfumeTikTok suggest that content is being positioned to trend and perform well in TikTok’s algorithm-driven feed.
- 3. High usage of product-specific hashtags (e.g., cheirosa62, bodymist, perfume) shows that users are organically linking their experiences to Sol de Janeiro's fragrance SKUs.
- 4. The strong presence of emotional and sensorial words (e.g., smellgood, foryou) highlights fragrance fans’ emphasis on how products feel and are perceived, a key storytelling hook for campaign creatives.

IV. Segment Volume Over Time

Stacked Area: Mentions Over Time by Segment





The stacked area chart above visualizes how engagement from different customer segments has evolved over time, highlighting key patterns in volume growth, seasonal interest, and emerging audience behavior.

1. Fragrance fans dominate volume growth, especially since early 2023, showing consistent and rising interest in scent-led content.
2. Young adults emerged strongly in the last year, now rivaling core segments like women and glow lovers — likely driven by viral trends and GRWM formats.
3. Hydration seekers and glow lovers show seasonal lifts, suggesting interest aligns with skincare cycles (e.g., winter hydration, summer glow).
4. Segments like sensitive skin users and professionals remain low in volume, pointing to underrepresentation or lower organic discussion — a potential opportunity for targeted education or influencer seeding.