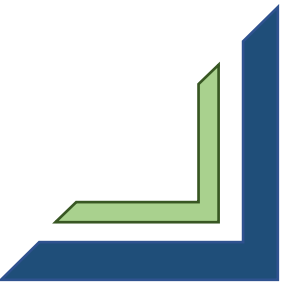


# Data Visualization

(Made using Tableau)

by: Rishi Tandon



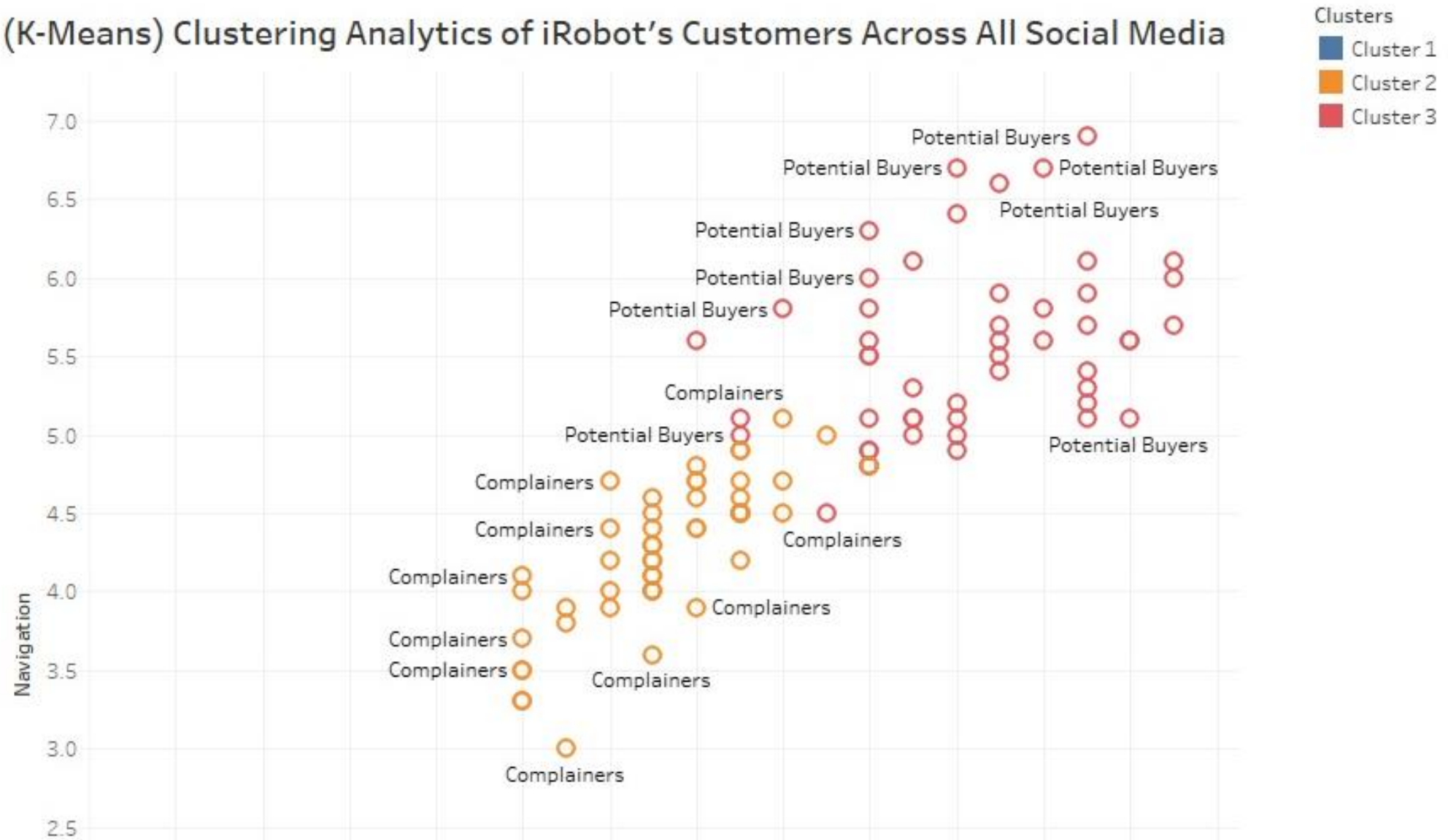
# About

The visualisations made here are of the social media engagement of iRobot's current and potential customers across its' website, Instagram, LinkedIn, Twitter and Facebook.

"iRobot is an American technology company that designs and builds consumer robots founded in 1990 by three members of MIT's Artificial Intelligence Lab, who designed robots for space exploration and military defense (iRobot, 2022)".

Data: The categorical and numeric data used are randomly generated values.

## (K-Means) Clustering Analytics of iRobot's Customers Across All Social Media

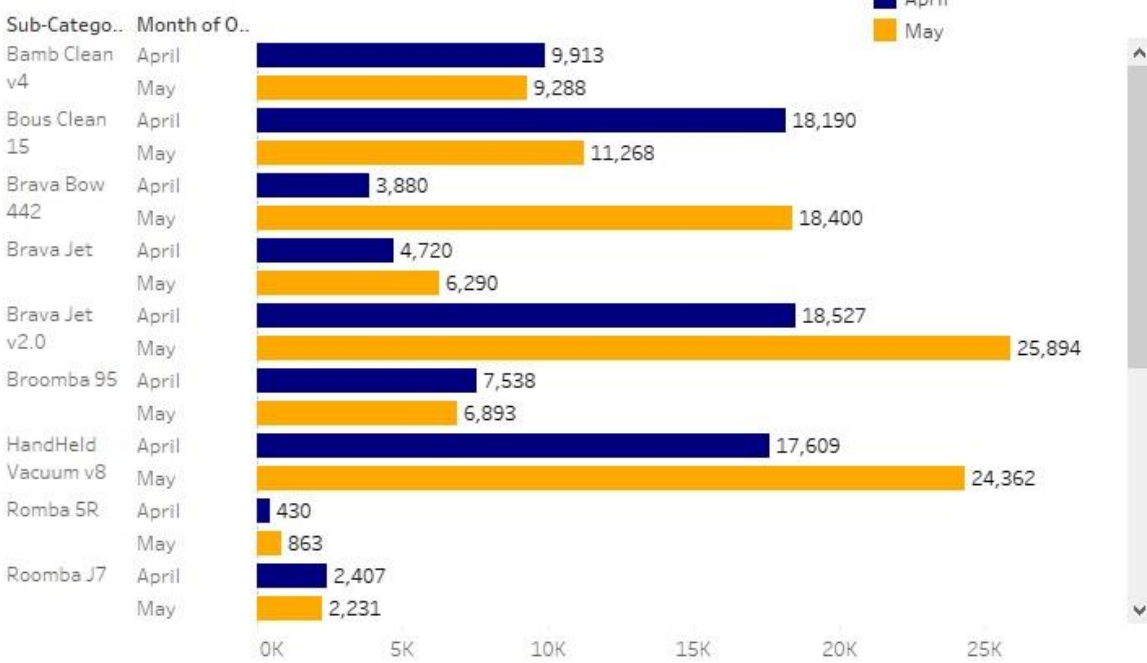


# Website Traffic (Monthly) Analytics Dashboard

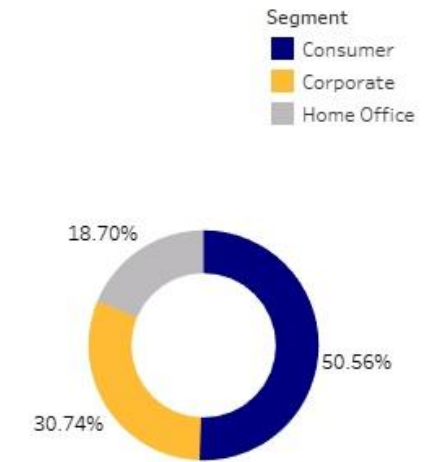
## Visits

Total Website Visitors (today)	No. of Website Visitors Spending >30 mins	No. of Contact Us forms filled	Repeat Visitors
2,297,201	286,397	0	37,873

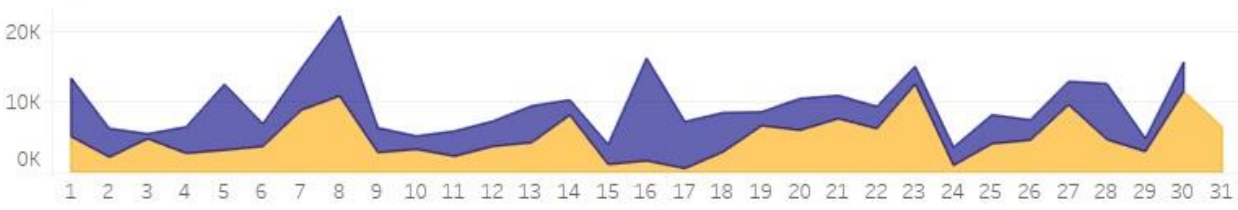
### Monthly Trend



### Segmentation Analysis



### Daily Trend



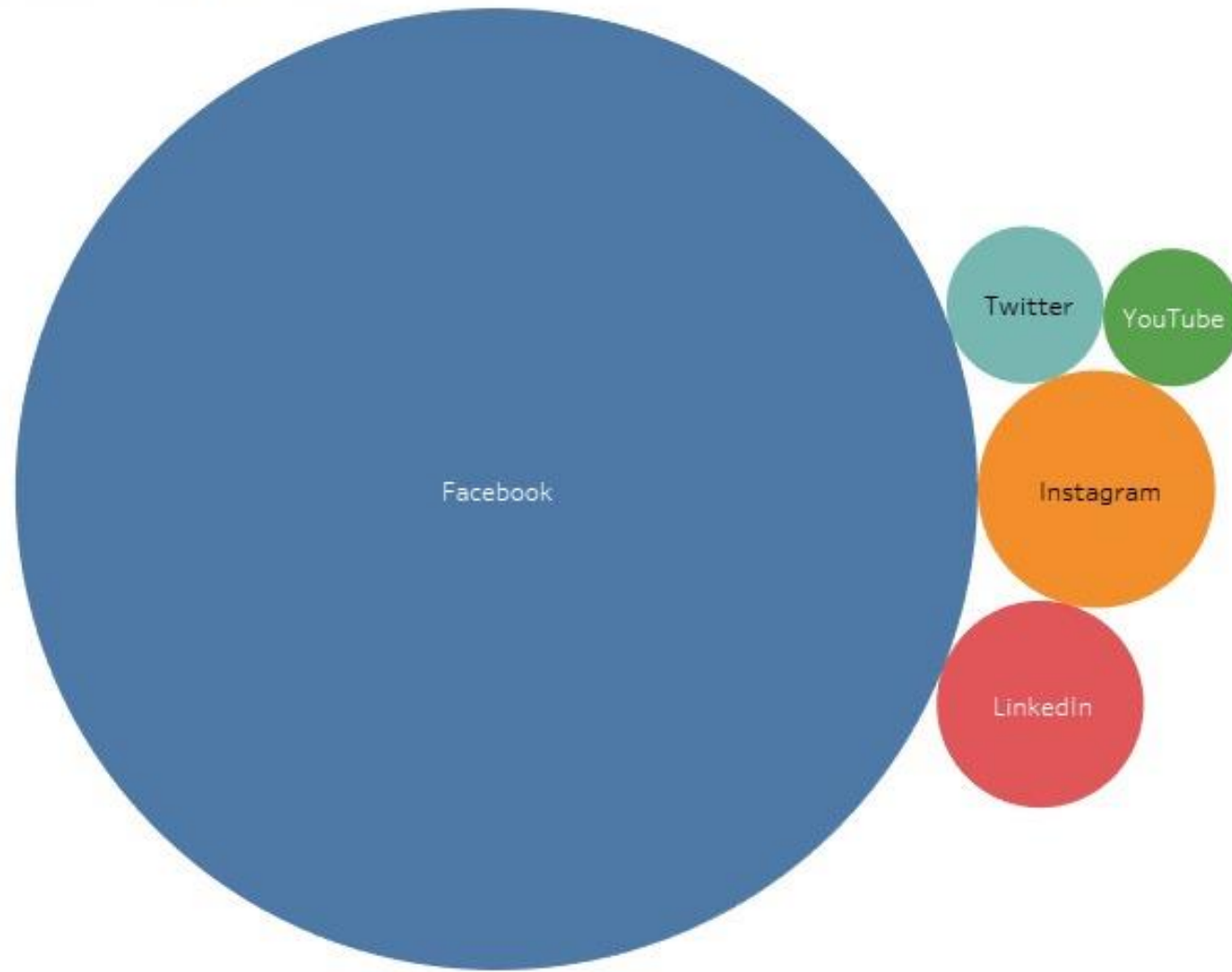
### Top 3 Visitors

Customer ..	Visits
Sean Miller	25,043
Tamara Chand	19,052
Raymond Buch	15,117

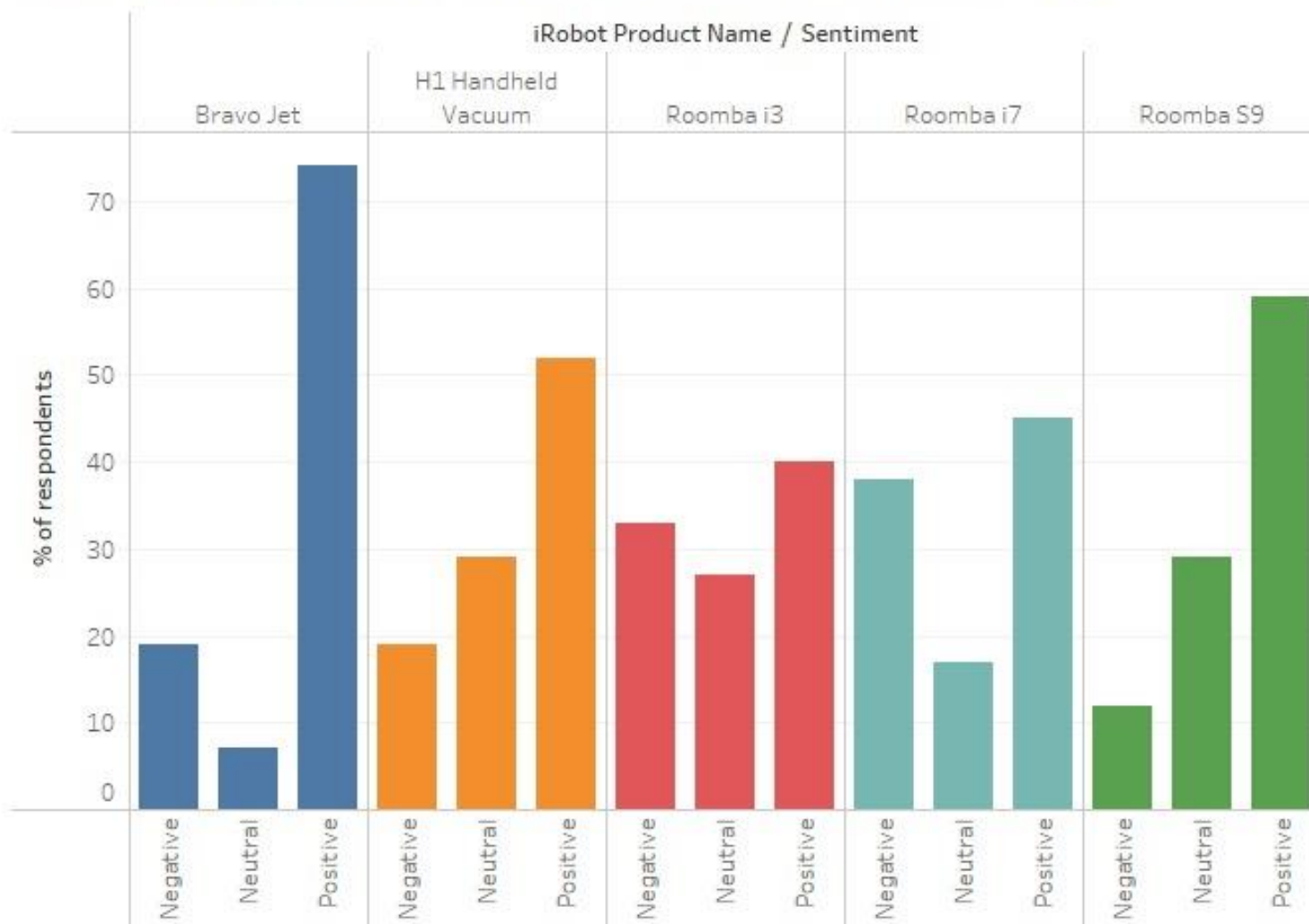
## Wordcloud of Customer Feedback

Word cloud of customer feedback for iRobot. The words are arranged in a cloud shape, with 'time saver' being the largest and most central. Other prominent words include 'pet friendly', 'crash', 'battery', 'overheating', and 'inexpensive'. Smaller words like 'stylish', 'horrible', 'useless', 'navigation', 'seconds', 'clean', 'half', 'turn', 'terrible', 'finally', 'quick', 'row', 'around', 'wall', 'deciding', 'correctly', 'completely', and 'time' are also visible.

## Social Media Followers of iRobot (2021)



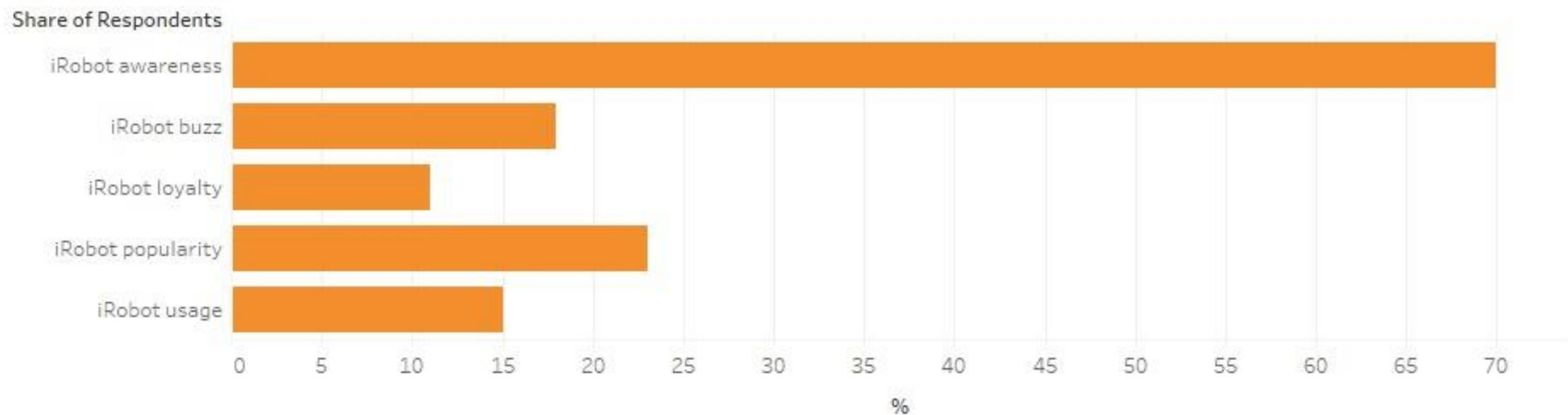
## Consumer Sentiment Analysis of 5 iRobot Products in 2021



### iRobot Product Name

- Bravo Jet
- H1 Handheld Vacuum
- Roomba i3
- Roomba i7
- Roomba S9

## iRobot brand awareness, usage, popularity, loyalty, and buzz among smart home users in the United States in 2022 (Source: Statista, 2022)





# References

*IRobot®: Robot Vacuums and mops.* iRobot®: Robot Vacuums and Mops. (n.d.). Retrieved October 25, 2022, from <https://www.irobot.ca/>