



# Social, Sharing and Sentiment Analytics and Strategy

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New York



# Meet The Team

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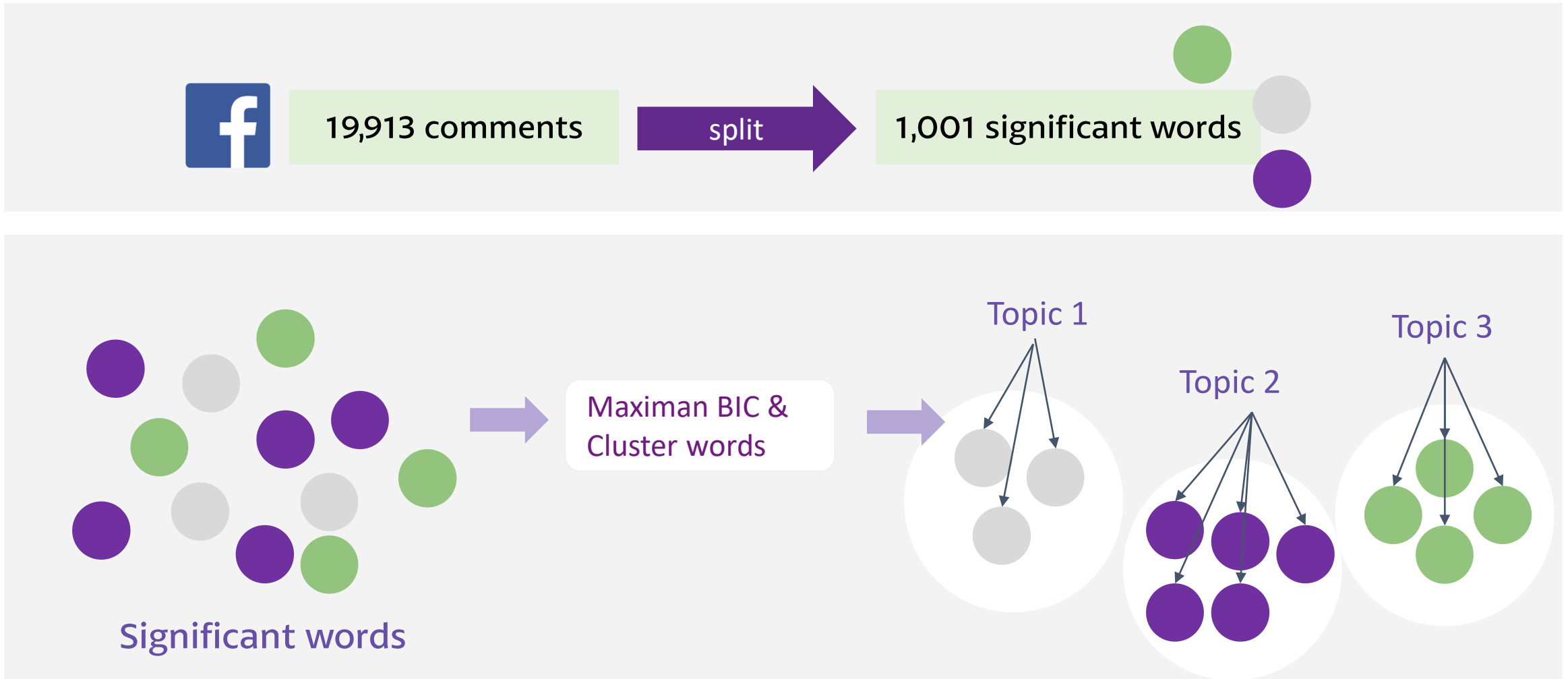


Zikun Luo

## We Started with a Statement of Work

Deliverables	Data set	Methodology
Research on women aged 25–44 Create customer profiles.	EUCRISA Facebook Demographic Insights	Empirical Study
Research on competitors' media campaigns.	Online sources	Secondary Research
Analyze comments, reviews, and messages to understand the audience's attitude on Eucrisa's social media activities.	Eucrisa FB CommentsList_Widget Jan 2018–May 2019.xsl Eucrisa FB CommentsList_Widget Jan 2018–May 2019.xsl Eucrisa_QC_05212019_v14_with_dictionary.xsl	Sentiment Analysis
Data visualization and insights with key findings. ★ <i>My part</i>		
Analyze current social media DTC plan, build the “bridge” between conversion gaps.	Online sources	Observational Study

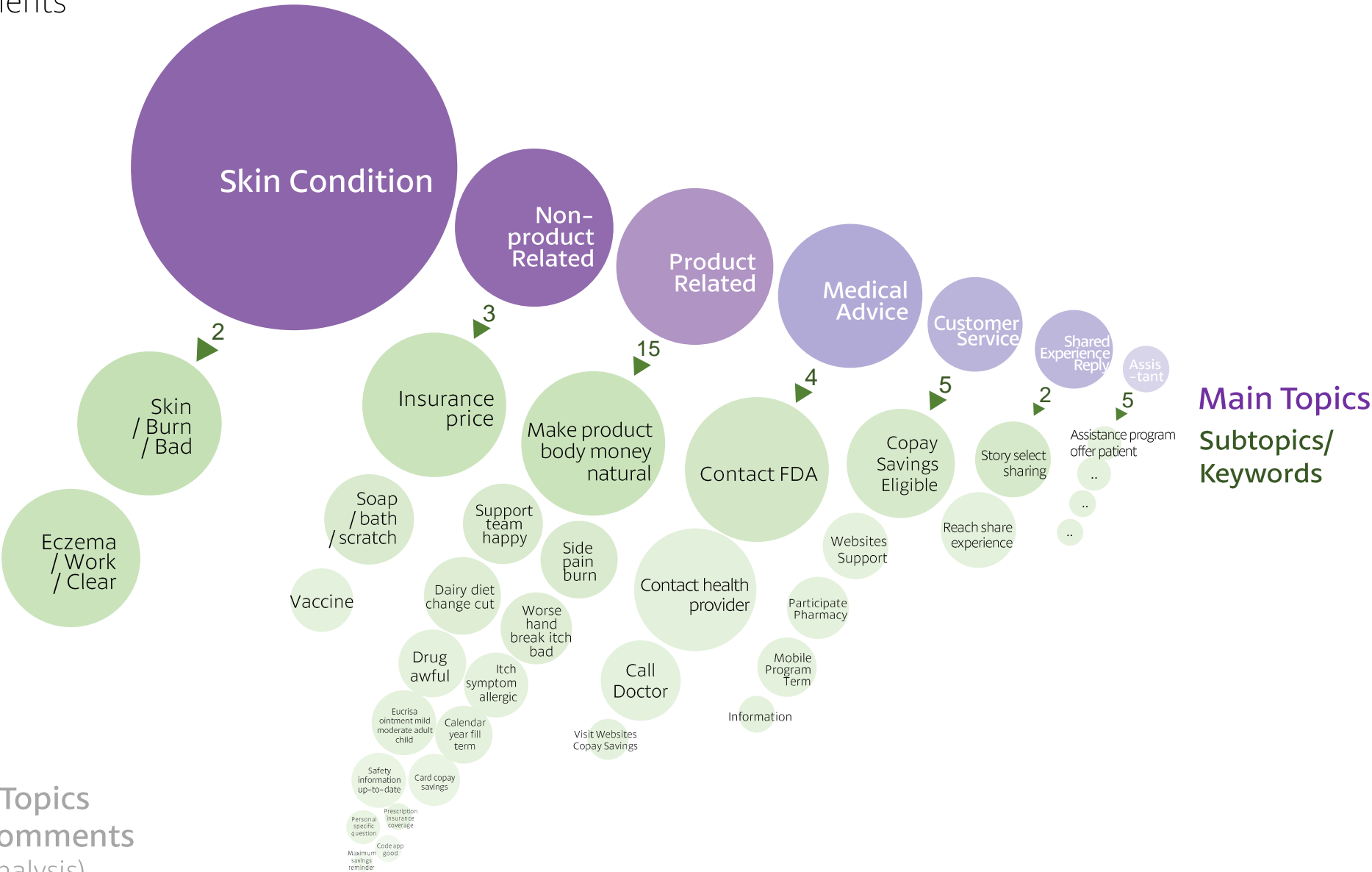
# Hierarchical Latent Tree Topics Detection Methodology





# Seven Major Topics from the Facebook Comments

Taken from 19,913 comments



Sentiment Analysis of Topics  
on Eucrisa Facebook Comments  
(Hierarchical Latent Tree Analysis)