Web and Social Media Analytics

Day 1 (9.30 to 11.30 and 11.45 to 13.45)

1. Basic Introduction to content (Day 1)
   1. Text Analytics
      1. Nature of Text Data from Social Media
      2. Sentiment
      3. Topic
   2. Google Analytics (Day 2)
      1. Google Algorithms over years
      2. Google Analytics Platform
      3. Using Tableau Desktop for GA
   3. Campaign Analytics (Day 3)
      1. Campaign Analytics Matrices RFM
      2. Lifts and Gains
      3. Social Media Campaign Analytics
2. Text Analytics
   1. Nature of Data
   2. Linguistic issues
   3. Human issues
3. Basic Process for any Text Analytics
   1. Connecting and getting data
   2. Initial prep
   3. Pre-processing
   4. Word cloud analysis
   5. Creating DTM
4. Analyzing DTM (Practical session with RStudio)- Probable start time 10.30 am
   1. DTM overview
   2. Dependent variable understanding
   3. Building Logistic Regression Model (Script provide)
   4. Building CART
   5. Building RandomForest
   6. Interpretation
5. Preparing DTM (Hands on practical session, script provided)
   1. Overview of Tweeter data
   2. Reading data in R
   3. Intro to “tm” , “SnowballC” packages
   4. Creating Corpus
   5. Preprocessing- lower, punctuation, stopwords, stemming
   6. DTM preparation
   7. Analyzing DTM (Follow from step 4)
6. Exercise (Practical Hands on with Topic discovery from Reuters feed) 12.45 to 1.45)
   1. No script provided
   2. Complete cycle from reading data to Analytics
7. End of Day 1

Day 2 (2.30 to 4.30 and 4.45 to 6.45)

1. Understanding Google Algorithms
   1. From Hummingbird to Fred
   2. Brief on SEO
2. Google analytics Platform
   1. Audience Overview
      1. Sessions
      2. Users
      3. Page views
      4. Session details
      5. Bounce analysis
   2. Goals Analysis
      1. Acquisition
      2. Inquiry
      3. Engagement
      4. Revenue
      5. Custom
   3. Dive Deeper
      1. Traffic Analysis
      2. Demographic
      3. Interest Analysis
   4. Traffic Sources Analysis
      1. Paid
      2. Organic
      3. Direct
      4. Referral
      5. Social
   5. Devices
   6. Page overview
3. Hands on Analysis with Google Analytics Demo Account (4.45 to 6.45)
   1. Tasks (Group formation and execution)
      1. Audience Analysis (Gr. 1 and 5)
      2. Traffic Analysis (Gr. 2 and 6)
      3. Demographics (Gr. 3 and 7)
      4. Page overviews (Gr. 4 and 8)
4. Collation of group results and de-brief ( Last 30 minutes)

Day 3 (2.30 to 4.30 and 4.45 to 6.45)

1. Starting with 5 examples (may change)
   1. Dacia-FB
   2. RedBull-Instagram
   3. Girl Scouts- Twitter
   4. Emirates- Youtube
   5. OPPO- Mix
2. Fundamentals of Campaigns
   1. Suspects, Prospects, Leads, Opportunity, Customer cycle
   2. Basics don’t change- RFM, LTV
   3. Lifts and Gains
3. Social Media Campaigns
   1. Paid Searches
   2. Key words
   3. Adwords
4. Process and Campaign analytics
   1. Step 1: Define goals
      1. Qualitative- Positive Sentiments, recall, bounce rate
      2. Quantitative- Revenue, reach, clock through etc
   2. Step 2: Formulate KPI
      1. Lead generation
      2. Funnel management
      3. Order size
      4. Purchase conversion
   3. Step 3: KPI Dashboard
      1. Preparing dashboard
      2. Custom reports
      3. Correlating Metrics and Dimensions
   4. Step 4: Interpreting Results
5. Hands on practical session with 2015 Facebook Data of a cosmetics company. (May change)