Academic Year: 2023-24 **Semester: VIII**
Class / Branch: BE Computer **Subject: Social Media Analytics Lab**

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Experiment No. 09

Aim: Analyze competitor activities using social media data using Google Trends.

Objective: Utilize Google Trends to analyze competitor activities, identify trending topics, and gauge consumer sentiments. Track search queries related to competitors' products and brand names to assess market interest and regional dynamics. Compare competitor performance to inform strategic decision-making and optimize marketing strategies.

Software used: Google Trends.

Theory:

Analyzing competitor activities using social media data is a strategic approach employed by businesses to gain insights into their competitors' online presence, engagement strategies, and consumer sentiments. By leveraging tools like Google Trends, which offers a wealth of data on search queries and trending topics, businesses can extract valuable intelligence to inform their own marketing and decision-making processes.

Google Trends allows users to track the popularity of specific keywords and topics over time and across different geographic regions. This data can unveil patterns, trends, and shifts in consumer interests and behaviors, providing businesses with a comprehensive understanding of the competitive landscape.

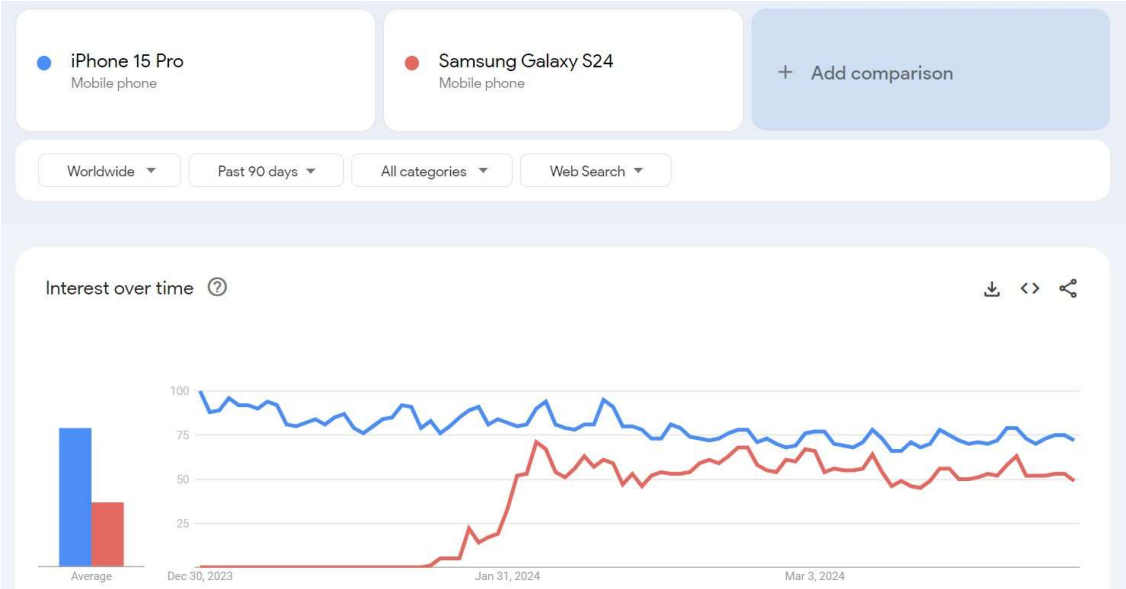
One key aspect of using Google Trends for competitor analysis is identifying relevant keywords and phrases associated with competitors' products, services, or brand names. By monitoring the search volume and fluctuations of these keywords, businesses can gauge the level of interest or attention their competitors are receiving from potential customers. Moreover, analyzing the geographical distribution of these search queries can offer insights into regional market preferences and competitive dynamics.

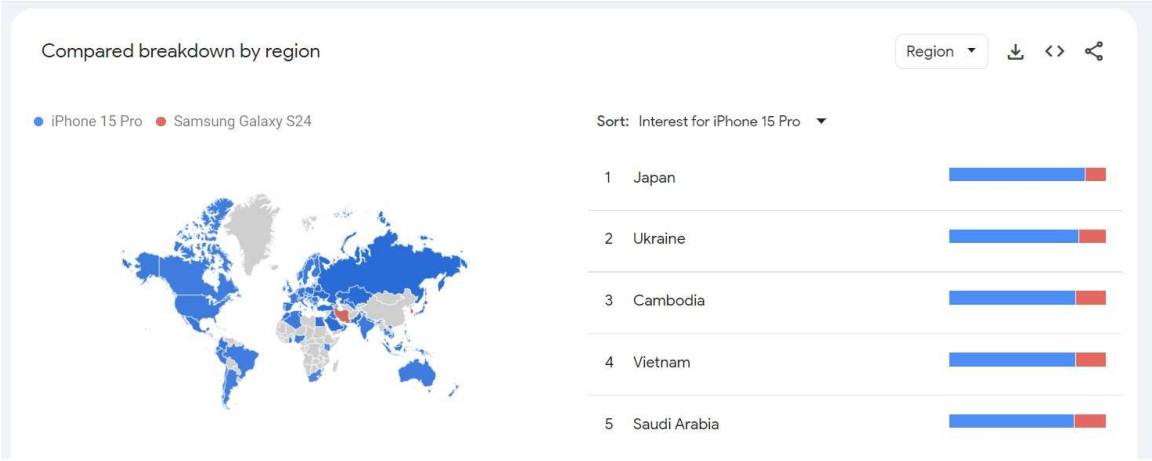
Furthermore, Google Trends enables businesses to compare the performance of multiple competitors simultaneously. By plotting the trends of competing brands or products against each other, businesses can assess relative market share, identify emerging competitors, and spot opportunities or threats within their industry.

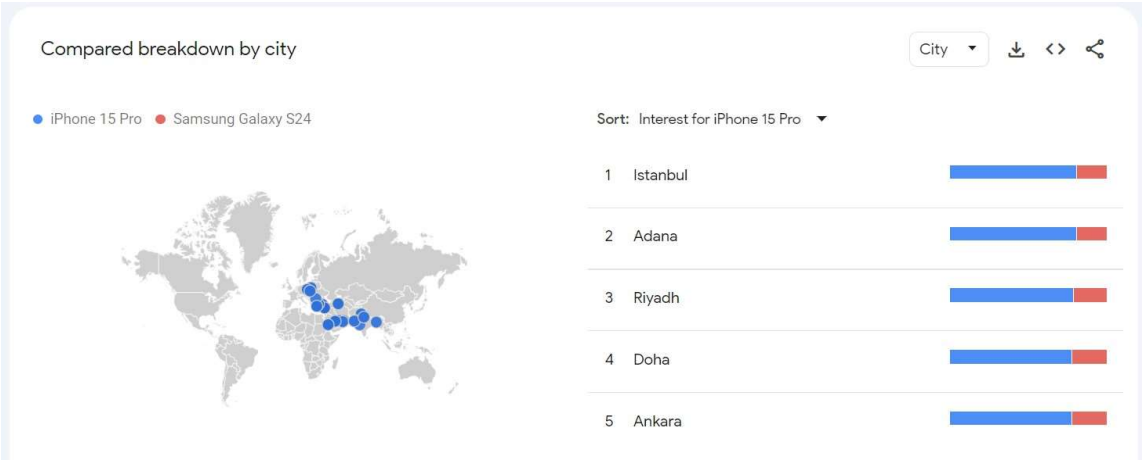
In addition to tracking search trends, Google Trends also provides data on related topics and queries, allowing businesses to uncover potential areas for expansion, diversification, or optimization of their offerings.

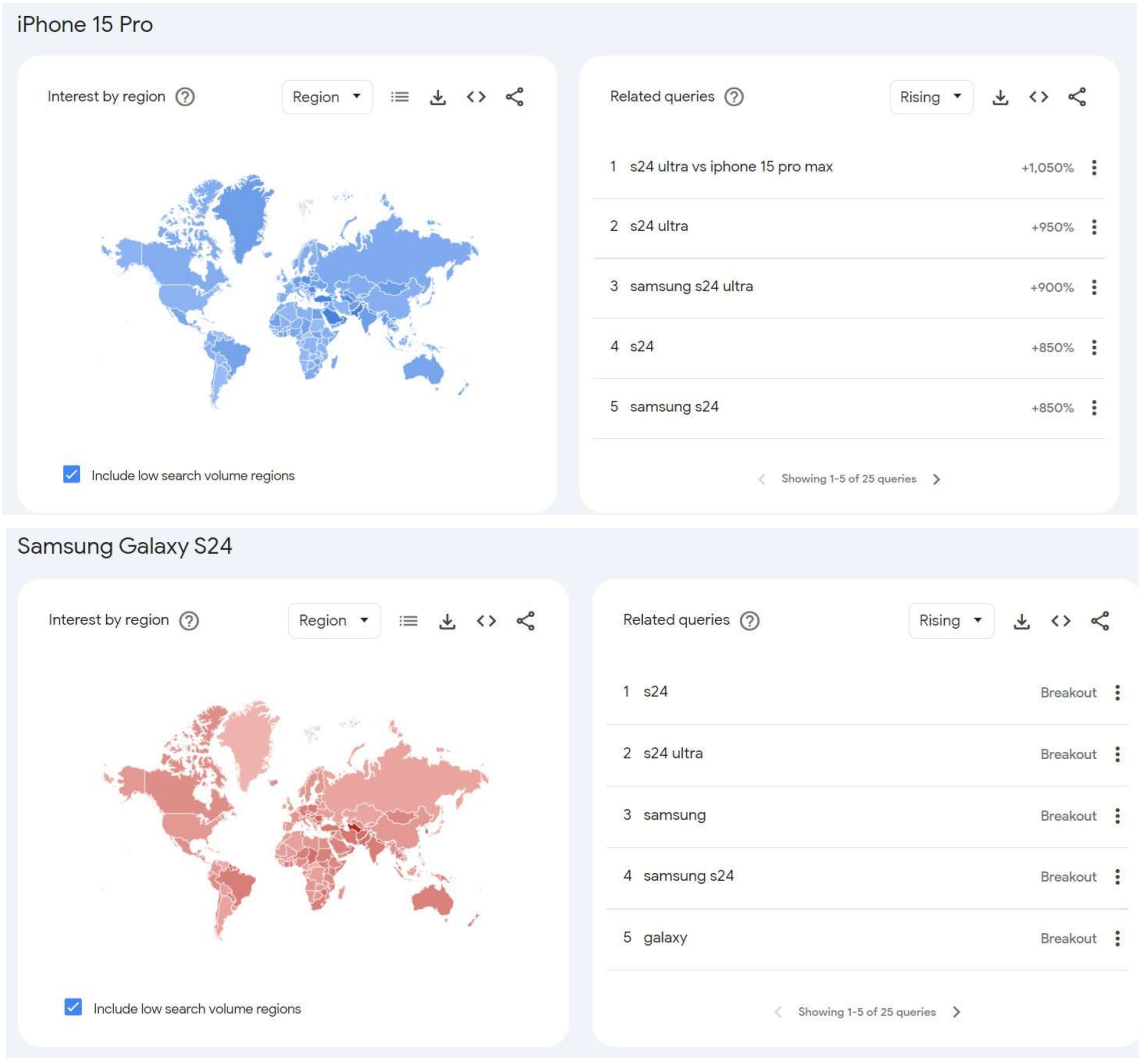
Implementation and Output:

Google Trends Analysis: iPhone 15 Pro vs. Samsung S24:

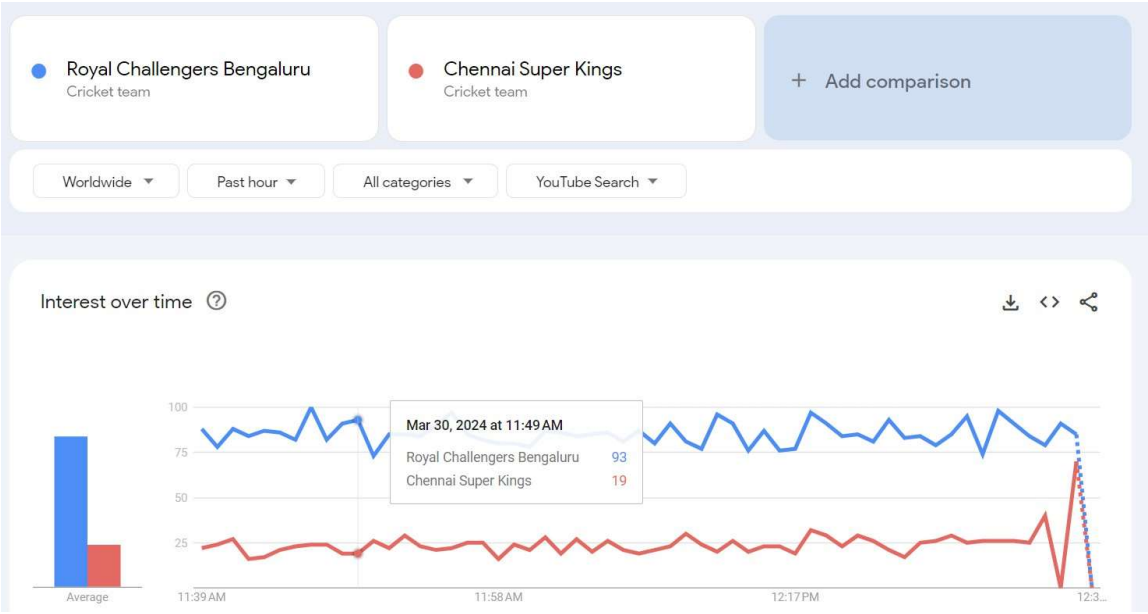


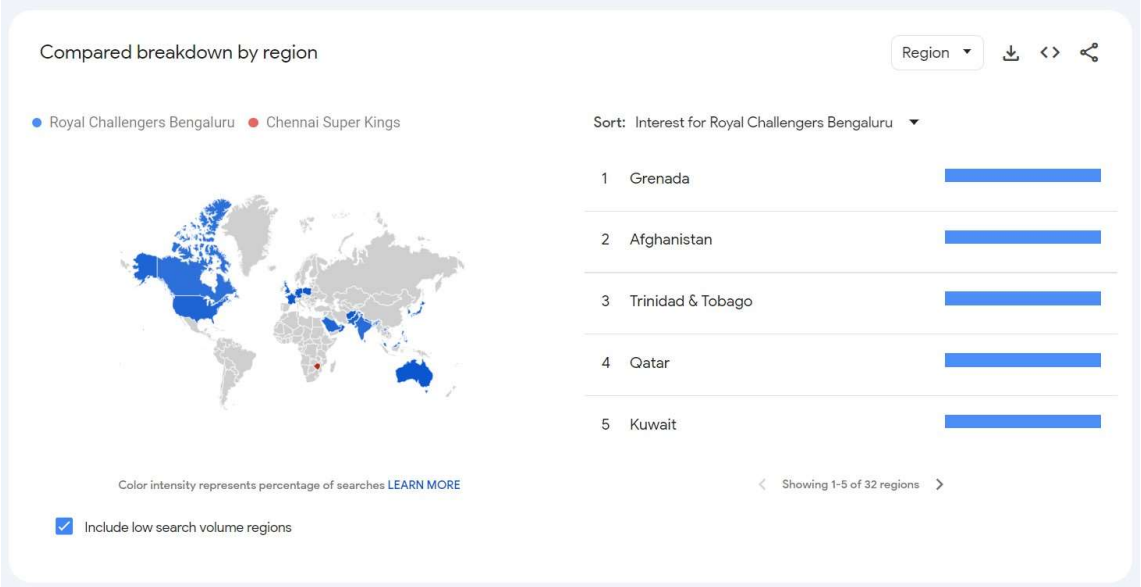


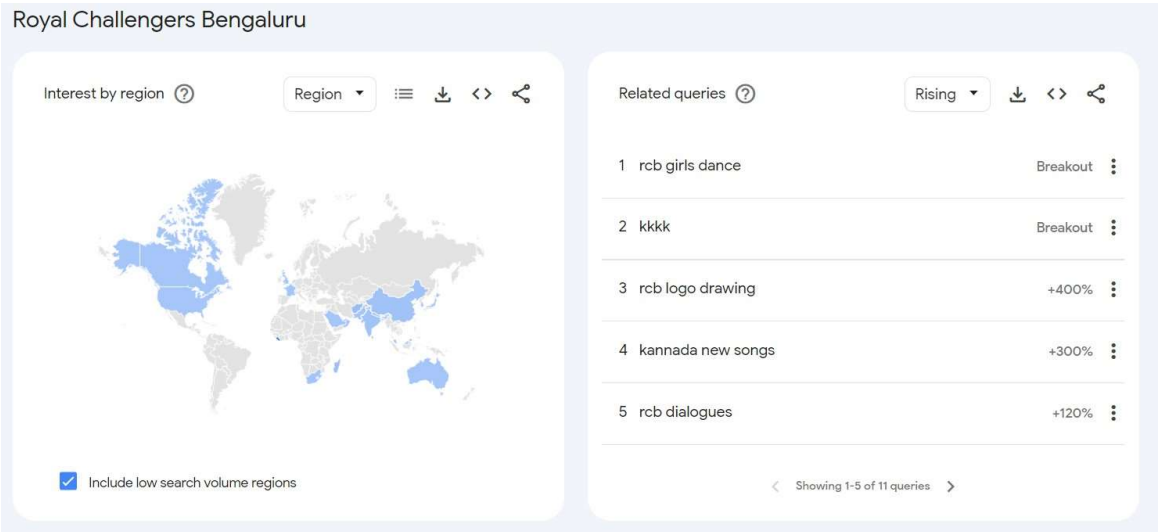


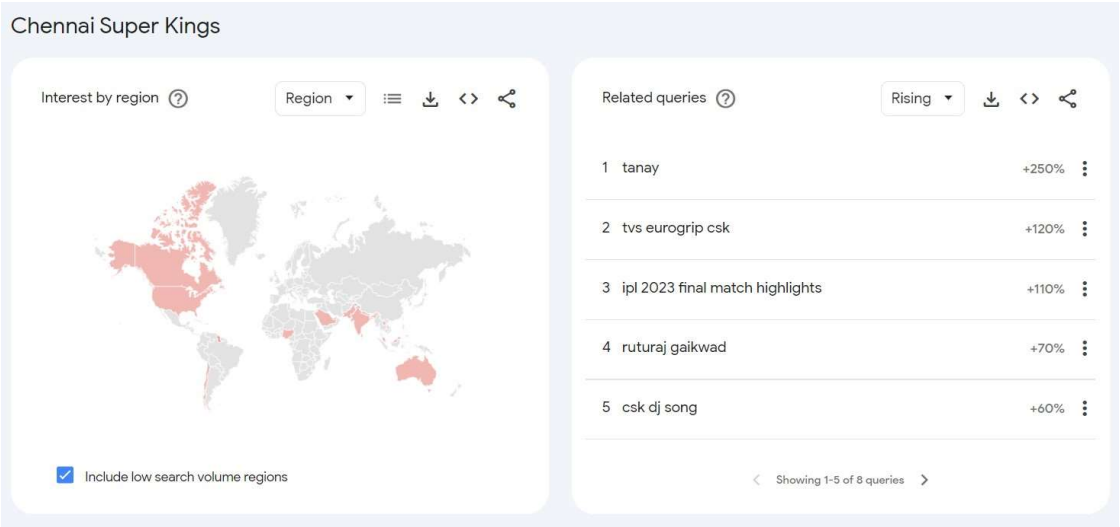


Google Trends Analysis: Royal Challengers Bangluru Pro vs. Chennai Super Kings:




Compared breakdown by region
Region
Royal Challengers Bengaluru
Chennai Super Kings
Sort: Interest for Royal Challengers Bengaluru
1 Grenada
2 Afghanistan
3 Trinidad & Tobago
4 Qatar
5 Kuwait
Color intensity represents percentage of searches LEARN MORE
Showing 1-5 of 32 regions
Include low search volume regions


Royal Challengers Bengaluru
Interest by region
Region
Related queries
Rising
1 rcb girls dance Breakout
2 kkkk Breakout
3 rcb logo drawing +400%
4 kannada new songs +300%
5 rcb dialogues +120%
Showing 1-5 of 11 queries
Include low search volume regions


Chennai Super Kings
Interest by region
Region
Related queries
Rising
1 tanay +250%
2 tvs eurogrip csk +120%
3 ipl 2023 final match highlights +110%
4 ruturaj gaikwad +70%
5 csk dj song +60%
Showing 1-5 of 8 queries
Include low search volume regions

Conclusion:

In conclusion, the comprehensive analysis conducted through Google Trends sheds light on both the competitive dynamics in the smartphone market between the iPhone 15 Pro and Samsung S24, as well as the fervent fan engagement surrounding cricket teams RCB and CSK. Through the examination of search trends, keyword popularity, and geographic distribution, businesses gain invaluable insights into consumer preferences and market trends across these diverse domains. By leveraging these insights, stakeholders can tailor their strategies, whether in product development, marketing, or sponsorship, to effectively navigate and capitalize on the ever-evolving landscape of technology and sports, ultimately enhancing their competitive position and fostering growth in their respective industries.