Google Pixel 6 Marketing Analysis

Group 3

GOOGLE'S PROBLEM

Pixel 6 product range

Major marketing investment in 2021

Poor market penetration since 2016

Lost 7% market share in 2020

iPhone 13 great competitor

Google search trends analysis

Compare searches for iPhone 13 vs Pixel 6

Tweets sentiment analysis

Obtain tweets for Iphone 13 and Pixel 6 and compare the number of tweets (popularity) and people's overall attitude for each (positive/negative sentiments)

YouTube comments sentiment analysis

Obtain comments on Google Pixel 6 promotional videos to determine consumers' attitudes

HOW DO WE ACQUIRE DATA ON CONSUMERS' PREFERENCES?

DESCRIPTIVE ANALYTICS

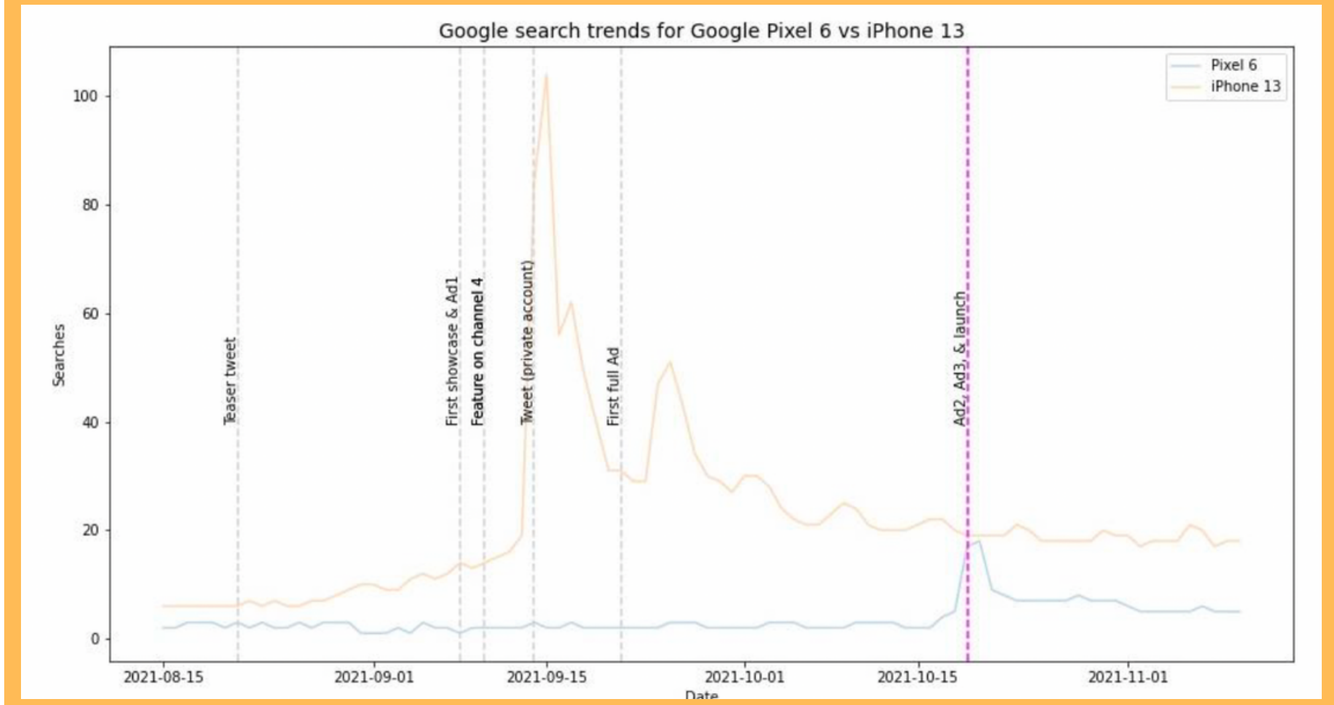
CONSUMER AWARENESS BASED ON GOOGLE SEARCHES

PyTrends was used to the number of searches related to iPhone 13 and Google Pixel 6

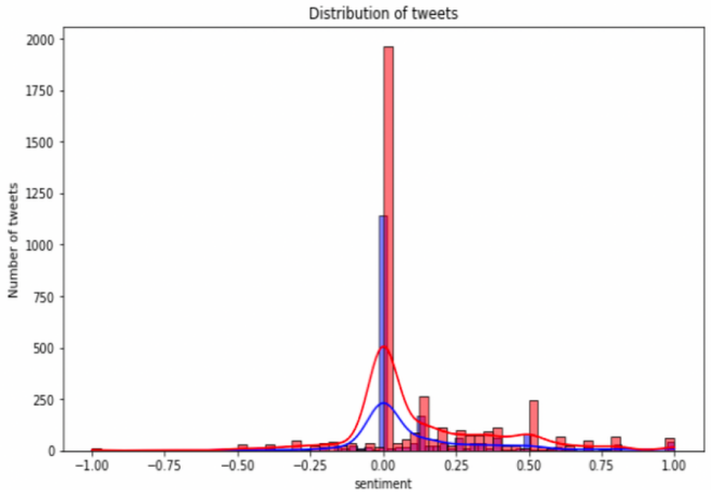
Search keywords:
"pixel 6", "google pixel", "new google phone" ,"new iphone", "iphone 13

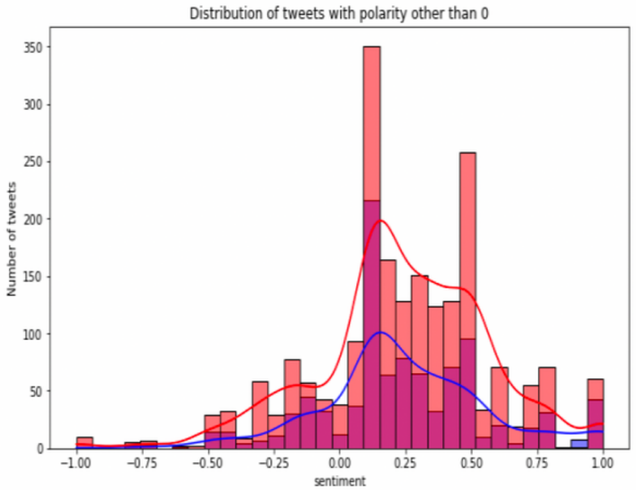
Time frame: 15 Aug 2021 - 11 Nov 2021

Dates of marketing tactics were added to assess their impact



Consumer attitudes expressed in tweets





Step 1

Obtain tweets using Twitter API by specifying hashtags

Step 2

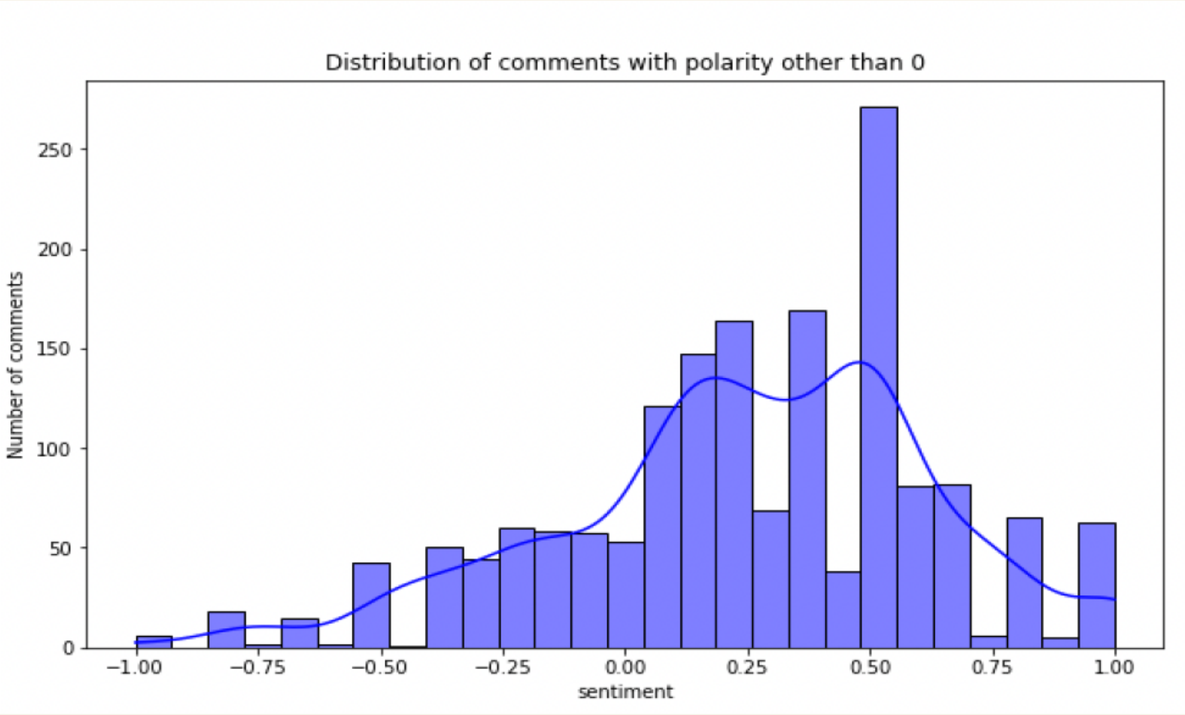
Clean the tweets (stem words, stop words) using TextBlob

Step 3

Conduct sentiment analysis to determine consumer attitudes

TextBlob

Consumer attitudes expressed in Youtube comments



Step 1

Scrape Youtube comments with Selenium and Chromedriver

Step 2

Clean the comments (stem words, stop words) using TextBlob

Step 3

Conduct sentiment analysis to determine consumer attitudes

TextBlob

Results

Search Trends

iPhone searched more than Google, indicating greater awareness.

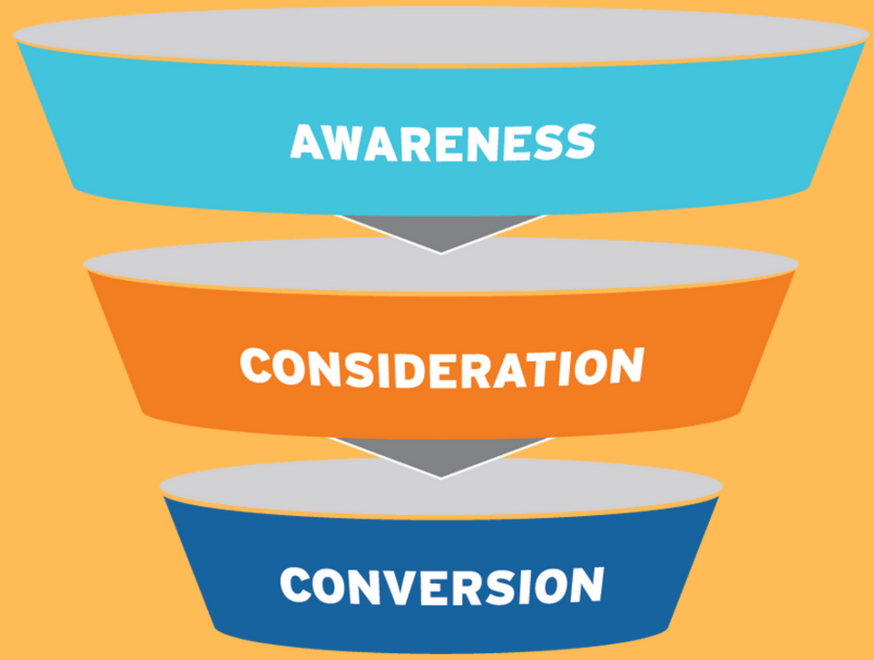
YouTube comments

Most comments had a neutral sentiment, thought the majority of non-neutral comments all depicted positive attitudes.

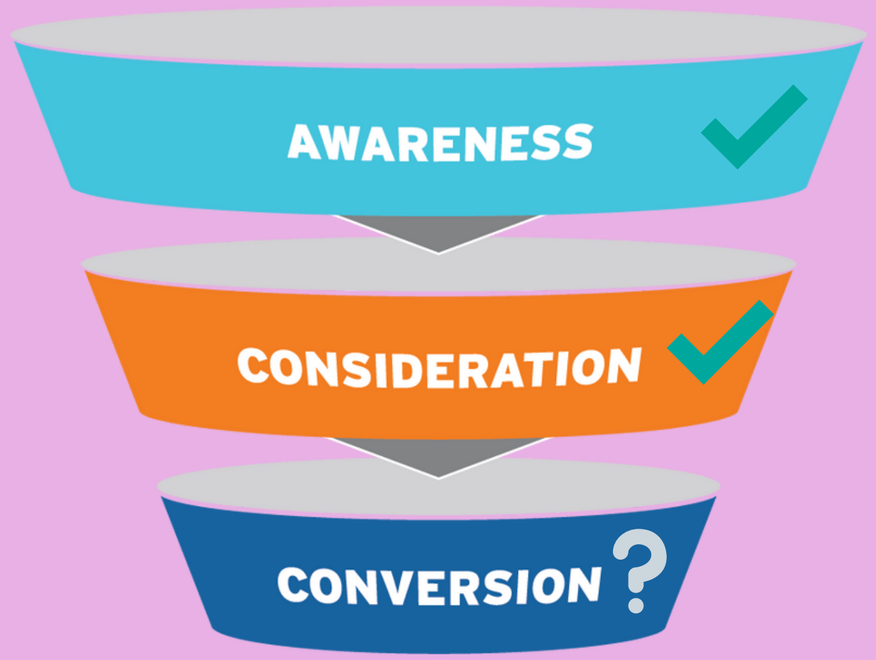
Tweets

Pixel 6 is more tweeted about with most tweets having positive connotations

While iPhone 13 garnered more awareness, Pixel 6 garnered more consideration from consumers.



Additional Data

We are just missing conversion rates for Pixel 6 to determine if consideration translated to action.

This can be acquired from the online Google store and Pixel 6 retailers using Google Analytics or another method to get the sale statistics.