

Vivekanand Education Society's Institute of Technology

Department of AI &DS



Subject: Social Media Analytics

Class: D16AD

Roll No: 67	Name: Heramb Pawar
Practical No: 1B	Title: Competitor Analysis using social media
DOP:	DOS:
Grades:	LOs Mapped:
Signature:	

Name: Heramb .R. Pawar

Roll No: 67

SUB:SMA

Practical: 1B (*Competitors Analysis*)

Tools Used: Brands24

Output:

Brands:

- Mumbai Indians **MI**
- Chennai Super Kings **CSK**
- Royal Challengers Bangalore **RCB**
- Gujarat Titans **GT**
- Kolkata Knight Riders **KKR**

Comparative Table:

Factors	MI	CSK	RCB	GT	KKR
Social Mentions	<u>40 K</u>	15 K	10 K	2000	2500
Positive Mentions	18%	12 %	18%	<u>38%</u>	40%
Negative Mentions	15%	<u>21 %</u>	7 %	2%	2 %
Social Media Engagement	<u>121 M</u>	106 M	21 M	118 K	69 K
Instagram Followers	12.3 M	<u>13.6 M</u>	12M	3.5 M	4.2 M
Twitter Followers	<u>9.4 M</u>	<u>9.4 M</u>	6.5 M	0.4 M	5.1 M
Facebook Followers	<u>13.1 M</u>	<u>13.1 M</u>	10 M	0.6 M	17 M
Advertising Value	<u>\$ 24 M</u>	\$ 13 M	\$ 4 M	\$ 9268	18 K
Brand Value	<u>\$ 87 M</u>	\$ 80.6 M	\$ 69.8 M	\$ 65.4 M	\$ 78.6 M
Brand Score	<u>60/100</u>	50/100	42/100	9/100	11/100

Sentiment Analysis:

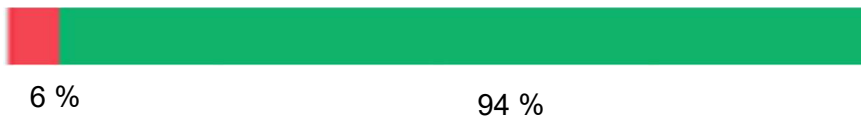
Legend:

● Positive ● Negative

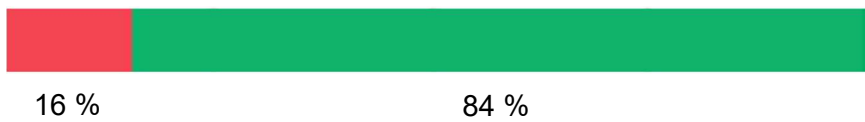
1. Mumbai Indians:



2. Gujarat Titans:



3. Royal Challengers Bangalore:



4. Chennai Super King:

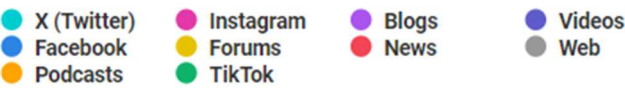


5. Kolkata Knight Riders:

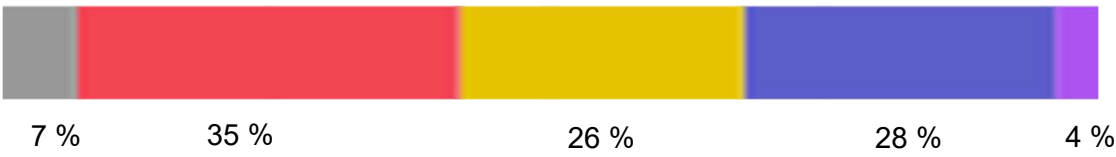


Outreach on Different Social Media Platform:

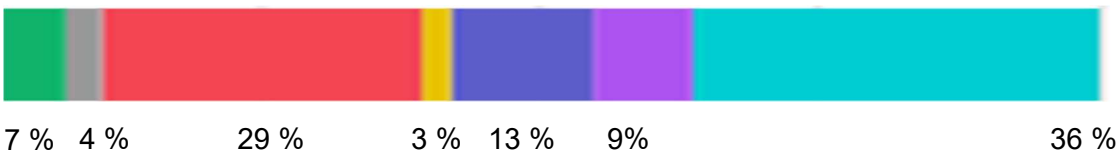
Legend:



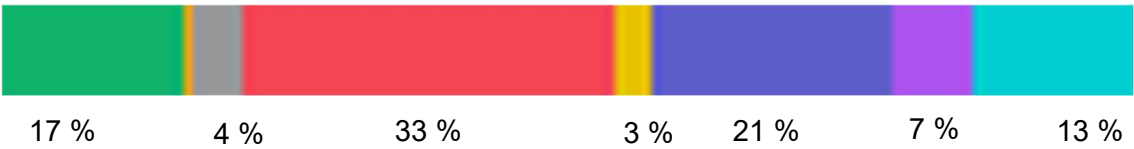
Mumbai Indians:



Chennai Superkings:



Royal Challengers Bangalore:



Kolkata Knight Riders:



Gujarat Titans:

