



IS434

Social Analytics And Applications

Final Presentation

LOVEXTHEORY

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ROLES & RESPONSIBILITY

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OVERVIEW

Client - LoveXTheory
business problem
Business Objectives
tools used
Data Collection
experiments
Findings & Analysis
our recommendations
Project Limitations
Conclusion



OUR CLIENT LOVEXTHEORY

LOVEXTHEORY — STUFF TO LOVE

LOVEXTHEORY

OUR CLIENT

ESTABLISHED IN 2011
ONLINE FASHION STORE

FEMALE APPARELS
Dresses, Tops, Pants, Shoes,
Bags Accessories

The screenshot shows the Lovextheory website. At the top, there's a navigation bar with a search icon, a message about free local courier service, and links for log in/register, currency (SGD), and shopping cart (0 items). Below the navigation is the brand logo 'love x theory' in a cursive font. A horizontal menu bar includes 'NEW ARRIVALS', 'LXT LABEL', 'CLOTHING', 'ACCESSORIES', 'BACKORDERS', 'WHAT'S AVAILABLE', and a red 'SALES' link. The main visual features three female models wearing striped clothing: a white top with black stripes at the bottom, a light blue striped dress with a white collar, and a black and white horizontally striped sleeveless dress. The background is plain white. Text overlaid on the image says 'STRIPE 'EM ALL.'.

LOVEXTHEORY – STUFF TO LOVE

A black and white profile photograph of Coco Chanel. She is facing left, wearing a dark beret and a long strand of pearls. Her right arm is bent, with her hand resting near her shoulder.

“You can be gorgeous
at thirty, charming at forty,
and irresistible for the rest
of your life”

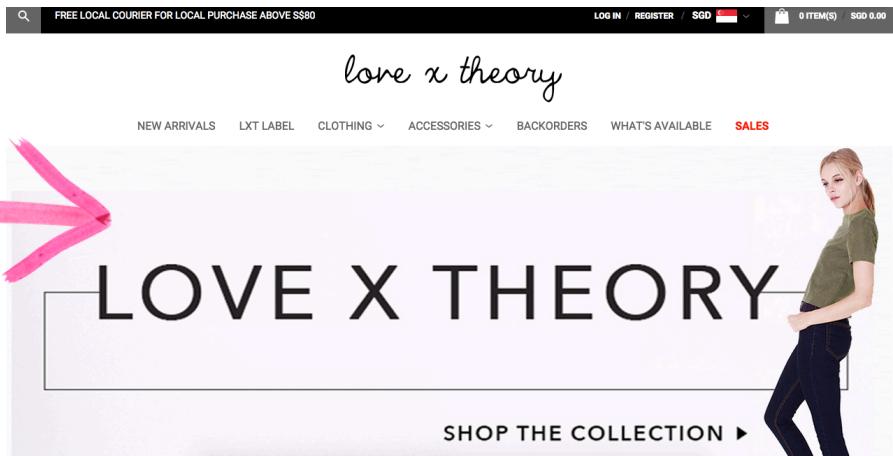
Coco Chanel

BUSINESS PROBLEM

BUSINESS PROBLEM

ISSUES WITH LOVEXTHEORY

(1) REBRAND



BUSINESS PROBLEM

ISSUES WITH LOVEXTHEORY

(2) STAY COMPETITIVE



VS



VS



VS





BUSINESS OBJECTIVES

LOVEXTHEORY — STUFF TO LOVE

BUSINESS OBJECTIVES

TO ASSIST **LOVEXTHEORY**

[1] INCREASE AWARENESS

Outreach to more people on Instagram

[2] INCREASE COMPETITIVENESS

More favourable than competitors on Instagram

MORE

FOLLOWERS

&

LIKES

ON

INSTAGRAM

TOOLS USED



TOOLS USED TO HELP LOVEXTHEORY



Gephi



Microsoft Excel



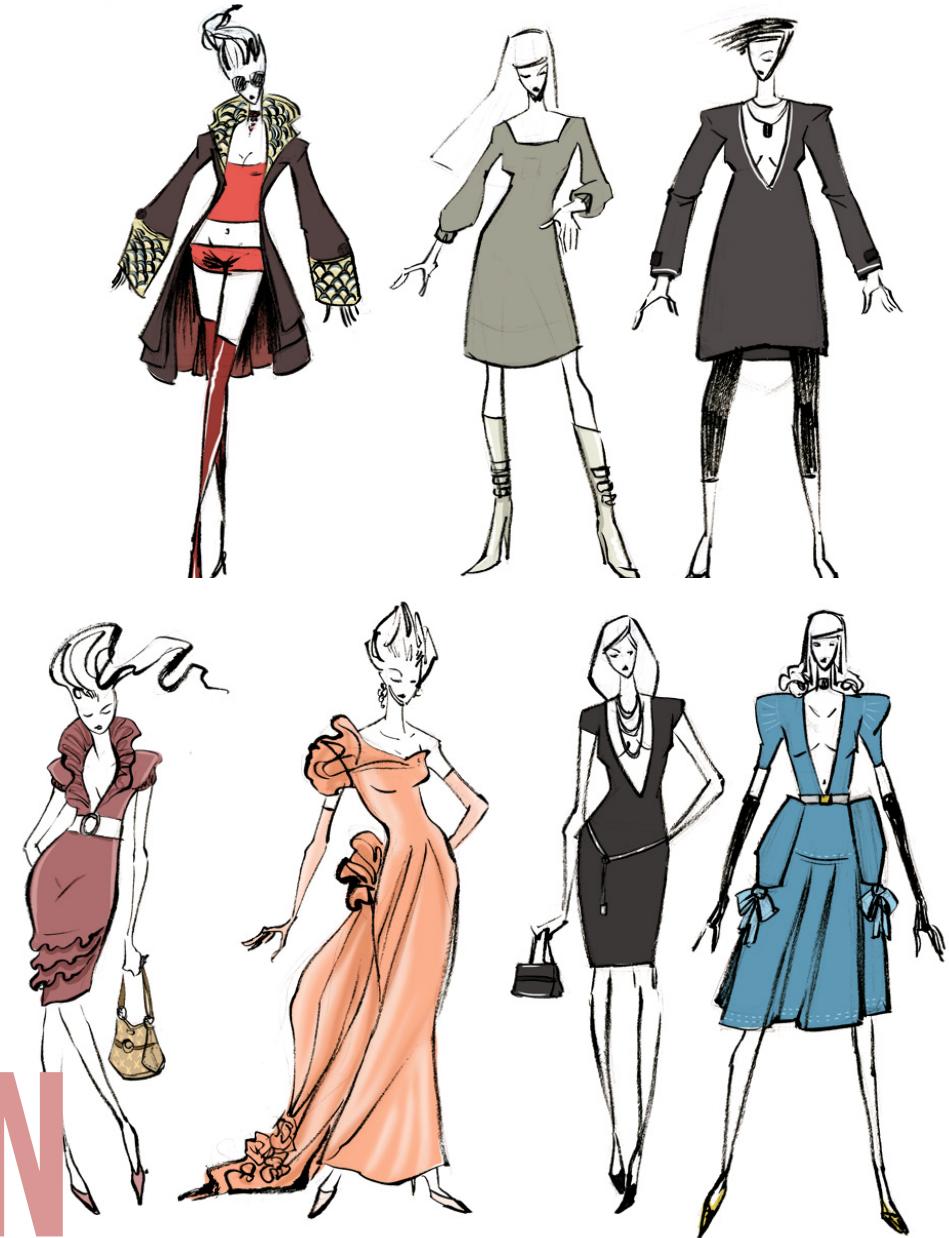
Pycharm CE



Simply Measured



DATA COLLECTION





DATA COLLECTION

TRANSFORMING INFORMATION INTO KNOWLEDGE

Using tools

**CRAWL DATA FROM
FACEBOOK, TWITTER &
INSTAGRAM**



DATA COLLECTION

PAST DATA - ASHINCANS



@ashincans
739 tweets



@ashincans FB page
255 posts



DATA COLLECTION

TRANSFORMING INFORMATION INTO KNOWLEDGE



@lovextheory
1,021 posts



@ellysage
1,702 posts



@supergurl
667 posts



@shopsassydream
1,436 posts



EXPERIMENTS & FINDINGS

EXPERIMENT OVERVIEW

PLANNING OUR TIME



Prediction:

FOLLOWERS & LIKES INCREASE

Measuring:

FOLLOWERS AND LIKES

EXPERIMENT 1

INCREASE FREQUENCY OF POSTS

Test:

**INCREASING FREQUENCY POSTS AFFECT
FOLLOWERS & LIKES**

Assumption:

INSTAGRAM USERS WILL BE ACTIVE AT AROUND 5PM

Prediction:

FOLLOWERS & LIKES INCREASE

EXPERIMENT 1

INCREASE FREQUENCY OF POSTS



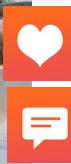
18TH OCT



82
3



20TH OCT



144
1



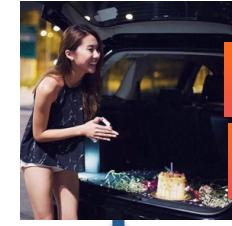
22ND OCT



156
1



24TH OCT



217
1



64
1



271
3

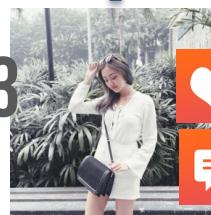
I could
give up
SHOPPING
but I'm not a
quitter &



126
1



123
6



157
3

19TH OCT



21ST OCT



23RD OCT



25TH OCT



EXPERIMENT 1

INCREASE FREQUENCY OF POSTS

SPIKE INCREASE FOLLOWERS

Because @mongabong tag @lovextheory this post on 23rd Oct

Promotion Code cause people to follow @lovextheory



EXPERIMENT 2

ADDING POPULAR HASHTAGS

Test:

**USING POPULAR HASHTAGS TO INCREASE
FOLLOWERS & LIKES**

#FASHION
#STYLE
#OOTD

Assumption:

INSTAGRAM USERS WILL FOLLOW THESE TRENDS

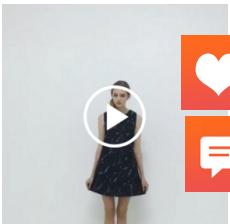
Prediction:

FOLLOWERS & LIKES INCREASE

EXPERIMENT 2

ADDING POPULAR HASHTAGS

+36
26TH OCT



89
1

Dear Week,
i'm so over you,
i'm leaving you
for your best friend
Weekend.

+1
30TH OCT



107
3

188
1

+3
1ST NOV



202
1

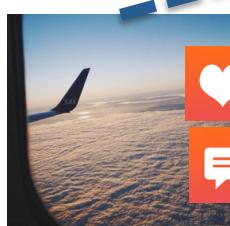


178
1

+10
27TH OCT

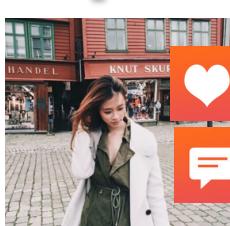


85
1



191
1

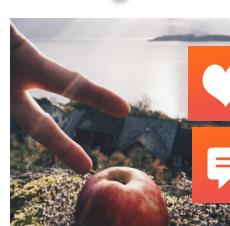
+9
31ST OCT



273
1



261
1



167
1

OBSERVATIONS PERIOD

RETURN OWNERSHIP BACK TO **LOVEXTHEORY**

Observe:

**INCREASING FREQUENCY POSTS AFFECT
FOLLOWERS & LIKES**

Observe:

**USING POPULAR HASHTAGS TO INCREASE
FOLLOWERS & LIKES**

#FASHION
#STYLE
#OOTD

OBSERVATION PERIOD

OBSERVING LOVEXTHEORY

-4
2ND NOV



114
2

+18
6TH NOV



151
2



207
1



150
1

LOVEXTHEORY – STUFF TO LOVE

4TH NOV
+22



136
4



171
1

7TH NOV
+19

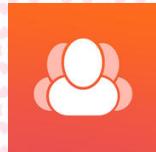
EXPERIMENT FINDINGS

SUMMARY RESULTS

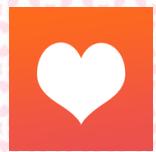
INCREASE SOCIAL ACTIVITY



9 POSTS



+ 25
9888 → 9913

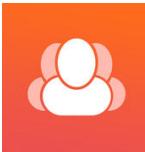


1 312 LIKES

POPULAR HASH TAG



10 POSTS



+ 59
9913 → 9972

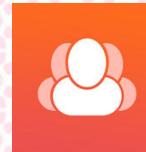


1 650 LIKES

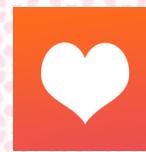
OBSERVATION



6 POSTS



+ 73
9972 → 10045



929 LIKES

EXPERIMENT 1

18TH OCT

EXPERIMENT 2

25TH OCT

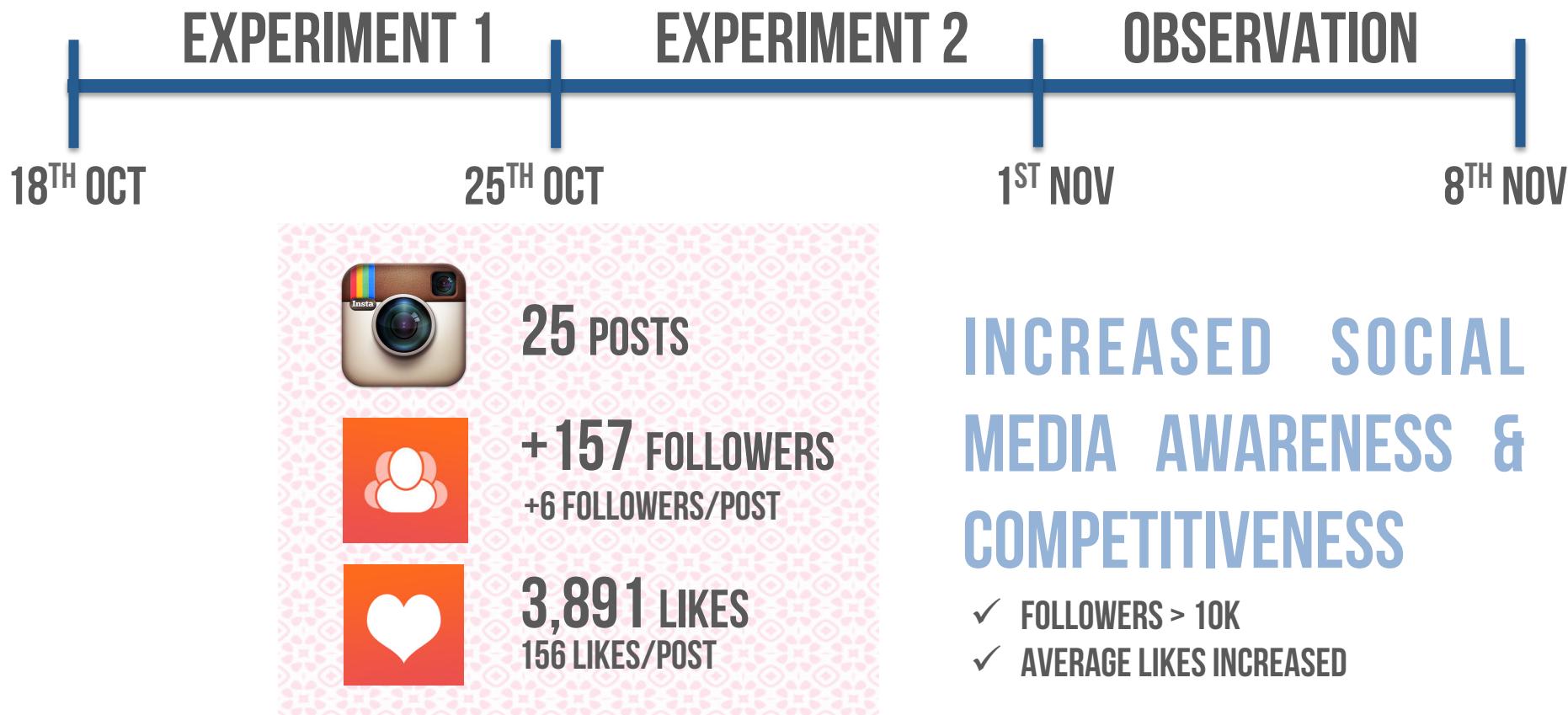
OBSERVATION

1ST NOV

8TH NOV

EXPERIMENT RESULTS

SUMMARY RESULTS



FINDINGS & ANALYSIS

FINDINGS & ANALYSIS

KEY FINDINGS FROM LOVEXTHEORY



MAIN INFLUENCER



CLIENT ANALYSIS



TEXT ANALYSIS



COMPETITOR ANALYSIS



OBSERVATIONS

FINDINGS & ANALYSIS

NOT FOLLOWING @LOVEXTHEORY



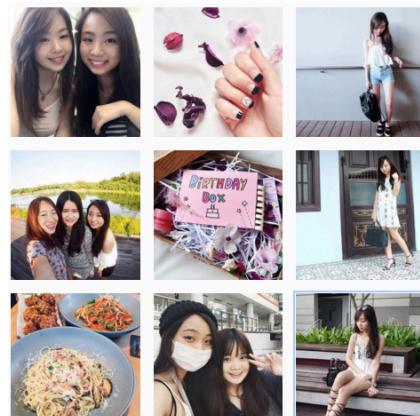
@KRYSTALVAN

*Does not have an Instagram Account
No longer engaged with LoveXTheory*

FOLLOWING @LOVEXTHEORY



@CYNTHIAZPY



1.6k Followers
Following LoveXTheory

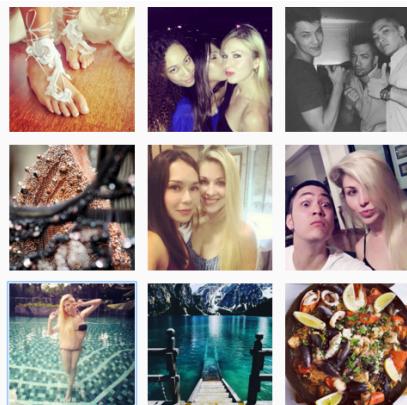
#lifeStyle
#style
#ootd

FINDINGS & ANALYSIS

NOT FOLLOWING @LOVEXTHEORY



@VANESSAEMILYQ



FOLLOWING @LOVEXTHEORY



@PXDKITTY



LOVEXTHEORY – STUFF TO LOVE

#1. IDENTIFYING MAIN INFLUENCERS (TWITTER)

51.4K Followers

Change of Interest

Moving towards fashion shows and high-end clothing

#travelLog

111k Followers

Following LoveXTheory

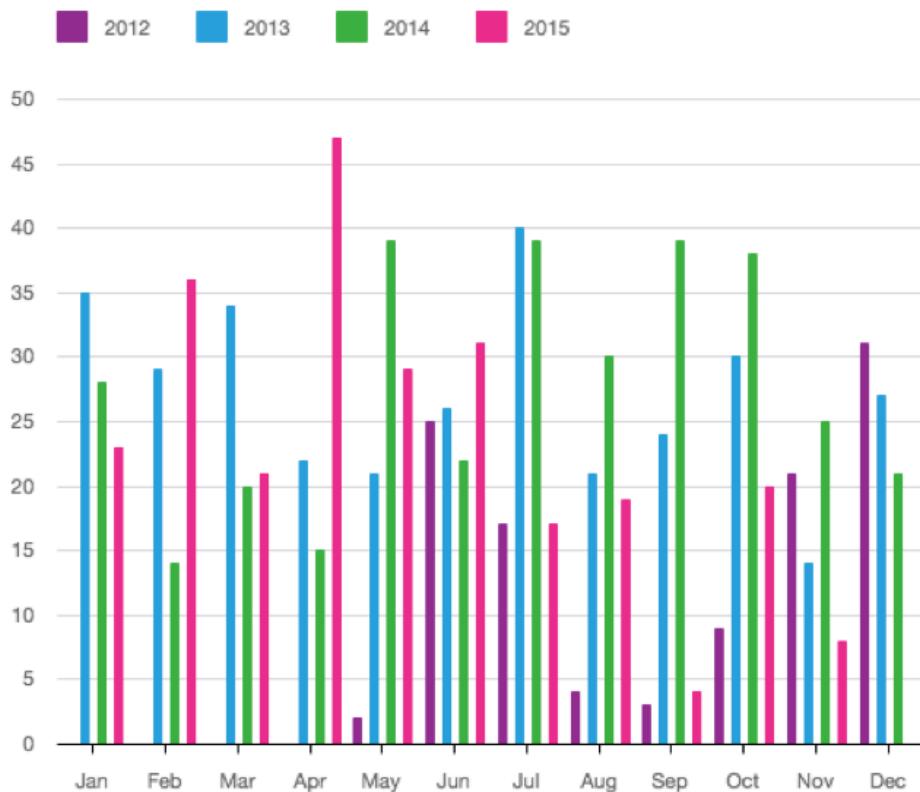
#youtuber

#foodLover

#ootd

FINDINGS & ANALYSIS

#2. CLIENT ANALYSIS (POST/MONTH)

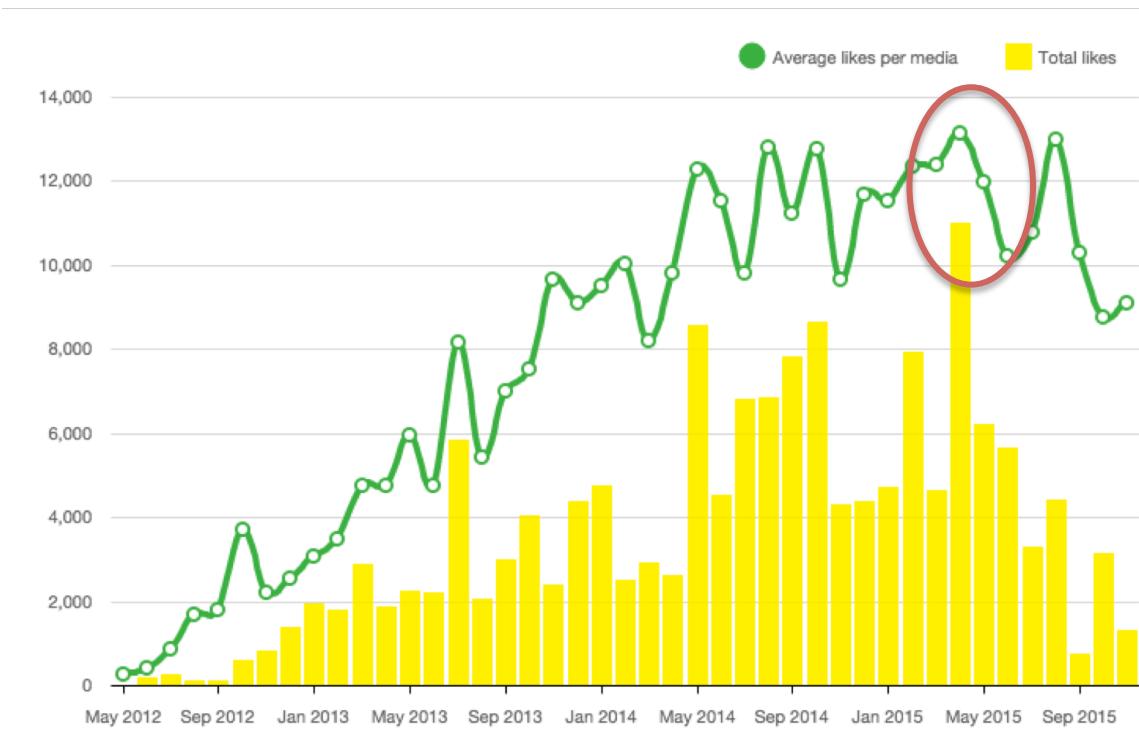


*Less than last year?
By average, at the end of 10th month
should have about 275 posts*

POST UPLOADED BY MONTH

FINDINGS & ANALYSIS

#2. CLIENT ANALYSIS (AVERAGE LIKES OVER TIME)

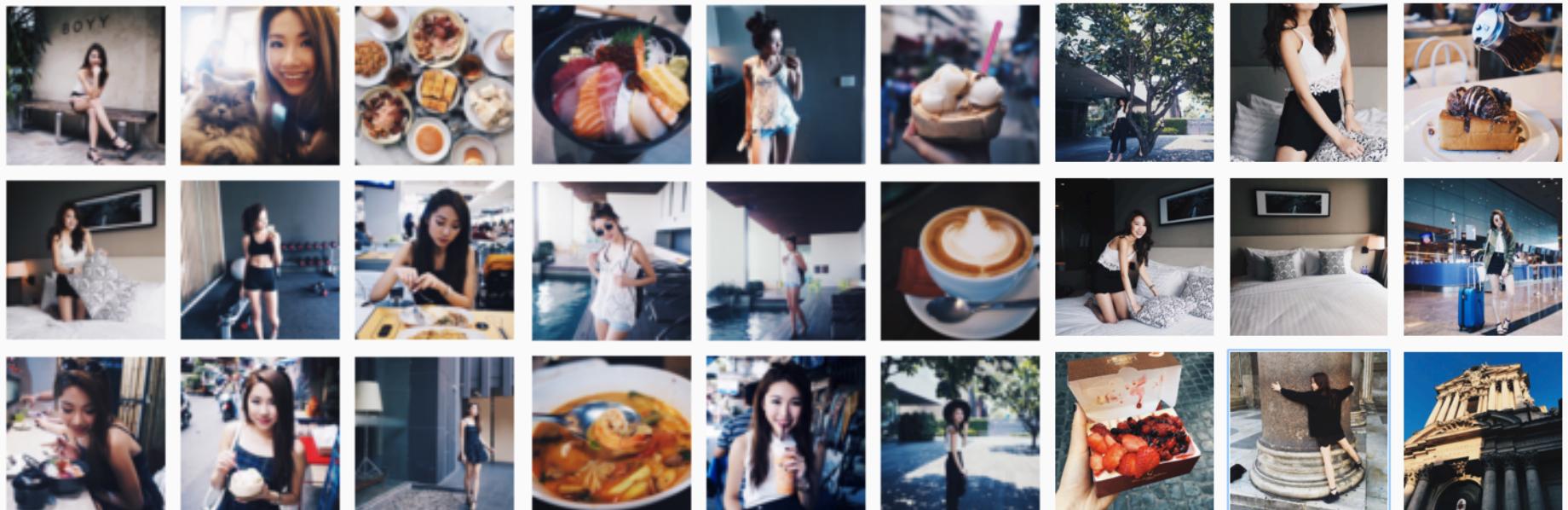


AVERAGE LIKES OVER TIME

FINDINGS & ANALYSIS

#2. CLIENT ANALYSIS (AVERAGE LIKES OVER TIME)

LOVEXTHEORY @MONGABONG



**Introduce @mongabong in LoveXTheory
(Highest) Average likes per post 235 likes**

Apr 2015
Uploaded 47 post

FINDINGS & ANALYSIS

#3. TEXT ANALYSIS (TOP HASHTAGS)

12, 250, 703 posts

#FASHIONBLOGGER

#FASHION

224, 072, 262 posts

5, 780, 809 posts

#OUTFITOFTHEDAY

#OUTFIT

27, 211, 576 posts

3, 986, 378 posts

#OOTN

#OOTD

61, 141, 742 posts

129, 271, 398 posts

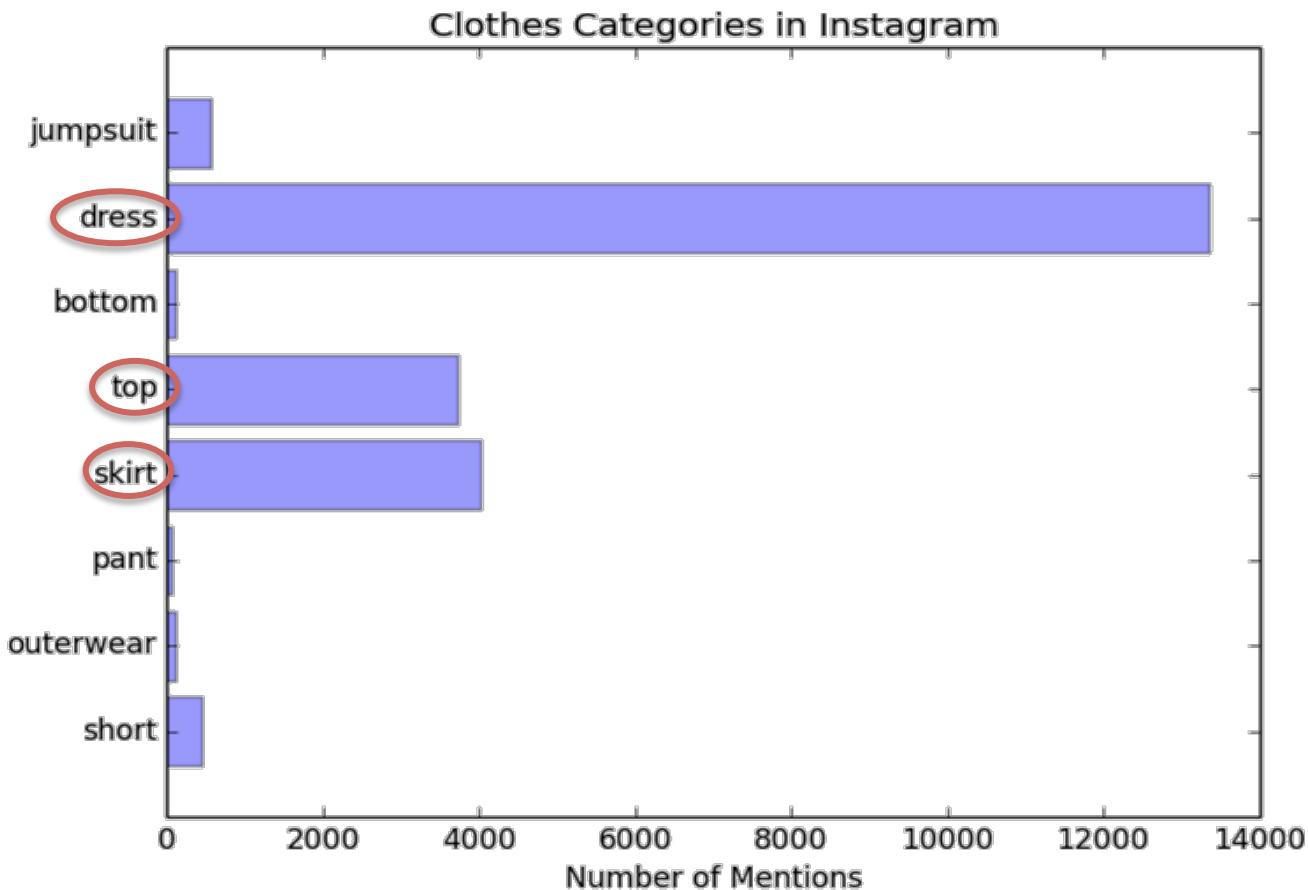
#STYLE

#WOMENFASHION

1, 308, 104 posts

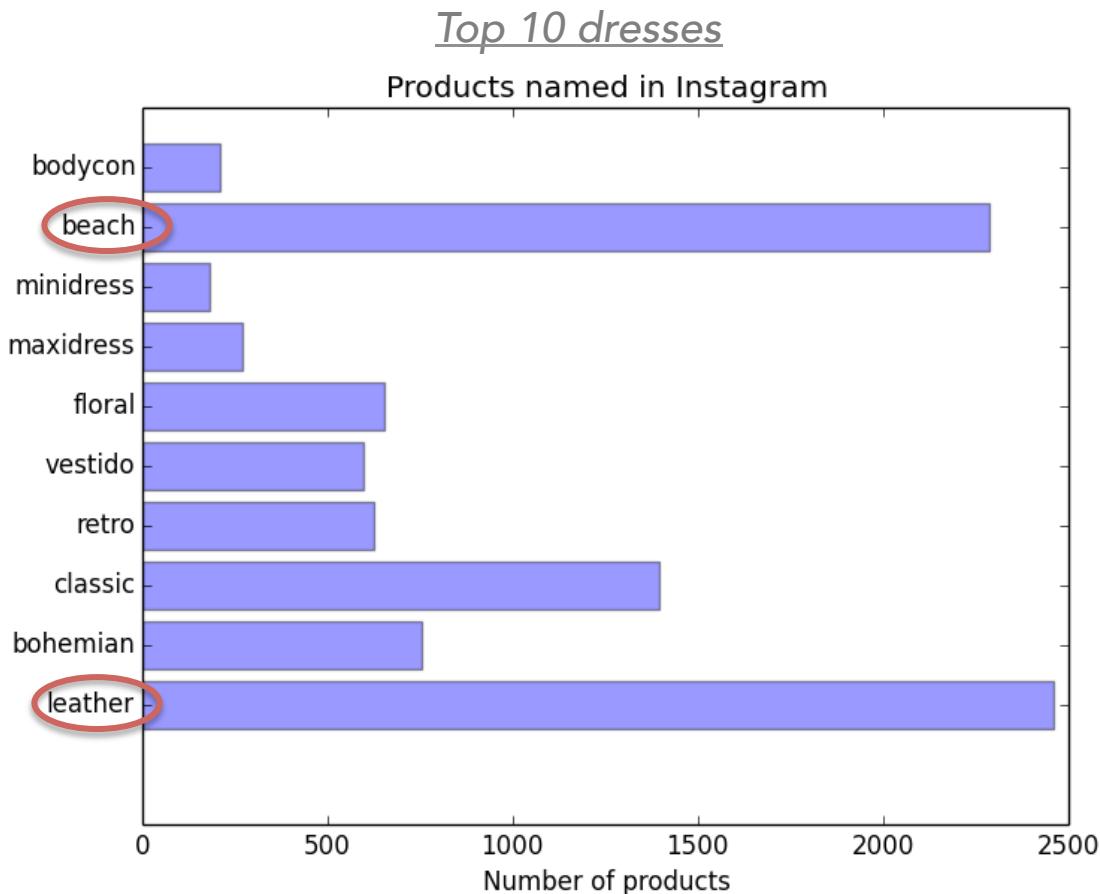
FINDINGS & ANALYSIS

#3. TEXT ANALYSIS (MOST MENTIONED FASHION TREND)



FINDINGS & ANALYSIS

#3. TEXT ANALYSIS (MOST MENTIONED FASHION TREND)

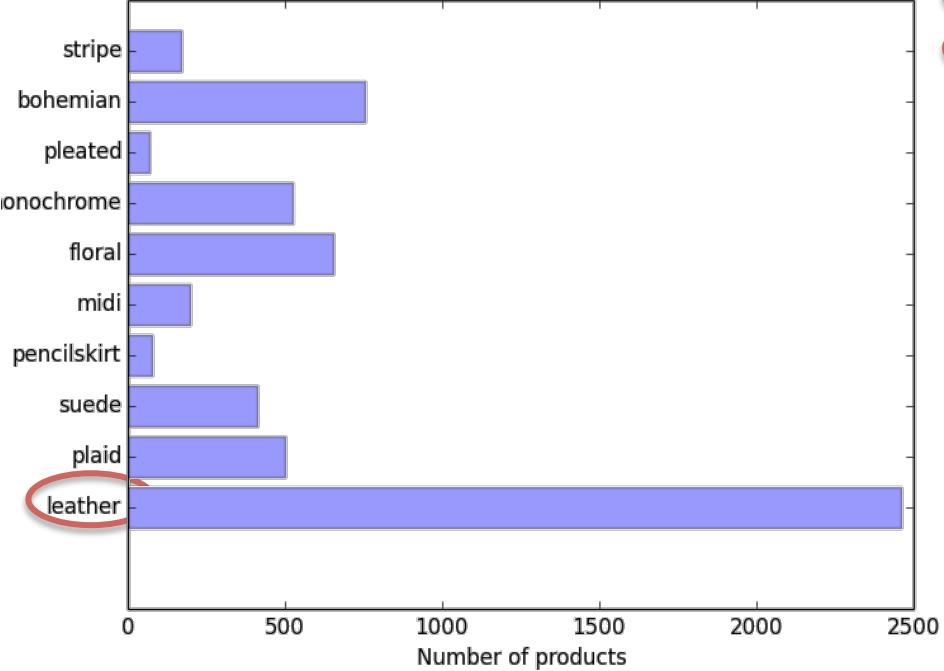


FINDINGS & ANALYSIS

#3. TEXT ANALYSIS (MOST MENTIONED FASHION TREND)

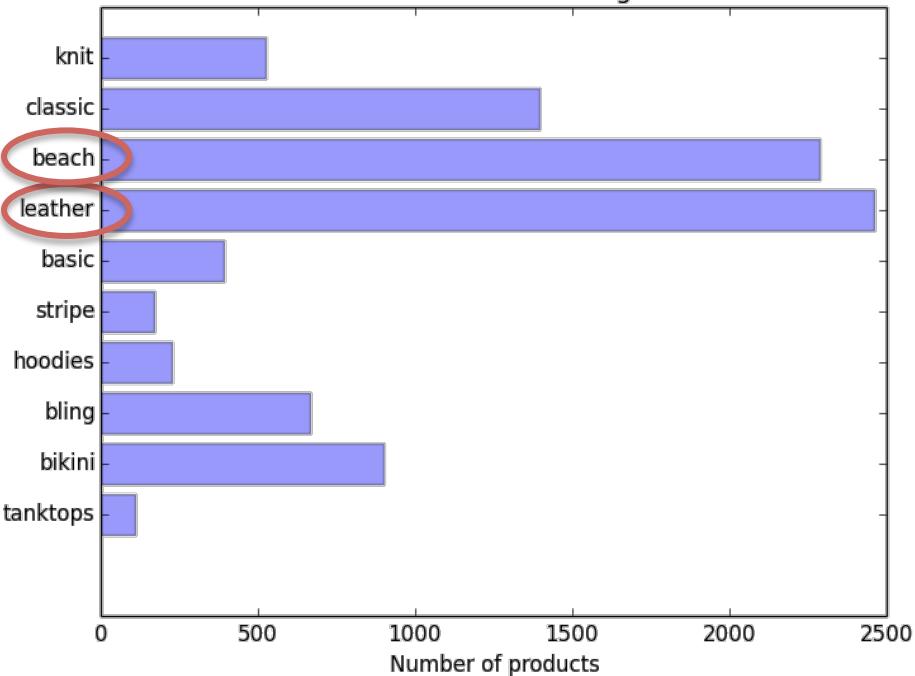
Top 10 skirts

Products named in Instagram



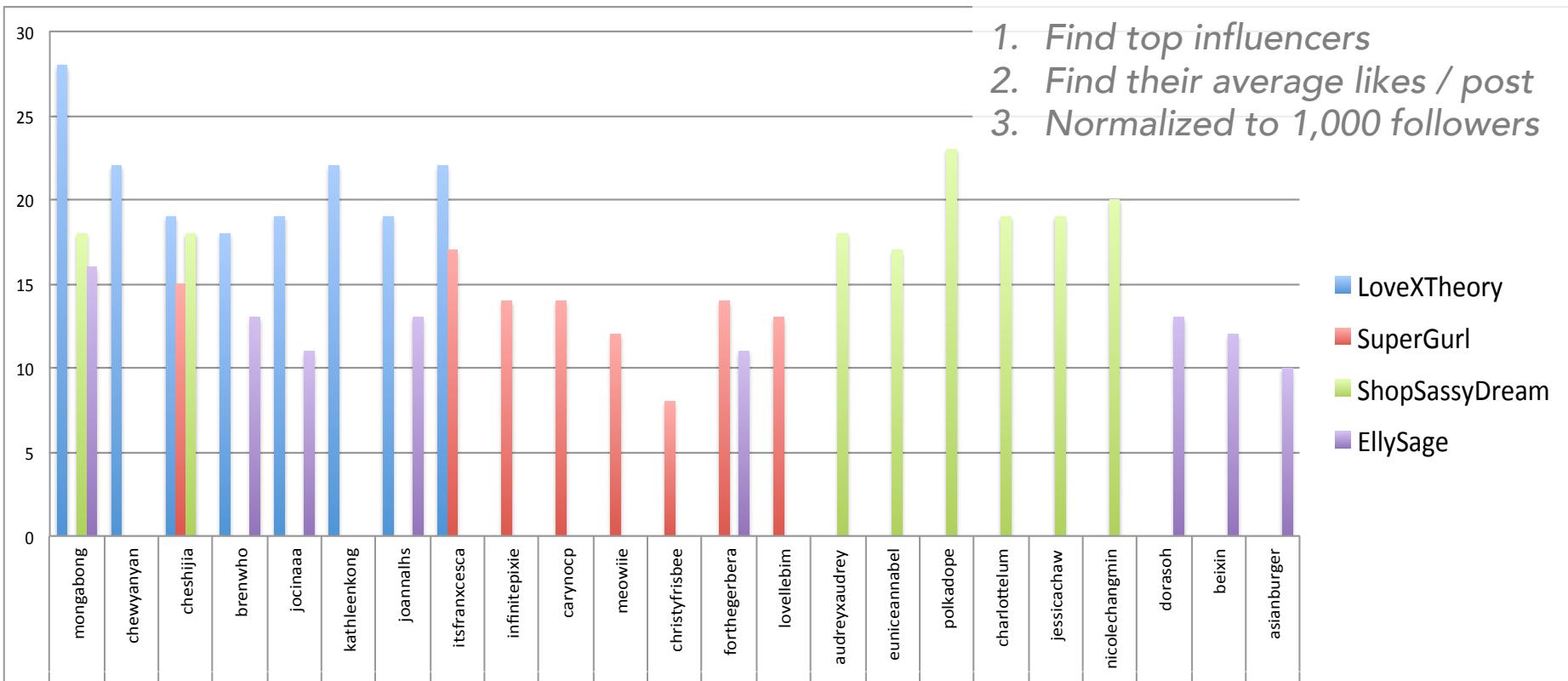
Top 10 Tops

Products named in Instagram



FINDINGS & ANALYSIS

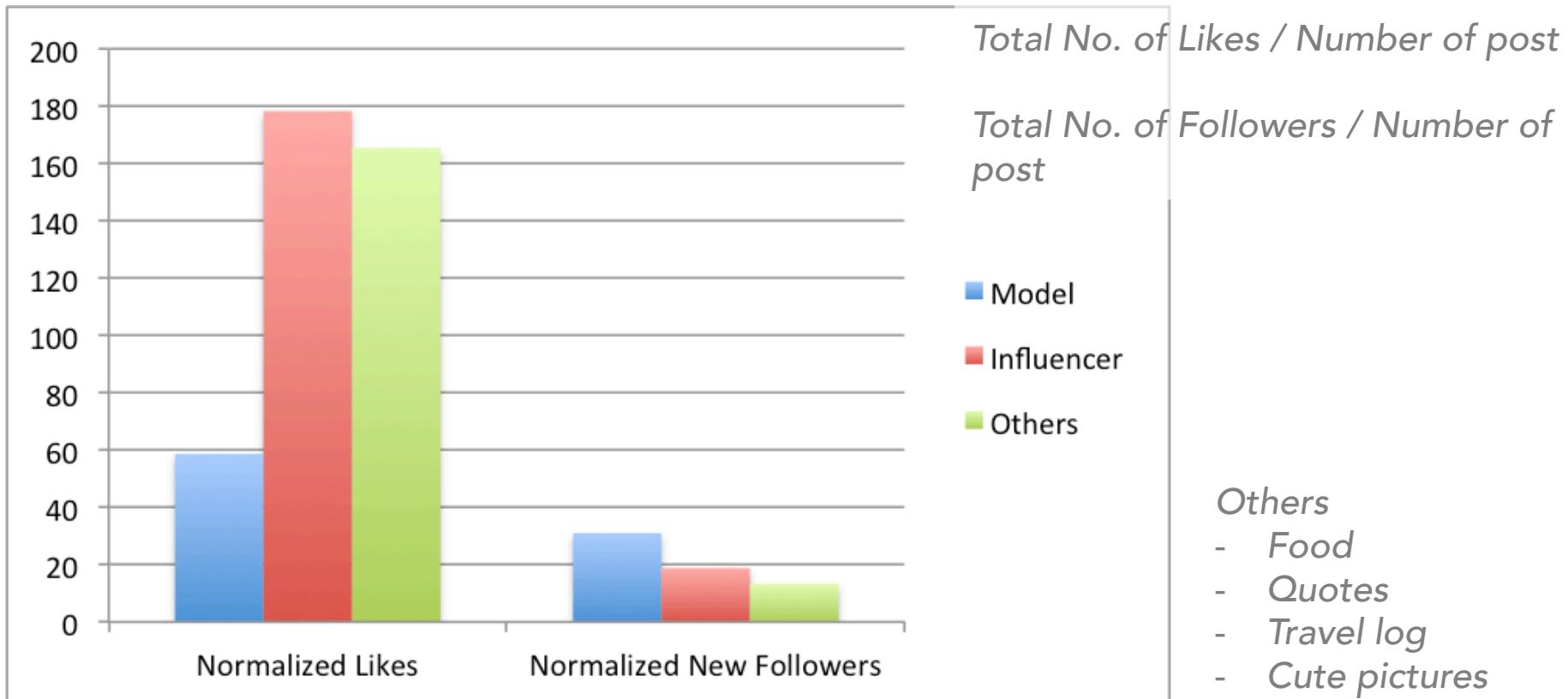
#4. COMPETITORS ANALYSIS

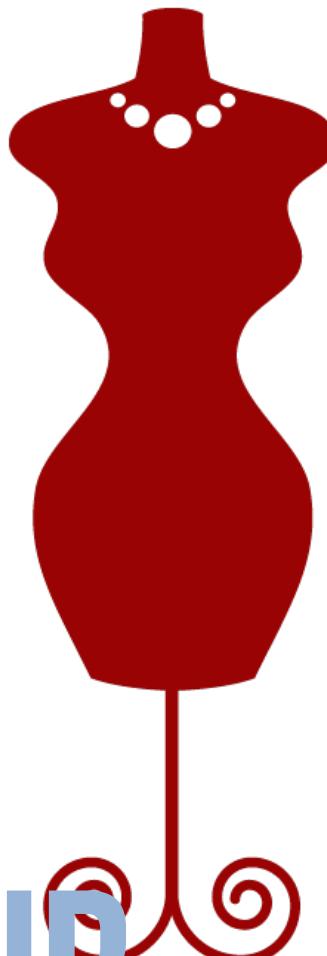


NORMALIZED TABLE FOR INFLUENCER LIKES BASED ON 1,000 FOLLOWERS

FINDINGS & ANALYSIS

#5. OBSERVATIONS





**LOOKS
GOOD
ON ME**

**OUR
RECOMMENDATIONS**

OUR RECOMMENDATIONS

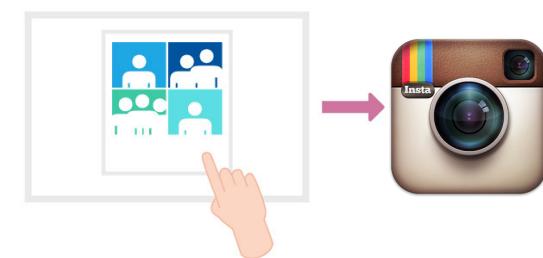
SUGGESTIONS FOR LOVEXTHEORY



POPULAR HASHTAGS



INSTAGRAM TAKEOVER



INCREASE UPLOADS



INFLUENCER ENGAGEMENT



INCREASE AWARENESS



CLOTHES TO SELL

OUR RECOMMENDATIONS

#1. POPULAR HASHTAGS



POPULAR HASHTAGS

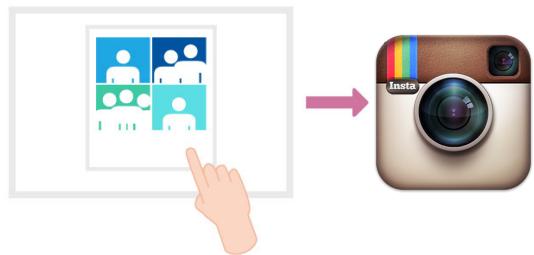
#style
#fashion
#ootd

*Do not: [hashtag need not...]
Brand name only
Irrelevant hashtags*

*Do: [hashtag must be...]
Easy to remember
Use it everywhere!
Look out for trending hashtags*

OUR RECOMMENDATIONS

#2. INCREASE UPLOAD



INCREASE UPLOADS

*Post consistently (once a day at least)
5pm, 10pm & 2am most effective
Sunday: the most effective day*

OUR RECOMMENDATIONS

#3. INCREASE AWARENESS



INCREASE AWARENESS

*Broaden to other platforms
Publicize Instagram on website
Influencer to tag @lovextheory*

OUR RECOMMENDATIONS

#4. INSTAGRAM TAKEOVER



*Grow Instagram audience
Promote social media activity
“Behind-the-scene” photos
Find the right host
Measure effectiveness (likes & followers)*

INSTAGRAM TAKEOVER

OUR RECOMMENDATIONS

#5. INSTAGRAM INFLUENCERS ENGAGEMENT



INFLUENCER ENGAGEMENT

@mongabong

@chenshijia

@kathleenwong

*Influencers to promote product
Influencers entitled "promo code"
Reposting Influencers tagged photos*

OUR RECOMMENDATIONS

#6. CLOTHES TO SELL



CLOTHES TO SELL

Based on Instagram trends:

- *Dresses*
- *Leather products*
- *Beach wear*
- *Classic style*

OUR OBSERVATIONS

INITIATIVES BY LOVEXTHEORY



188 likes 1w

lovextheory Hi, I'm @denisesoongeelyn and I am really excited to be doing an Instagram takeover for the next few days while I am touring Norway! Hope to share more pretty photos with you guys, in the meanwhile, here's a shot just before the plane took off and I am dressed in a cami for airplane travel comfy wear 🙌😊 #lovextheory #fashion #newarrivals #ootd #style

Used Recommendation:
#1. Popular hashtags
#3. Instagram awareness
#4. Instagram takeover
#5. Influencers engagement

Add a comment... • • •

OUR OBSERVATIONS

INITIATIVES BY LOVEXTHEORY

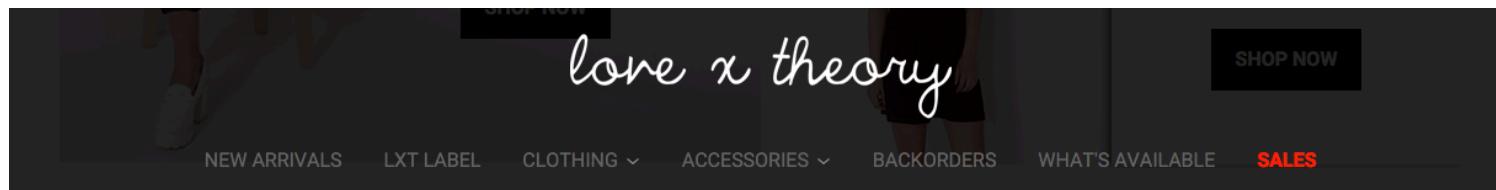


Used Recommendation:

- #1. Popular hashtag
- #2. Increase uploads
- #3. Increase awareness
- #5. Influencers engagement

OUR OBSERVATIONS

INITIATIVES BY LOVEXTHEORY



FOLLOW US ON INSTAGRAM @LOVEXTHEORY



#3. Increase awareness

PROJECT LIMITATIONS

LOVEXTHEORY — STUFF TO LOVE



PROJECT LIMITATIONS

BETTER OFF NEXT TIME



DURATION OF STUDY

2 weeks experiment
1 week observation



SINGLE PLATFORM ANALYZED

Instagram account only



NO FULL CONTROL OF ACCOUNT

Adhoc request to include influencer takeover

OUR CONCLUSION



OUR CONCLUSION

OUR EFFORT TO **LOVEXTHEORY**

Business Problem:

REBRAND

STAY COMPETITIVE

>10K FOLLOWERS

Findings & Analysis:

INFLUENCER

CLIENT

TEXT

COMPETITORS

Experiment:

INCREASE FREQUENCY OF POST

INCLUDE POPULAR HASHTAGS

HASHTAGS

INFLUENCERS

UPLOADS

ENGAGEMENT



THANK YOU!