

**IS434**

***Social Analytics & Applications***  
***Ping's Restaurant Group***

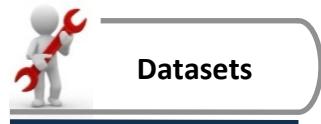


***Kenneth Liow Jian Quan | Leong Hoi Chuen | Eric Ong Soon Heng***  
***Sulovna Susant | Ng Ying Neng***



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- 2. Business Problem**
- 3. Datasets**
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## Shark's Fin Restaurant



### Background:

- The original flagship restaurant which initiated the Ping's group journey

### Signature selections:

- Shark's fin soup, Fried Fish Maw with Prawns and Braised goose web



## Thai Teochew Restaurant



### Background:

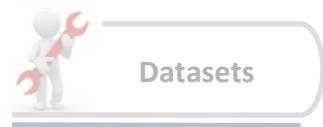
- An extension of the original favourite outlet, showcasing original Thai Teochew cuisine

### Signature selections:

- Stir fried fish maw with Tiger prawn, Braised Mexican abalone



Datasets



## Hotpot



### Background:

- Thailand's 1<sup>st</sup> luxury hotpot restaurant, and Ping's group 3<sup>rd</sup> venture

### Signature selections:

- Superior Ping's original soup, Mongolian Tom Yum soup





Shark's Fin Restaurant

Thai Teochew Restaurant

Hotpot

"Positioning itself as an exceptional ***fine-dining*** venue"

"Values of ***superior quality*** Thai Teochew cuisine and excellent service in the ***upscale*** and relaxed ambience"

Target Market



- Luxury market
- Corporates
- Banquets



### Current Market Analysis



Pros

- Higher Margin
- Greater customer quality
- Ability to upsell



Cons

- Lower volume
- Susceptible to discretionary spending trends



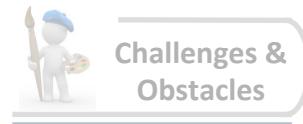
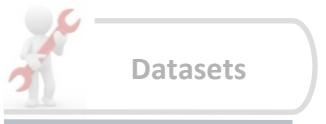
### Evaluate using data and social analytics

1

To perform more social listening to understand what the Bangkok F&B trend is

2

Assess the brand positioning of Ping's group to cater to greater market segments





### Facebook Insights

- 180 Days of Data & 500 Posts Limit
- Post Hashtags, Impressions, Reach, Likes, Comments and Demographics



- Demographics Analysis
- Hashtag Word Cloud



### Instagram Analysis

- Trending things around Ping's
- Instagram posts around any selected geographical locations



- Analysis on trending interests around Ping's Restaurant
- Instagram Explorer
- Identified Top 10 Active Users



Ping's Restaurant



Business Problem



Datasets



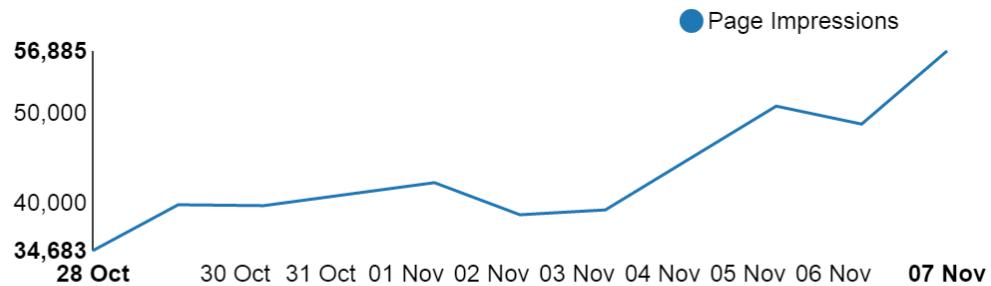
Technology Used



Challenges & Obstacles



### Overview of Facebook Insights



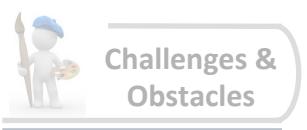
### Instagram Key Statistics

Followers
1,221

No of Posts
374

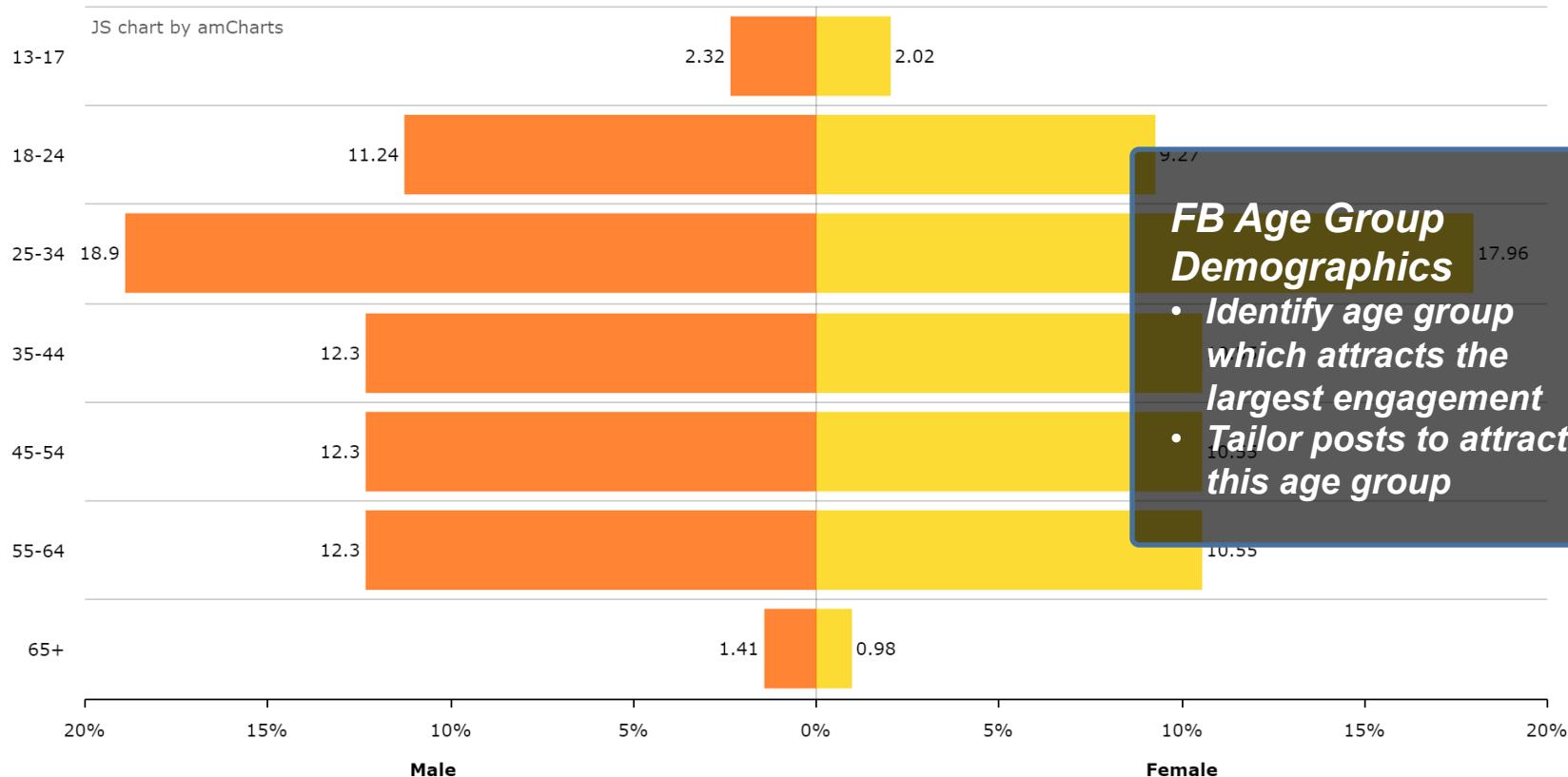
### Ping's Summary Page

- Identify trends in page impressions and user engagement
- Overview of Instagram statistics

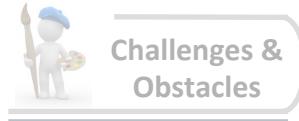




## Ping's Restaurant Group Demographics

**FB Age Group Demographics**

- Identify age group which attracts the largest engagement
- Tailor posts to attract this age group





Ping's Restaurant Group

Published by Wichida Wangchuayklang [?] · 17 hrs · Edited ·

สำหรับใครที่กินเจ ร้านปีงของเราริมแม่น้ำเจ สามารถสั่งกันได้นะคะ นี่คือผัดหนึ่งอ่อง กง เจ เป็นเมนูหนึ่งที่อร่อยและคนสั่งกันเยอะดี

Today marks the start of the Thai Vegetarian (Je) Festival! Keep a lookout for the yellow flags about Thailand from today till 21st October. We have some vegetarian options if you plan to swing by Ping's. Just ask our staff for the vegetarian menu, we do some of the usual favourite dishes, J style



#อาหารเจ #กินเจ #ปีง #ปีง #ping #pings #pingsrestaurant #bkk #asoke  
#pathumwan #surawong #jmenu #vegetarian #healthy #vegetarianmenu  
#vegetarianfestival

[See Translation](#)



96 people reached

Boost Post



Aggregate all post reach and engagement and identify hashtags which draw the largest reach



Ping's Restaurant



Business Problem



Datasets



Technology Used

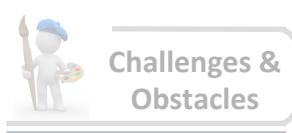


Challenges & Obstacles



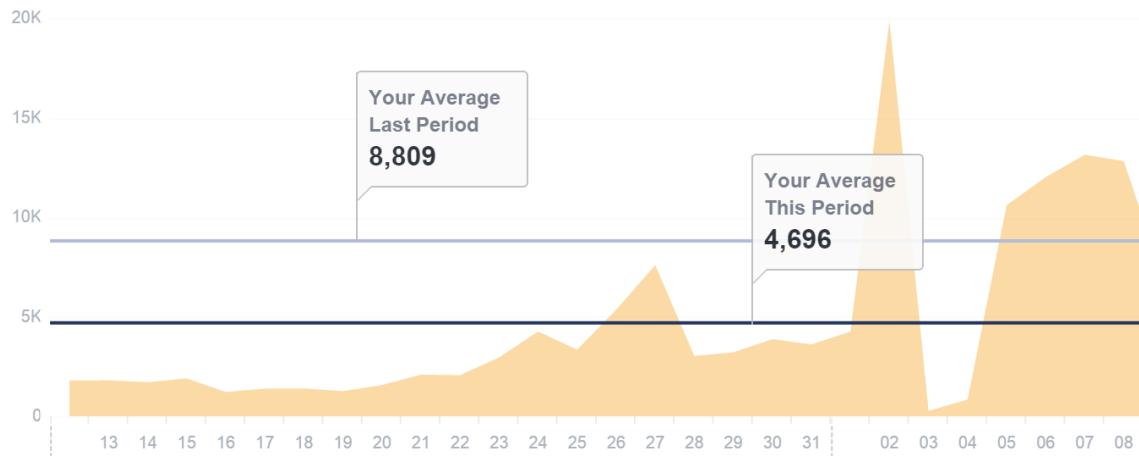
# Facebook Hashtags

- Identify hashtags which have the greatest reach and engagement*

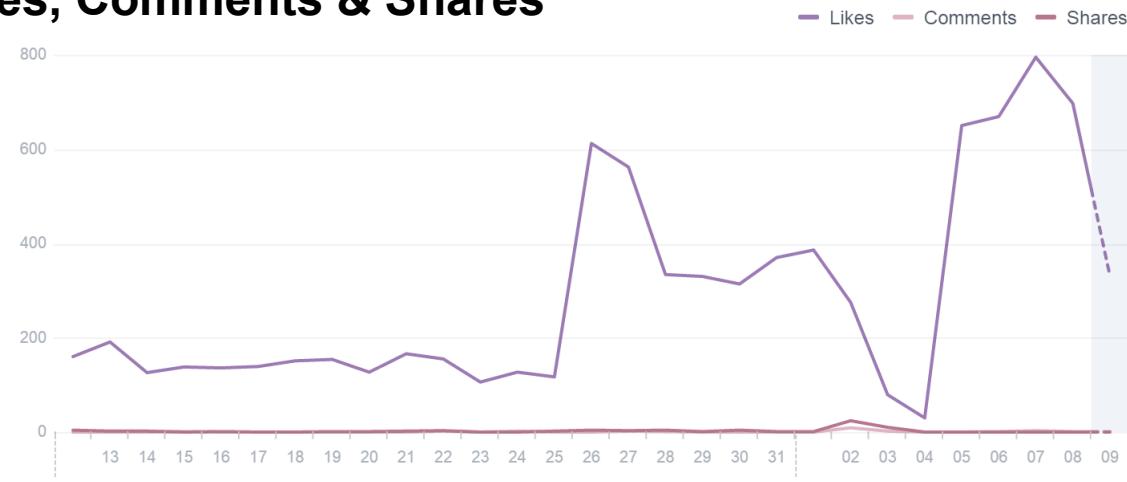




## Post Reach



## Likes, Comments & Shares



Ping's Restaurant



Business Problem



Datasets



Technology Used



Challenges &amp; Obstacles



## #Instagram Explorer

#bkkeats<sup>x</sup>

Search



**Instagram Explorer**

- Utilize Facebook Hashtags to search potential trends and hype in Bangkok
- Identify upcoming events/activities taking place

Ping's  
RestaurantBusiness  
Problem

Datasets

Technology  
UsedChallenges &  
Obstacles



## Restaurant Marketing Combined With Trending Events

- Identify trending events and exciting shows going on in Bangkok



Ping's  
Restaurant



Business  
Problem



Datasets



Technology  
Used



Challenges &  
Obstacles



## Trending Around Ping's

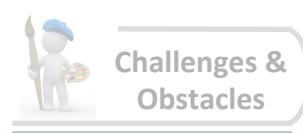
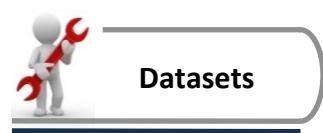
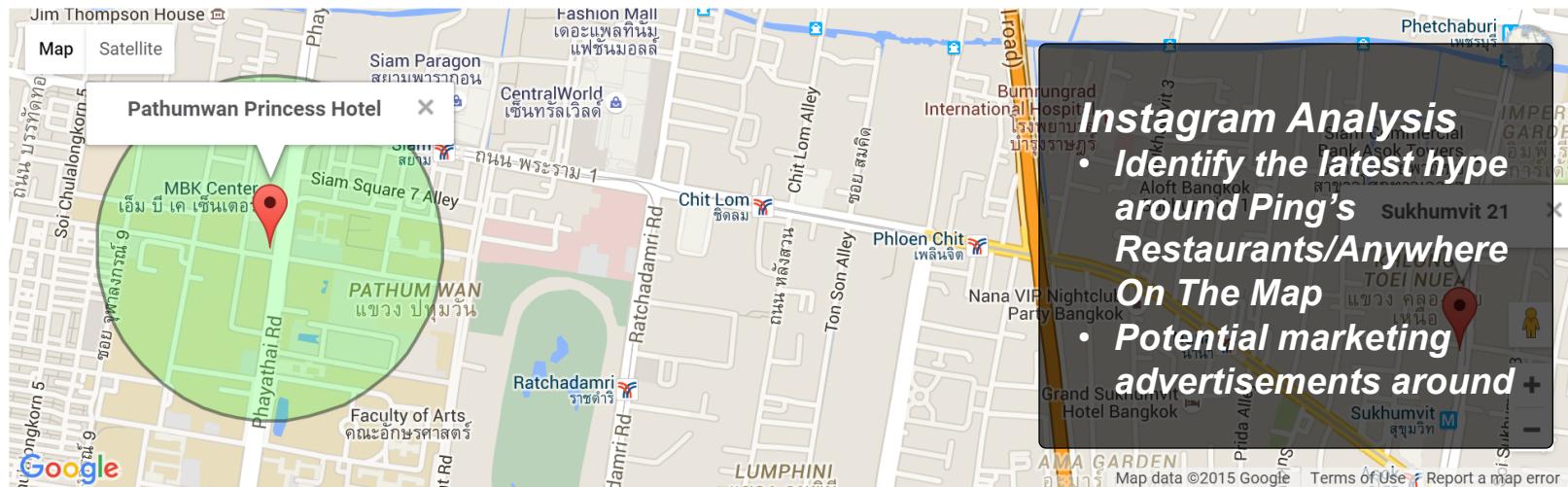
Ping's Restaurant Outlet At:

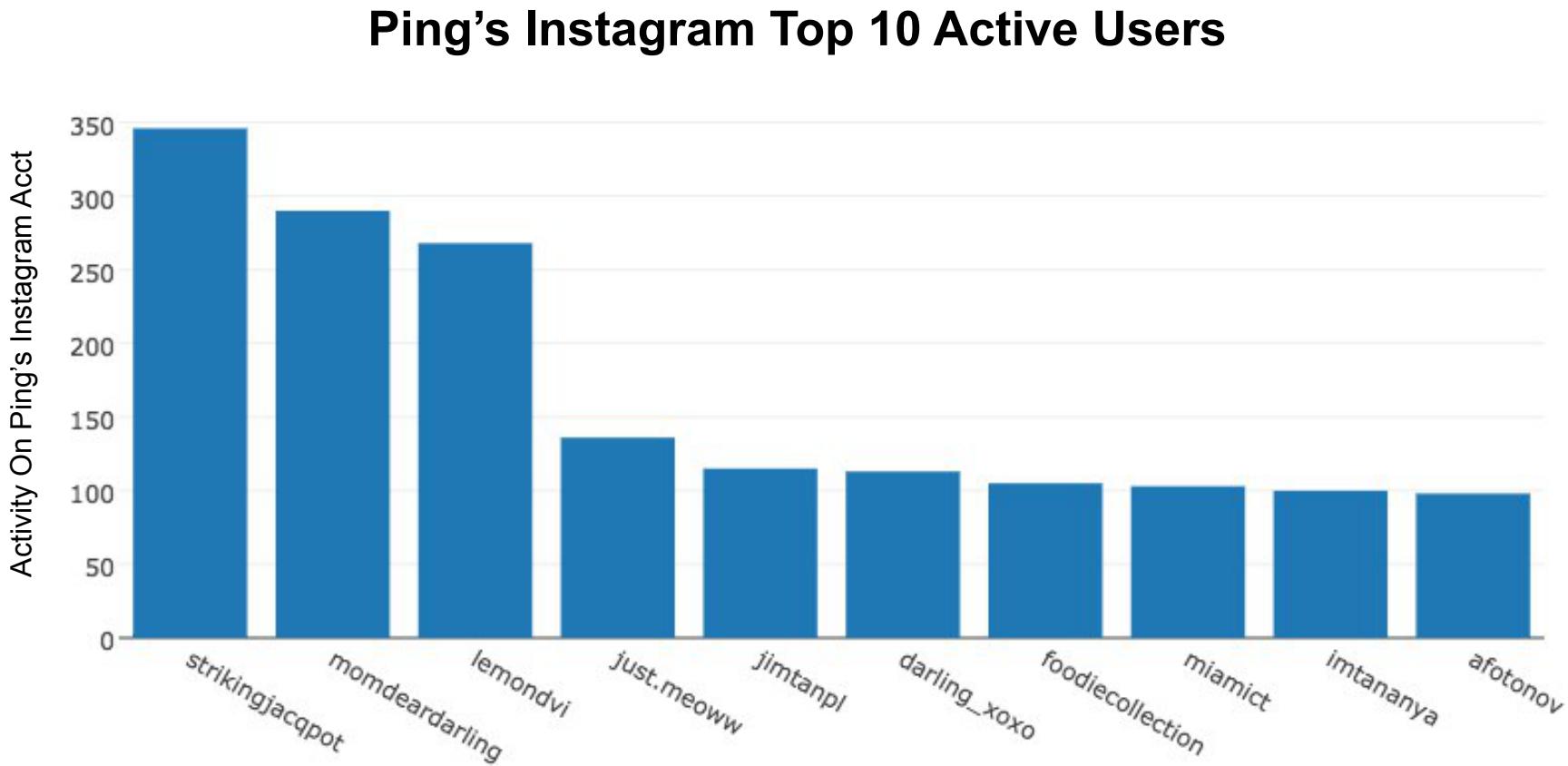
Ping's Thai Teochew Seafood Ping's Hotpot

Radius:

500m

Crawl Instagram





### Instagram Top 10 Active Users

- Targeted advertisements and potential discounts treats for users



Ping's  
Restaurant



Business  
Problem



Datasets



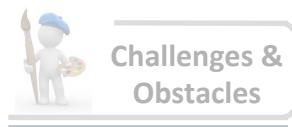
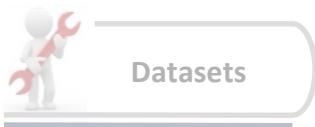
Technology  
Used

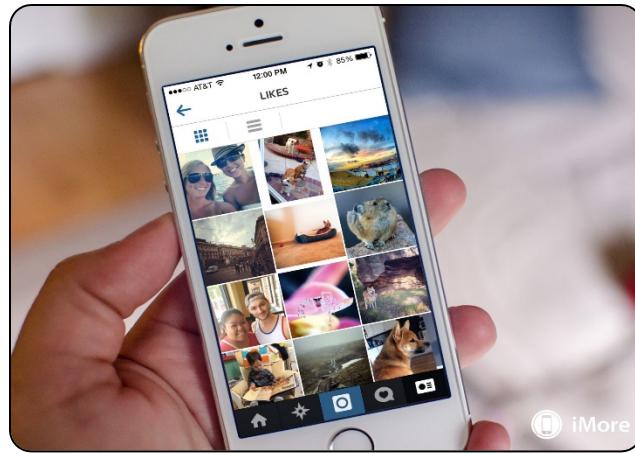


Challenges &  
Obstacles



Purpose	Technology Used
Hosting Platform	<b>Openshift Platform</b> <b>Tomcat 7 (JBoss EWS)</b>
Front-End Display	<b>D3.js</b> <b>JQuery</b>
Back-End	<b>Java</b> <b>SQL Database</b>
APIs Used	<b>Facebook Graph API</b> <b>Instagram API</b> <b>Google Maps API</b>





## Privacy Issues

- Social networks, Yelp, TripAdvisor etc do not share user emails
- Unable to perform targeted advertising (Initial plan was to identify users travelling to Bangkok + Foodies)

## Instagram Analysis

- Instagram crawler provided very little insights on word sentiments
- Tough to analyse pictures



Ping's  
Restaurant



Business  
Problem



Datasets



Technology  
Used



Challenges &  
Obstacles



### Kenneth Liow

- Manage client interaction
- Develop Facebook applications
- Manage front-end application for project



### Eric Ong Soon Heng

- Create Instagram Top 10 Active Users
- Integrate front end to back end application



### Ng Ying Neng

- Develop Facebook applications
- Handle presentation PowerPoint slides for the team



### Leong Hoi Chuen

- Manage back-end application development
- Created Instagram Application For Explorer and Parameter Search



### Sulovna Susant

- Manage client interaction
- Prepare the report for the project



Ping's  
Restaurant



Business  
Problem



Datasets



Technology  
Used



Challenges &  
Obstacles



# Questions & Answers

## 1. Ping's Restaurant Business

- a) [Business Overview](#)
- b) [Bangkok Restaurants](#)

## 2. Business Problem

- a) [Target Market](#)
- b) [Identified Problem](#)

## 3. Datasets

- a) [Datasets](#)
- b) [Overview of Social Networks](#)
- c) Facebook Insights
  - a) [Age Demographics](#)
  - b) [Hashtag Analysis](#)
- d) Instagram Analysis
  - a) [Instagram Explorer](#)
  - b) [Trending Around Ping's](#)
  - c) [Top 10 Active Users](#)

## 4. Technologies Used

- a) [Overview of Technologies](#)

## 5. Challenges & Obstacles

- a) [Pitfalls and Key Takeaways](#)

# Thank You

