



# The Curry Wok

Team Party Poopers

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# Agenda

- Recap: The Curry Wok
- Proposed Solutions
- Post Campaign Analysis
- Challenges and Limitations
- Demo
- Conclusion

# Recap: The Curry Wok



- :( Lack of public awareness
- :( Narrow customer base
- :( Relatively low sales on weekdays



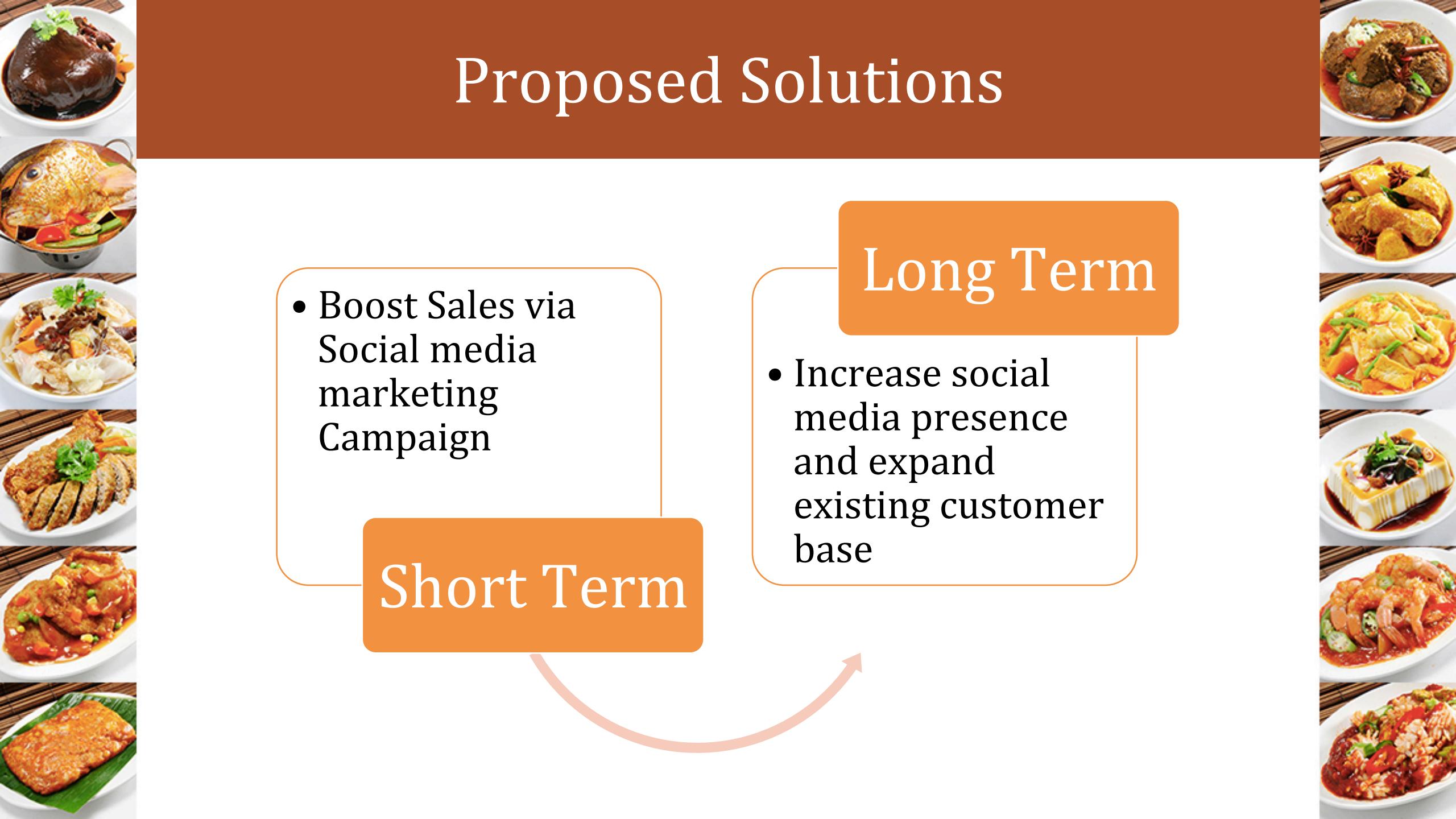
# Proposed Solutions

- Boost Sales via Social media marketing Campaign

Short Term

Long Term

- Increase social media presence and expand existing customer base



# Proposed Solutions

Photo Lucky Draw campaign

Purpose:

Populate Facebook and Instagram  
with #thecurrywoksg posts

The promotional graphic features a central banner with the restaurant's logo, "THE CURRYWOK", in a stylized brown font. Below the logo, the text reads "SHARE YOUR #THECURRYWOKSG PHOTO TO WIN" and "WIN \$30 worth of vouchers!". To the left of the banner is a screenshot of an Instagram post from a user named "jackblack" (@TheCurryWokPteLtd) showing a group of people at a table with food. The post has 24 likes and the caption "Good quality food! #thecurrywoksg". To the right of the banner is a numbered list of four steps: 1. Follow us our Facebook & Instagram!, 2. Take a photo of the food & yourself!, 3. Tell us more about your food experience!, and 4. 'SHARE' the love with #thecurrywoksg!. At the bottom are two circular icons: one for Facebook with a thumbs-up icon and the handle "@TheCurryWokPteLtd", and another for Instagram with the handle "@currywok\_sg". The footer of the graphic includes the address "5 Coronation Road, Coronation Arcade #01-04 Singapore 269406 | Tel 6464 8878".

# Proposed Solutions

## Complimentary drinks and dessert

- Purpose: improve weekdays sales & market the dishes
- 12 - 23 October 2015

THE  
**CURRYWOK**

Tag yourself with **#thecurrywoksg**  
on Instagram to get

**10% off** your tab

5 Coronation Road, Coronation Arcade #01-04  
Singapore 269406  
Tel 6464 8878



\* Not valid for Student Meals and Group Set Meals A and B.

@Instagram: [https://instagram.com/currywok\\_sg/](https://instagram.com/currywok_sg/)  
@Facebook: <https://www.facebook.com/TheCurryWokPteLtd>

Note: Applicable only to purchases of at least \$10 per person (not valid for student meals and group set meals A and B and excluding service charge). On purchase, you should present both this coupon and your Instagram page. Coupon is only valid between 12 October to 23 October on Mondays, Wednesdays and Thursdays.

THE  
**CURRYWOK**

Tag yourself with **#thecurrywoksg** on Instagram  
to get one of the complimentary desserts entirely on  
the house!

Aloe Vera with  
White Fungus



OR

Honey Jelly  
with Lime



5 Coronation Road, Coronation Arcade #01-04  
Singapore 269406  
Tel 6464 8878



@Instagram: [https://instagram.com/currywok\\_sg/](https://instagram.com/currywok_sg/)  
@Facebook: <https://www.facebook.com/TheCurryWokPteLtd>

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THE  
**CURRYWOK**

Tag yourself with **#thecurrywoksg** on Instagram  
to redeem a drink entirely on the house!

Homemade Barley



OR

Lime Juice



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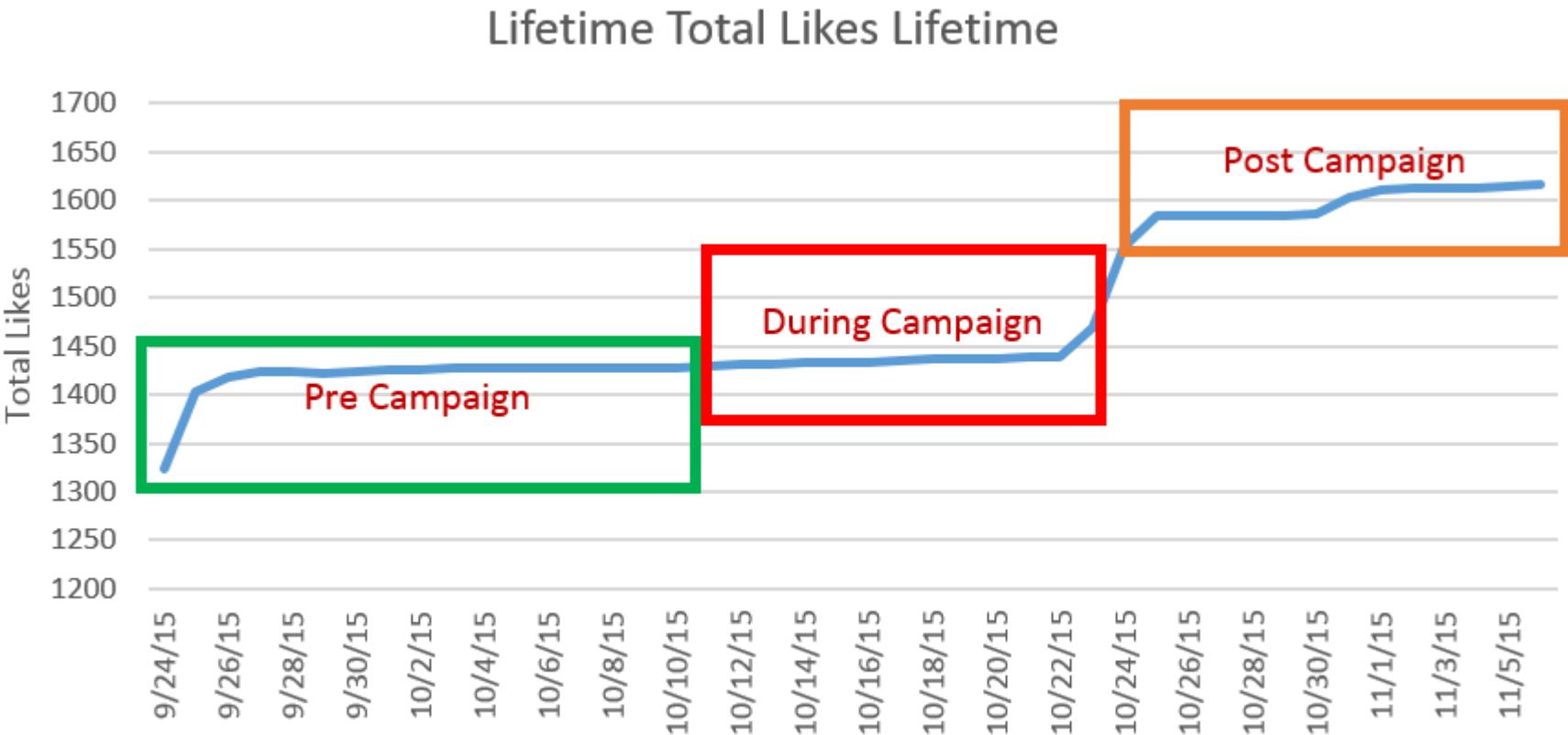


Facebook Insights, Instagram Post, Sales Metrics Analysis, Hashtag Frequency, Sentiment Analysis

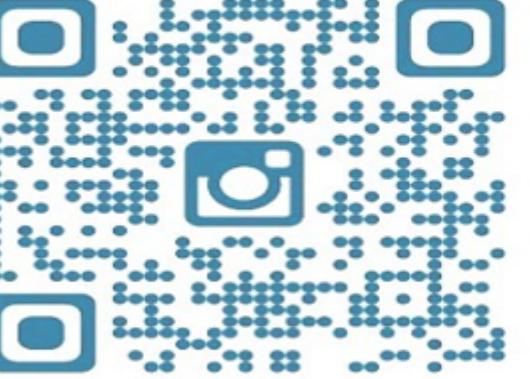
# Approach of Analysis: Sales Metrics

- Data used:
  - Sales data of September (pre-campaign) vs October (campaign and post-campaign)
  - Social media presence (Facebook likes, Instagram posts, hashtags)
- Analysis:
  - Week-on-week comparison of sales
    - Detect significant changes in sales, especially on weekdays
  - Study correlation between sales and social media presence
- Purpose
  - Evaluate effectiveness of social media marketing

# Facebook Reviews



# Pre-Campaign Post: Awareness Generation

A large QR code is displayed, which when scanned, links to the restaurant's Instagram account. The QR code features a central Instagram icon.

**The Curry Wok Pte Ltd**  
Published by Aldred Lau [?]- September 26 - 

Thank you everyone for your patronage and continued support for @currywok\_sg. We are now on Instagram as well!!! Follow us on ig and watch out for our upcoming promotions and great deals to recharge you!  
#thecurrywok #foodporn #food #peranakan #curry

193 people reached

Boost Post

193 people reached

2 Likes

Like Comment Share

**193 People Reached**

**2 Likes, Comments & Shares**

2 Likes	2 On Post	0 On Shares
0 Comments	0 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

**4 Post Clicks**

4 Photo Views	0 Link Clicks	0 Other Clicks 
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**NEGATIVE FEEDBACK**

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

# Campaign Facebook Post (Week 1): E-coupons and Photo Contest

5 Coronation Road, Coronation Arcade #01-04  
Singapore 269406  
Tel 6464 8878

Tag yourself with **#thecurrywoksg** on Instagram to get

**10% off** your tab

\* Not valid for Student Meals and Group Set Meals A and B.

@Instagram: [https://instagram.com/currywok\\_sg/](https://instagram.com/currywok_sg/)  
@Facebook: <https://www.facebook.com/TheCurryWokPteLtd>

Note: Applicable only to purchases of at least \$10 per person (not valid for student meals and group set meals A and B and excluding service charge). On purchase, you should present both this coupon and your Instagram page. Coupon is only valid between 12 October to 23 October on Mondays, Wednesdays and Thursdays.

5 Coronation Road, Coronation Arcade #01-04  
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Tel 6464 8878

Tag yourself with **#thecurrywoksg** on Instagram to get one of the complimentary desserts entirely on the house!

@Instagram: [https://instagram.com/currywok\\_sg/](https://instagram.com/currywok_sg/)  
@Facebook: <https://www.facebook.com/TheCurryWokPteLtd>

Note: Applicable only to purchases of at least \$13 per person (not valid for student meals and group set meals A and B and excluding service charge). On purchase, you should present both this coupon and your Instagram/Facebook page. Coupon is only valid between 12 October to 23 October on Mondays, Wednesdays and Thursdays.

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Tel 6464 8878

Tag yourself with **#thecurrywoksg** on Instagram to redeem a drink entirely on the house!

\* Not valid for Student Meals and Group Set Meals A and B.

@Instagram: [https://instagram.com/currywok\\_sg/](https://instagram.com/currywok_sg/)  
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## 10% off E-coupons

238 People Reached  
3 Post Clicks

## Free Drinks E-coupons

256 People Reached  
5 Post Clicks

## Free Drinks E-coupons

204 People Reached  
2 Post Clicks

The CurryWok logo

SHARE YOUR **#THECURRYWOKSG** PHOTO TO WIN  
WIN \$30 worth of vouchers!

1 Follow us our Facebook & Instagram!  
2 Take a photo of the food & yourself!  
3 Tell us more about your food experience!  
4 'SHARE' the love with **#thecurrywoksg**!

Instagram post by jackblack showing a group of people at a restaurant table with food.

Facebook icon: Like button  
Instagram icon: Camera button

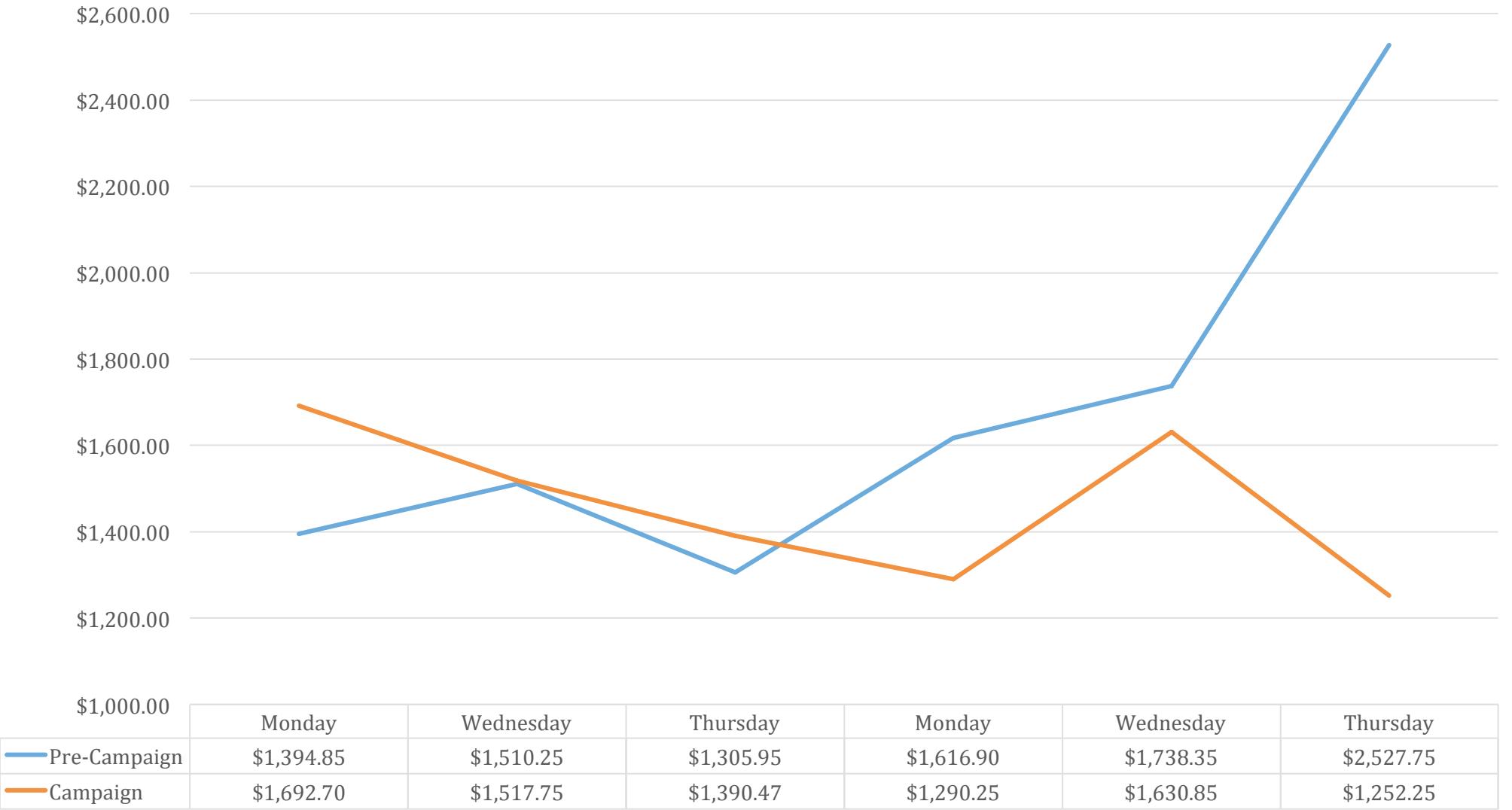
Facebook: [@TheCurryWokPteLtd](#)  
Instagram: [@currywok\\_sg](#)

5 Coronation Road, Coronation Arcade #01-04 Singapore 269406 | Tel 6464 8878

## Photo Contest

243 People Reached, 1 Likes, Comments & Shares, 8 Post Clicks

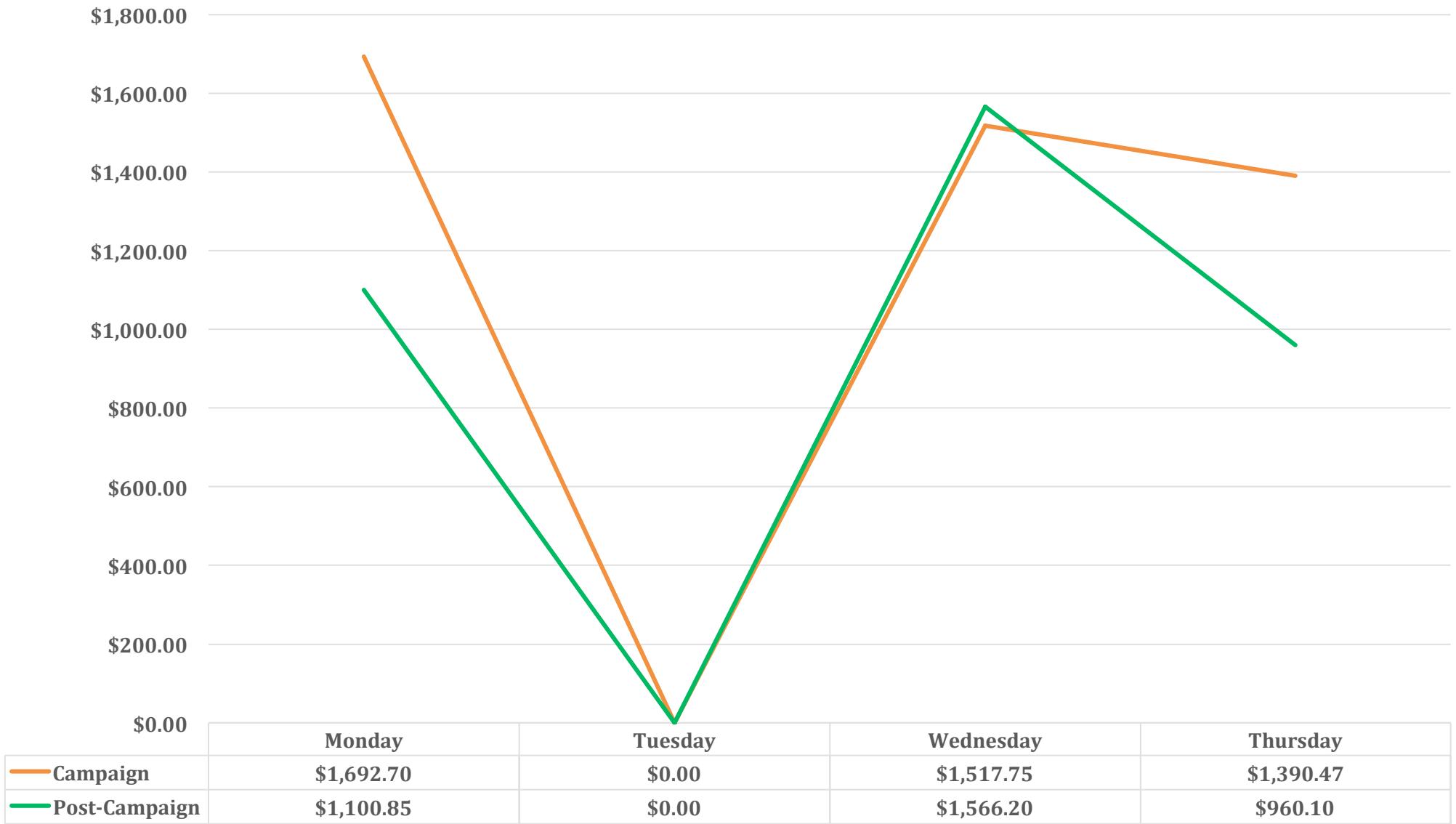
# Pre-campaign (14/9 to 25/9) Campaign (12/10 to 17/10)



# Campaign Post (Week 2): E-coupons and Photo Contest



# Campaign (12/10 to 17/10) Post-campaign (26/10 to 31/10)



# Campaign Instagram Post: #thecurrywoksg

- Ineffective campaign 😞
  - Only 2 participants participated
- Instagram is not a preferred social media platform for the company
  - Small groups of followers – 60 followers
  - Need to be more engaged if there's any future marketing campaigns

The image shows a vertical Instagram feed with two visible posts. The left post is from a user named 'pe66y' (@The Curry Wok Pte ...), which has 37 likes and was posted 3 weeks ago. The caption reads: 'The empty plates tell you how yum the dishes are! #thecurrywoksg'. Below this, another user, 'curry\_wok', commented: 'Thank you so much for dining at CurryWok. We are so happy to have you all with us!'. The right post is from a user named 'amandathn', which has 2 likes and was posted 2 weeks ago. The caption reads: 'Nostalgia at #thecurrywoksg!'.

pe66y  
The Curry Wok Pte ... FOLLOW

37 likes 3w

pe66y The empty plates tell you how yum the dishes are! #thecurrywoksg

curry\_wok Thank you so much for dining at CurryWok. We are so happy to have you all with us! ☺

amandathn FOLLOW

2 likes 2w

junie0218, fatcatwen, curry\_wok, pinksquidp, adelinetannnn, cxyyy, chuawd, mscarmkee, \_iao\_ui and shoutyourlove like this

amandathn Nostalgia at #thecurrywoksg!

curry\_wok Thank you for remembering CurryWok and visiting us! ☺

# Overall Recommendations – Facebook/ Instagram Insights, Sales Metrics

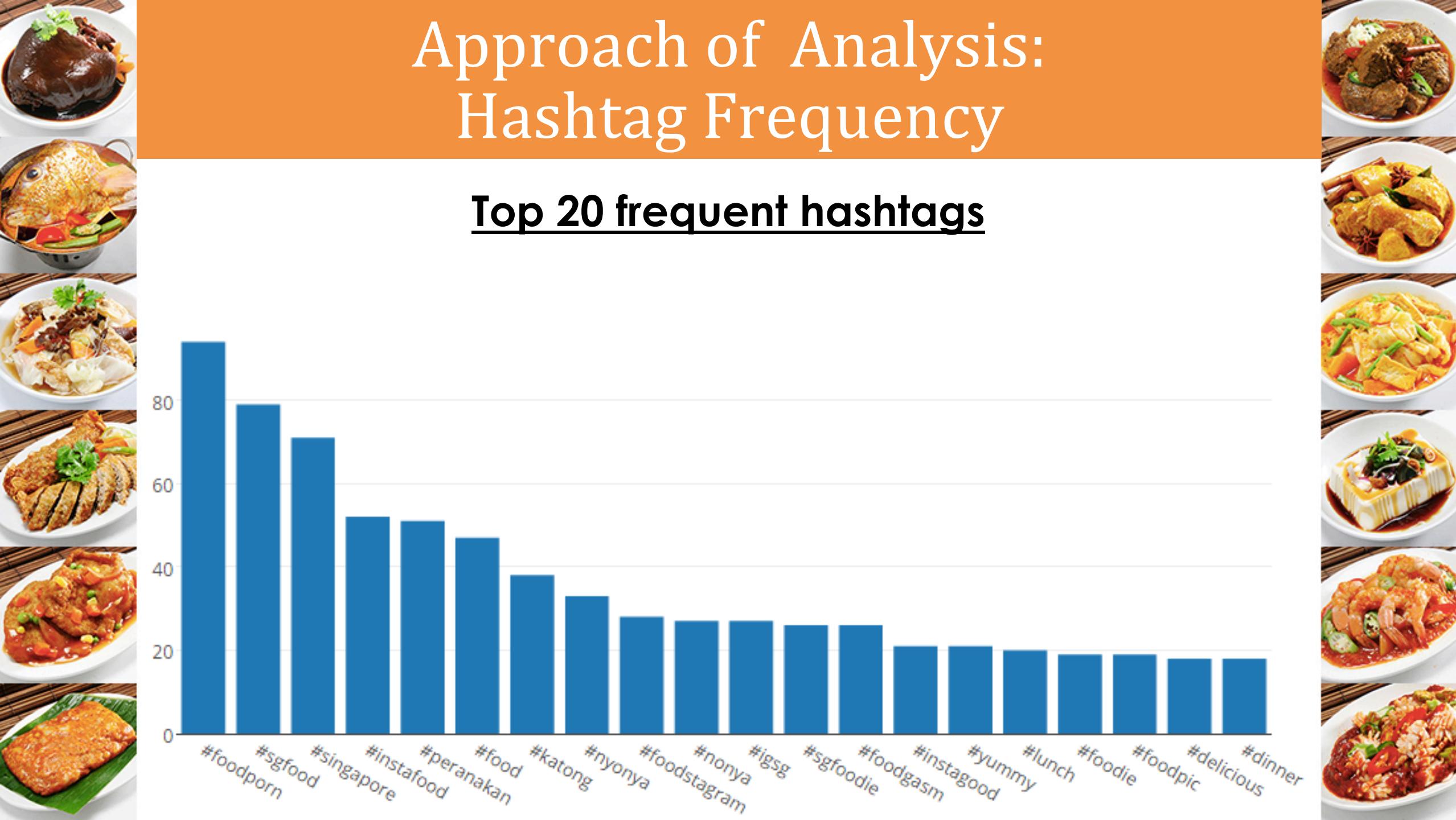
- Provide greater incentives for weekdays customers
  - Outweigh travelling cost to attract customers
- Improve store accessibility
  - Franchises
  - Additional Branches
- Successful campaigns via Facebook
  - Boosted overall sales revenue
  - Introduce more campaigns periodically

# Approach of Analysis: Hashtag Frequency

- Data used:
  - Text data from Instagram
- Analysis:
  - Top 20 hashtags associated with Curry Wok and competitors
- Purpose:
  - Discover hashtags that are associated with Peranakan cuisine
  - Exploit Instagram's "Explore" function to popularize Curry Wok

# Approach of Analysis: Hashtag Frequency

**Top 20 frequent hashtags**



# Approach of Analysis: Sentiment Analysis

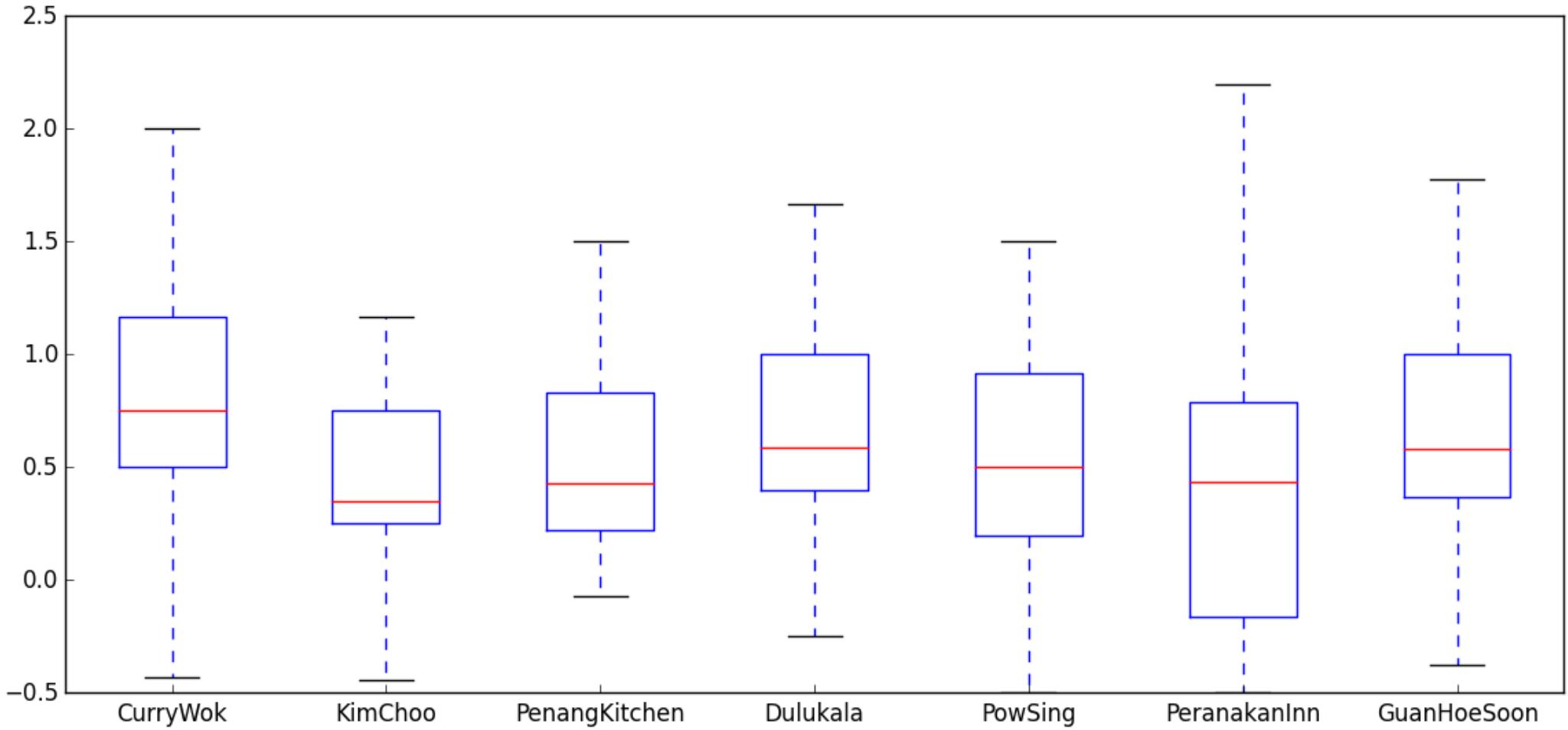
- Data used:
  - Text reviews from HungryGoWhere
- Analysis:
  - Level 1: Calculate overall sentiment score for Curry Wok and competitors
  - Level 2: Identify prominent features
  - Level 3: Perform feature-level sentiment analysis
- Purpose:
  - Understand public opinion of Curry Wok's overall goods and services
  - Identify unique selling points and areas for improvements

# Sentiment Analysis – First Level

## Aim: calculate overall sentiment score

- Develop corpus – words that indicate positive/ negative feedback
  - First 20 comments from HungryGoWhere
- Calculate sentence-level score for each review
  - Normalize sentiment scores
- Boxplot to compare score profiles

# Sentiment Boxplot



# Sentiment Analysis – Second Level

## **Aim: Identify prominent features of restaurants**

# Using Word cloud

- Commonly used terms found
  - But which features are good?

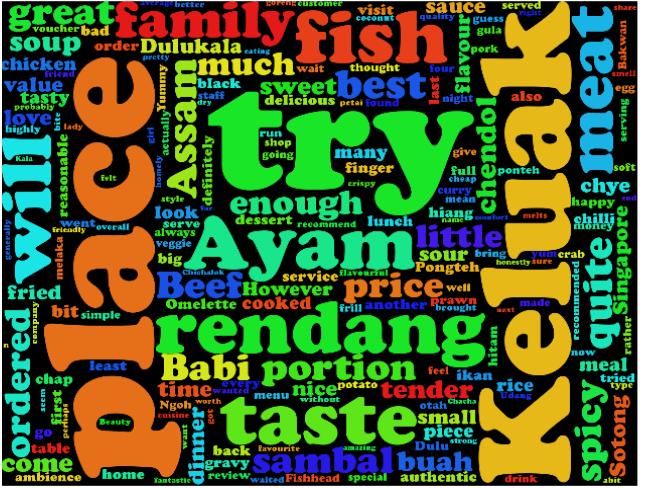


# Competitor Word clouds

- Determine what aspects of restaurant are famous among its customers
  - Better understand competitors



# Curry Wok



# Dulukala Peranakan



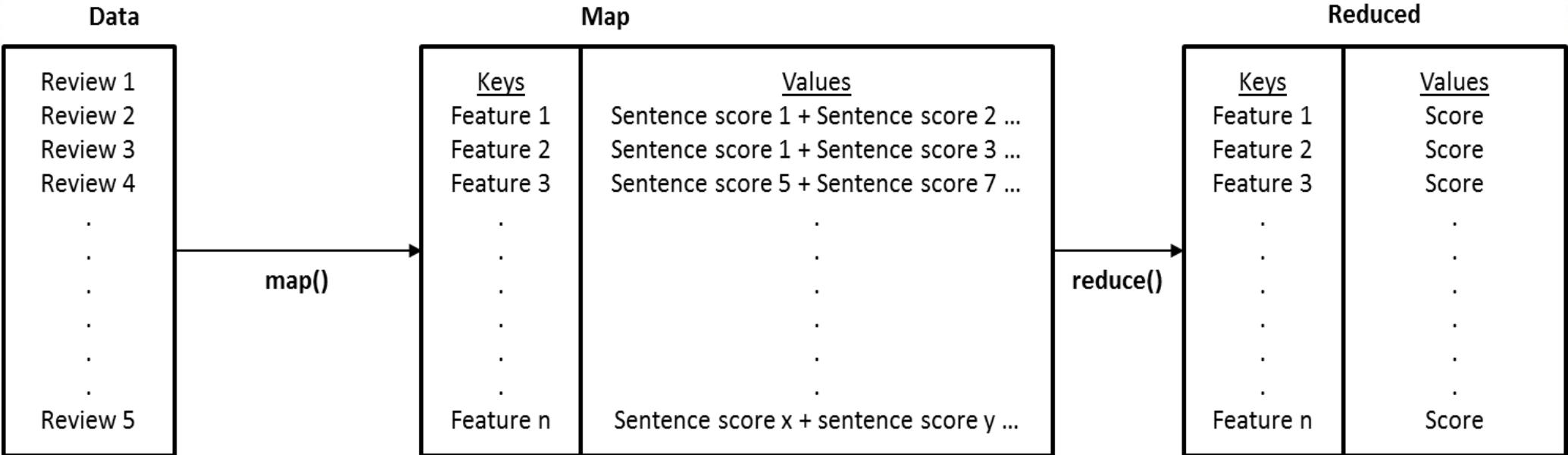
# Pow Sing Restaurant

# Sentiment Analysis – Third Level

**Aim: Identify good features and bad features**

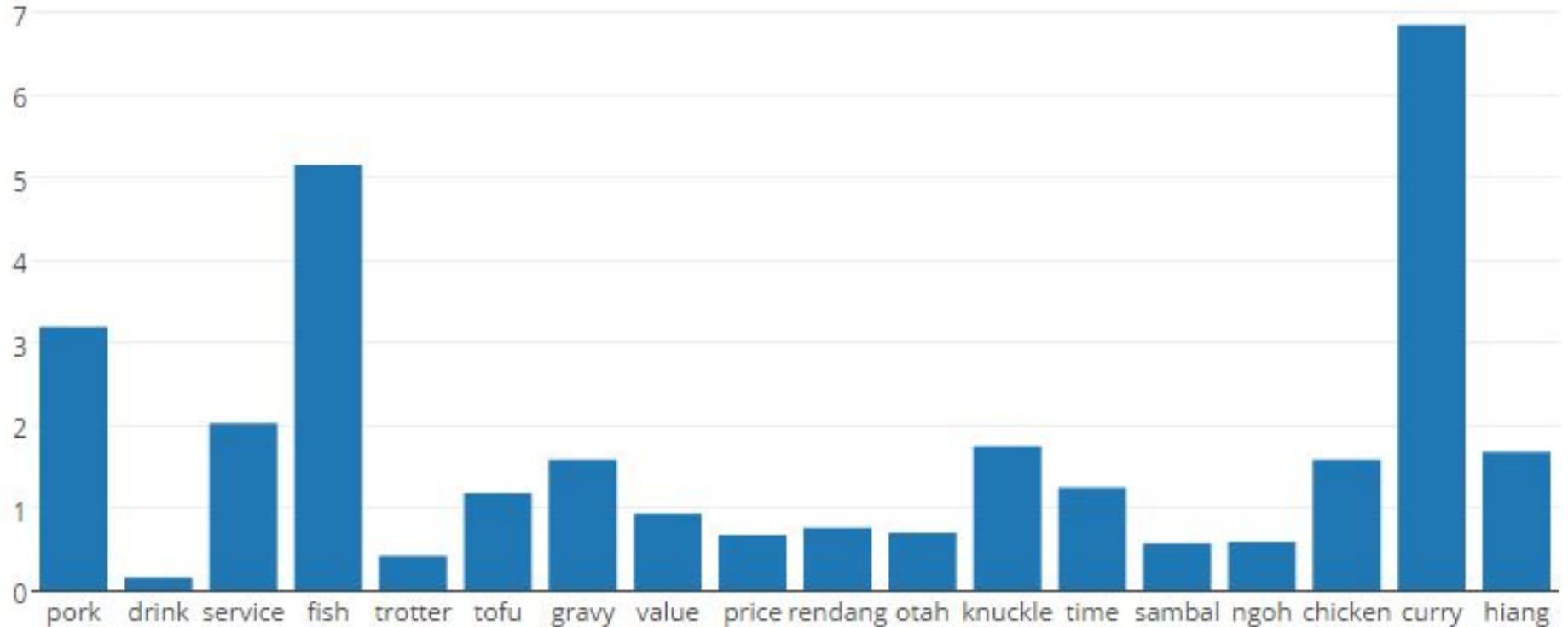
- Analysis
  - Identify prominent features from word cloud
  - Calculate score for each feature using Map-Reduce approach
  - Normalize the score for each feature

# Sentiment Analysis – Third Level



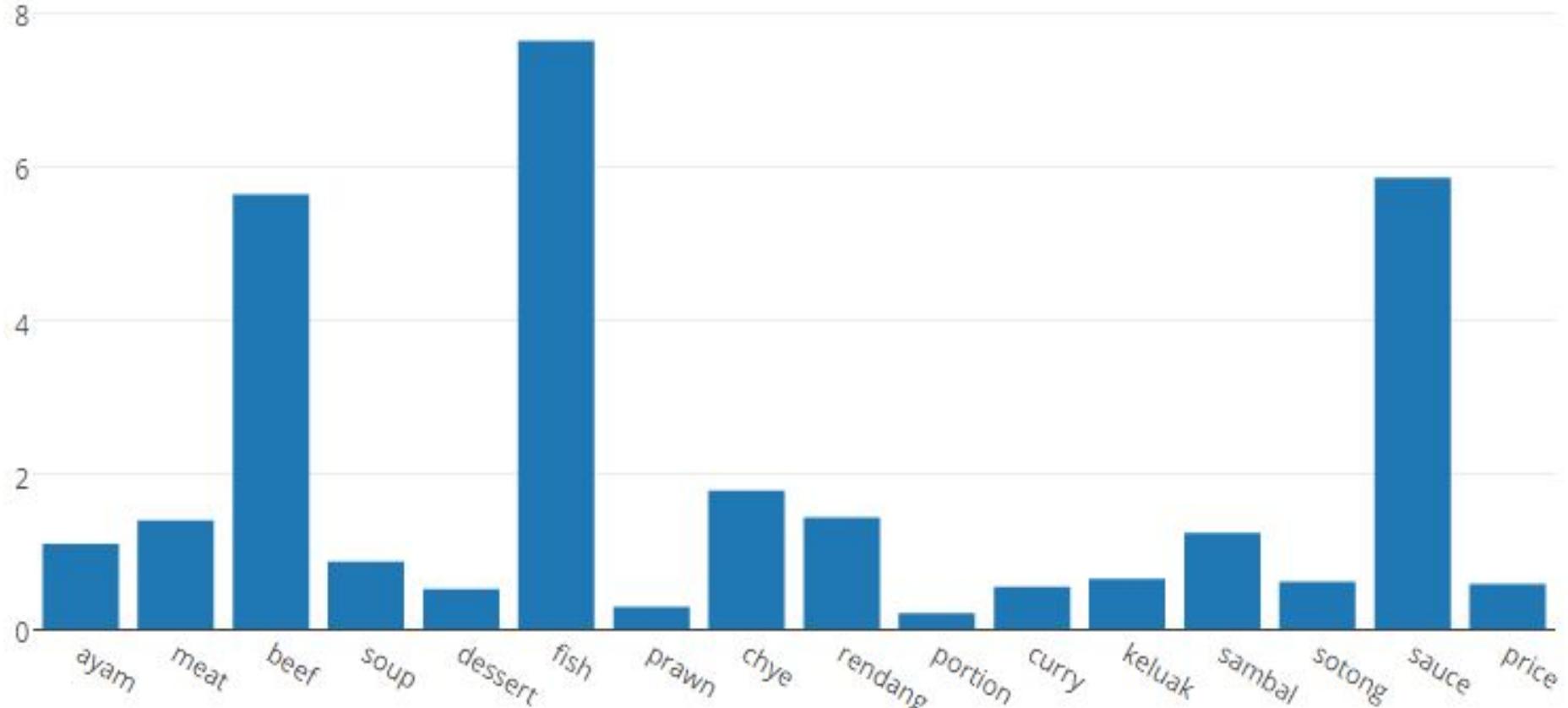
# Feature-level Sentiment Analysis

## The Curry Wok



# Feature-level Sentiment Analysis

## Dulukala Restaurant



# Recommendation

- Top 2 popular dishes: fish head and pork knuckles
  - Images to be used for marketing strategy
- Additional customer's testimony for better reviews
- Discount on popular items is better than complementary drinks

# Challenges and Limitations



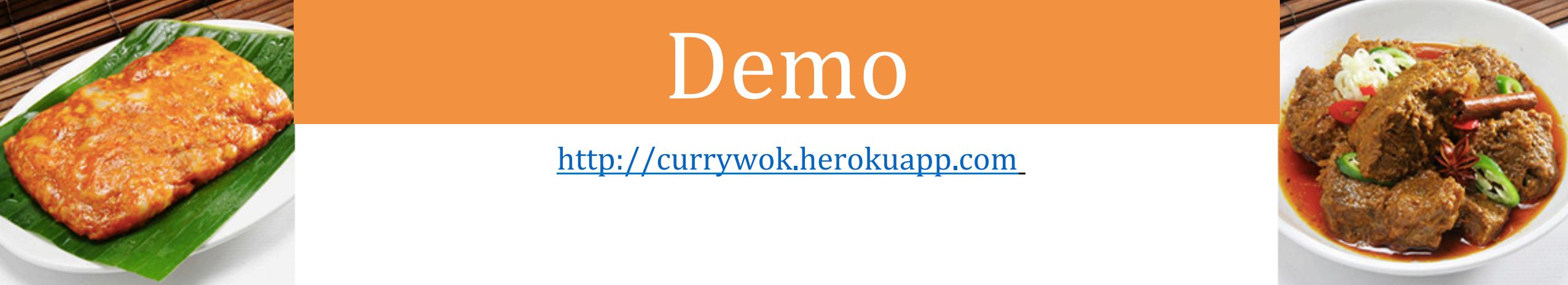
Control over  
campaign



Employee  
Skillsets



Preferred Social  
Media Platform





고맙습니다,  
질문 있으세요?

Thank You !

Questions and Answers

