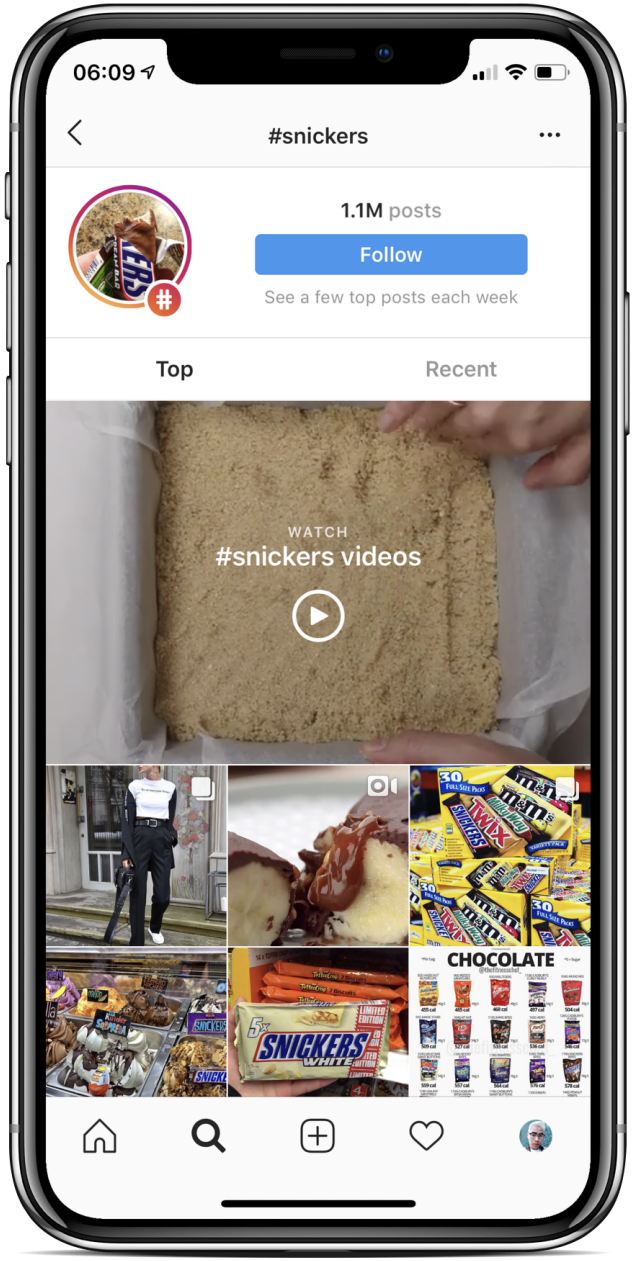
# Social Listening System

MARS Hackathon - Team 3



# Problem Statement

Power of Social Media

'Rick and Morty' Case Study

It’s hard (different platform, data type)

Geographic and Demographic matter

Insights

# Solution

A real-time social listening platform that collect data from different sources, forms and re-organize into single/uniform accessible databases. And based on collected data, this system gives decision maker evidence about the market.

# Component I - Pattern

Catch social media trends of product

Related content

Media market share

Display by historical and geographic data

Compare to competitors

# Component II - Insights

Crisis/Emergency Alert

Demographic Pattern

Predict Public Opinion

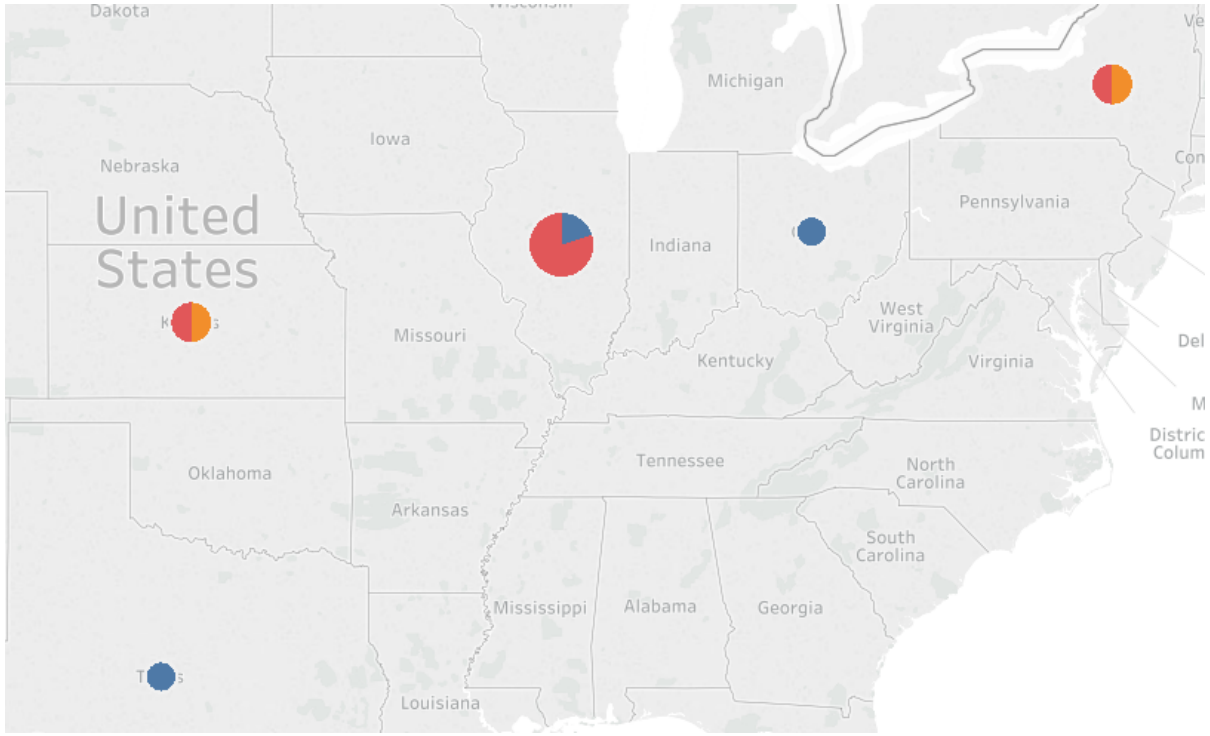
Predict Viral Marketing Effect

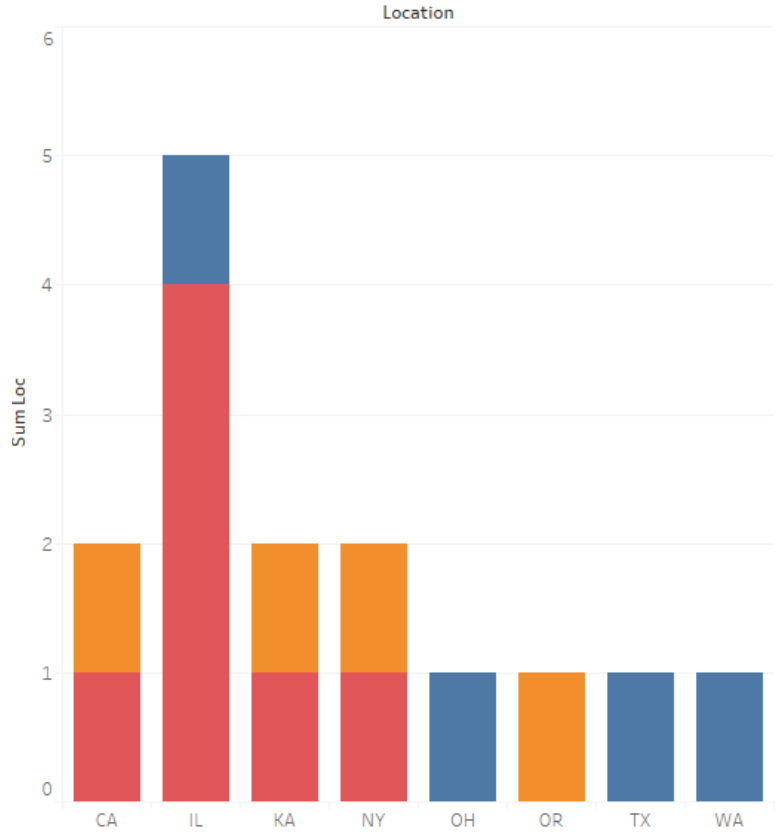
Create Potential Campaign

# A Real Example

- **Snickers** in **IL** last **hour** on **Instagram.**
- We crawled all the posts with hashtag #Snickers on Instagram.
- Choose all the posts with location in IL.
- Extract demographic data.
- Do the same with competitors.
- Analyze data.
- Present insights.
- Save to database.

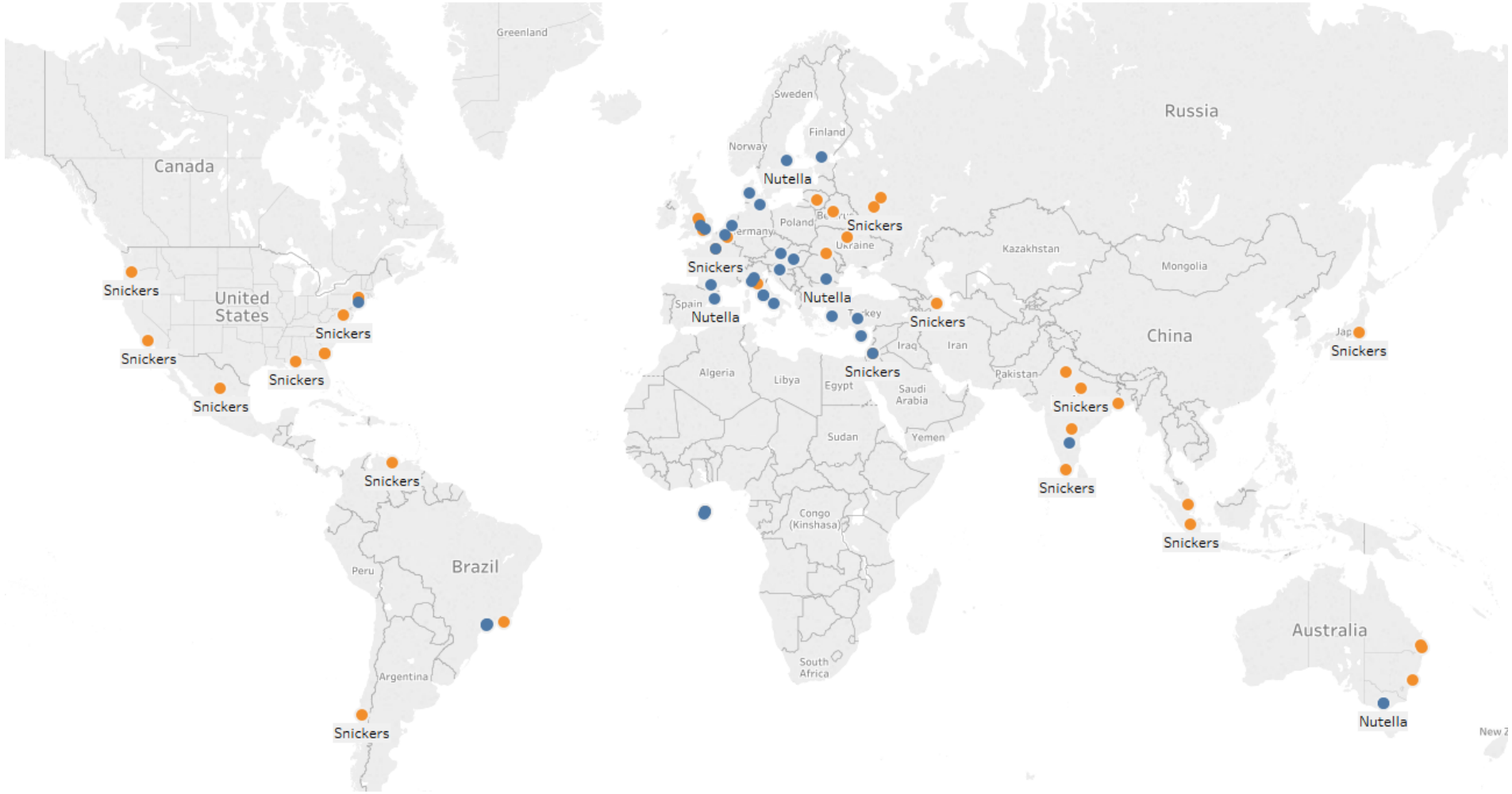
# Media Market Share



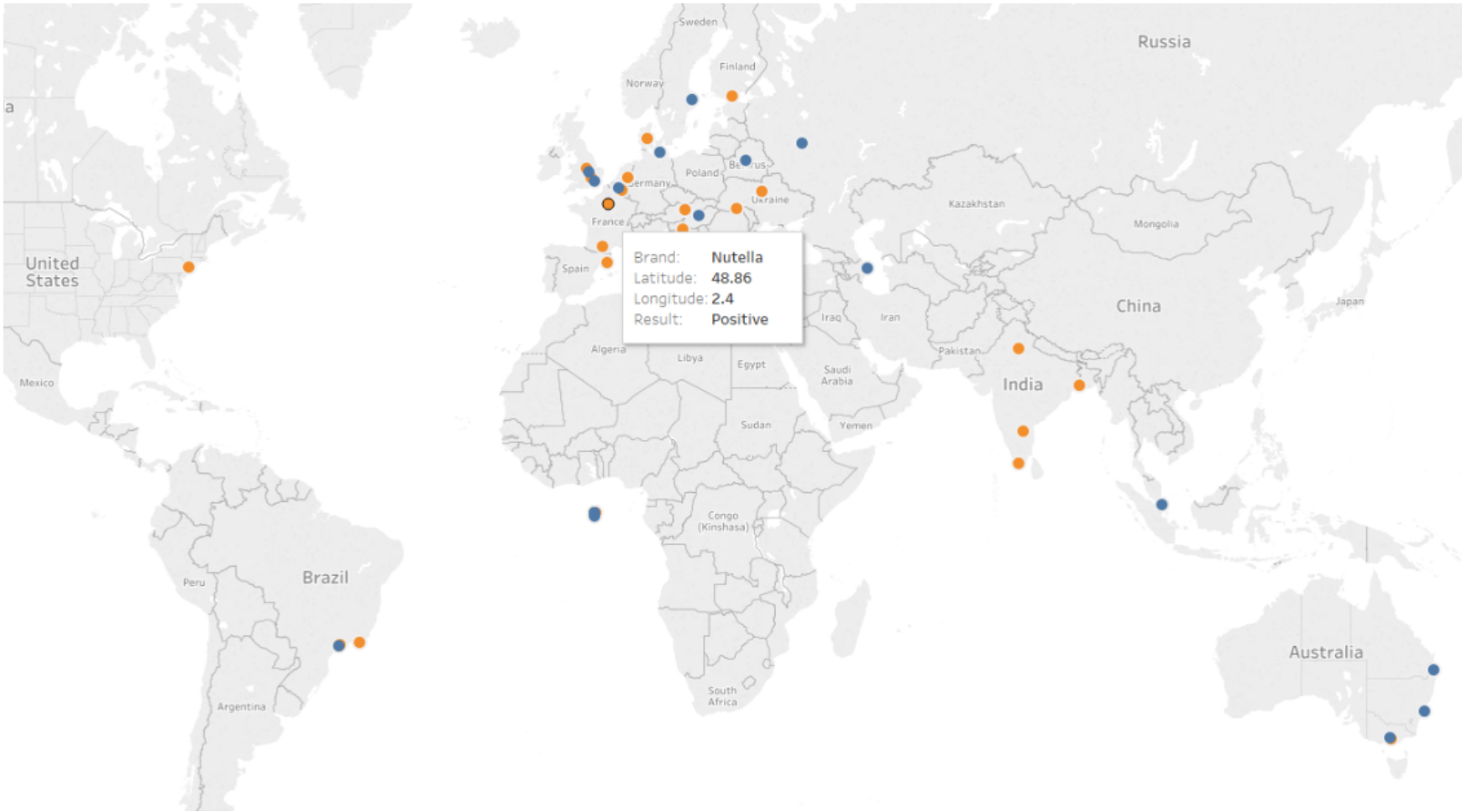




Snickers M&M Nutella

# Compare with Competitor



# Predict Public Opinion



# THANK YOU!