Social Media Data Analysis for Ola Cabs

Objective:

Analyze social media data to extract insights into customer sentiment, engagement, and key areas for service improvement.

1. Key Findings

Descriptive Analysis:

- Engagement Metrics:

  - Average Likes: 3.41

  - Average Shares: 0.69

  - Average Views: 195.86

  - Posts with media attachments: 780

  - Top engagement posts focused on high-profile mentions or announcements.

Sentiment Analysis:

- Sentiment Distribution:

  - Neutral: 42.1%

  - Positive: 36.2%

  - Negative: 21.7%

- Neutral sentiment dominates, indicating a balanced perception with areas for improvement in reducing negativity.

Complaint Analysis:

- Top Complaint Categories:

  - Driver Issues: 609

- Customer Service Problems: 228

- Booking Cancellations: 71

- Driver-related complaints form a significant proportion, indicating a critical area for improvement.

Engagement Analysis:

- Correlation:

  - Weak correlation between followers and engagement metrics (likes: 0.22, shares: 0.22, views: 0.26).

- Engagement by Source:

  - Twitter is the primary platform with moderate average engagement.

Visualizations:

Sentiment Distribution

Complaint Categories Distribution
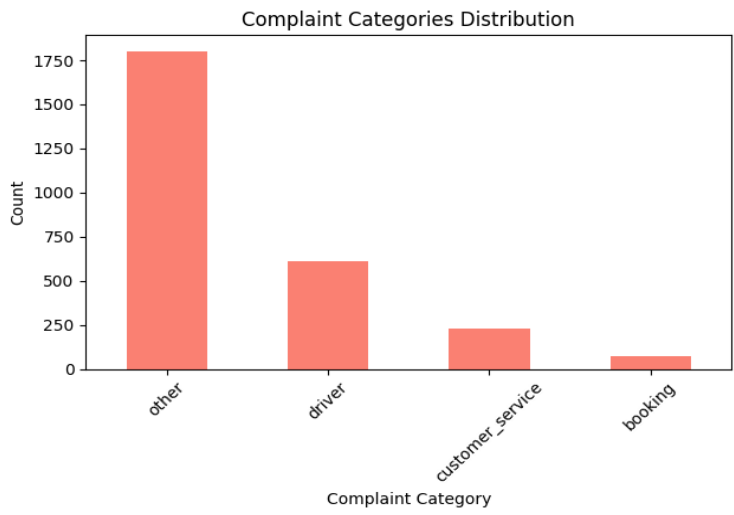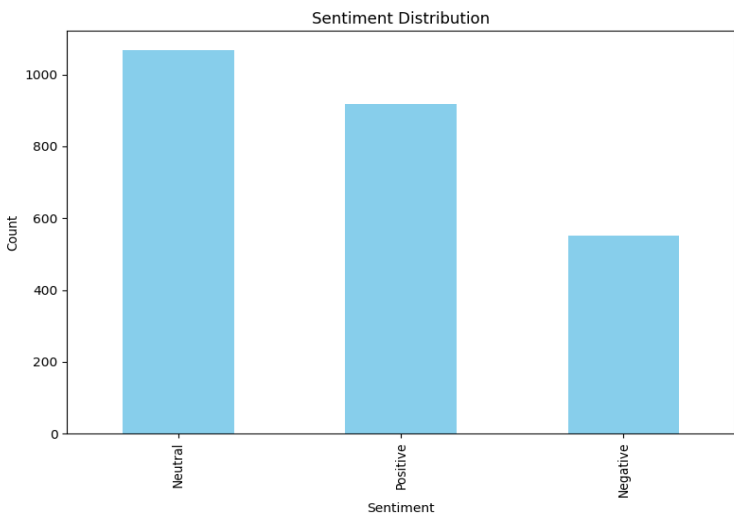
2. Recommendations

1. Enhance Driver Training and Accountability:

   - Implement stricter hiring protocols and continuous training for drivers.

   - Introduce a customer feedback loop to improve driver ratings and accountability.

2. Boost Social Media Engagement:

   - Increase the use of media-rich content to improve visibility and interactions.

   - Initiate interactive campaigns such as contests, polls, and user-generated content initiatives.

3. Improve Customer Support:

   - Strengthen response times and streamline escalation processes.

   - Use sentiment analysis to prioritize addressing negative feedback.

3. Deliverables

1. Cleaned Dataset:

   - All duplicates removed, missing values addressed, and engagement metrics normalized.

2. Jupyter Notebook:

   - Contains all analyses with readable, well-documented code.

3. Visualizations:

   - Bar charts for complaint categories and engagement analysis metrics.

   - Sentiment distribution statistics.

4. This Report:

- Summarizing key findings and actionable recommendations.