1st Meeting Report

<u>Meeting Details</u>

Date: 27/03/2025

Time: Started at 20:27, ended at 21:45

Attendees:

Djouhara (joined at meeting start)

Oumaima (presenter)

Ahlem (joined at meeting start)

Zeyd (joined at 20:44, left at 21:18)

Discussion Points:

1- Introduction & Initial Presentation

- Oumaima introduced Djouhara to Ahlem.

- Oumaima presented sketches of Q Analytics to Ahlem.

2- Social Media Analytics (TikTok & X)

- Oumaima showcased the website UI, including:

    - Signup via Apple and Google.

    - OTP code verification and platform selection (TikTok or X).

    - Sign-in process and redirection to TikTok.

    - Message prompting users to add another platform besides TikTok.

    - If "Yes," redirection to X before reaching the TikTok home page.

3- TikTok Analytics

- **Metrics Covered:**

    - Reach, followers, returning followers, total viewer count, location.

- **Ahlem's Suggestions:**

    - Include device type used by users.

- Analyze customer behavior.

- **Key Features in Home Page (by Ahlem):**

    - Summary-like homepage displaying analytics.

    - Last launched campaign's analytics.

- **Conversation Analytics:**

    - Comments are necessary to understand the customer.

    - Showcase sentiments and feelings (most commonly used words and top comments displayed).

- **Engagement Analysis:**

    - Filter by period.

    - Best engagement videos on TikTok.

    - For each video we have : shares, likes, comments, feelings, video length, engagement rate.

    - Display top 5 TikTok videos with best engagement (Oumaima will add user selection for the number of videos displayed).

    - Low engagement TikTok videos included.

- **Watching Time Analytics:**

    - Average viewing time (e.g., how long users watch within the first 15s).

    - Retention graph (number of users vs. duration).

    - Ahlem decided to display both graph and time on screen.

- **Audience Analysis:**

    - General information (total followers, new followers, active audience, top locations like Saudi Arabia).

    - Demographics: age group and gender (visualized using circles and graphs).

    - Sentiment engagement (e.g., 40% negative, 40% satisfied, 20% neutral sentiment, using emojis).

- **Comments Analysis:**

    - Most used words in comments.

    - Dialect detection and repetition count.

- Ahlem suggested adding IDs in tables for easier human comprehension.
- **Favorite Subject Analysis:**
  - Graph showing viewer engagement with topics based on hashtags.
- **Follower Growth Tracker:**
  - Tracks content viewed by followers vs. non-followers.
- **Best Share Time:**
  - Determines the most effective posting time based on engagement rate.
- **Top Reach:**
  - Identifies peak times when views, likes, and comments increase.

4- Zeyd's Suggestions (Joined at 20:44)

- **Reverse Engineering TikTok's Algorithm:**
  - Identify trending videos and their posting times.
  - Base analysis on regional trends.
- **Tech Product Approach:**
  - Document all ideas first.
  - Tech team evaluates feasibility and suggests alternatives for non-viable features.
- **Campaign Analytics:**
  - **Cost of Acquisition:**
    - Measures whether ad spending translates to increased revenue.
  - **Return on Investment & Click-Through Rate:**
    - Analyzes ad performance.
  - **Bounce Rate (mo3adal irtidad in Arabic):**
    - Measures whether users fully watch ads or leave quickly.
- **Hashtags & Trend Analytics:**
  - Compares content performance with similar creators.
  - Zeyd mentioned Twitter analytics are costly.
- **Conversational Analytics:**

- Real-time monitoring of sentiments in DMs and comments.

  - Zeyd emphasized prioritizing missing features in TikTok analytics before adding existing ones.

- **AI Chatbot for Marketing:**

  - Once connected to TikTok, the bot accesses user data.

  - Users can upload PDFs, CSVs, etc., and the bot generates a full marketing campaign (similar to Q-TE).

- **Timeline & Feasibility Study:**

  - Zeyd will estimate time required for each dashboard and determine feasibility.

- **Content & Hashtag Analysis:**

  - Content, hashtag trends, and words are the foundation.

  - Age demographics are additional data for a detailed report.

Zeyd left at 21:18.

5- X Platform Analytics

- **Core Elements:**

  - Tweets & hashtags are the primary focus.

- **Sidebar Features:**

  - Tweet impression analysis (engagement, comments, likes, retweets, retweet rate, likes per tweet).

  - Saudi Arabian market focus: tracking posts, replies, and discussions.

  - Comparison between text-based tweets vs. tweets with photos and videos.

  - **Key Features in X Analytics:**

  - **Tweet Performance Analysis :**

    - Most used hashtags.

    - Hashtag reach & engagement.

    - Most interactive hashtags.

    - Trending topics prediction using AI.

    - Audience insights (age, interests, type, language, top location).

- **Behavior Analysis:**

    - How users engage with content (watch time).

- **Engagement Breakdown:**

    - Retweets, comments, and interactions.

- **Misa7a (Twitter Spaces) Analytics:**

    - Discussion platform where users can listen and request to speak (similar to Discord).

- **Sentiment & Perception Analysis:**

    - Determines positive or negative sentiment from comments.

- **Most Used Words in Retweets:**

    - Identifies key terms in brand-related comments.

- **Ahlem's Final Recap:**

    - Focus on tweet performance, hashtags, trends, and Misa7a.