



REALTIME SOCIAL ANALYSIS TOOL

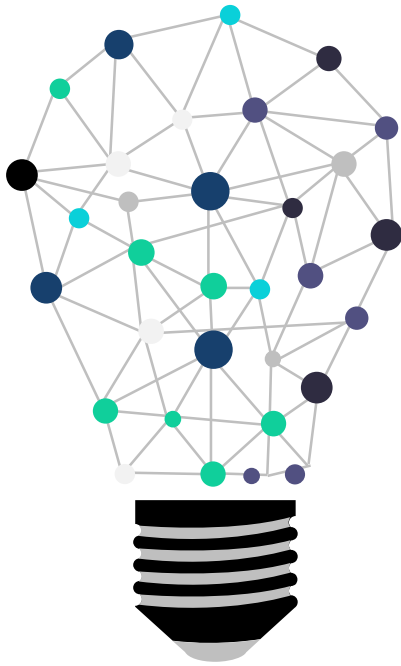
A Case study on US retail project

Blackcoffer

CONSULTING

DERIVING BEAUTIFUL INSIGHTS

Objective of Project:

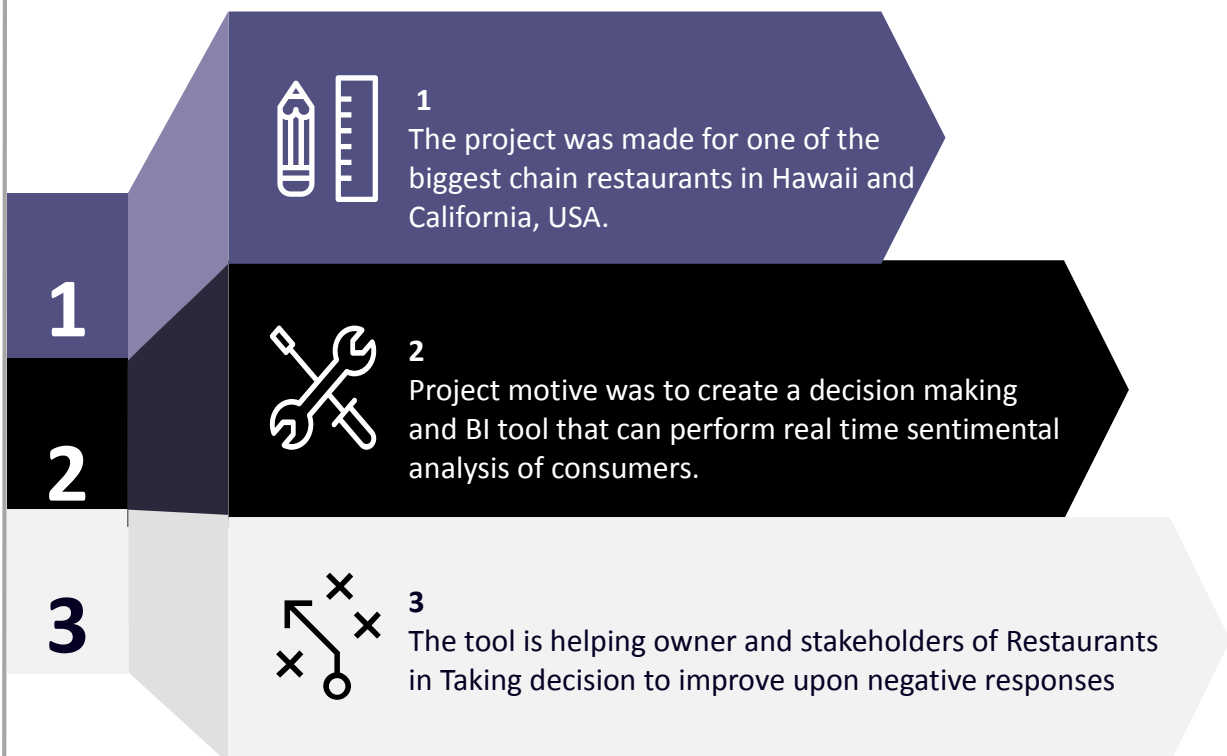


Create a BI tool for real time sentimental analysis of consumer

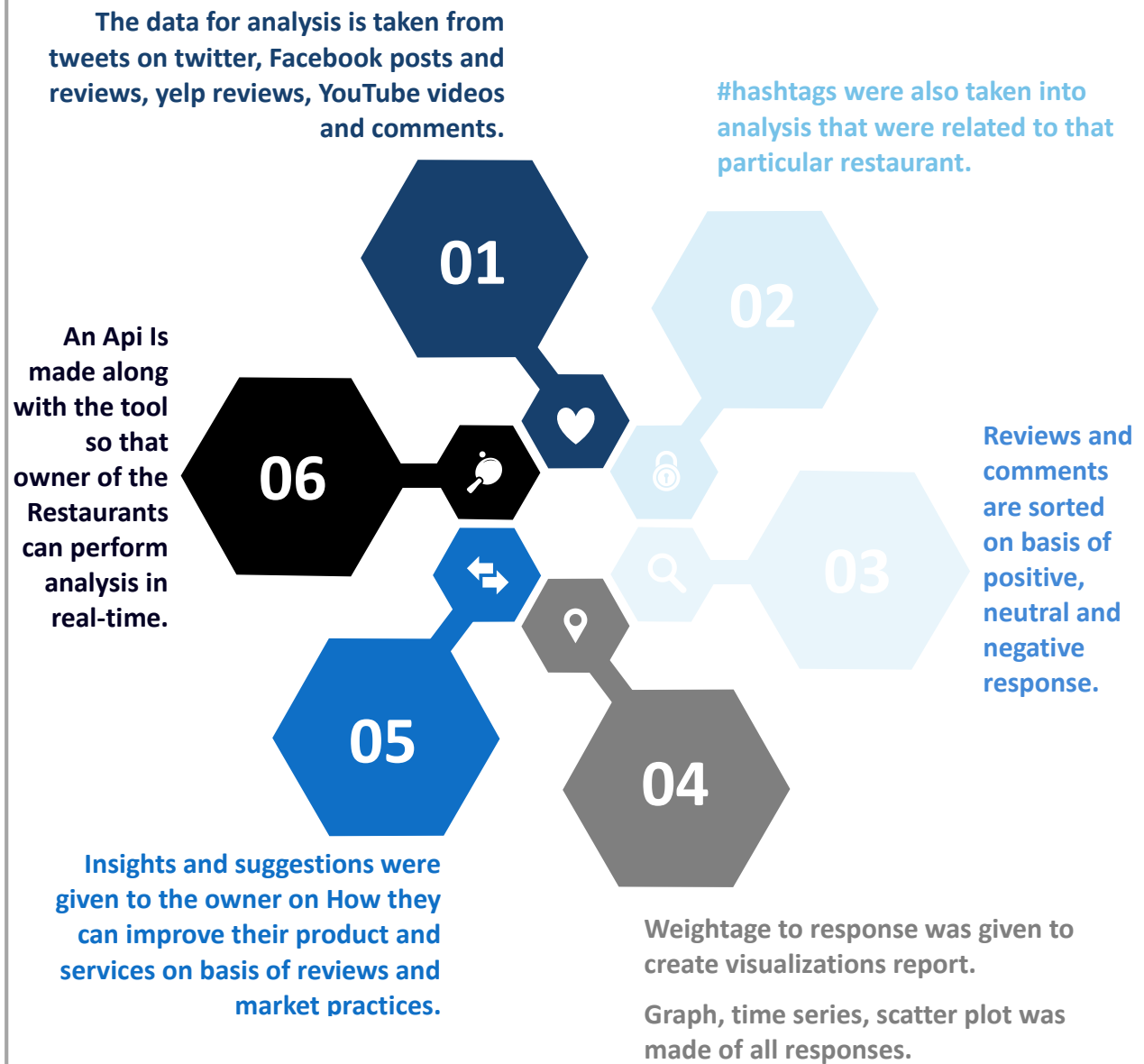


The tool will help with decision making process

Scope of Study:



Methodology:



Data Interpretation and Visualization:

Following are the visualization of how dashboard will look and data analytics done.

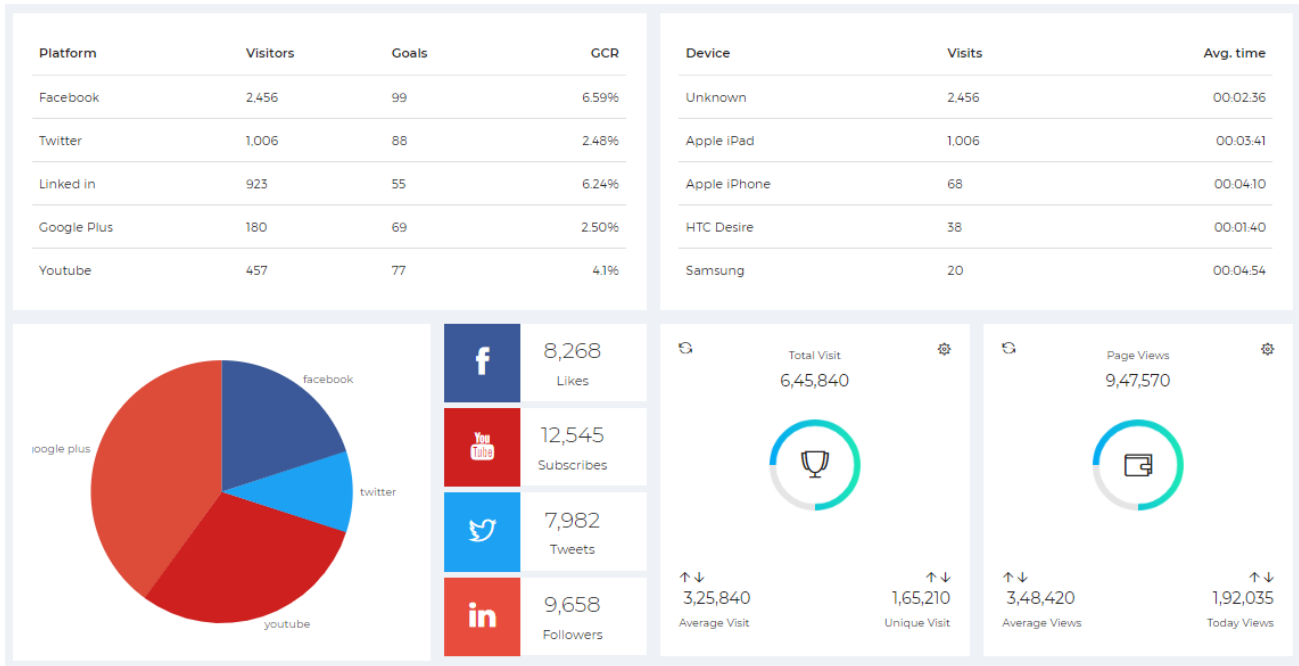
1: Graph of daily website activity



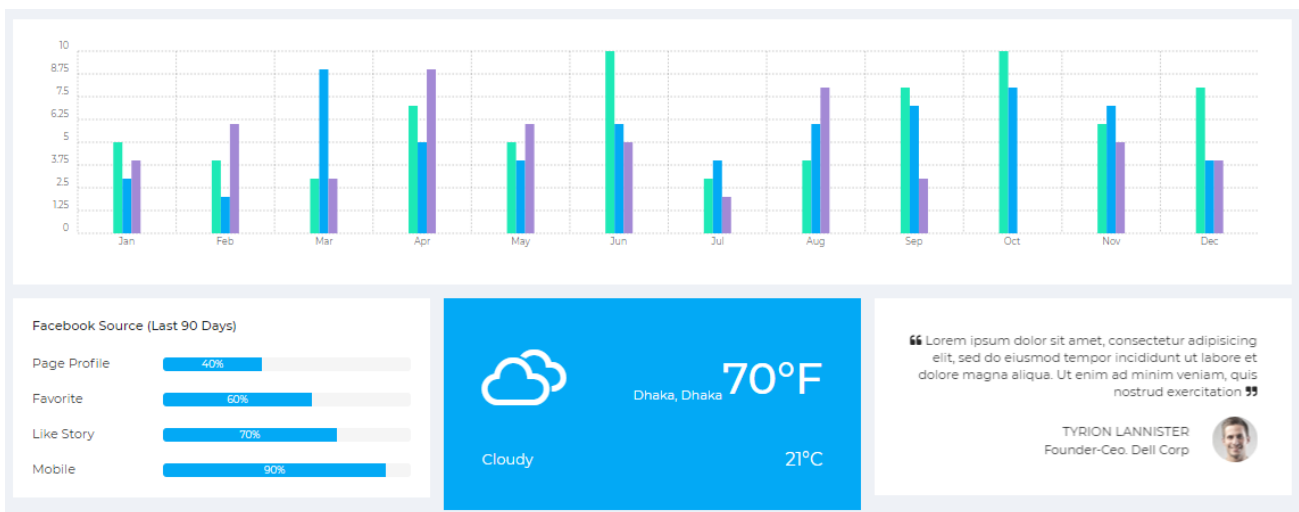
2: Social media activity data

Twitter Stats			Facebook Stats		
5482 Followers	8320 New Followers	4712 New Tweets	9275 Fans	6984 New Fans	2144 Post Reach
3652 Retweets	9874 Mentions	1254 Favorites	6584 Interaction	4580 Page Impressions	2540 Talking About
Linkedin Stats			Youtube Stats		
9654 Followers	1254 New Followers	6580 Impressions	9358 Subscribers	6584 New Subscribers	12470 Lifetime Views
5740 Click	3987 Like	5568 Avg: Engagement	4795 View This Month	5480 Likes	147 Comments

3: Both Analytics combined data



4: Social analytics visualization



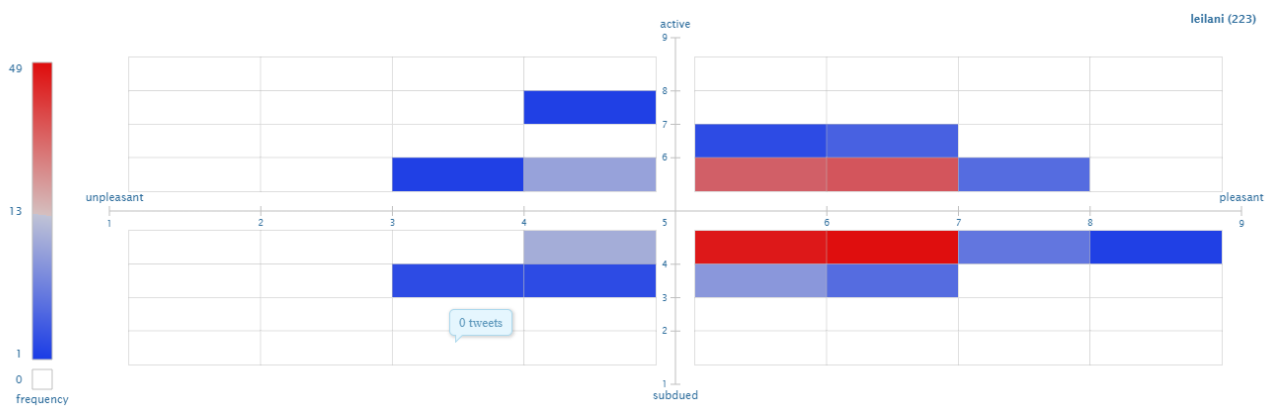
5: Scater plot according to consumer's posts



6: Cluster plot for collective visualization



7: Heat map of posts frquency



Result:

Retailers has changed and modified their dishes in order to please their customers, and prices are changed according to feedback analysis.



Suggestion to retails were: change price, better your parking system, introduce various events to differentiate from customers, musician, improve taste according to American preferences, provide additional sugar sachets according to sweetness acceptance.

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