

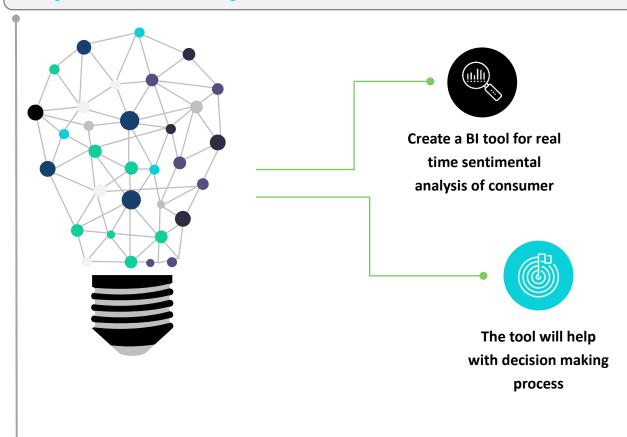
REALTIME SOCIAL ANALYSIS TOOL

A Case study on US retail project

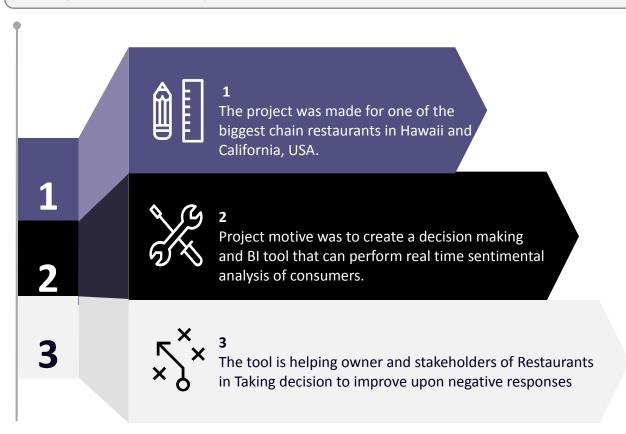
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DERIVING BEAUTIFUL INSIGHTS

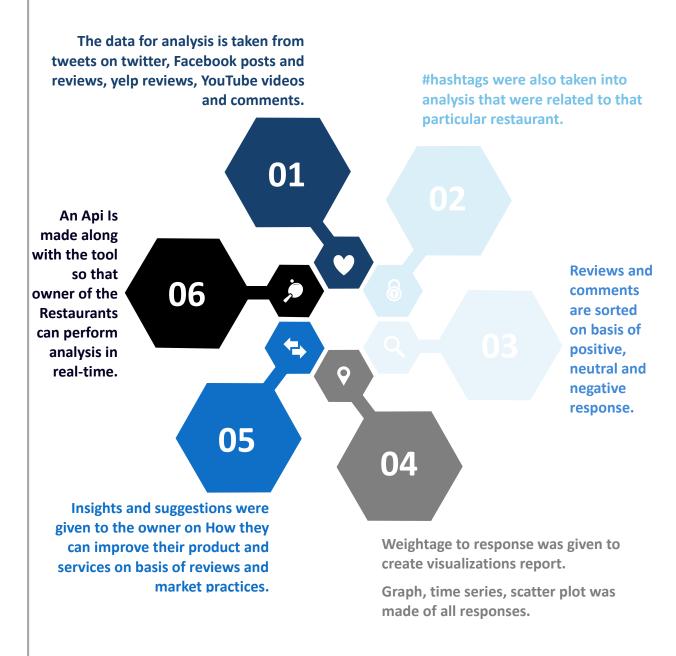
Objective of Project:



Scope of Study:



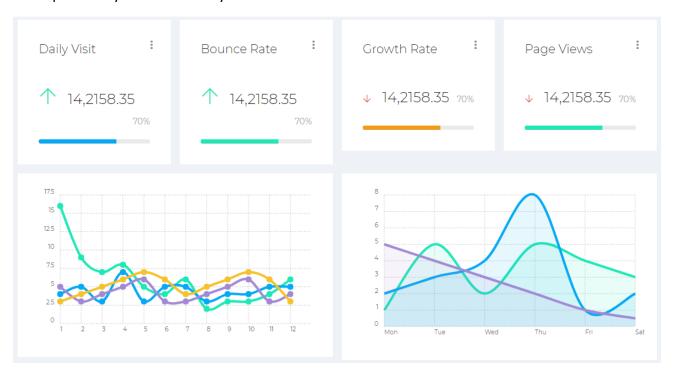
Methodology:



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

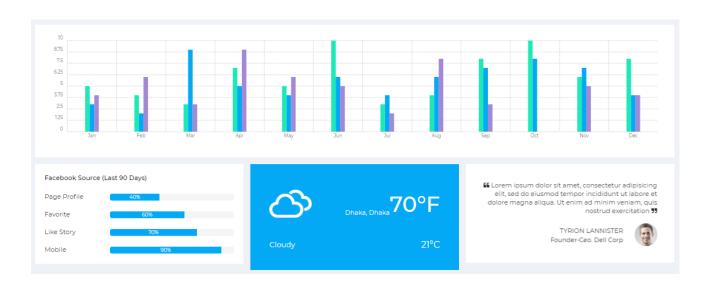
Twitter Stats		6	Facebook Stats		9	
5482	8320	4712	9275	6984	2144	
Followers	New Followers	New Tweets	Fans	New Fans	Post Reach	
3652	9874	1254	6584	4580	2540	
Retweets	Mentions	Favorites	Interaction	Page Impressions	Talking About	
Linkedin Stats		6	Youtube Stats			6
9654	1254	6580	9358	6584	12470	
Followers	New Followers	Impressions	Subscribers	New Subscribers	Lifetime Views	
5740	3987	5568	4795	5480	147	
Click	Like	Avg: Engagement	View This Month	Likes	Comments	

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3: Both Analytics combined data

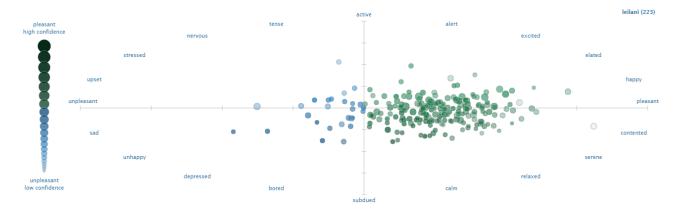
Platform	Visitors	Goals	GCR	Device	Visit	s	Avg. time
Facebook	2,456	99	6.59%	Unknown	2,450	5	00:02:36
Twitter	1,006	88	2.48%	Apple iPad	1,006	5	00:03:41
Linked in	923	55	6.24%	Apple iPhone	68		00:04:10
Google Plus	180	69	2.50%	HTC Desire	38		00:01:40
Youtube	457	77	4.196	Samsung	20		00:04:54
ioogle plus	facebook	twitter	f 8,268 Likes 12,545 Subscribes 7,982 Tweets	© Total Vi 6,45,8			age Views 4,47,570
	youtube		9,658 Followers	3,25,840 Average Visit	1,65,210 Unique Visit	3,48,420 Average Views	1,92,035 Today View

4: Social analytics visualization

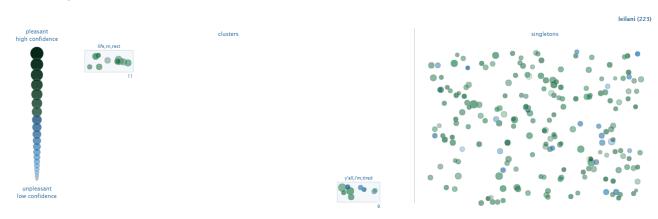


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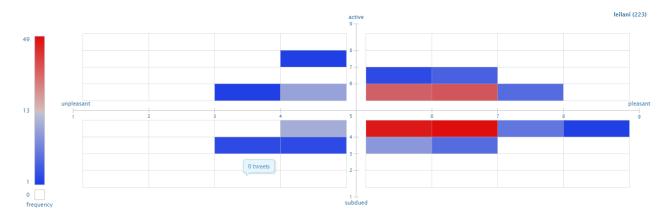
5: Scater plot according to consumer's posts



6: Cluster plot for collective visualization

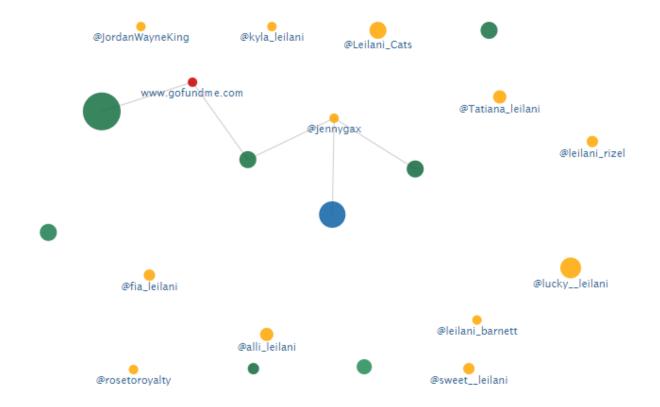


7:Heat map of posts frquency

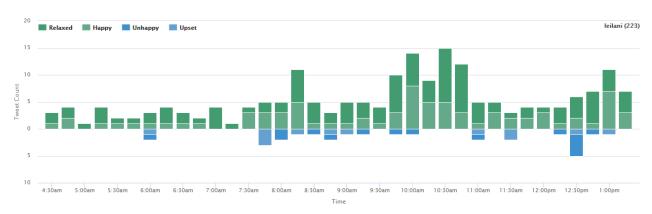


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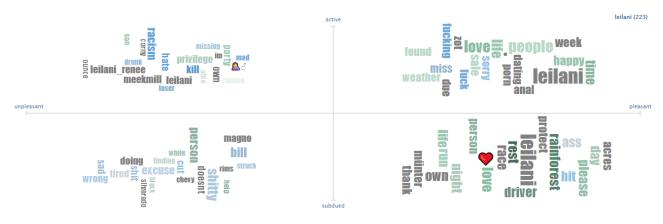
8: Diagram of cluster tree showing how conssumer posts are related



9: Consumer behaviour pattern from post frequency relted to time



10: Words cluster, chosen for rating customer behaviour



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.

Contact Us

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