



Social Media Analytics

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Key Points

- * Views, wants, opinions are expressed in Social Media
- * FB Likes, Re-Tweets, Number of comments = Reactions
- * Analysis => Knowledge => Informed Decisions
- * Social Media Analytics is not Social Media Monitoring

Blic



Princ Albert odlikovao Novaka Đokovića FOTO

💬 (103)

Blic Žena

Kako da izabere pravu haljinu?

Četvrtak, 12. 04. 2012. | Zorana Nikolić |  Komentara: 9



Ovogodišnja sezona proleće/leto ne bi trebalo da vam prođe bez haljina. I dalje se nose maxi modeli jarkih boja, a nezaobilazan dodatak su visoke potpetice ili velike torbe. Ipak, postoje i određena pravila koja morate da poštujete u njihovom odabiru.

Tema: **Modni saveti**, **Proleće**, **Leto**, **Haljine**, **Savet**



Godišnja doba nestaju, ali mantili su večni

Utorak, 10. 04. 2012. | Blic Žena |  Komentara: 0



Izgleda da ćemo i ove godine iz perjanih jakni uskočiti u majice. Ipak, mantil će nam trebati makar za večer. A ako je lagan i žut, pa još sa O-izrezom ili bubi kragom, nosite ga na običnu majicu i bićete trendi. Naravno, klasičan trenčkot nikada ne izlazi iz mode.

Tema: **trend**, **mantil**



Twitter

Recent retweets @mts



MI2design: RT @MI2mobile: ZTE Racer 2 za dinar i 50% niža pretplata uz @mts tarife <http://t.co/Zg0SkF6e> @Telekom_Srbija #ZTE #Racer2 #ZTERacer #Android #Smartphone

1 hour ago



Telekom_Srbija:  RT @mts: Jedna lagana za ovo prelepo veče i #trecasmena. Paul McCartney's - My Valentine <http://t.co/AYN8QK61>

9 hours ago

FaceBook



mts shared a link.

March 30

Uživajte u predstojećem vikendu ;)



The Cure – Friday Im In Love

www.youtube.com

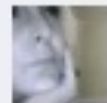
Memorable single from The Cure

Like · Comment · Share

2

Lazara Marinković, Sara Uros Lakicevic and 84 others like this.

View all 3 comments



Sofija Sancanin Molim nadlezne u mts-u da mi vrate kredit od 500 dnara koji su mi ukrali. 21. 03. 2012. godine uplatila sam kredit od 500 dinara na terminalu u bul.kralja petra I 22 u novom sadu, a gotovo 24 sata nakon legle uplate pocinjete sukcesivno da ...[See More](#)

Thursday at 9:01am

More Data on the way

- * Increasing Mobile phone usage
- * Twitter accounts for Live TV Shows : Viewers can interact by posting Questions, Comments and Opinions

Social Media Data

- * Specialized software monitors and automatically analyzes what is being written on FaceBook, Twitter, YouTube and Web Pages in Serbia
- * Sectors : TV, Mobile Operators, Banking, Sports, News, Men/Women

Collection

- * The system captures information every two hours
- * Thousands of mentions are recorded each day : These mentions are analyzed to extract useful insights about how consumers think and feel about any Topic

Information Extraction

The screenshot displays a software interface for information extraction. At the top, there are tabs: "Annotation Sets", "Annotations List", "Annotations Stack", "Co-reference Editor", and "Text". The "Text" tab is active, showing a paragraph of text with several words highlighted in red boxes: "besplatno", "Telenor", "Ušće", "mts", "vip mobile", "mreže", "post paid".

Below the text, there is a table with the following columns: Type, Set, Start, End, Id, and Features. The table lists 11 annotations, with the 5th row (Id 98) selected.

Type	Set	Start	End	Id	Features
Lookup		20	29	95	{majorType=BESPLATNO}
Lookup		74	81	96	{majorType=TELENOR}
Lookup		74	81	104	{majorType=TELCO, rule=matchtelco}
Lookup		111	115	97	{majorType=USCE}
Lookup		175	177	98	{majorType=SMILEY}
Lookup		201	204	102	{majorType=MTS, rule=matchmts}
Lookup		201	204	105	{majorType=TELCO, rule=matchtelco}
Lookup		215	225	103	{majorType=VIP_MOBILE, rule=rule1}
Lookup		215	225	106	{majorType=TELCO, rule=matchtelco}
Lookup		226	231	99	{majorType=MREZA}
Lookup		238	247	100	{majorType=POSTPAID}

At the bottom of the table, it says "11 Annotations (1 selected) Select:". To the right of the table, there is a sidebar with a list of checkboxes: "Lookup" (checked), "SpaceToken", "Token", "VIP_MOBILE", and "Original markups".

At the very bottom of the interface, there are two buttons: "Document Editor" and "Initialisation Parameters".

Case Study : Telcos

- * All mentions about MT:S, Telenor and VIP Mobile are being captured from Social Media Sources.
- * All keywords about Telcos are automatically identified (*“Mreža”*, *“Korisnik”*, *“Signal”*,etc)
- * The system also automatically identifies when Subscribers make comparisons between Mobile Operators or when a Subscriber says that he/she will cancel the service

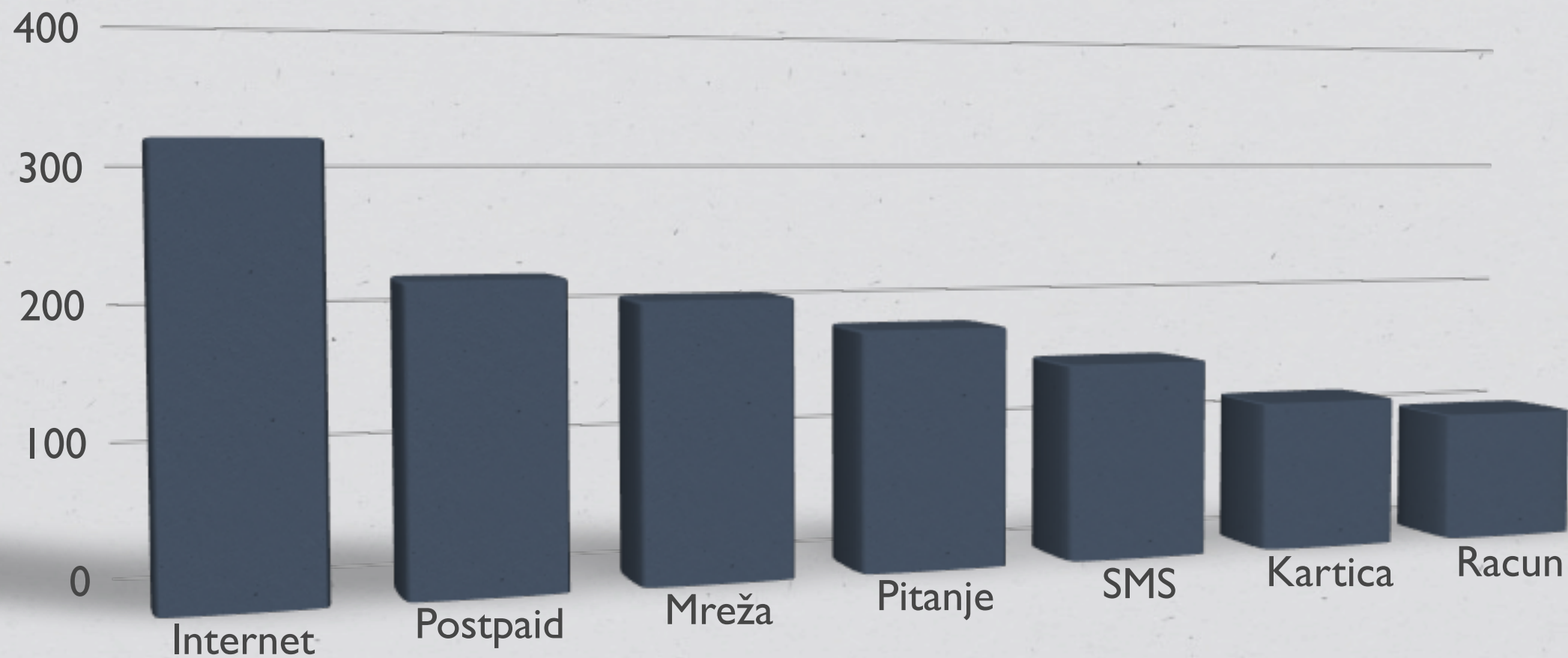
E-Mail Alerts

- * The most basic service is E-Mail Alerts
- * The system sends every two hours what was mentioned in Social Media about each Telco Brand (or any other Topic)
- * The E-Mail contains mentions found on all channels : FaceBook, Twitter, YouTube and Websites

Topics Analysis

- * Online conversations about Telcos contain several Topics : The quality of Network, Promotions, Incorrect charges on Bills, new Phones and Tablets, etc.
- * Topics Analysis identifies which Topics consumer conversations contain.
- * On the next slide we see the Topics found on the Telenor FaceBook website

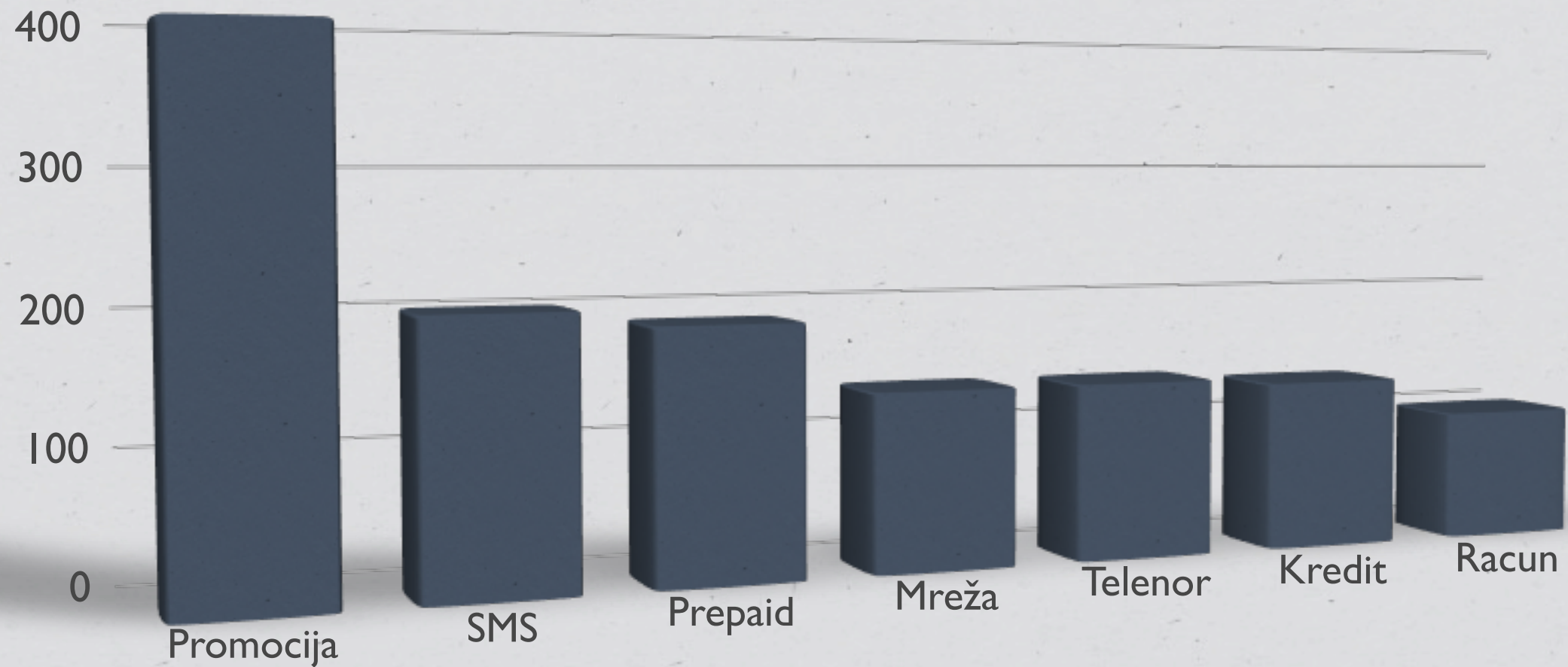
Telenor Analysis



Topics Analysis

- * On the previous slide we saw that the Topic “Internet” is the one most frequently discussed on Telenor’s FaceBook Page
- * We then analyze all posts and comments that are about “Internet” Topic to find why “Internet” was the hot topic

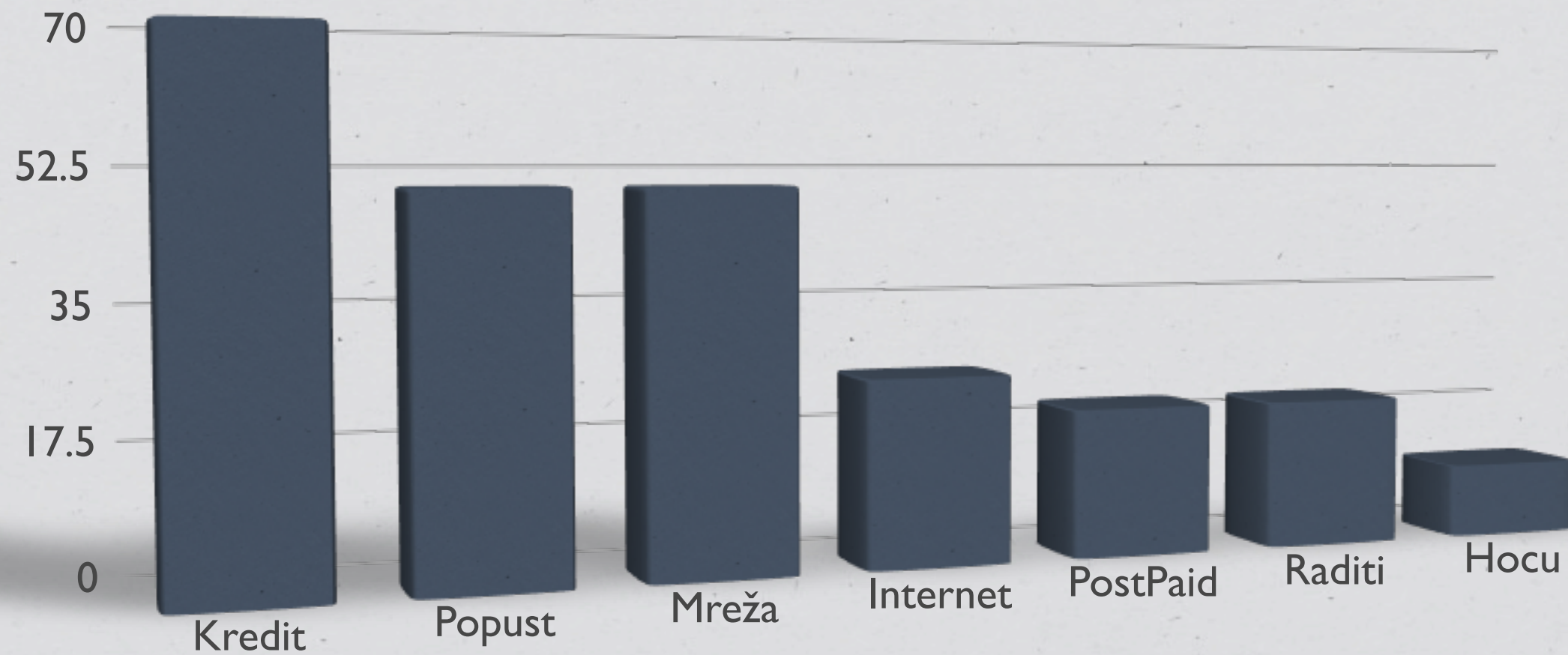
MT:S Analysis



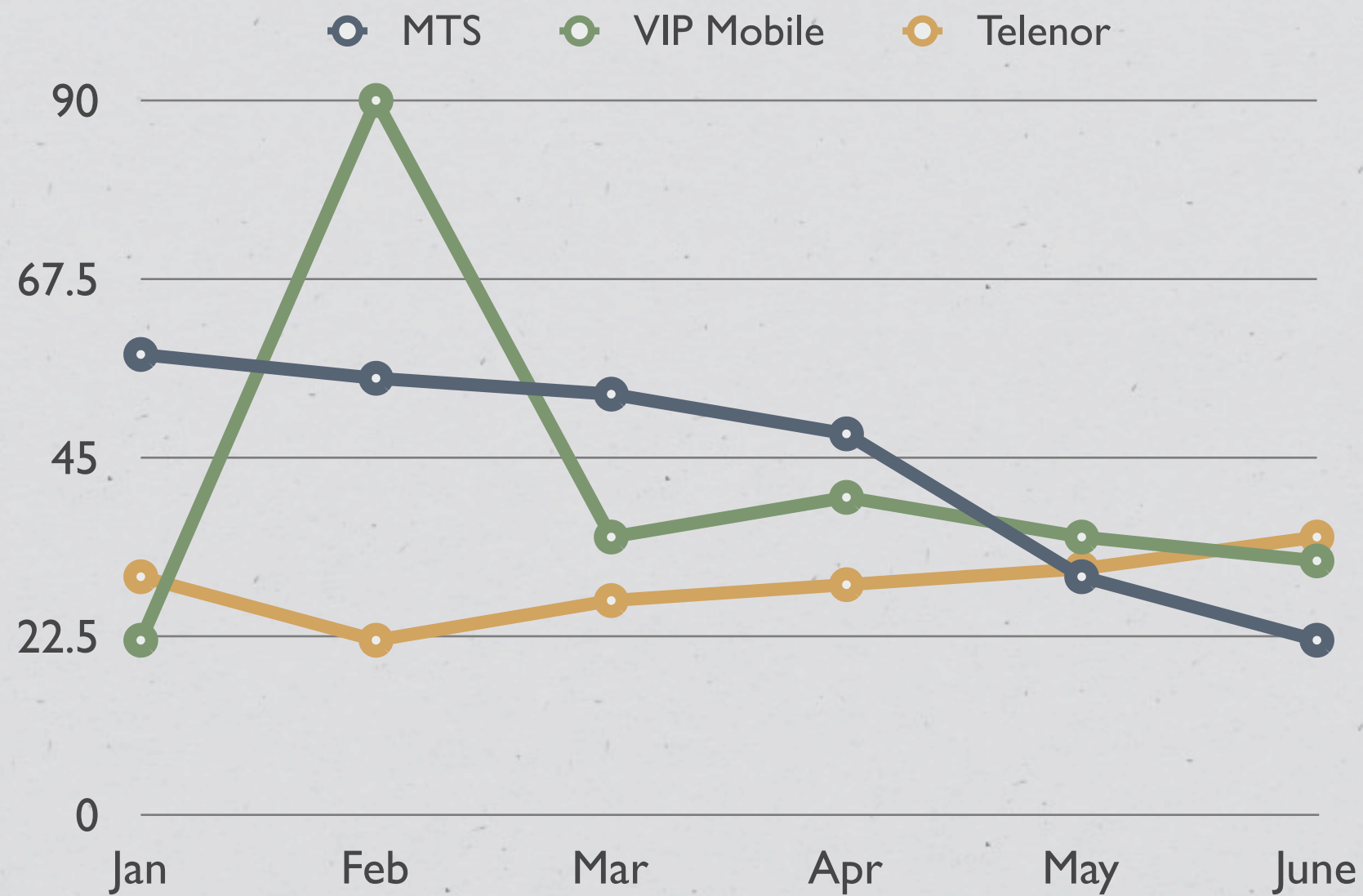
MT:S Topics Analysis

- * We saw that Topic “Promocija” was the one most discussed on MT:S FaceBook Page
- * The Reason : MT:S Subscribers want back specific types of promotions that have generated a lot of interest in the past.

VIP Mobile Analysis



Churn Mentions



Insights

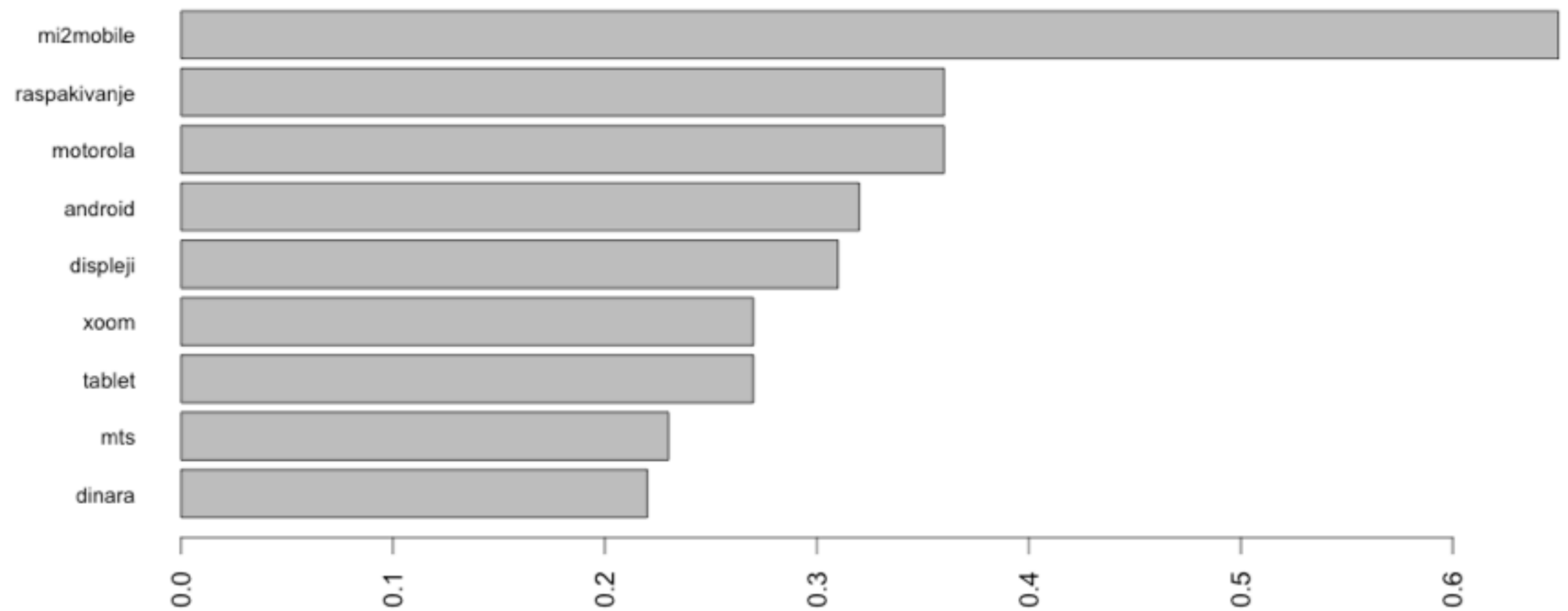
- * What do Telco subscribers want?
- * Which services and promotions make subscribers happy? And why?
- * What do subscribers think when they feel negatively about a Telco Operator?
- * Which Topics are discussed when subscribers compare Telcos?

More Insights

- * Which words and Topics are Re-Tweeted more?
- * Which words and Topics are “Liked” more on FB?

Top Telco Re-Tweets

Top words retweeted for Telcos



Telco Re-Tweets

Tweets [Top](#) / [All](#)



MI2mobile @MI2mobile

9 Apr

Motorola **RAZR** stigla na test: **Raspakivanje** Inkd.in/CmbSys Sjajne slike + Displeji #Motorola #mts #RAZR #Android @Telekom_Srbija @mts...



Goran Aničić @goran_anicic

7 Apr

RT @mi2mobile: Motorola **RAZR** stigla na test: **Raspakivanje** Inkd.in/CmbSys Slike + Displeji



MI2mobile @MI2mobile

7 Apr

Motorola **RAZR** stigla na test: **Raspakivanje** Inkd.in/CmbSys Slike + Displeji #Motorola #mts #RAZR #Android @Telekom_Srbija @mts #Slim



Računalna Forenzika @PCForenzika

7 Apr

Raspakivanje: Motorola **RAZR** dlvr.it/1Ps6Tp #frontpage #IT #računala #mobi



MI2mobile @MI2mobile

6 Apr

Motorola **RAZR** pokazala šta ume: **Raspakivanje**, pa test Inkd.in/CmbSys Za sada joj odlično ide #Motorola #RAZR #Android #ICS #Update

FaceBook “Likes” Analysis

Attribute selection output

=== Attribute selection 10 fold cross-validation (stratified), seed: 56 ===

average merit	average rank	attribute
17.007 +- 1.404	1.1 +- 0.3	37 dragi
10.583 +- 2.621	2.3 +- 0.78	49 hvala
7.299 +- 1.005	6.3 +- 4.22	
6.375 +- 0.469	7.9 +- 1.87	
6.337 +- 2.461	10.7 +- 11.82	
5.455 +- 0.676	12.1 +- 2.43	
5.456 +- 0.932	12.1 +- 4.18	
5.456 +- 0.815	12.2 +- 3.16	
5.456 +- 0.932	12.5 +- 5.78	
5.456 +- 0.815	12.7 +- 3.61	
4.539 +- 0.681	15.9 +- 4.37	
3.625 +- 0.496	20.6 +- 4.29	
3.625 +- 0.496	22.1 +- 4.93	
3.424 +- 1.209	24.4 +- 17.97	
7.766 +- 3.108	26.9 +- 69.71	
2.112 +- 1.382	28.4 +- 5.37	
2.413 +- 1.207	31.9 +- 17.72	
2.924 +- 2.957	33.6 +- 24.08	
2.112 +- 1.382	34.9 +- 21.08	
1.791 +- 3.653	38.7 +- 20.81	
0 +- 0	40.1 +- 8.44	
0 +- 0	41.4 +- 11.87	
0 +- 0	41.7 +- 8.64	
0 +- 0	42.8 +- 6.11	
2.413 +- 1.207	43 +- 37.27	
0 +- 0	43.1 +- 6.74	
0.302 +- 0.905	43.2 +- 13.93	
0 +- 0	43.2 +- 8.54	
0 +- 0	44.3 +- 6.17	
0 +- 0	45.7 +- 1.68	
0 +- 0	46 +- 1.55	
2.473 +- 3.11	46.2 +- 28.76	
2.112 +- 1.382	46.8 +- 31.61	
2.413 +- 1.207	47.1 +- 59.48	
0.554 +- 1.661	47.2 +- 25.37	

Social Analytics Insights

- * Understand what people like/don't like about Brands, TV Shows, Products, Services
- * Identify important facts and what drives Interest
- * Learn from Competitor mistakes
- * Understand Consumer Priorities : What do they care about most?
- * **Re-use and combine this Knowledge**



Thank You