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 maksi 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 veče. A ako je lagan i žut, pa još sa O-izrezom ili bubi kragnom, 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

mt:s 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

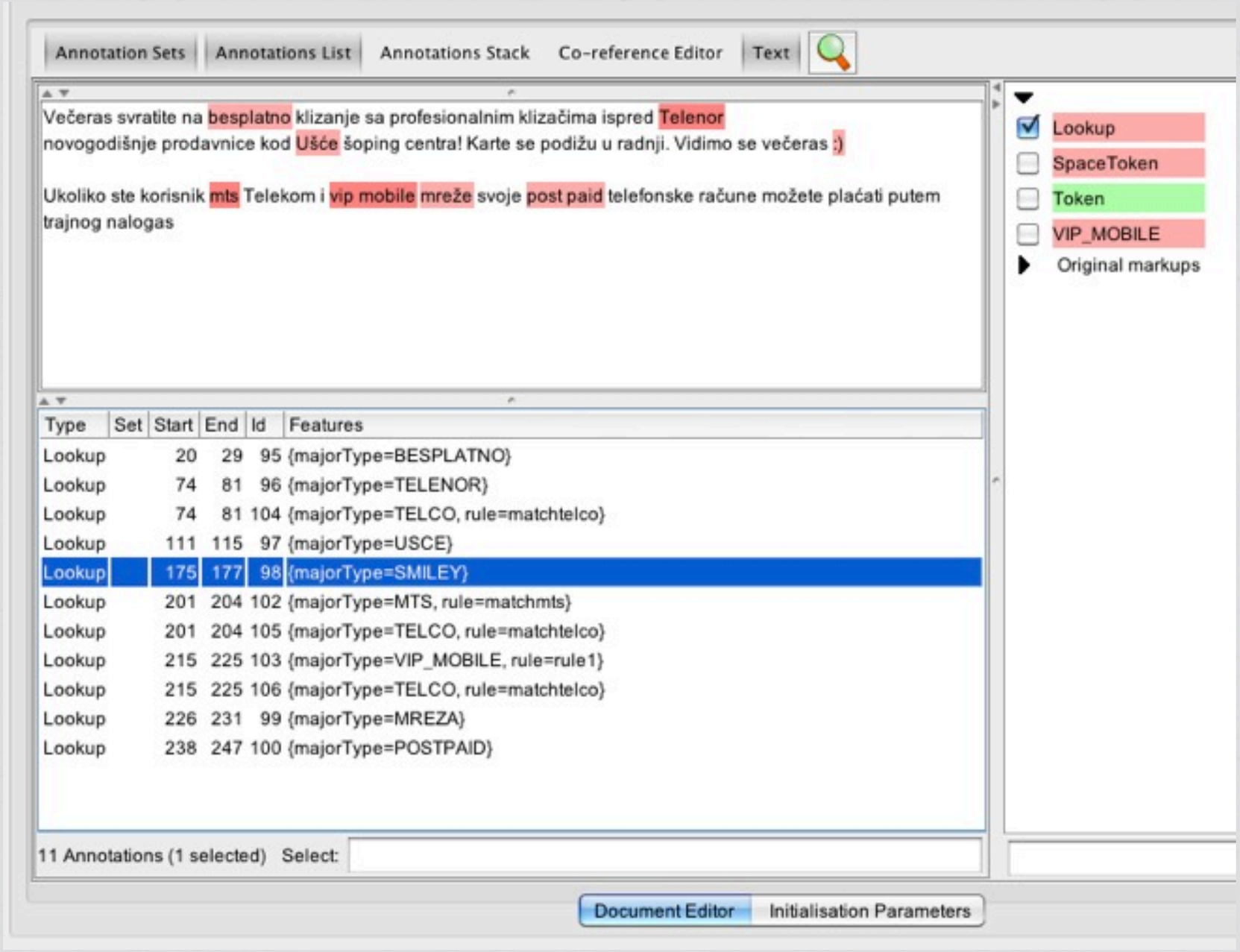
* Specialized software monitors and automatically analyzes what is being written on FaceBook, Twitter, YouTube and Web Pages in Serbia

* 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



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

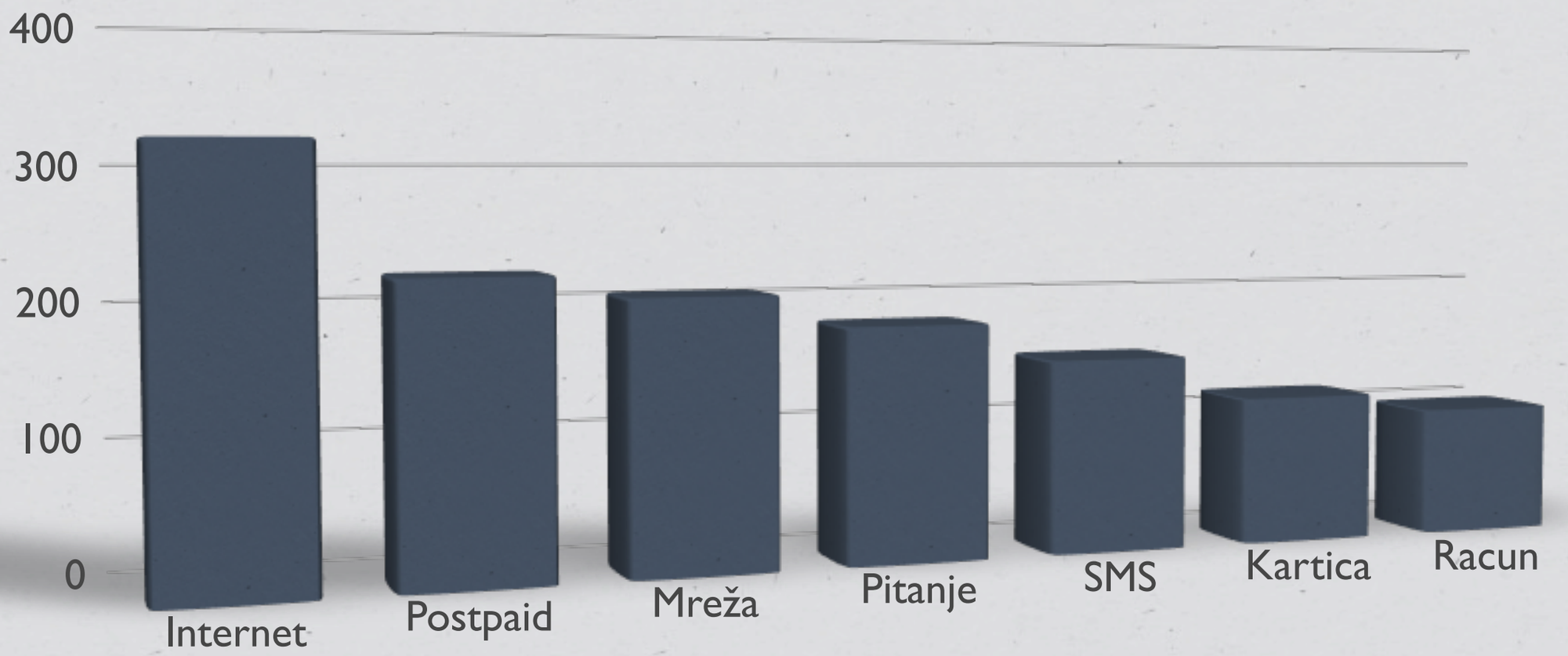
Topics Analysis

* 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

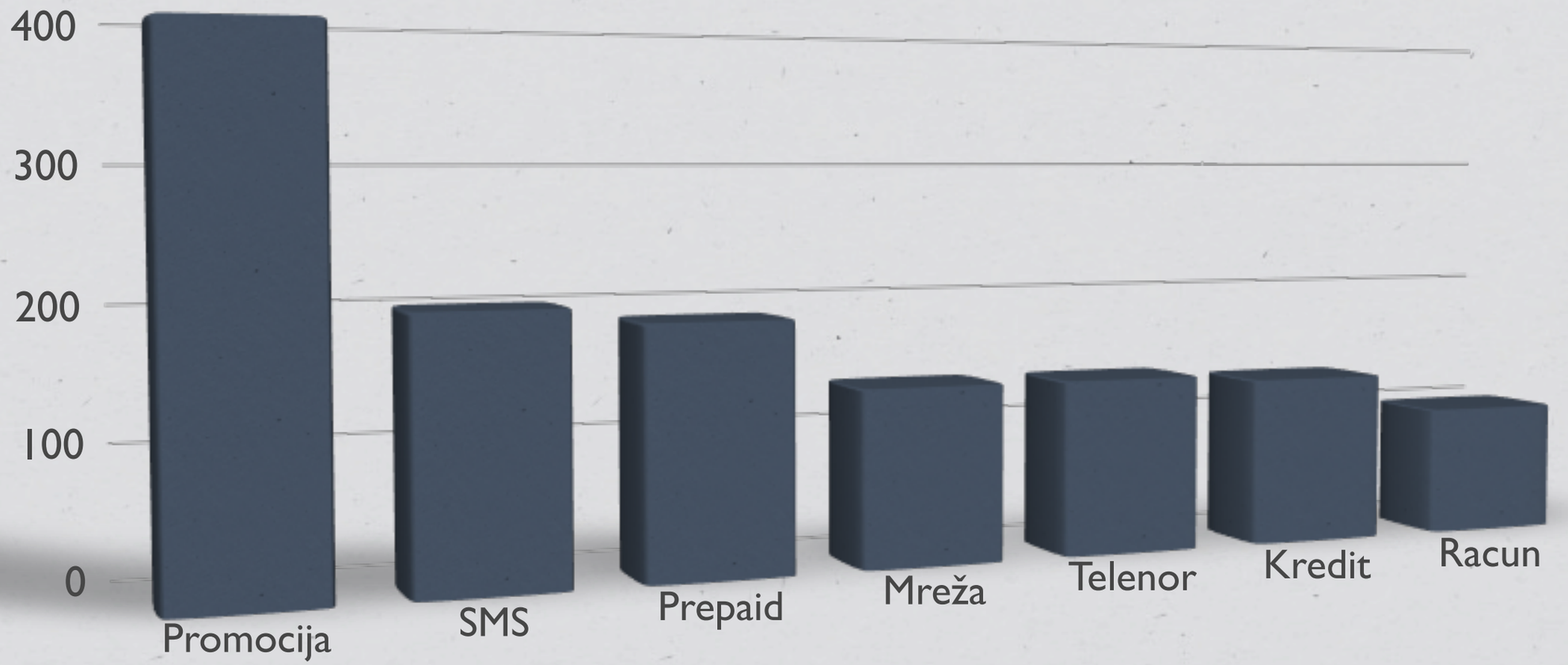


Topics Analysis

* 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

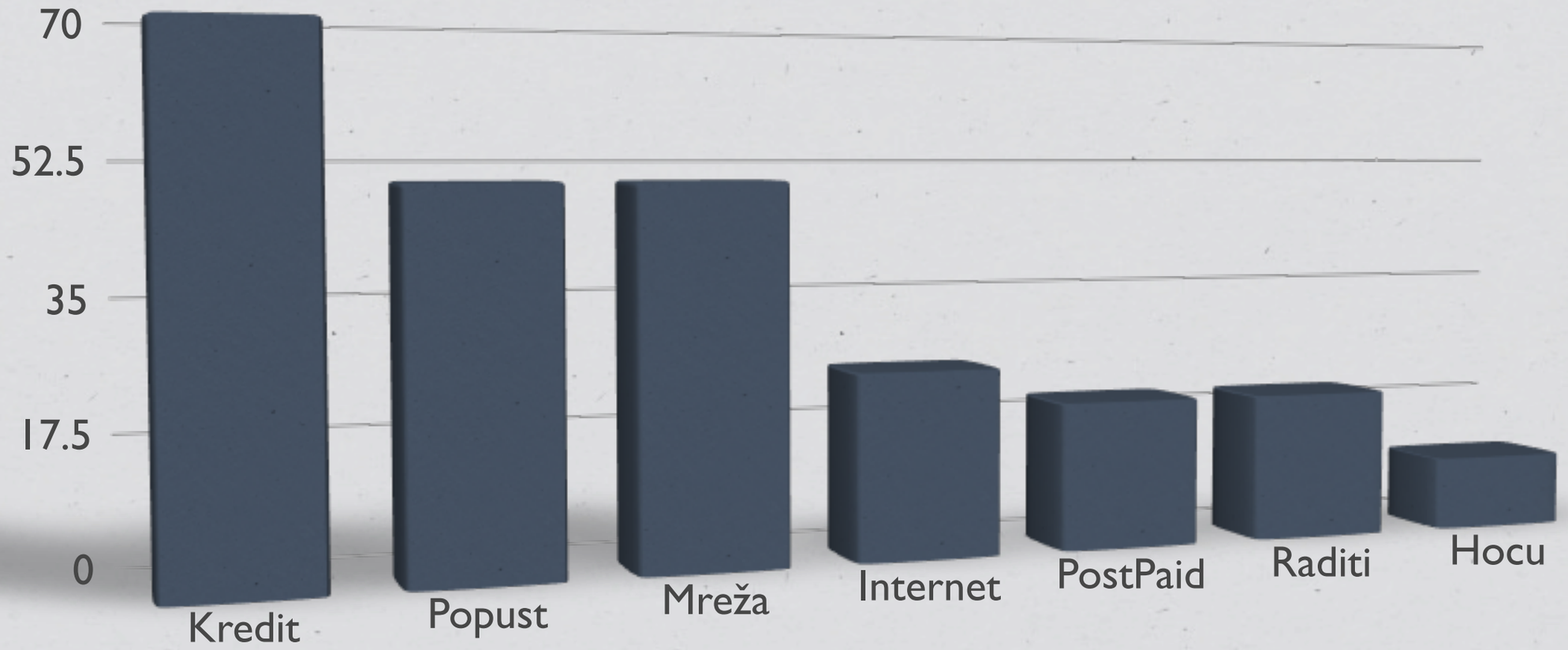


MT:S Topics Analysis

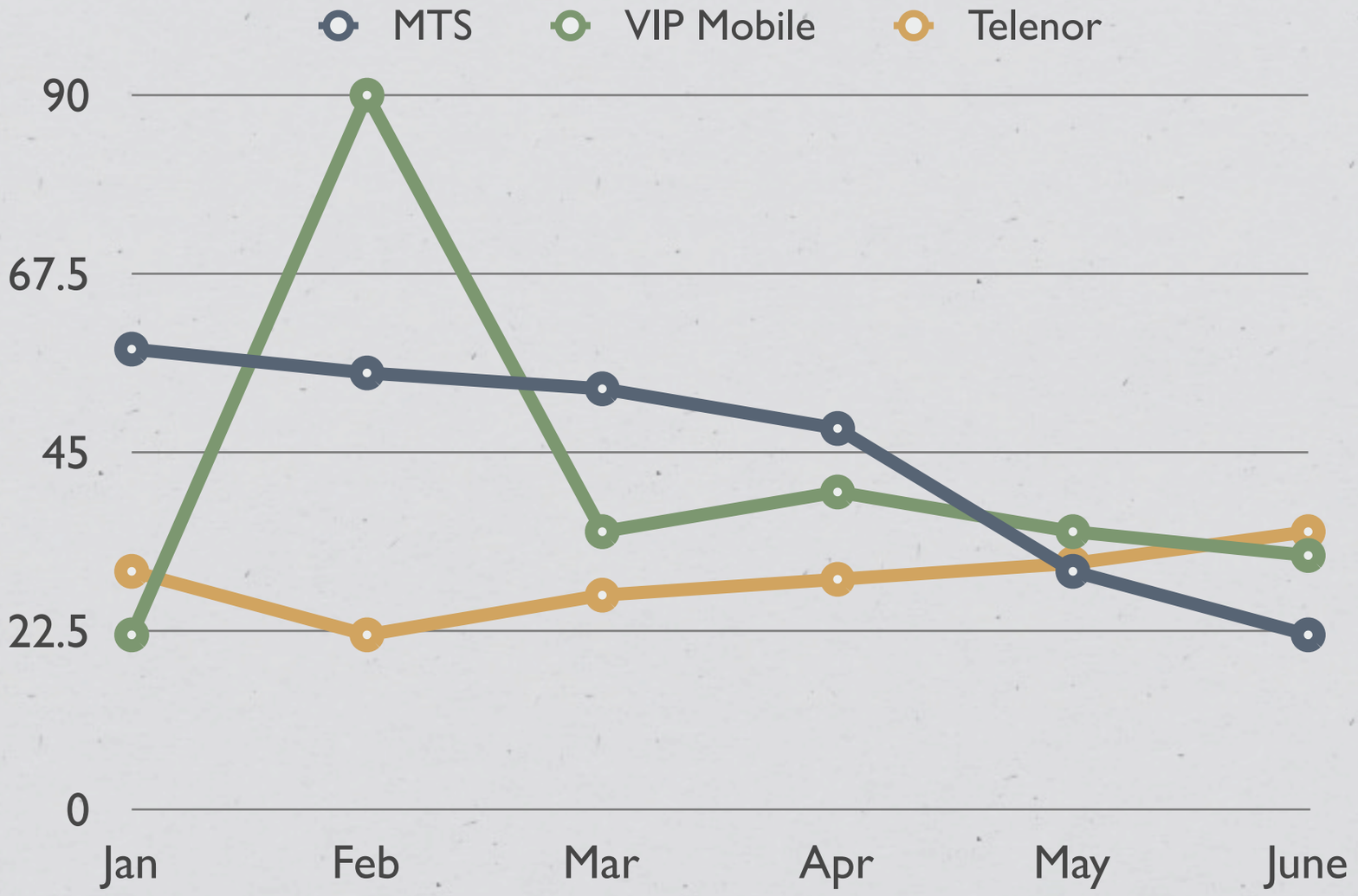
* We saw that Topic “Promocija” was the one most discussed on MT:S FaceBook Page

* 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



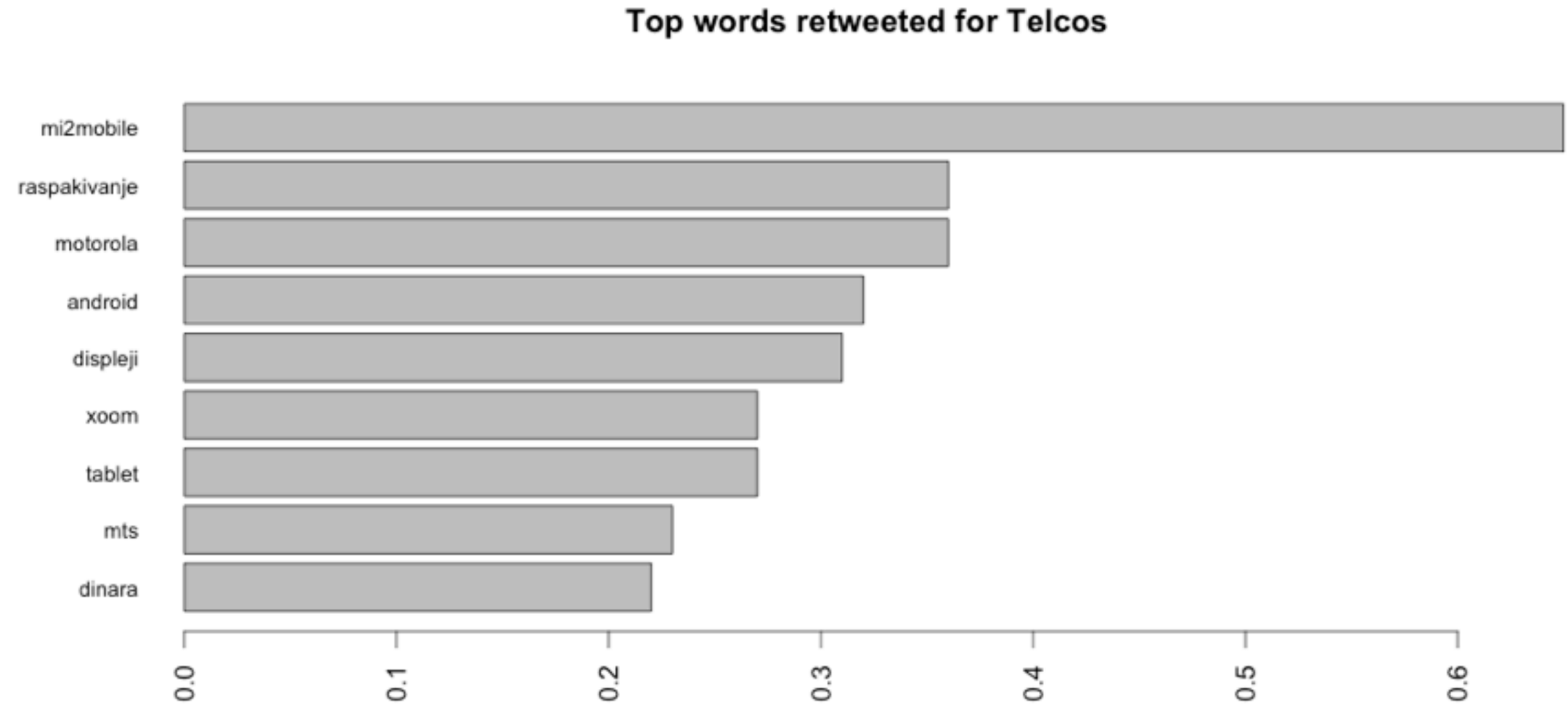
Insights

* 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



Telco Re-Tweets

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