A Colourful Sweater of Insights: Weaving Text Analytics and Image Mining with Geospatial & Weather Analytics

Preriit Souda
Consultant - Data Science & Strategic Insights
@preriit2131
Two cases

1. A premium design brand in need to create a long term strategy

2. A restaurant change in need for a refresh
Case Study #1

The Challenge

Arper wanted to complement it’s five year strategic plan with an insightful understanding of the amount of interest in the brand through digital media in 3 key markets (US, Germany, Sweden: English only).

The final goal was to understand the evolving market in order to improve it’s future communication plans.
Seemed like a regular project!

- Teach ourselves about the sector
- Teach machine about the sector to text mine
- Extract the data
- Text mine Insights

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Arper's Modular 'Kinesit' Chair Comes in Hundreds of Colors

Wayfair:
Official Site
Shop Furniture, Decor & More. Find Everything for Your Home!

Supported by Research New SSII
Despite using text mining, we were missing a large proportion of data
Image Extraction

Image Tagging

Image Crawling

Image Mined analysis
Algorithms for text mining

Text mined analysis

Image Extraction

Image Tagging

Image Crawling

Image Mined analysis
Analysis
Combining text mining and image analysis

Brand Imagery

Brand 1
- Brand imagery 1
- Brand imagery 2
- Brand imagery 3
- Brand imagery 4
  - Brand imagery influenced by geographic connotation
- Brand imagery tied to other non-designer brands

Sub brand imagery 1
- Functional attribution 1

Brand 2
- Brand imagery 5
- Functional attribution 2

Brand 3
- Functional attribution

Brand 4
- Brand imagery influenced by geographic connotation

Brand 5
Analysis
Overall metrics

Images only
Tonality
Text only

Comparative rank

1 2 3 4 5

x%
Strategic Insights

1. People talk about a design brand because of its collections linked to cultural projects, so cultural investments can make a difference in brand perception.

2. The leading brand in the category generates a lot of conversation using the name and fame of its collaborating designers. Same brand has an indirect positive impact on Arper.

3. Arper’s core audience is made up of architects, but this audience can often derive inspiration from art experts.
What’s next?

Social & Digital data with all its available Meta data

Text Mined Attributes
Image Mined Attributes

Demographic Attributes
Locational Attributes
Weather Attributes

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Case Study #2

The Problem
A Restaurant chain’s sales were falling down*. 

* Certain details have been withheld for client confidentiality
Solution

We used a variety of data sources to analyze this problem

- Social and digital data
- Geofenced social & digital chatter data
- Restaurant reviews data
- Geo-spatial locality data
- Store wise sales data
- Ethnic composition of localities
Brocade methodology helped...

Our analysis showed:

- It was struggling to differentiate itself due to its over prevalence in a city.
- It was viewed as just another big “fast food” restaurant chain leading to people questioning its premium pricing.

Uncovering the problem allowed us to:

- Unravel Brand image by localities while helping the brand refresh its brand messaging.
- Ideate to offer new menu items customized by ethnic footfall, residents of localities & activities done in the locality.

#2

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Preriit Souda
Consultant - Data Science & Strategic Insights
Website: www.preriitsouda.com
Twitter: @preriit2131
LinkedIn: https://www.linkedin.com/in/preritsouda/