Text Analytics for Social Media Insights

June 2016
Agenda

➢ The Big Picture
➢ The Only Process that Works
➢ Reporting Examples
Next-Gen Market Research is Here Now

- Listening
- Asking Questions
- Tracking Behaviour
- Insights Expert
Sources of Unstructured Data

- Web
  - Social Media
  - Review Sites
  - News
  - E-commerce sites

- Open Ended Answers
  - Open ended questions in surveys
  - Manually coded

- Call Centre VTT
  - Voice to text customer service

- Online Communities
  - Wall conversations
Text Analytics Process for Social Listening Insights

The Web

- Harvest Query
- Noise Elimination

Train ML Algorithm

- Parsing/Tokenisation
- Sentiment Classification
- Topic Annotation
- Test Precision

API, PPT, Online Drilldown Dashboard

Set-up Timeline

- 21 Days
- 4 Days
- 3 Days

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Data Harvesting & Cleaning

Becks OR Beck's

NOT Becks AND Posh

NOT Becks AND Hansen

("Amstel Light" OR AmstelLight OR "Amstel Lights" OR "AmstelLights" OR "Amstel Lite" OR "AmstelLite" OR "Amstel Lites" OR "AmstelLites" OR "@AmstelLight") OR (Becks AND NOT (contains:"@becks_" OR contains:"_becks" OR "album" OR "glenn beck" OR "glenn becks" OR "soccer" OR "beckham" OR "david" OR posh OR "Becks Hybrids" OR "Beck's Furniture" OR "Becks Furniture" OR "Beck Hansen" OR "Urban Canvas" OR "E.W." OR "E W" OR "Becks Auto" OR "Beck's Auto" OR "Kanye" OR "Nirvana" OR "Books" OR "Manchester" OR "ManU" OR "MUFC" OR "man united" OR "manunited" OR "to Beck's" OR "to Becks" OR "at Beck's" OR "at Becks" OR "from becks" OR "Payet" OR "with becks" OR "with beck's") OR ("Blue Moon" OR BlueMoon OR "Blue Moons" OR "BlueMoons") AND NOT (manchester OR "man city" OR "once in a" OR "once a" OR "once every" OR "nike" OR "issaiam" OR "Virginia Pascal" OR "Pokemon" OR "full moon" OR "next blue moon" OR "blue moon software" OR "blue moon bar" OR "blue moon……

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Taxonomy Creation

- Beer
  - Appearance
    - Clarity
      - Cloudy
    - Foam
      - Foamy
  - Occasions
    - Home
      - Barbecue
    - Out
      - TV
      - Pub
      - Club
Curation Result:

“Bud Light Built a Human-Sized Pac-Man Maze For Its Super Bowl Ad: 
Say what you will about the actual beer”

<table>
<thead>
<tr>
<th>Value</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>43%</td>
</tr>
<tr>
<td>Neutral</td>
<td>36%</td>
</tr>
<tr>
<td>Negative</td>
<td>21%</td>
</tr>
</tbody>
</table>
From Unstructured Data to Quant. to Qual. and Back

3,578 posts on Drinking Beer/Experience

Twitter Campaign 1
Twitter Campaign 2
Facebook Campaign

Volume of Discussion by Occasions
- Taste: 1078
- Food Compliments: 292
- Consumption: 15

List of comments:

"Porq disfrutamos del buen sabor d una poker fria ..."

"Definitivamente NO cambio la POKER! Es la cerveza colombiana mas rica #FDC como me gusta una poker"

"Jajajajajaja ya saboreo papitas y una poker grandotaaaaaa c: si señoressss Y GRATIS C:"

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More Hate & Anger for Brand A
Brand X: Net Promoter Score VS Net Sentiment Score

“aghsigdknawlfssdjcosidnscslkc nasodfnvlstdsijhoishdoih”
Survey Customer Satisfaction and NSS® for Brand Y

### Taste/Quality of meals
- CSS NSS: 37%
- Overall NSS©: 58%
- Insiders NSS©: 55%
- Other NSS©: 74%

### Warmness of meals
- CSS NSS: 8%
- Overall NSS©: -33%
- Insiders NSS©: -30%
- Other NSS©: 12%

### Choice of meals
- CSS NSS: 38%
- Overall NSS©: 43%
- Insiders NSS©: 35%
- Other NSS©: 75%

### Presentation of meals
- CSS NSS: 17%
- Overall NSS©: -38%
- Insiders NSS©: -43%
- Other NSS©: -27%

### Portion size
- CSS NSS: 46%
- Overall NSS©: 45%
- Insiders NSS©: 46%
- Other NSS©: 38%

Ipsos survey
DigitalMR SMListening
Brand Tracker-Social Listening Integration

**Questions in Brand Tracker**
- Approval
- Emotional Connection
- Trust
- Brand impact
- Desired Personality
- Desired Positioning
- Perceived brand value
- Brand Awareness
- Brand Usage
- Brand Appreciation

**Hierarchy 1 Topics in Taxonomy**
- Approval
- Emotional Connection
- Trust
- Brand impact
- Desired Personality
- Desired Positioning
- Perceived brand value
- Brand Awareness
- Brand Usage
- Brand Appreciation
- **Product Features**
  - Price
  - Availability
  - Campaigns
## Qualitative Analysis: Occasions/Needs/Motivators

<table>
<thead>
<tr>
<th>Occasion Types</th>
<th>Occasions</th>
<th>Needs</th>
<th>Motivations</th>
</tr>
</thead>
<tbody>
<tr>
<td>place</td>
<td>pub</td>
<td>socialise</td>
<td>connect with people</td>
</tr>
<tr>
<td></td>
<td>friends house</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>party</td>
<td></td>
<td></td>
</tr>
<tr>
<td>work</td>
<td>with clients</td>
<td>Career success</td>
<td>sell</td>
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<tr>
<td></td>
<td>with colleagues</td>
<td>team building</td>
<td>connect as people</td>
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<tr>
<td>time of the day</td>
<td>early evening</td>
<td>unwind</td>
<td>helps to relax</td>
</tr>
<tr>
<td></td>
<td>late evening</td>
<td>entertainment</td>
<td>to lower inhibitions</td>
</tr>
<tr>
<td></td>
<td>lunch</td>
<td>Not be hungry</td>
<td>likes the taste</td>
</tr>
<tr>
<td>with.....</td>
<td>with my friends</td>
<td>conviviality</td>
<td>share moments with others</td>
</tr>
<tr>
<td></td>
<td>with a stranger</td>
<td>To meet new people / flirt</td>
<td>relationship</td>
</tr>
<tr>
<td></td>
<td>with my parents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>smoking</td>
<td>cigar</td>
<td></td>
<td>avoid dry throat</td>
</tr>
<tr>
<td></td>
<td>cigarette</td>
<td>ritual</td>
<td></td>
</tr>
<tr>
<td>special occasions</td>
<td>birthday</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>partying</td>
<td>entertainment</td>
<td>to lower inhibitions</td>
</tr>
<tr>
<td></td>
<td>father’s day</td>
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<tr>
<td>weather</td>
<td>blizzard</td>
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<tr>
<td></td>
<td>cold weather</td>
<td>refreshment</td>
<td>quench thirst</td>
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<tr>
<td></td>
<td>heat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>sport</td>
<td>football match</td>
<td>entertainment</td>
<td>saw it on TV</td>
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<tr>
<td></td>
<td>superbowl</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>watching tennis</td>
<td>needs to indulge</td>
<td>appropriate fit for occasion</td>
</tr>
<tr>
<td>eat with....</td>
<td>hamburger</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>pizza</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>spicy food</td>
<td>Enjoy food</td>
<td>neutralise spicyness</td>
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<tr>
<td></td>
<td>steak</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>nuts</td>
<td>avoid drinking on empty stomach</td>
<td>appropriate fit for occasion</td>
</tr>
</tbody>
</table>
The Web is... the Biggest Focus Group in the World, it is quantitative... and it is always on!

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