Logitech

Social Analytics in Action

Usage of Social data in real life

Denis Zuba

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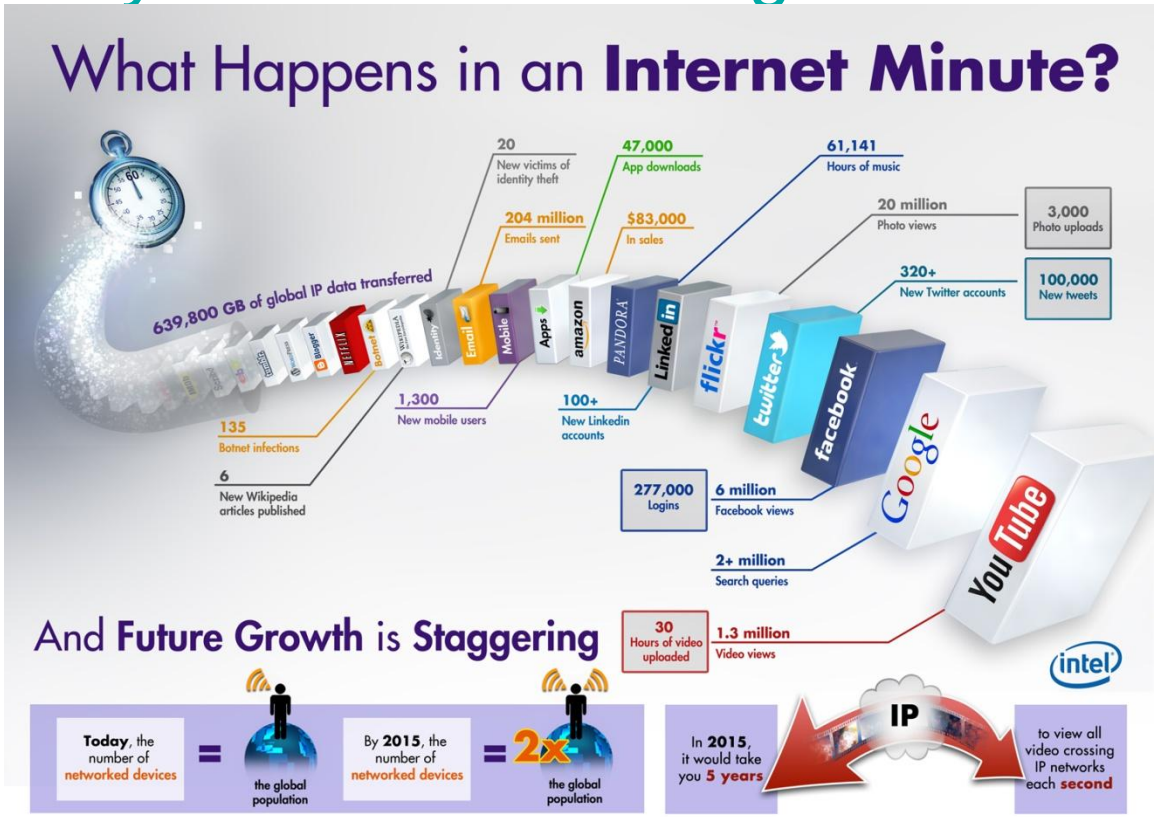
Agenda

- What is Social Analytics
- Social Media data landscape
- Some examples of usage
- Examples of implementation
- Q&A

What is Big Data

- Corporate data volume is growing
  - Generated by our legacy systems
  - Produced by our computers and devices
  - Collected from our partners
- Social Media data
  - Daily usage in our life
  - Billions of people posting daily
- Internet of Things
  - Getting up to speed
  - Each person on earth is or will be surrounded by many of these systems

Why do we call this big data?



Source: Intel - 2013

Characteristics of Big Data

- Volume
  - Amount of data is of course extremely high
- Variety
  - Data sources can be very heterogeneous
  - Data itself can take any form: number, boolean, text, multimedia, etc.
- Velocity
  - Speed of data being added, removed or modified
- Veracity
  - Data uncertainty

Let’s focus on Social Media Data

- Data from Corporate systems is normally pretty well used
- Internet of Things is only building up
- But Social Medias are here for a few years already and have reached a certain level of maturity

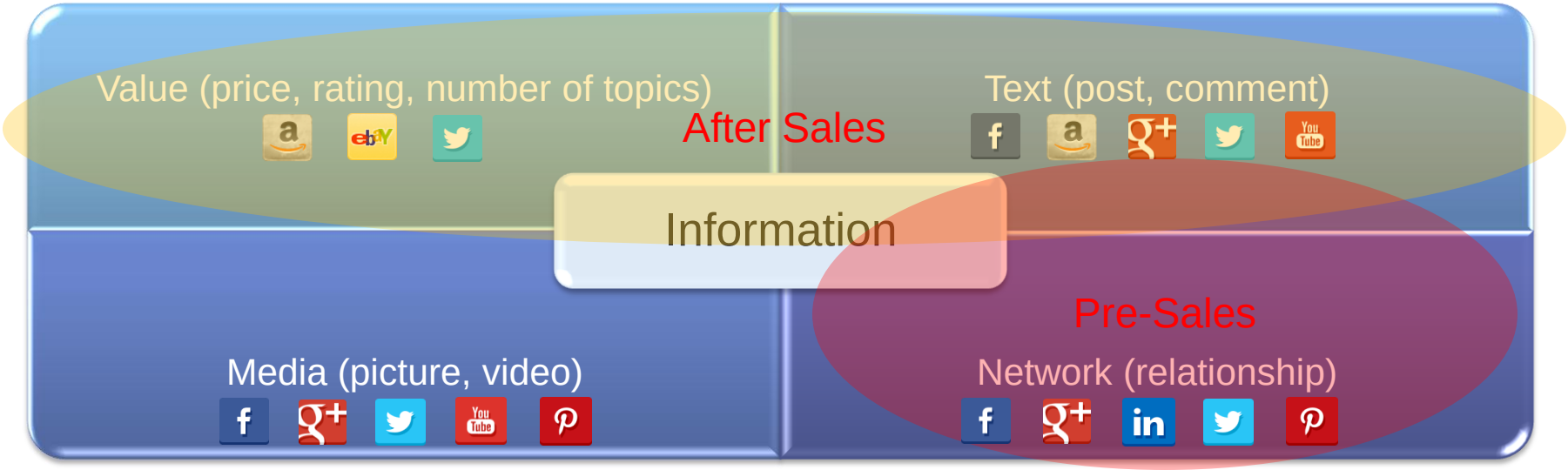
Examples of Social Medias

Social Medias are generating huge amount of data and they host various types of content. Here are some example:

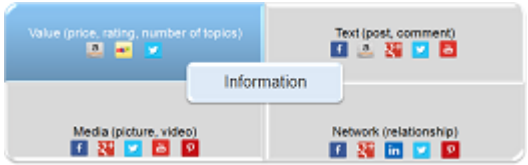
- Facebook
- Google+
- LinkedIn
- Twitter
- Instagram
- Youtube
- Pinterest

- Amazon
- Ebay
- Forums
- Blogs
- …

Variety in Social Media



Usage of quantitative data



- Applications:
  - Identification of products which are not perceived as expected
  - Product brokerage optimization
  - Compare our visibility against competition
- How to do this:
  - Follow the rating of our products
  - Understand at what price a consumer can buy our product at a point in time: following the price evolution on selling platforms
  - Get the share of mention (e.g. on Twitter) of our brand
- Veracity of numerical data is pretty good

Usage of text data

- Applications:
  - Determine what a community is telling about our products so we can:
    - Have customer care responding to the consumer's concerns
    - Take the appropriate communication action
    - Take this into account for the next generation
- How to do this:
  - Sentiment analysis on our brand, our product, competition
  - Sentiment Analysis on specific criteria
- Text is richer data than numerical data
- But veracity of the result can be a problem because of the treatment (classification)

Usage of Network data

- Applications:
  - Reduce the advertising cost by focusing on the most influential persons of a group
- How to do this:
  - Find the most influential individuals in a network related to our topic (e.g. gaming)
- Obvious networks are
  - Facebook, LinkedIn (non oriented) -> find sphere of influence
  - Tweeter (oriented) -> find most influential
- Other ways to find relationships are possible
  - Based on Interactions or belonging to the same group
- Veracity can evolve with time (linked to Velocity)

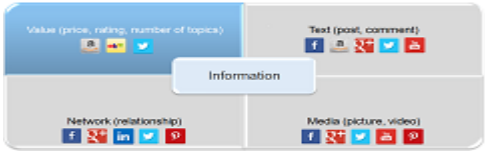
Practical implementation

Some usage of Social analytics in Logitech

Example 1: Amazon Rating (1/2)

- Loaded Amazon Rating in our main Essbase Exalytics application
- Social data loaded against our usual dimensions
- Granularity:
  - 60 key products
  - Daily level of detail
  - 5 countries covered (for EMEA)
- Rating could be evaluated and analyzed by period, so we can follow the result of actions
- OBIEE dashboard is using this data
- Currently working on the Drill Through to access detailed comment

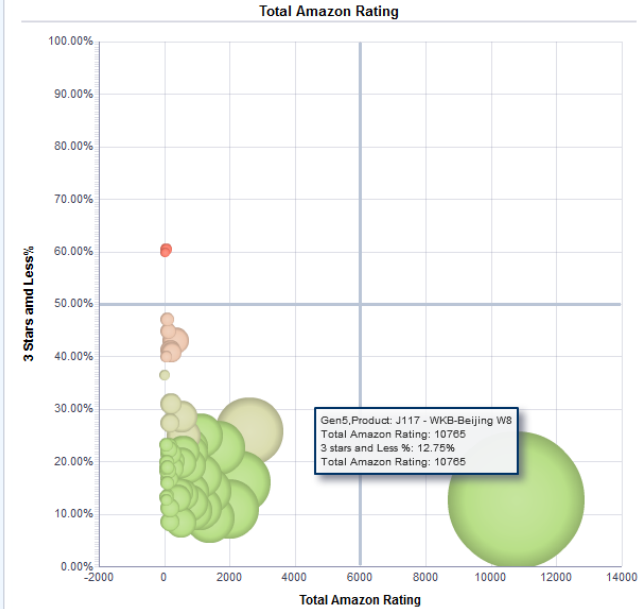
Example 1: Amazon Rating (2/2)



ORACLE Business Intelligence

LOG_AMAZ

Total Amazon Rating



Analyze - Edit - Refresh - Print

Example 2: Sentiment Analysis (1/4)

- Usage of text data from various social media sources
- Sentiment analysis on 12 criteria
- Create a hierarchy by assembling these 12 criteria in 4 groups
- OBIEE dashboard as visualization tool

Example 2: Sentiment Analysis (2/4)

Latest Conversations

playlists to rock on the new UE Boom.

UE BOOM - 360度のサウンド http://t.co/wy0dUp3snT\n衝動買いしてみたけどオシャレすぎて死めかも

UE Boom Wireless Speaker http://t.co/dtOSwcUO8v via @fancy

UE Boom http://t.co/BooDjpMY0L

UE Boom: boenke-boenke uit een buis http://t.co/IG4dKgT7yM

this new UE Boom is amazing. Great investment

I SUDDENLY WANT TO BUY A UE? BOOM! I DON'T EVEN KNOW WHY!

Looks like a really good portable speaker,but? why no sound test?

Not even close, the UE Boom? has a much more balanced sound, the Beats Pill is thin and agressive sounding(no bass to speak of).Typical "Monstah" hype and not much more.

So? this is just a very elaborate add for UE BOOM.

UE's Boom are quite balanced , offer good sound quality among the? wireless micro speakers.

but will? it blend?

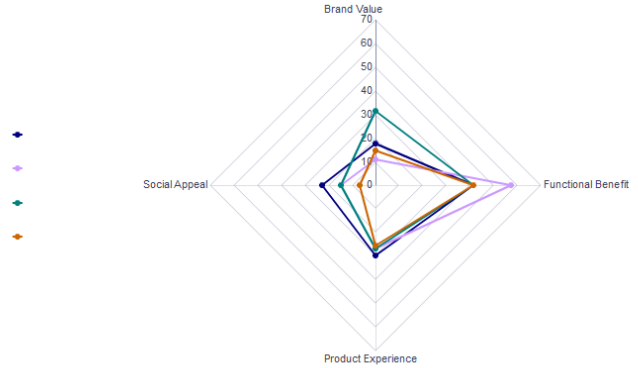
Example 2: Sentiment Analysis (3/4)

Brand Imagery Mapping(Category Level)

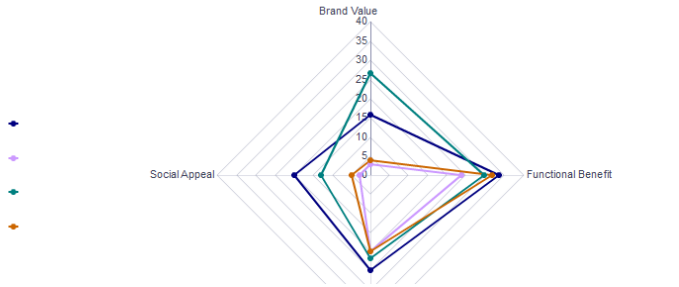
Request contains **no** filters

- ▽ Brand Value
  - ▷ Best-In-Class
  - ▷ Expertise
  - ▷ Trust
- ▽ Functional Benefit
  - ▷ Connectivity
  - ▷ Convenience
  - ▷ Customer Service
  - ▷ Durability
  - ▷ Price
- ▽ Product Experience
  - ▷ Aesthetics
  - ▷ Audio Quality
- ▽ Social Appeal
  - ▷ Advocacy
  - ▷ Social Engagement

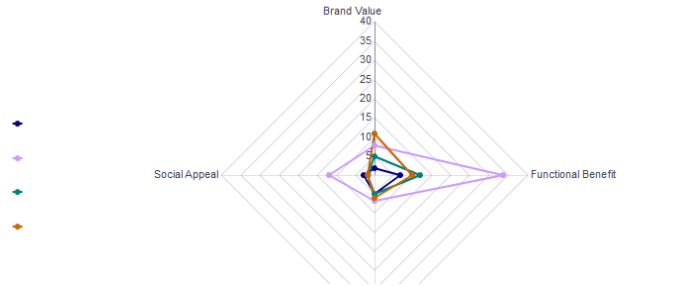
Overall



Positive



Negative



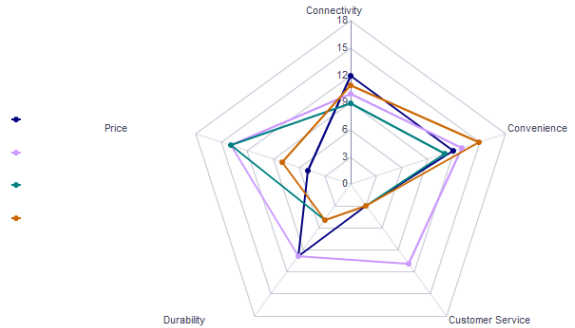
Example 2: Sentiment Analysis (4/4)

Brand Imagery Mapping(Category Level)

Category Level is equal to / is in **Functional Benefit**

- **Functional Benefit**
  - **Connectivity**
  - **Convenience**
  - **Customer Service**
  - **Durability**
  - **Price**

Overall



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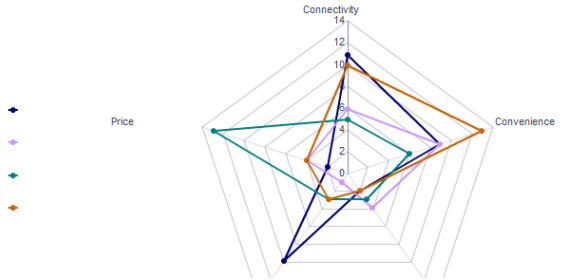

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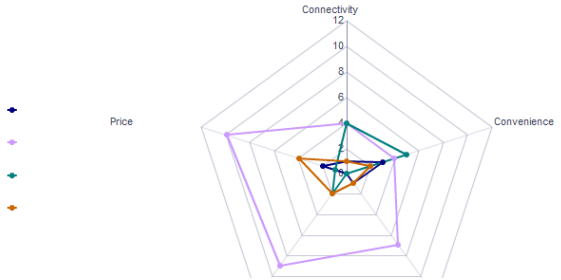

Questions?