

SENTIMENT ANALYSIS FOR SOCIAL MEDIA CASE STUDY

Sentiment Analysis for Social Media

A leading manufacturer and retailer of beauty & cosmetics products with over \$1.15 billion in annual revenue currently operating in over 3,000 stores in 61 countries and sells online in 22 multi-linguistic countries.

- Client wanted to measure and manage their online reputation and customer interactions across multiple social media platforms. Also, to measure effectiveness of digital marketing campaigns.
- Extracted essential textual and statistical data from multiple data sources [تعليقاتي هنا](#). Then ingested and merged social, customer and campaign data.
- Implemented a robust process that standardized and pre-processed the mined textual data. Team then performed core mining techniques.
- Key topics and associated context further modeled to arrive at various NLP measures such as relevance, influence and sentiment polarization.
- Team assigned a sentiment in three categories – positive, negative, neutral. Data analysis and validation of the model was performed by verifying various trends and patterns.
- Visual dashboards of key parameters highlighted the pre & post trends and patterns across different segments.
- Our solution helped the client first get a sense of how the brand was perceived in the social world.
- Pre- & Post campaign analytics helped the business stakeholders take informed decisions for future promotions.