

ASSIGNMENT 3: TREND & TEXT ANALYSIS

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Trend Analysis (60 points)

PART 1 : SEARCH TRENDS using Google Trends

- Select 4 brands (one per person) which released ads during Superbowl of this year.
- You are required to report consumer search trends before and after the Superbowl ad release.
- Compare the brands with each other in terms of search trends.
- Report main findings and comparison findings.

(Your findings should be listed and shown with evidence.

You have to give a snapshot of relevant Google Trend page)

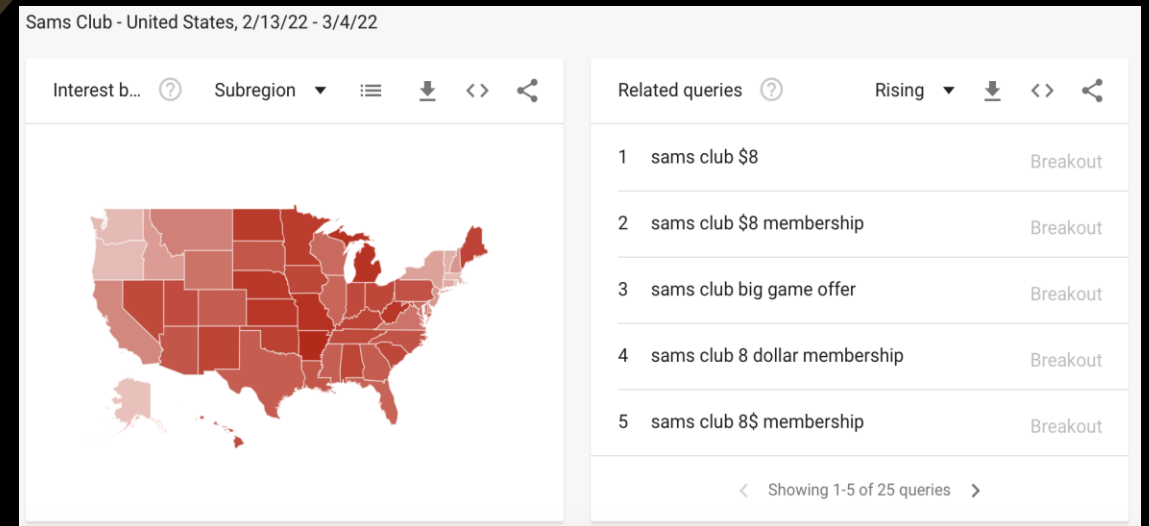
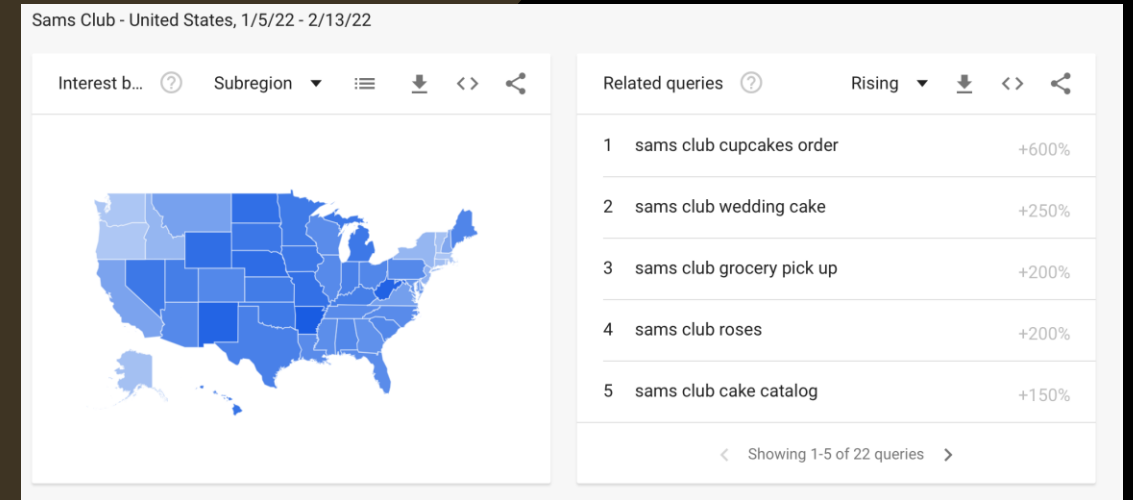
Sam's Club

Before Super Bowl Ad (1/5/2022)-(2/12/2022):

- Queries with the biggest increase in search frequency during this time period were:
 - "sams club cupcake order" "sams club wedding cake" "sams club grocery pick up" "sams club roses" and "sams club cake catalog"
- Sam's Club membership before the Superbowl's deal is \$45/year

After Super Bowl Ad (2/13/2022)-(3/4/2022)

- Queries with the biggest increase in search frequency during this time period were:
 - "sams club \$8" "sams club \$8 membership" "sams club big game offer"
- To celebrate Sam's Club first ever Superbowl commercial, sams club was offering new members an \$8 membership. The offer was available until February 21, 2022.
- To claim the special offer, you had to go in-person at the store and mention the "big game offer"



Uber Eats

Main Findings :

Before Super Bowl Ad (1/13/2022-2/12/2022):

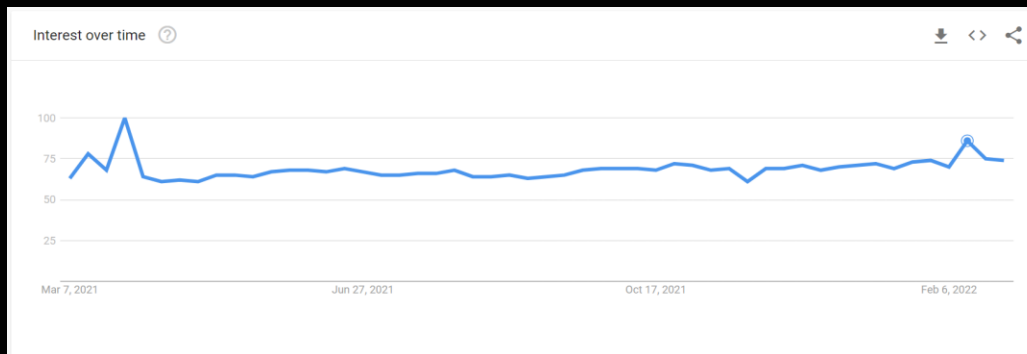
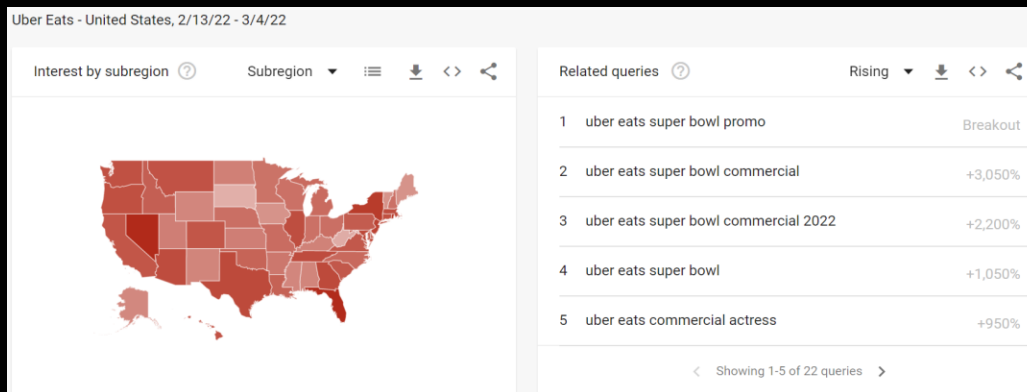
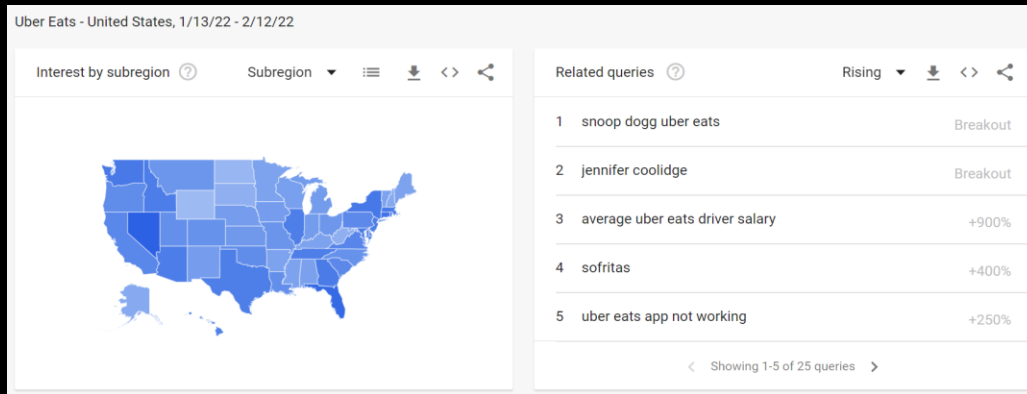
- Queries with the biggest increase in search frequency in this period: "snoop dog uber eats", "jennifer coolidge", "average uber eats driver salary", "sofritas", "uber eats app not working"
- Snoop Dog shared on Instagram a negative Uber Eats experience when a driver refused to deliver to him. This drama caused a breakout in searches in this period.
- Jennifer Coolidge was eating lipstick in a Super Bowl commercial teaser, which is what caused the breakout in searches leading up to the Super Bowl event.
- "average uber eats driver salary", "sofritas", and "uber eats app not working" aren't breakout searches but have grown in this period; they could have had prior searches.

After Super Bowl Ad (2/13/22- 3/4/2022):

- Queries with the biggest increase in search frequency in this period: "uber eats super bowl promo", "uber eats super bowl commercial", "uber eats super bowl commercial 2022", "uber eats super bowl", "uber eats commercial actress"
- The Super Bowl has drawn interest in the Uber Eats commercial, as the sporting event is known for showcasing extravagant, creative, and captivating commercials
- Uber Eats uses celebrities such as Jennifer Coolidge, Trevor Noah, and Gwyneth Paltrow to help increase consumer interest

Consumer Interest the Last 12 Months (Mar 7, 2021- Mar 5, 2022)

- Interest was at its peak popularity (score of 100) during the time period Mar 28-Apr 3, 2021. The second highest score was 86, which was during the time period Feb 13-19, 2022. The first time period was during March Madness and the second was during the Super Bowl. Uber Eats captivates the highest amount of interest during major sporting events.



Michelob ULTRA

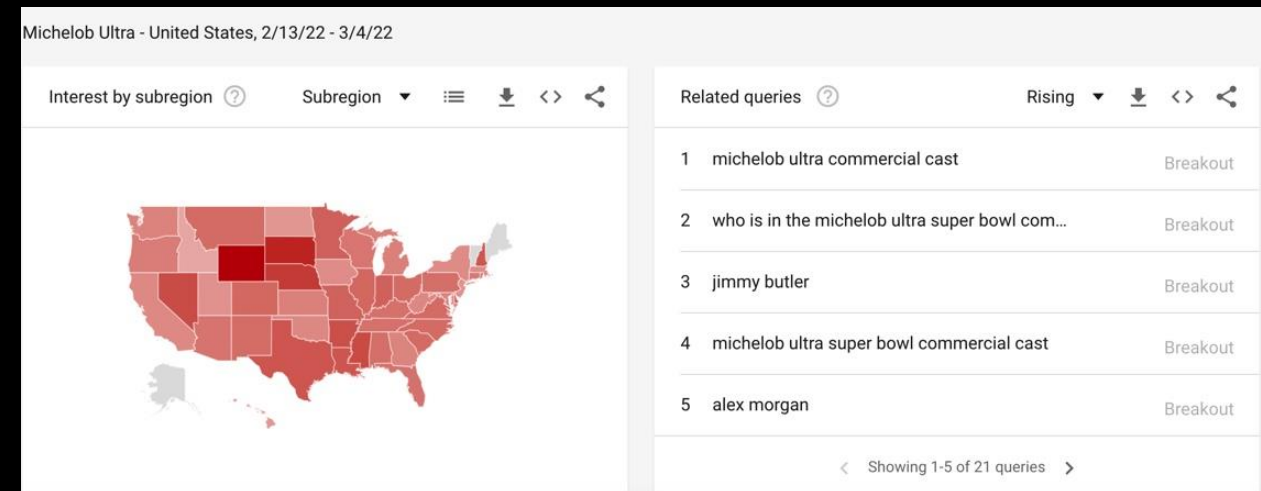
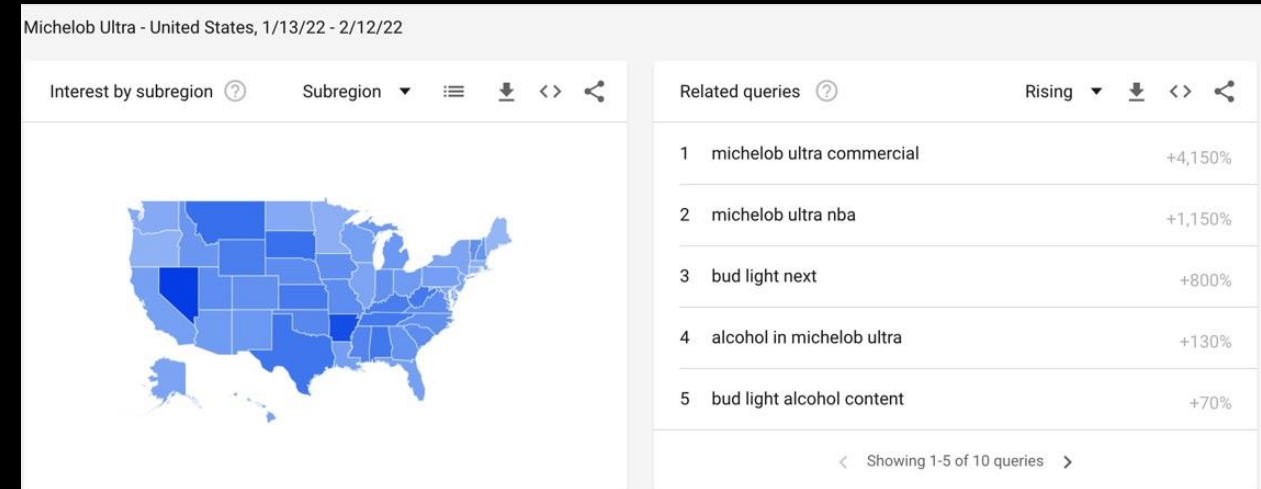
Main Findings:

Before Super Bowl Ad (1/5/2022)-(2/12/2022):

- Queries with the biggest increase in search frequency in this time period were; "michelob ultra commercial", "michelob ultra nba", "bud light next". "alcohol in michelob ultra", and "bud light alcohol content."
- Michelob ULTRA released their Superbowl ad on February 8th, just a couple of days before the Superbowl which created a surge in searches during this time period.
- Then on January 19th Michelob ULTRA tweeted about the drop of their new NBA cans which led to an increase in searches and made "michelob ultra nba" the second highest searched query during that time.
- The search "bud light next" was also pretty popular because on February 7th Bud light tweeted about the release of their new zero carb beer.
- "alcohol in michelob ultra" and "bud light alcohol content" did not have a breakout or significant increase in searches but have still grown during this period, this could be due to the fact that they may have had prior searches.

After Super Bowl Ad (2/13/2022)-(3/4/2022)

- Queries with the biggest increase in search frequency during this period; "michelob ultra commercial cast", "who is in the michelob ultra super bowl commercial", "jimmy butler", "michelob ultra super bowl commercial cast", and "alex morgan."
- The Superbowl drew interest to Michelob ULTRA and the celebrities included in the Ad. And these celebrities helped increase consumer interest in the brand.
- All related queries had a breakout in searches for this given period.



FTX

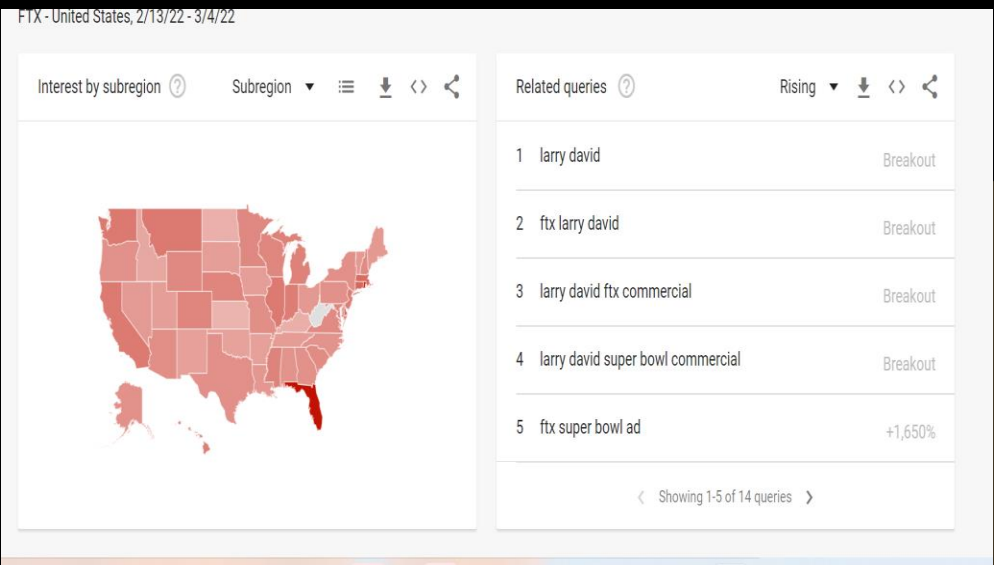
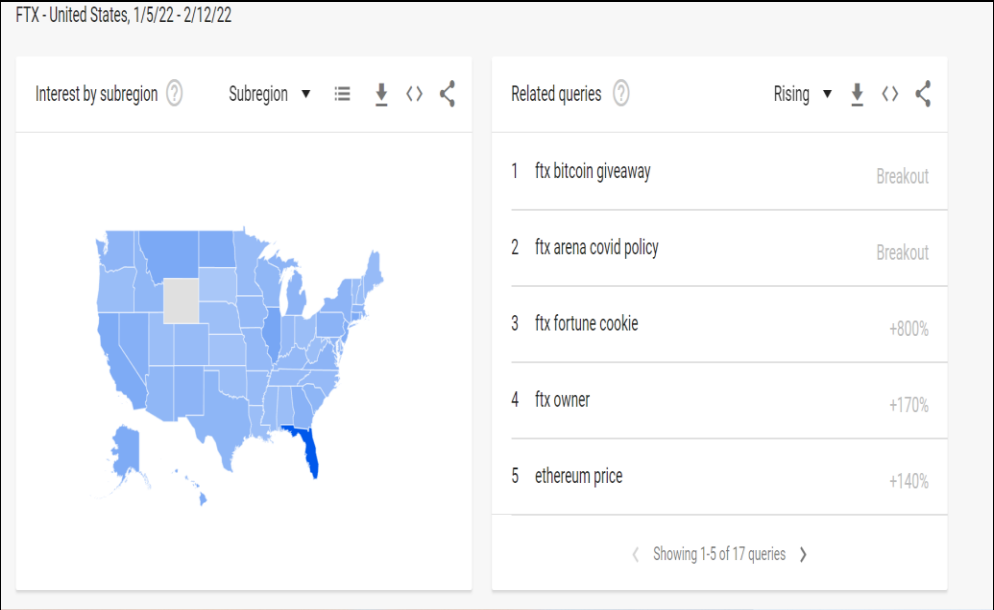
Main Findings :

Before the Super Bowl ad (1/15/2022) - (2/12/2022)

- Queries with the biggest increase in search frequency in this period: "FTX bitcoin giveaway", "ftx arena covid policy", and "ftx fortune cookie".
- Prior to the Super Bowl, FTX promoted a giveaway that they were going to have during the game. Anyone who followed the company's twitter account and retweeted its pinned tweet after the ad aired was eligible.
- FTX arena is the main stadium for the Miami Heat and their basketball games. Therefore, this was an unrelated search done by many basketball fans to know what to do prior to entering the arena.
- Prior to the Super Bowl, this was a big trend that was going on earlier this year for them to get more people involved and interested in Crypto currency via fortune cookies, which had crypto-related messages in them, such as "Invest in Dogecoin".

After the Super Bowl ad (2/15/2022) - (3/04/2022)

- Queries with the biggest increase in search frequency in this period: "larry david", "ftx larry david", and "larry david ftx commercial" .
- Since all of these searches are basically the same, it is shown that popularity and recognition for FTX has gone up because of the funny and well received ad that aired during the Super Bowl.
- They used Larry David's specific sense of comedy and standing as a comedian to sell the idea that Crypto is a good investment, since like all other revolutionary inventions, Larry was wrong. It is the ideal time to invest in this growing trend.



FTX and Uber Eats Comparison

Uber Eats:

- Top- "uber eats promo (100)," "uber eats code"(86), "uber eatsdriver"(83), "uber driver" (83), and "uber eats promocode"(76).
- Rising- "elton john uber eats commercial" (breakout), "who is in the uber eats commercial with elton john" (breakout), "uber eats promo code 2022" (+3,700%), "leslie jones" (+3,300 %), and "uber eats driver killed" (+2,100%)

FTX

- Top- "ftx arena" (100), "ftx crypto" (96), "crypto" (96), "ftx us" (44), and "ftx miami" (30).
- Rising- "ftx arena" (breakout), "ftx arena miami" (breakout), "miami arena" (breakout), "tsm ftx"(breakout), and "tsm" (breakout)

Comparison Breakdown: Uber Eats

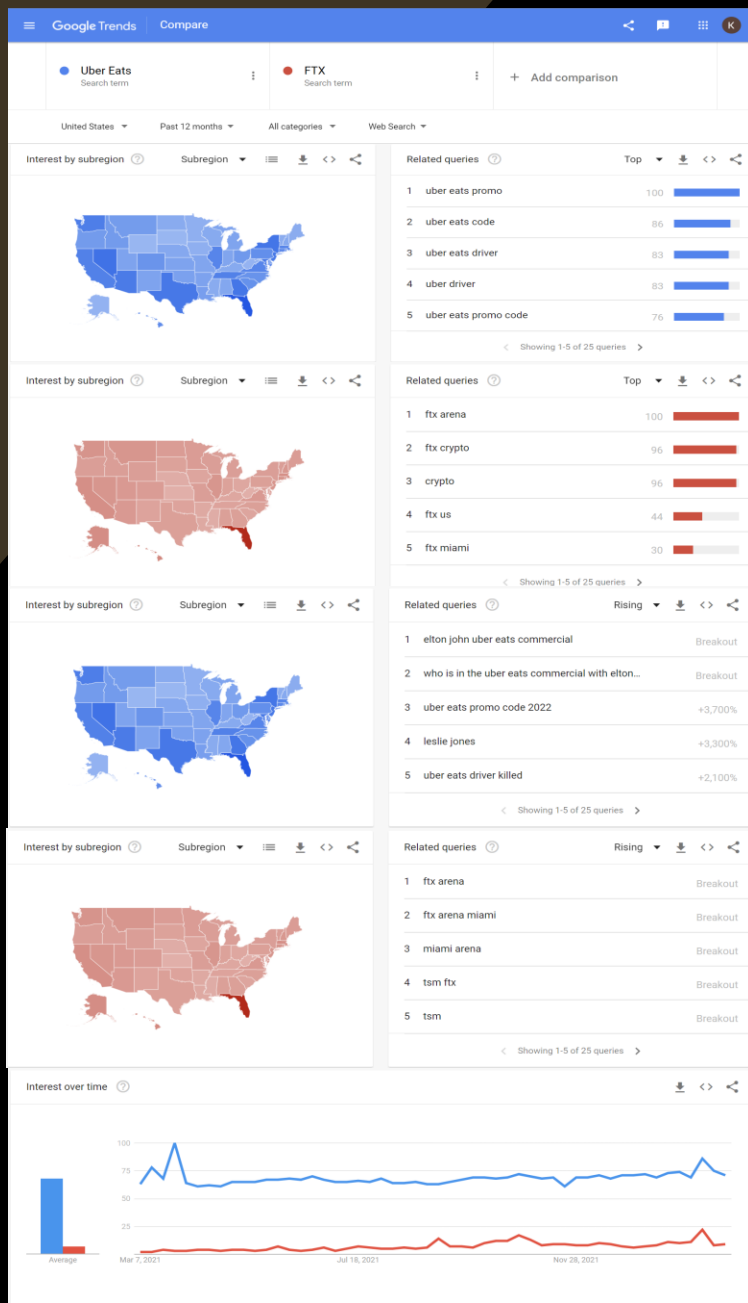
- A lot of the search topics relate to promo codes (consumers want to pay less for Uber Eats services)
- There is also consumer interest in uber drivers/knowing more about uber drivers
- Elton John was in an Uber Eats commercial with Lil Nas X which would explain the breakout in searches
- Leslie Johnes was featured in an Uber Eats commercial for March Madness which would explain the breakout in searches

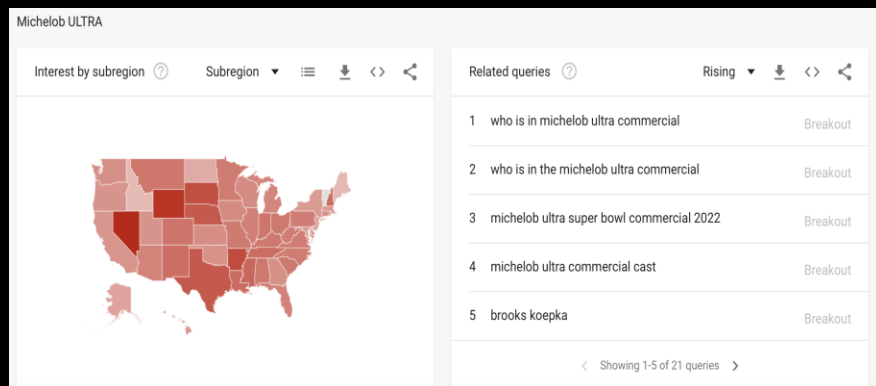
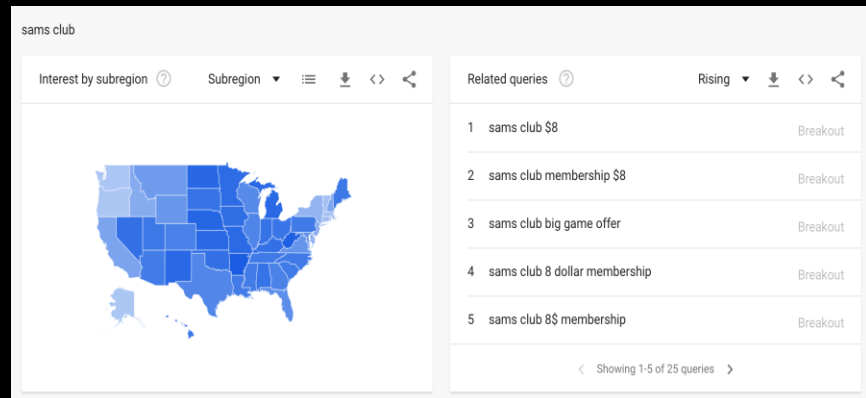
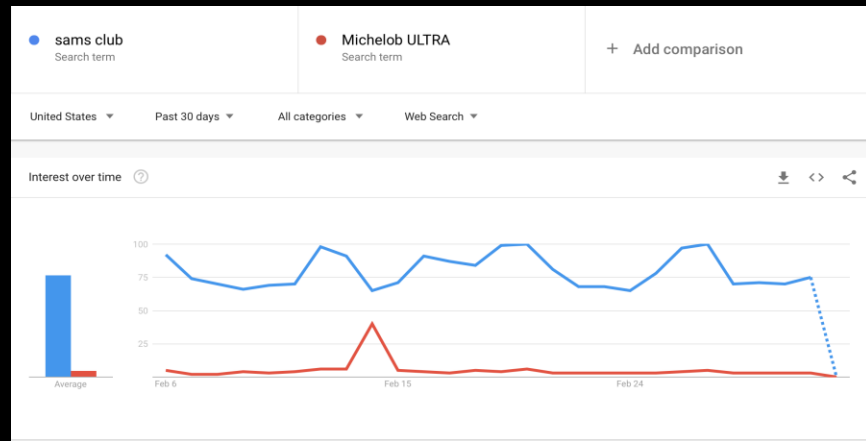
Comparison Breakdown: FTX

- Many of the search topics relating to FTX are in relation to either the Miami Heat basketball stadium or the Crypto investment process.
- Consumers are searching about the Miami Heat basketball stadium because FTX is the sponsor
- Consumers are searching for Crypto because FTX offers Crypto currency services

Comparison: Interest Past 12 Months

- Unlike FTX, Uber Eats shows a high score in consumer interest March 28-April 3, 2021, which was during March Madness (score was at 100)
- Both companies showed a spike in consumer interest from February 13- February 19, 2022, which was during the Super Bowl period; Uber Eats score was 86, while FTX had a score of 22. Before the Super Bowl, FTX had a score of 11 and Uber Eats had a score of 69 (Feb 6-12, 2022). Uber Eats was able to attract more interest during the Super Bowl, but both companies did experience a rise in interest. The Super Bowl ads were effective for both companies in obtaining a higher interest score. Interest dropped for both companies during Feb 20-26, 2022; Uber Eats had a score of 75 while FTX had a score of 8. FTX had an interest level lower than the period before the Super Bowl, while Uber Eats still remains at a level above what it was before the Super Bowl. The Uber Eats commercial must have had a longer lasting effect on consumers than FTX did.





Michelob ULTRA and Sam's Club Comparison

- In the last 30 days, during the month of February we see a spike in Michelob ULTRA after its appearance in the Superbowl commercial.
 - Feb 13: at an interest value of 6
 - Feb 14: at an interest value of 40
- During the same exact time period, we see a decrease in interest for Sam's Club. We find this shocking because they also made an appearance in the Superbowl, and search interest went down for them.
 - Feb 13: at an interest value of 91
 - Feb 14: at an interest value of 65
- Days after the Superbowl, we see a complete shift in interest for both brands. Now we see Michelob ULTRA go back to a steady search interest and Sam's Club increased its search interest due to their big day offer they had going on after the super bowl.
 - Feb 16 Michelob ULTRA: at an interest value 4
 - Feb 16 Sam's Club: at an interest value of 91
- All related queries for both brands had a breakout in searches for this given period.

Trend Analysis contd..

PART 2 : SOCIAL MENTIONS TRENDS

- For the same 4 brands (one per person) , analyse the social mentions now.
- Compare the brands with each other for social media mentions and sentiments for the recent 2 weeks across social media channels.

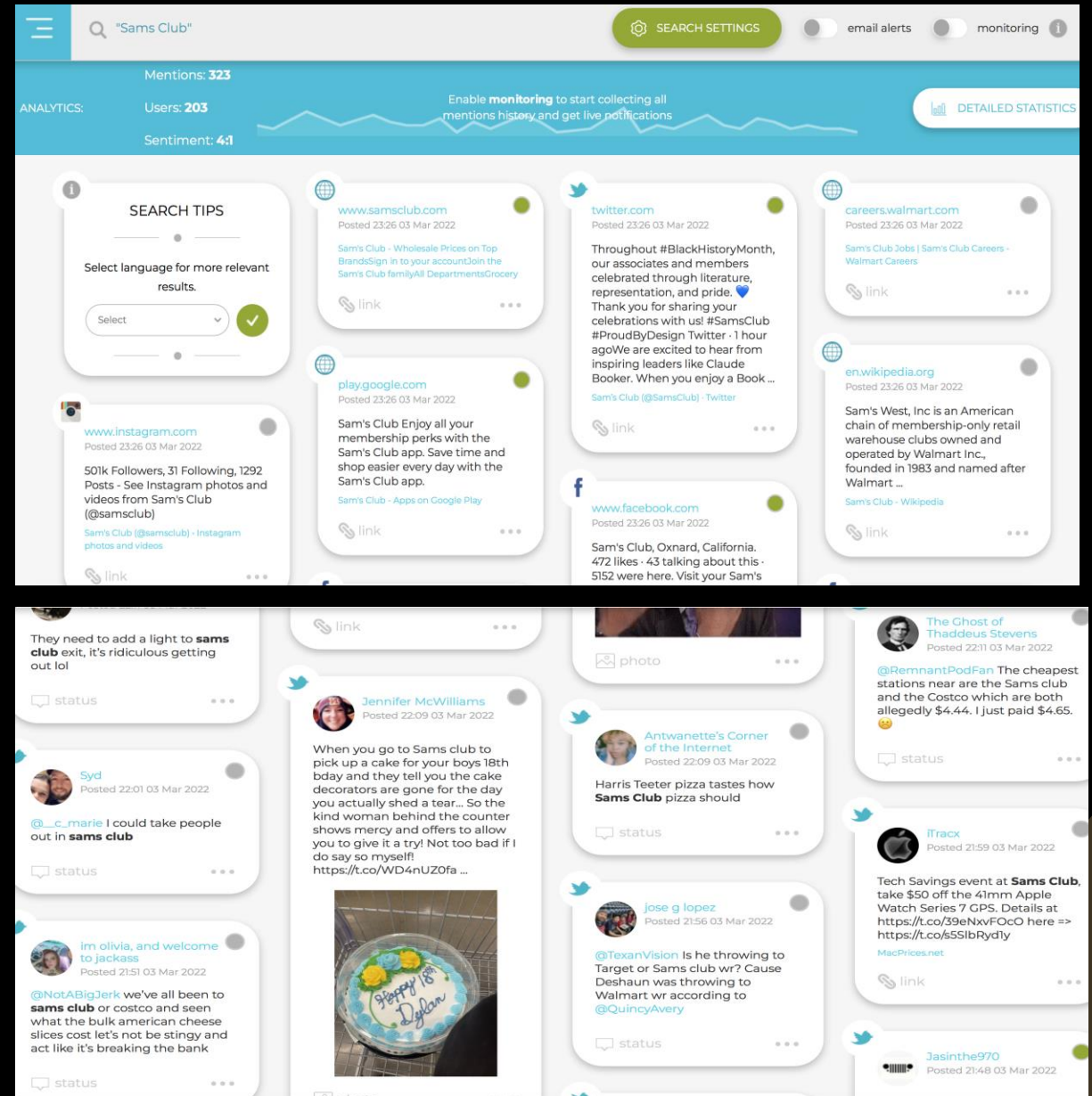
(Use Social Searcher as we have learned in class.

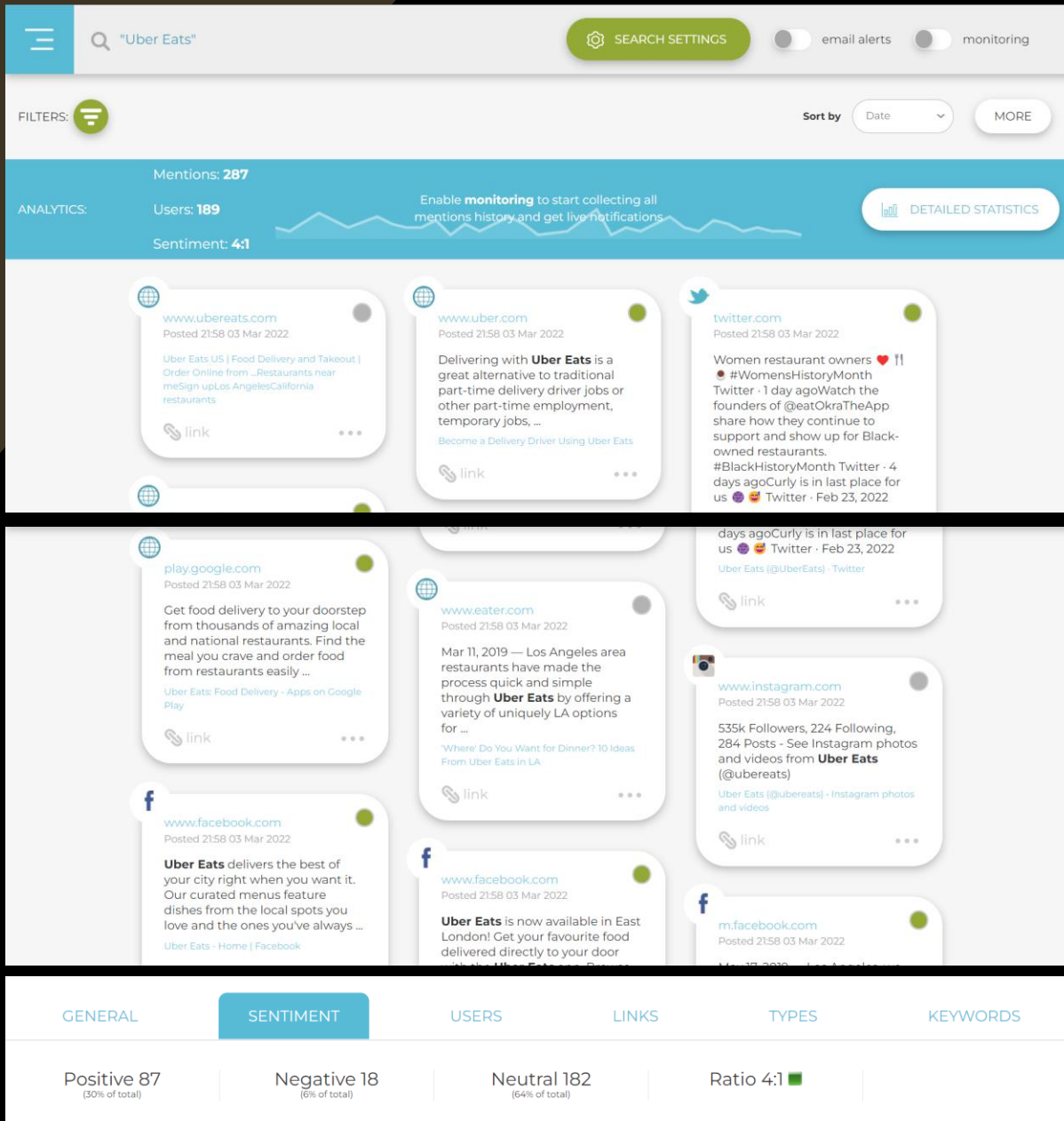
Your findings should be listed and shown with evidence.

You have to give a snapshot of relevant Social Searcher page.)

Sam's Club

- Main Findings:
 - There are 323 mentions, 203 users, and a sentiment of 4:1
 - Out of 323 mentions, 80% are positive, 24% are negative, and 219 are neutral.
 - Almost 50% of users come from Twitter
 - Majority of the posts are on Saturday – 62%
 - Top hashtags: #samsclub, #samsclubfinds, #walmart, #samsclubdeals





"Uber Eats"

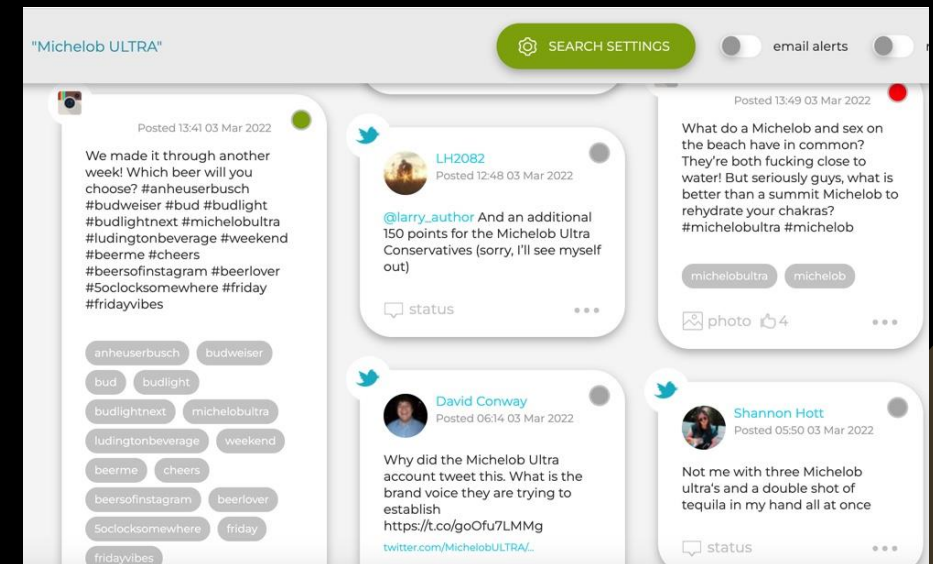
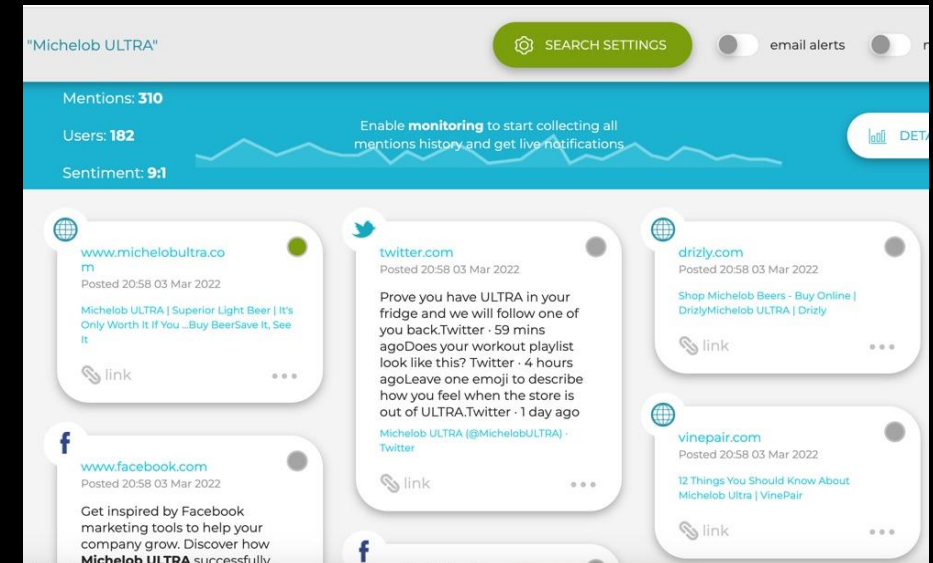
Main Findings :

- There are 287 mentions of "Uber Eats", 189 users, and a sentiment ratio of 4:1
- Out of the 287 mentions, 30% were positive (87), 6% were negative (18), and 64% were neutral (182)
- The majority of posts were on Saturdays (41%)
- Majority of the content was posted between 8:00 pm – 10:00 pm (26%)
- Users used these networks: VKontakte (78), Twitter (37), Tumblr (19), Reddit (19), Flickr (18), Vimeo (9), Web (5), Facebook (3), Instagram (1)
- Types: Video (34), Photo (108), Link (84), Status (61)
- Top 10 hashtags: #london (28), #uber eats (15), #pampaphoto (15), #uk (15), #ubereats (5), #doordash (4), #paris (4), #france (4), #CompetitionTime (3), #SowetoDerby (3)

Michelob ULTRA

Main Findings :

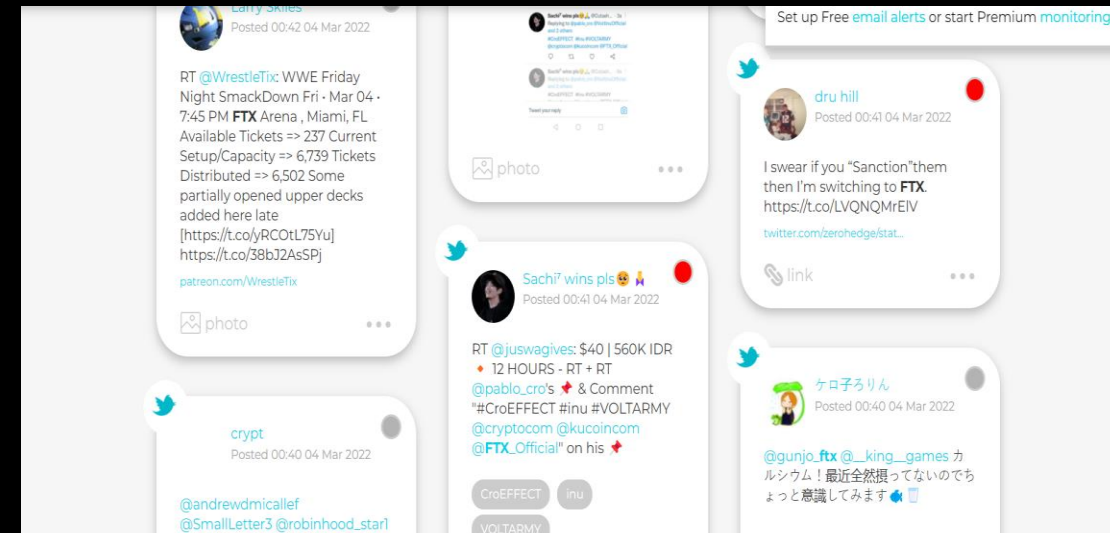
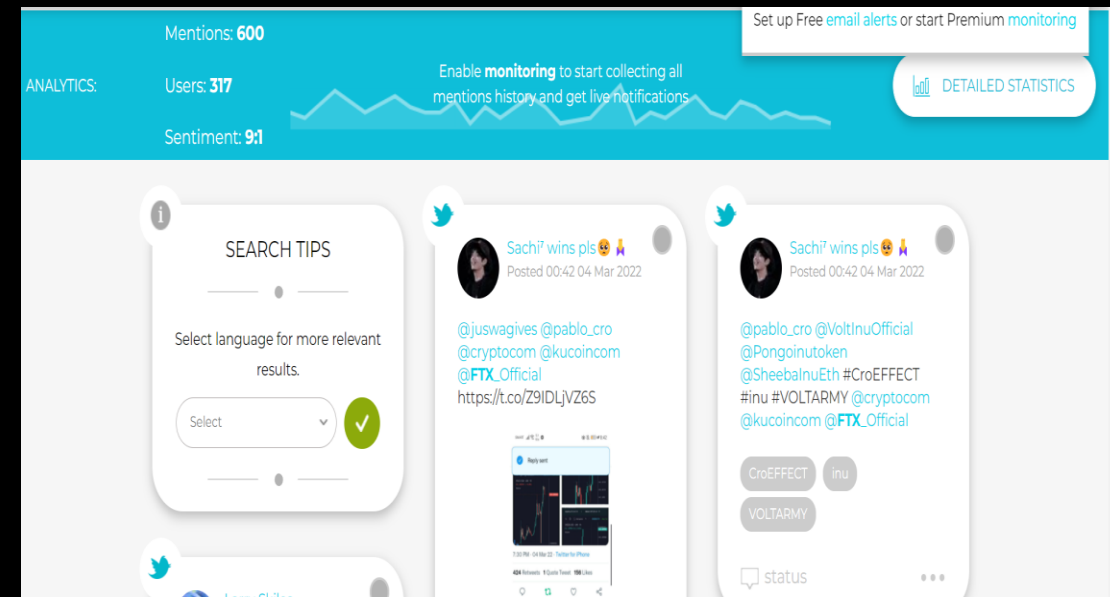
- "Michelob ULTRA" has been mentioned 310 times overall since 2018.
- Majority of mention come from Vkontakte (100), Facebook (81), and Instagram (48).
- With 182 user mentioning "Michelob Ultra" and a 9:1 sentiment, 65% felt neutral toward the brand, 31% positive, and the rest felt negatively.



FTX

Main Findings :

- There are 602 mentions regarding "FTX", 321 users, and a sentiment ratio of 9:1
- Out of the 602 mentions, 24% were positive (144), 3% were negative (20), and 73% were neutral (438)
- The majority of posts were on Saturdays (29%)
- Most of the post's come from Twitter (16%)
- Top 10 hashtags: #ftx (62), #bitcoin(26), #crypto (23), #ethereum (22), #nft (22), #binance (21), #btc (19), #eth (16), #cryptocurrency (16)



Positive 142
(24% of total)

Negative 20
(3% of total)

Neutral 438
(73% of total)

Ratio 9:1

FTX and Uber Eats Comparison

UBER EATS

	Mentions: 287
ANALYTICS:	Users: 189
	Sentiment: 4:1

- Uber Eats has a total of 287 mentions
- Uber Eats has 189 users
- Sentiment (4:1): 30% positive (87), 6% negative (18), and 64% neutral (182)

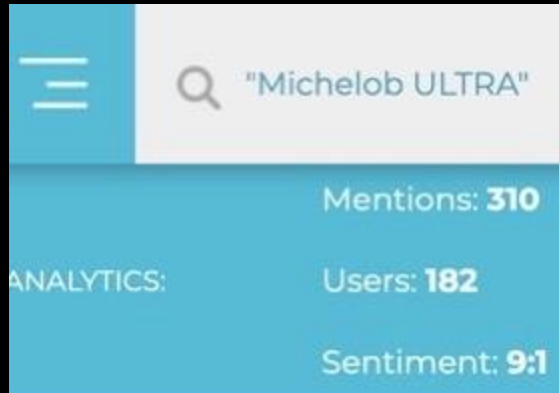
FTX

	Mentions: 600
ANALYTICS:	Users: 317
	Sentiment: 9:1

- FTX has a total of 600 mentions
- FTX has a total of 317 users
- FTX sentiment is (9:1): 24% were positive (144), 3% were negative (20), and 73% were neutral (438)

Comparison Breakdown: FTX has 313 more mentions and 128 more users than Uber Eats. In general, more people are talking about FTX than Uber Eats across social media platforms. Regarding sentiments, FTX had a ratio of 9:1 and Uber Eats had a ratio of 4:1, FTX is more well-received by consumers as there are more positive comments than negative. This could indicate that the FTX ad garnered more attention and consumer interest than Uber eats did during the Super Bowl.

Michelob ULTRA and Sam's Club Comparison



- Michelob ULTRA has 310 Mentions
- Michelob Ultra has 182 Users
- Michelob ULTRA has a 9:1 sentiment: 65% neutral (202), 31% positive (96), and 4% negative (12)



- Sams Club has 347 Mentions
- Sams Club has 238 users
- Sams Clubs has a 4:1 sentiment: 26% positive (91), 6% negative (22), and 68% neutral (234)

Comparison Breakdown: Sams Club has 37 more mentions and 56 more users than Michelob Ultra. In general, slightly more people are talking about Sams Club than Michelob ULTRA across social media platforms. Regarding sentiments, Michelob ULTRA had a ratio of 9:1 and Sams Club had a ratio of 4:1, so Michelob ULTRA is more well-received by consumers as there are more positive comments than negative. This could indicate that the Michelob ULTRA ad garnered more attention and consumer interest than Sams Club did during the Super Bowl.

Text Analysis (40 points)

- Identify a new product introduced in the market in 2021.
 - Collect 50 customer comments in the past 1 month from any social media or news outlet about this product. (You donot need to show this in ppt)
 - Use text analytics software to find out insights about this product
 - *You can use any free to use text mining software of your choice or what we have discussed in class (You can use Google NLP API or MeaningCloud.If you are limited by 500 words in the MeaningCloud Demo, you can split the comments and analyze)*
 - **Mention which software you used.**
 - **List the Main findings on Entities, Concepts and Sentiments with evidence of analysis. Discuss.**
 - **Provide screenshots of the results which you get from the software when text analysis is run to support your findings.**
-

Product: Nike Go FlyEase Shoe

Software: Google Natural Language API

Entities

1. Nike Saliency: 0.42	ORGANIZATION	2. grandma Saliency: 0.07	PERSON
3. shoes Saliency: 0.06	CONSUMER GOOD	4. people Saliency: 0.05	PERSON
5. brother Saliency: 0.03	PERSON	6. hands Saliency: 0.02	OTHER
7. athletes Saliency: 0.02	PERSON	8. design Saliency: 0.02	OTHER
9. athletes Saliency: 0.02	PERSON	10. arms Saliency: 0.02	OTHER

11. people Saliency: 0.02	PERSON	12. some Saliency: 0.01	OTHER
13. people Saliency: 0.01	PERSON	14. groceries Saliency: 0.01	OTHER
15. sneaker Saliency: 0.01	OTHER	16. no one Saliency: 0.01	PERSON
17. disabilities Saliency: 0.01	OTHER	18. resellers Saliency: 0.01	PERSON
19. car Saliency: 0.01	CONSUMER GOOD	20. many Saliency: 0.01	OTHER

Top 5 Entities:

1. Nike (0.42)
2. Grandma (.07)
3. Shoes (.06)
4. People (.05)
5. Brother (.03)

Saliency indicates the importance and centrality of the entity in a document of text. Saliency scores are in the [0, 1.0] range; a score closer to 1 means a higher saliency, indicating that the entity/phrase is highly important.

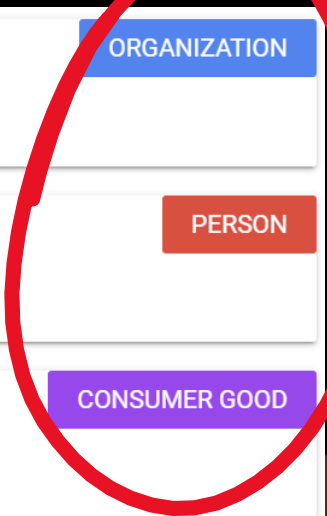
Nike has the highest saliency out of all the entities- "Nike" stands out the most and is most likely the most important to readers.

All other entities have a very low saliency. Other than "Nike", there aren't other entities within texts that stand out, or that people would consider to be moderately or highly important. The probability of these entities being important is very low.

Concepts

Knowledge of the underlying language allows the classification of concepts into related groups, such as products, organizations, or people, using meaning and context. Concepts identified in our document of text are:

1. Organization
2. Person
3. Consumer good
4. Event
5. Work of art
6. Location
7. Number
8. Other



1. Nike Saliency: 0.42	ORGANIZATION
2. grandma Saliency: 0.07	PERSON
3. shoes Saliency: 0.06	CONSUMER GOOD

Sentiments



- Entire Document:
 - Score : 0.1
 - Magnitude : 33.9
- The score of a document's sentiment indicates the overall emotion of a document. The magnitude of a document's sentiment indicates how much emotional content is present within the document, and this value is often proportional to the length of the document.
- Truly neutral documents will have a low magnitude value, while mixed documents will have higher magnitude values
- The entire document is in a neutral zone (0.1), therefore, the magnitude indicates that there is not a lot of emotional content within the document of text that is provided. Majority of comments about the product are neutral—it does not inflict a lot of polarizing emotions.

Entities	Sentiment	Syntax	Categories
Document and Sentence Level Sentiment			
		Score	Magnitude
Entire Document		0.1	33.9
they are meant for athletes without hands/arms or arent able to put on shoes themselves.		0	0
Bro I don't know if you know this but people with disabilities need that more than you do.Now they're difficult to purchase.		-0.6	0.6
Haven't seen these cuz resellers bought them all even tho it's for disabled athletes, nice morals they have.		0.7	0.7
Just thinking about how many lives this will change for those who are movement challenged 🥺❤️.		0.1	0.1
Nike just made a sneaker to get groceries out the car.		0.2	0.2
well done nike. 🥰 well done.		0.9	0.9

Score Range		0.25 – 1.0	-0.25 – 0.25	-1.0 – -0.25
Entity Level Sentiment				
1. Nike	ORGANIZATION			
Sentiment: Score 0.2 Magnitude 1.8				
2. grandma	PERSON			
Sentiment: Score 0.1 Magnitude 0.7				
3. shoes	CONSUMER GOOD			
Sentiment: Score 0 Magnitude 0.1				
4. people	PERSON			
Sentiment: Score 0.2 Magnitude 0.6				
5. brother	PERSON			
Sentiment: Score 0.2 Magnitude 1.2				
6. hands	OTHER			
Sentiment: Score 0 Magnitude 0				
7. athletes	PERSON			
Sentiment: Score 0.2 Magnitude 0.4				
8. design	OTHER			
Sentiment: Score 0.9 Magnitude 1.8				