Social Data Mining For Event Based Marketing

Huge data in the social media network provides both challenges and opportunity for businesses. Social data provides the opportunity for businesses to acquire, retain and engage with the market, which is expected to be personalized, topic specific and sentiment based. Simple tool and methodology covered in this workshop coupled with practical use may enable your business to tap the marketing value from social data effectively and efficiently.

WHY?

- Understanding of unstructured data and usage of text analytics.
- Gain practical skills in managing unstructured data using open source R statistical software (free).
- Able to run basic and advanced statistical analysis using a real example from the banking industry.
- Understand the development business triggers and processes.

WHO?

Data analysts, business analysts, business intelligence professionals, market researchers, marketing analysts, data miners and academic researchers.

WHERE & WHEN?

Our workshop is conducted on private arrangement basis, at your premise or our training facility. Case studies and discussions are tailored according to your business current needs and scenario.

TRAINER

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Lecturer in applied statistics and R expert @ University of Malaya. Research experience and focus in data mining, text mining and financial econometrics.

CONTACT

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USE CASE

Social network data is often masked by "noises". The key of extracting the marketing value is to filter the noise and extract the data which can be used as event triggers in automated targeted marketing process.

There are 2 ways to look at the use case.

a) **As a brand owner**

Typically, business nowadays use the social network data as a measure of general perception of the brand. We advocate a different approach which generates leads directly from social engagements. Imagine your potential customer is asking for feedback about your product on Twitter. How would you be able to detect this opportunity and present yourself in a effective and relevant manner?

b) **As a brand competitor**

Acquiring is a big challenge in saturated market. However, social networks provides an opportunity for you to acquire customers by capitalizing on the sentiments towards your competitors' product or brand. What would you do if you know a competitor's customer complained on social network that leads to a social chit chat?

METHODOLOGY & TOOLS

Traditionally, businesses have been mining their transactional (structured) data and somehow lacking of business focus on serious use of unstructured data such as email, customer feedback form, and other forms of social data, which potentially beneficial especially for customer acquiring.

R will be used as the tool for social data mining, which involves the analysis of textual data by using both quantitative and qualitative methods. The workshop demonstrates how to manage, preprocess and transform the social data for the purpose of exploratory analyses, clustering and sentiment analysis.

Gain practical skills on how to turn social data into meaningful

LISTEN

↓

ANALYZE

↓

TRIGGER

↓

ENGAGE

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