

# Leveraging Social Media Listening

Sentiment Analysis Using Web Analytics for CPG by TEG Analytics



## Can Social Media Scores Predict Sales in CPG Effectively?

### Business Question

- ✔ Can consumer sentiment across various brand attributes such as quality, value, innovation be elicited through social listening?
- ✔ Impact of sentiment scores on consumer purchase decisions
- ✔ How can social listening guide tactical and strategic decisions?

### Solution

- Specific brand attributes were identified for each brand based on brand identity and category characteristics
- Online conversations were scored for each brand attribute based on various lexical strings and relevance and intensity measures
- Advanced machine learning techniques were used to quantify the relationships between sentiment scores and sales volume to capture whether sentiment is a leading indicator of sales
- Impact of increase in sentiment and decrease in sentiment were checked for non-symmetric impact on direction and magnitude of sales
- Factors such as price, promotion and seasonality were accounted for in the machine learning models



Robust Scores + Happy Tweets = High Sales



### Result

Effective predictability of sales volume depends on the robustness of social listening, and sophistication of the scoring mechanism.