

Using Data to Respond to Social Media Post

Challenge and Opportunity

A large consumer goods company was struggling to craft strong responses to posts on social media about its products.

Approach

- The company was using social media as a communication's tool to deliver important information about its various products.
- Given the nature of those products, the company received negative reviews and feedback from advocacy groups and individuals.
- Using Python and NLTK, our team was able to create an algorithm that predicted the effects of a response type like apologetic, humor, information, or aggression.

Results

The team was more effective and efficient with responding to negative reviews and posts on social media.

50+

Clients Served*

20+

Data Services Offered

185%

Average ROI
Based on 2 years of cost decrease or revenue increase over consulting fees *

(excluding internal implementation cost)