



Sri Lankan Social Sentiment Analysis (Telecom)

Case Study
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VIRGO - is a subsidiary of DevBatch INC focusing on Data Sciences.

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Overview

VIRGO has worked for a large telecom provider in Sri Lanka that is a leader in satellite TV with country's largest mobile network operation of 11.8 million subscribers. The Teleco needed to provide them social sentiment analysis.

Sentiment analysis has become a buzzword lately as social networks are bustling with consumer chatter. [Sentiment analysis](#), also known as opinion mining, is the application of Natural Language Processing (NLP) techniques and text analytics for identifying patterns and extracting insights from consumer data. It is widely used by brands to gauge the reactions of their consumers towards their products, product features, promotional campaigns and so on.

Traditionally, companies seeking feedback about their products and services used to send questionnaires and surveys to their users, or had to host some focused group discussions to uncover deeper insights about their marketing efforts.

How DevBatch helped?

VIRGO assigned a team of experts on this project to perform the sentiment analysis on The Teleco's social media accounts and prepare an actionable report.

Solution

VIRGO team prepared the solution for fetching the tweets; in global traffic ranking by Alexa, Twitter boasts of millions of active users posting throughout the day leveraging multiple firehoses.

Access to Twitter data can be costly and difficult to manage just because of the quantum of data involved. At [VIRGO DATA](#), we solve the problem through our near real time Twitter Crawling application, especially useful when you are looking to extract focused data that matches required criteria.

Challenges

- A major challenge involving **Twitter sentiment analysis** is the major breadth of topics that are covered. People talk about anything and everything, which makes Twitter always bursting with data. Thus it becomes important to sift through the chaff and narrow down to relevant categories based on **keywords** and **#hashtags**. Once data is obtained, the next step is to normalize and validate it against predefined parameters. Through text analytics, the sliced and diced data is classified into positive, negative and neutral statements. Some companies also add extremely-positive and extremely-negative parameters to this classification.

- **Twitter Firehose**, on the other hand, is a way to access 100% of all the tweets that are posted on the site. The social network has given access to two companies, **DataSift** and **GNIP** to act as vendors of this firehose. Other companies looking to mine data through the Firehose usually contact these two vendors with a search criteria (*just like in case of the streaming API*) and receive the complete data.
- **Cultural bridging** >> video conferencing calls and team breakaway meetings arranged.
- **Lack of documentation** >> Business analyst provided to address gaps.
- **Time zone difference** >> team worked overlapping 0.5 hours every day.
- **Third party integration** >> skills to integrate with multiple social media management tools were not available in house for The Teleco. DevBatch provided these resources and get done the required integration.

Remote and Onshore Blend

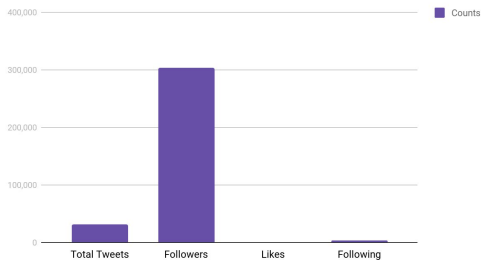
- **Tools** - GIT, Jira, Slack, GTM
- **Delivery methodologies and processes** - Agile, fortnightly sprints, daily scrum, hourly code checkin
- **Communications** - daily scrum, weekly working group meetings, monthly steering board meetings.
- **Onsite** presence available on ask

Results, Return on Investment and Future Plans

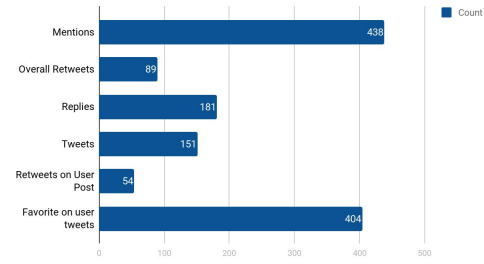
- The Teleco **used** reports to gain an understanding of the the attitudes, opinions and emotions expressed.
- Used it to adjust marketing strategy
- Used it to measure the ROI of marketing campaigns
- Used it to improve the products quality
- Used it to improve the customer support services
- Used it to avert crisis
- Used it to improve leads generation
- Used it to improve location based services
- It helps to increase the sales revenue
- No compromise on quality

Sample Analytics Reports

Account Overview



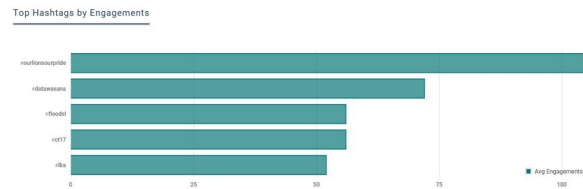
Fortnightly Performance



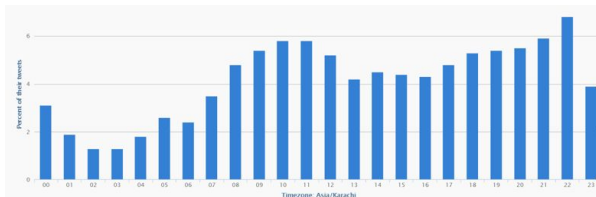
User across the globe



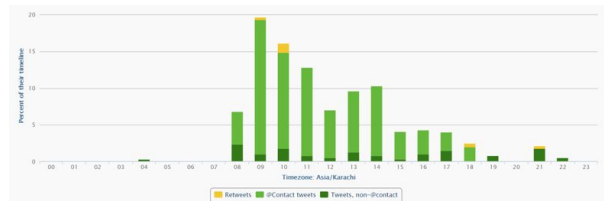
Top Hashtags by Engagement



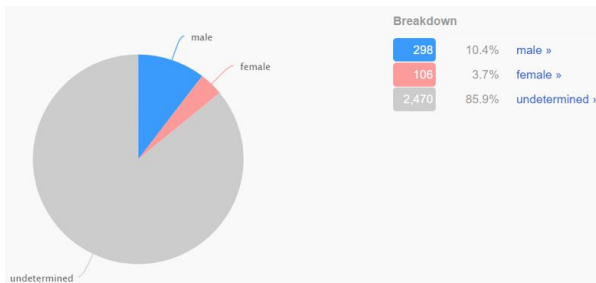
Active Hours of Followers



Active Hours of The Teleco



Gender of The Teleco Followers



Sentiment Analysis

